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# Fast Track

Must Reading from  
**Broadcasting & Cable**  
December 15, 1997

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The raucous nature of Jerry Springer’s talk show is no accident, but the result of a careful and deliberate strategy. And, based on the show’s popularity, that strategy appears to be paying off. / **32** Cover photo by Todd Buchanan/Black Star



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# Boxes the talk of Western Show

**P**rogramming took a back seat to technology at the Western Show last week. The 28,312 attendees (up from 26,000 last year) were primarily vendors, not operators, and they focused on the lumbering dance between cable operators and Silicon Valley over the digital set-top box. That magic box is supposed to turn TV sets into network computers, allowing subscribers to surf the Internet at high speeds, access special new program guides and home shopping services. Yet it is supposed to cost operators a relative pittance—a couple of hundred dollars or so for each box.

Executives expecting actual digital box deals were disappointed. Microsoft Corp. was there mostly in spirit (“Beware of Bill Gates is the word,” HSN Inc. Chairman Barry Diller cautioned), with no one taking the \$1 billion in financing that the software giant has been dangling in front of operators willing to put its Windows CE in their digital set-top converters.

Rival vendor Oracle Corp.’s presence was evident primarily through its deal to get incorporated in Scientific-Atlanta Inc.’s next-generation Explorer 2000 digital set-top. But cable executives were paying more attention to the 30% one-day drop in Oracle’s stock price prompted by bad earnings news.

As usual, it was Tele-Communications Inc. Chairman John Malone who made the biggest splash, promising to buy 5 million–10 million digital set-tops from somebody over the next few years for TCI plus its “friends and fam-

ily” operators.

Industry volume for the boxes, Malone acknowledged, could hit 25 million units. His commitment came despite TCI President Leo Hindery’s puzzling characterization, a day earlier, of an initial report of those figures as “bizarre.”

But operators’ enthusiasm for digital remained mixed. The biggest order of the week came not for high-tech digital boxes but for medium-tech advanced analog: US West Media Group Inc. said it may double its order of S-A 8600x set-tops to more than a million units. That would put the merely moderately intelligent advanced-analog boxes in 20% of UMG cable homes, signaling that the MSO will continue to go slow in digital.

Still, programmers are starting to pounce on digital. The Disney Channel announced Toon Disney, a spin-off slated for digital tiers, filled with its cartoon series library. MTVN exhibited its suite of seven music video networks.

And the exhibition floor was more crowded than at any show in recent memory. The traffic was partly fueled by system executives scrounging for set-tops, cable modems and new nodes and experimenting with WebTV-like functions slated for the next generation of gear. But it also stemmed from the amount of liquor being served at network and hardware vendors. The big theme at the show? “You can get a martini at noon,” joked Jones Intercable Inc. Chairman Glenn Jones. —John M. Higgins

**More Western Show coverage follows  
and also begins on page 85**

## TCI eyes box mega-buy

*Malone says he wants 5 million to 10 million digital set-tops within three years*

By Price Colman and  
John M. Higgins

**T**ele-Communications Inc. is close to ordering 5 million–10 million digital set-top boxes to be delivered over the next two to three years to TCI systems and its “friends and family,” TCI Chairman John Malone announced last week.

And in a flashback to the hype-laden days when promises about interactive television gripped the industry, Malone contended that a big chunk of the \$1.3 billion–\$3 billion price will come from advertisers eager to sell products electronically. He even employed that now-clichéd example of the interactive



age: ordering a pizza from Domino’s.

At two Western Show appearances, Malone said the equipment order will cover as much as 30% penetration of its “friends and family” universe, which includes wholly owned systems, systems partly owned through partner-

ships and joint ventures and those of other top operators close to TCI. All told, he said, that universe counts 40 million subscribers.

What’s still unknown is who will get the orders for a Web-surfing cable converter: Microsoft, Oracle, Intel, NextLevel/General Instrument, Scientific-Atlanta or some other participant in CableLabs’ OpenCable initiative.

But Malone made it clear that TCI is committed: “We can’t get the industry rolling unless we have the intestinal fortitude to say we will pay X for Y features [for delivery] by a certain date.” His message echoed the bold promises he and many other cable executives made about interactive television: Consumers



would use their TV sets for everything from browsing the Spiegel catalog to ordering take-out food. In the middle of a Ford ad, they would be able to click on a button for more details on a new minivan, including ordering brochures through the mail. Banking from home could be done via the TV instead of through a PC or an ATM.



**TCI's John Malone is ready to commit to digital boxes.**

Some of that has come true on the Internet. But mostly it has proved to be hype, with operators unable to make services work or to do so at a reasonable cost. The final blow to that hype came last spring, when Time Warner Inc. surrendered by shutting down its hugely touted Full Service Network in Orlando, Fla.

But Malone said that those plans now will come true because millions of subscribers will have the boxes in short order: "This time we'll get the scale."

He also argued that some major advertisers will put up cash to help fuel the rollout to create a critical mass of users, much as computer software and hardware companies are offering equipment financing to help create a high-speed Internet TV platform. "This could really be a bombshell on Madison Avenue," Malone said, but he did not identify any advertisers interested in participating.

It's also unclear whether some of the cash might come from AT&T Corp. TCI has been rumored for weeks to be in discussions with the long-distance giant. *USA Today* reported that AT&T was close to a deal to put \$1.5 billion into TCI-backed high-speed Internet service @Home, and CNBC reported that AT&T plans to purchase Teleport Communications Group, the competitive local telephone access provider backed by TCI and several other cable operators. Speculation about an AT&T-cable connection was further fueled by AT&T's announcement early last week that it was pulling out its 2.5% stake in DIRECTV. That move away from DBS has been interpreted as a precursor for a move toward cable.

Asked what kind of talks he's in with AT&T, Malone simply declined to comment.

A day before Malone's announcement, TCI President Leo Hindery dismissed a report of box order of up to 25

million units as "bizarre." But TCI later explained that Hindery read the initial story as saying that TCI itself would be buying the equipment, not TCI and other operators.

While the size of the order is directly linked to the price of the boxes (which Malone declined to discuss), sources say the order will constitute 5 million boxes and an option to buy another 5

million at similar terms.

The flexible element is how cheaply manufacturers such as Intel or IBM can produce chips to handle the Internet and signal decryption functions of the converters. "The cost of the box is \$75 plus the silicon [chips]," Malone said. "How cheap could the silicon get?"

About the only thing not negotiable in the deal: The set-tops must comply with OpenCable's open standard and interoperability requirements. "The goal was to try to define a product in OpenCable [terms] that would accommodate all the currently conceived applications and to solicit a volume and pricing response for such an item," Malone said. "The cheaper they are, the more we'll buy."

TCI is looking at set-tops ranging

from basic "general-purpose" devices equipped with MCNS-compliant modems with ports for connecting TVs and PCs and digital cable converters to "Cadillacs ... and Rolls-Royces" that could handle Internet voice and even video telephony. Going a step further, the set-tops could be equipped with DVD players or other consumer electronic devices. TCI is looking at a box that would include a silicon processor capable of 200 million instructions per second and "enough memory to run Windows CE" (the equivalent of a low-level PC), although the company hasn't settled on Windows CE as the operating system.

"We tried to jump to the end point in OpenCable," Malone said. "The purpose is to find out whether it's true that once one integrates certain functionality in the silicon, the price for functionality kind of disappears. The question is: Are there manufacturers who can see all the way to the endgame, or are we going to have to go through an evolutionary process?"

Malone wants the order to be big enough to interest vendors in forward pricing. This would help smaller cable operators deploy the boxes and would speed the deployment of digital cable and other digital products: "My deal with vendors is I'm buying for a broad set of purchasers. I don't want a world where I buy boxes for \$327 and [cable operator] Joe Gans buys for \$600." ■

## TCI pursues fees for promotion

*Plan asks for up to \$1.7 million per month for marketing from basic channels*

By John M. Higgins

**T**ele-Communications Inc. summoned more than 100 cable network executives to Denver last week to seek the kind of marketing cash from basic channels that pay networks traditionally ante up.

Last Monday, TCI pitched a plan for networks to pay up to \$1.7 million for a month of promotion on its systems. The package would include network commercials in TCI local avails and prominent display in a new newsletter that will be stuffed into subscribers' bills.

TCI characterized the plan as a "partnership" with networks, but programming executives attending say they are suspicious of the plan and concerned that the MSO will squeeze them

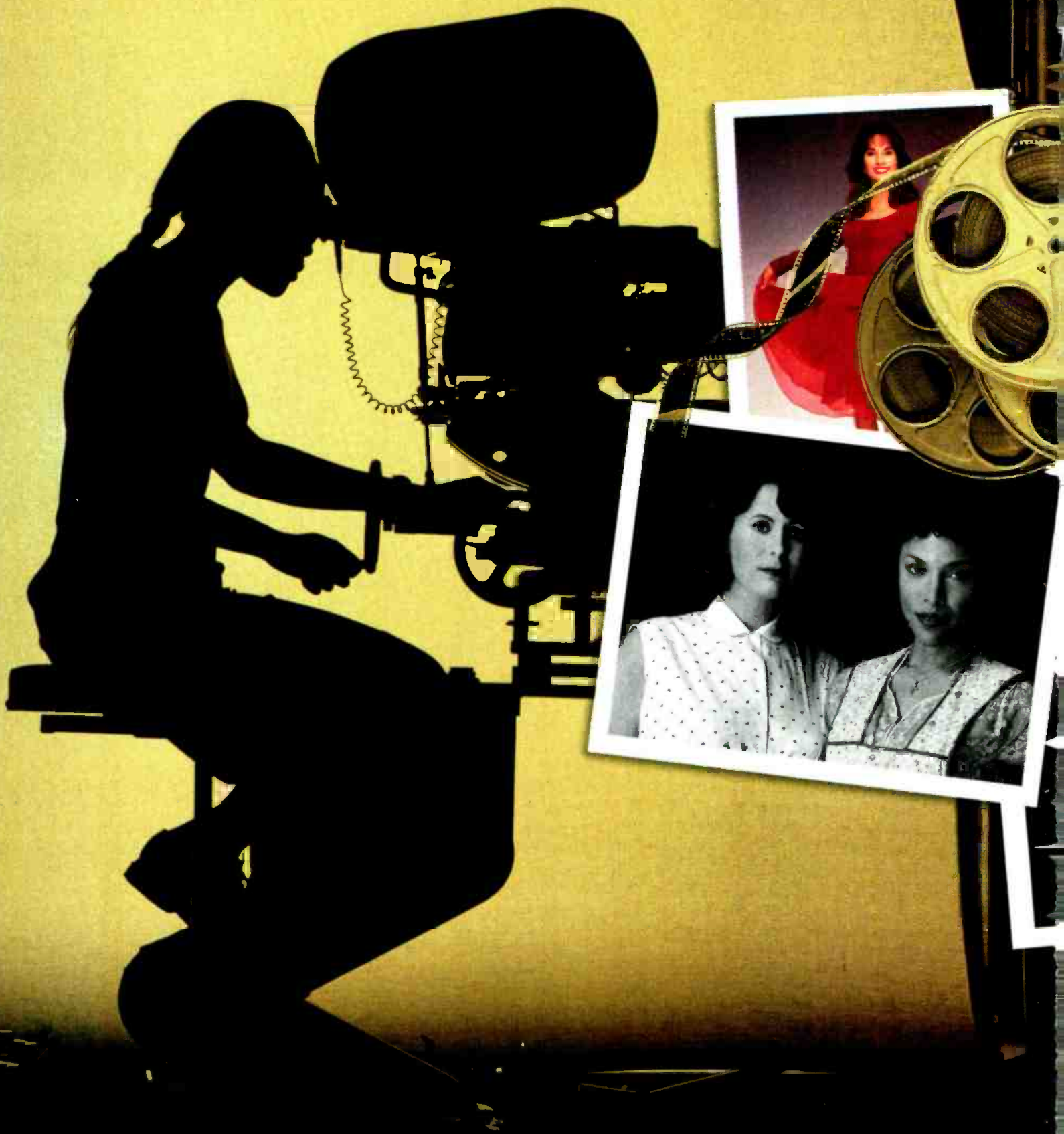
in other ways if they don't participate.

"It seemed that they were looking to get basic networks to pay for the things they would ordinarily do themselves," says a senior executive with a basic network. "If TCI comes calling, you've got to wonder what happens if you don't support it," says another executive.

Tom French, TCI senior vice president of marketing, disagrees. He says that the MSO is trying to create an advertising and marketing opportunity for the channels, not simply trying to extract cash. TCI wants to start promoting channels uniformly across all its systems, serving 14 million subscribers.

"It's a way for them to promote themselves to viewers more effectively," French says. "Discovery needs to promote things like Shark Week. This is a

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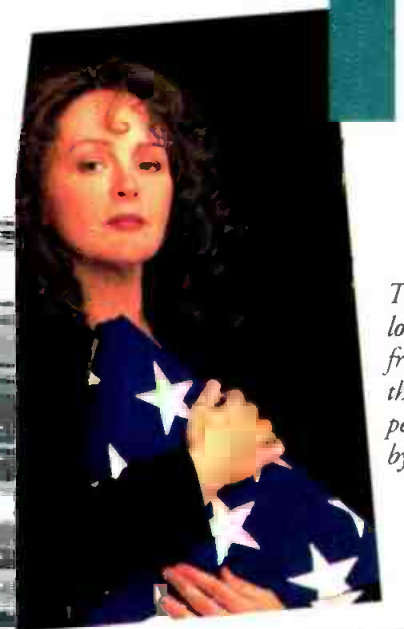
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way for them to do it." The plan would be available both to basic and pay programmers.

Programmers attending included representatives of the Turner networks, including TNT and CNN; USA Networks; Rainbow Programming channels, including American Movie Classics and Bravo; E! Entertainment Television; The Nashville Network; Lifetime Television; ESPN, and MTV Networks, including MTV and Nickelodeon.

Basic networks generally don't promote themselves heavily on systems—certainly not nearly as much as pay networks do.

However, Home Box Office, Showtime and Starz! pay 3%–5% of their license fee revenue back to the systems in cop-marketing. The pay networks

underwrite the systems' broadcast TV and direct-mail campaigns by offering a free month or two of a pay service, the nearly universal come-on for new basic subscribers.

Basic networks generally offer about \$1 per subscriber in "launch support" when they are added to a system, payments widely considered more as a kick-back to the system than as actual marketing. But basic networks primarily place commercials on their own channels or cross-promote on sister networks.

CNN's news magazine, *Impact*, for example, is heavily promoted on TNT and TBS Superstation. At last week's meeting, the networks were presented with three plans. Paying \$100,000 for a logo in the newsletter was the cheapest.

The top plan would prominently feature a network's programming in a six-

page mini-TV *Guide* newsletter of programming information and showbiz gossip. The network's logo would be featured on the envelope, and the network would get 267 local commercial spots on all of TCI's systems. Most of that has long been available, but networks don't take advantage of it.

Bill stuffers are widely regarded as customer throwaways; networks find it is cheaper to promote on their own channels to their existing viewers. "The results are often mixed," says a marketing executive with one basic network.

No network executives say they rejected TCI's plan, but those interviewed say they are not impressed. "Our marketing people looked at this and said that unless we are building an affiliate relationship, it isn't worth it," says a sales executive with a basic network. ■



# Road Runner, MediaOne do deal

*Merger will put them into direct competition with @Home*

By John M. Higgins

In announcing their deal to merge Time Warner's Road Runner and UMG's MediaOne Express last week, officials from each company said that in addition to boosting to critical mass the number of homes passed by their systems, the new venture will take advantage of UMG's progress in developing a proprietary national data backbone and of Time Warner's efforts in creating content.

Currently, Road Runner could conceivably pass 19 million homes in Time Warner Cable franchises and MediaOne Express could pass about 8 million. If the combined service were launched on every system, its potential audience would total 27 million homes.

"We think there are economies of scale in this business, in distribution of



**"We think there are economies of scale in this business, in distribution of the content part of this thing, in hardware and vendors."**

**—Time Warner Cable Ventures President Glenn Britt**

the content part of this thing, in hardware and vendors," said Time Warner Cable Ventures President Glenn Britt.

Of course, those numbers are far from what any service will reach anytime soon. Of Time Warner's homes passed, just 12.5 million are basic cable subscribers and just 12% are served by two-way systems capable of offering full high-speed Internet surfing. Of UMG's 5 million basic subscribers, about 28% are two-way.

The two services have a mere 45,000 data customers versus 7,000 for rival @Home network. Still, even that small number prompts Time Warner and UMG to boast that their merged online service will have the largest customer base.

The companies are rebuilding the bulk of their systems but will not necessarily spend the money to make them fully two-way until later.

The deal is not surprising, since

Time Warner and UMG are already closely linked. US West owns 26% of Time Warner Entertainment, which holds the bulk of Time Warner's cable operation, and thus already owns a piece of Road Runner.

The deal will put the two companies into competition with @Home Network for other cable operators. The MSOs behind @Home—Tele-Communications Inc., Comcast Corp., Cox Communications and Cablevision Systems Corp.—serve some 25 million basic subscribers. That leaves operators serving 20 million subscribers unallied with either service, although many of them have not invested in their plant enough to offer full two-way data.

To bring those operators in, the combined venture—which has yet to be named—will offer much better financial terms. @Home takes a 35% cut of its affiliates' Internet revenue, while Time Warner/UMG is likely to seek just 25%.

Although @Home went public last summer and is being valued at \$3 billion in the market despite its tiny customer base, the Road Runner/MediaOne Express deal is not necessarily aimed at following the same path.

UMG's MediaOne Executive Vice President Doug Holmes said that the goal is to create efficiencies, not split assets off from the core cable company. ■





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*"Mother Love"*





ESPN's Matt Cacciato (l) and Samantha Brown pitch ESPN West to Richard Cozzi, a marketing executive with Time Warner.

# ESPN fires back

*In battle with Fox Sports, ESPN readies sports channel for Southern California*

By Donna Petrozello

**E**SPN has taken the offensive in its war with Fox/Liberty Sports by setting plans to launch a Los Angeles regional sports network next October.

The move follows the alliance of Liberty Media Corp. and News Corp.'s Fox with Cablevision Systems Corp.'s

SportsChannel to forge their extensive regional sports operations into a national network to compete with ESPN for advertising.

ESPN West will offer live sports and news to subscribers in Southern California, Nevada and Hawaii, anchored by the National Hockey League's Anaheim Mighty Ducks and Major League Baseball's Anaheim Angels, both of which are owned by ESPN parent The Walt Disney Co.

"We haven't had a regional network yet," said George Bodenheimer, ESPN executive vice president, sales and marketing, in unveiling ESPN West last week at the Western Show. "This was our first and best opportunity to do this."

ESPN West will carry up to 37 Angels games in the 1998-99 season and 50 games the following year; it has rights to 40 Ducks games in 1999.

Other programming includes ESPN News, Mexican League Baseball, Latin American Soccer and lifestyle programming on surfing, biking, fitness and extreme sports. The network will also tap ESPN Regional Television's cache of syndicated college basketball and football programming and the resources of ESPN's 20 international networks.

Programming from ESPN national news and sports coverage will fill a small part of the 24-hour schedule, said Bodenheimer. ESPN West may add regional high school and college sports and a sec-

ond Spanish audio feed, he said.

Fox Sports West officials downplayed competition from ESPN West by citing Fox's long-term agreements with Southern California sports teams that are more highly watched than the Ducks or Angels.

Fox Sports West holds rights to the Los Angeles Lakers, Dodgers, Kings and Clippers, with most of those contracts extending for seven additional years. Fox Sports also holds rights to USC and UCLA sports for Fox Sports West 2, which launched in January and claims more than 2 million households.

"This will not become an all-out battle," says Fox Sports West General Manager Kitty Cohen. "Our rights deals are all lined up."

Bob Thompson, Fox Sports West executive vice president, foresees stepped-up bidding wars over team rights with ESPN in the regional sports business. The Fox and the ESPN regional sports networks target identical geographic audiences.

"The addition of ESPN West will probably make rights more expensive," says Thompson. "A well-heeled bidder like ESPN will pick up the pressure on rights fees."

ESPN is likely to go after broadcast rights to other Southern California teams, including the Los Angeles Clippers, when their current TV contracts expire, Bodenheimer said.

The Clippers are in the second year of a five-year contract with Fox Sports West. But Fox contracts with most sports teams include an exclusive negotiating period that the network could put into play if ESPN went after one of Fox's franchises, Cohen says. Fox "might even look at extending its contract" with the Clippers sooner rather than waiting five years, she says.

ESPN West will challenge Fox Sports West, which has rights to broadcast Angels games through 1998-99. "ESPN's excellent brand name will translate locally" to give the network an advantage over Fox, Bodenheimer said. "Consumers will respond better to the ESPN brand name than to coverage of any one team."

ESPN is pitching ESPN West as a stand-alone channel for carriage on an expanded basic analog tier, Bodenheimer said. ESPN is not considering offering ESPN West as a part-time service or as a pay service, he added.

Bodenheimer said that the service's targeted market has 4.4 million potential subscribers. ■

## AT&T gives up DIRECTV stake

AT&T is selling back its 2.5% interest in DIRECTV to General Motors Corp. for \$161.8 million, ending its option to boost its stake to 30% and its agreement to sell DIRECTV service and equipment.

AT&T says it wants to focus on its main phone businesses, including long distance, wireless, paging and credit cards. AT&T earlier sold its own satellite business and its undersea cable business.

AT&T's initial \$137.5 million investment in DIRECTV in March 1996 fueled speculation that phone companies would become major cable competitors. Now its withdrawal spurs speculation that the telecommunications giant may be aligning with major players in the cable industry.



# CNBC gets down to business

*NBC's cable network, Dow Jones will merge worldwide business reporting assets*

By Steve McClellan

In a far-reaching deal that will put CNBC editors in *Wall Street Journal* daily story meetings, NBC and Dow Jones announced a series of ventures last week that will give CNBC worldwide television rights to all Dow Jones editorial material and resources.

The parties didn't use the word "exclusive" in defining their agreement, but—with a few minor exceptions—CNBC will get exclusive TV rights for business news programming. "It's exclusive vis-à-vis the real competitors of CNBC, broadly or narrowly defined," says Richard Tofel, vice president, corporate communications, Dow Jones. Exceptions include "some carve-outs for PBS," Tofel says.

In addition, the two companies agreed to combine their competing television business news services in both Europe and Asia and operate them as joint ventures. Tele-Communications Inc. and one of its international arms, FlexTech, which have been partners in the Dow Jones Asian and European services, have agreed to take a passive minority investment in the new ventures.

Dow Jones will also partner in NBC and Microsoft's Internet venture activities. Specifically, MSNBC's online business section will be renamed the Dow Jones-CNBC business section (or something to that effect), and Dow Jones will get part of the revenue. Dow Jones will also become a one-third partner in the MSNBC Desk Top Video service and will become a partner in future online services developed by NBC and Microsoft, according to Tom Rogers, president, NBC cable and business development.

The companies also agreed to merge their domestically syndicated business news programs—CNBC's daily *This Morning's Business* and the Dow Jones weekly *Wall Street Journal Report*—into a single six-day-a-week show that will be co-owned, but produced solely by CNBC. The consolidation of the shows will result in layoffs yet to be determined.

Overall, the parties estimate that the affected services will lose about 200 staffers, including some 150 CNBC Asia employees.

The domestic CNBC service, which will generate nearly \$125 million in operating cash flow this year, will remain wholly owned by NBC. NBC will pay Dow Jones a license fee for access to all of its editorial outlets and



resources, including the *Wall Street Journal*, *Barron's* and the Dow Jones Wire Service. Under the 15-year agreement, which the parties expect to close in first quarter 1998, that license fee will increase on a sliding scale tied to annual revenue gains at CNBC.

Domestically, the deal gives CNBC access to perhaps the most authoritative brand name in U.S. business news—Dow Jones. The cable network, which reaches 65 million homes, will be rebranded as "CNBC: A Service of NBC and Dow Jones." For Dow Jones, the deal gives a long-sought major platform in television. Its most recent effort was WBIS(TV) New York, a venture with ITT that failed earlier this year. The station was subsequently

sold to Paxson Communications.

Internationally, both companies have confronted losses in their TV operations. Dow Jones' losses this year in both domestic and international television are said to be about \$50 million. NBC's total losses from overseas operations (including some entertainment services) are said to approach \$80 million.

Bruno Cohen, senior vice president, CNBC, and Paul Stieger, managing editor, the *Wall Street Journal*, will coordinate the editorial integration. It's expected that *Wall Street Journal* reporters will make on-air contributions to CNBC on a regular basis.

A board to oversee the venture will include Andrew Lack, president of NBC News, who is responsible for CNBC's prime time programming; Rogers; Peter Skinner, who heads the Dow Jones television operations, and Karen House, who heads the *Journal's* international operations.

Alan Horlick, president of NBC's European operations, will run the NBC/Dow Jones European venture. Paul France, who oversees the Dow Jones Asia Business News, will run the combined operation there, based in Singapore. ■

## New talk show tries reconciliation

The success of *The Jerry Springer Show* has spawned its antithesis—*Forgive and Forget*. Twentieth Television is launching the one-hour talk and relationship show, which has the confrontational elements of Springer's show without the fighting. In fact, Twentieth executives say *Forgive and Forget* will leave guests either crying or laughing, but not in physical pain.

Twentieth has cleared *Forgive and Forget* in 20% of the country through a launch deal with Chris Craft/BHC/United Television Stations, including WWOR-TV New York, KCOF(TV) Los Angeles, KBHK-TV San Francisco and KUTP (TV) Phoenix. With a June 8 start date, the show will beat most new syndicated fare to the market. National radio personality Mother Love has been tabbed as host.

"It brings the same kind of emotion and storytelling that Springer does—which makes the show so compelling—without the fights," Twentieth Television President Rick Jacobson says. "We felt we could put together something that was actually positive and brought people together and gave the viewers closure."

The premise for *Forgive and Forget* involves friends, lovers and co-workers either forgiving, or not forgiving, people who have wronged them. By the end of each episode, the wronged party will have pardoned the offender or not, Jacobson says. If the apology is not accepted, the person unwilling to accept the apology will give a videotaped explanation.

The Chris Craft stations will air the show in daytime, but Twentieth executives say it will be sold for early-fringe time periods as well. —Joe Schlosser



# Microsoft injunction could slow video online

By Richard Tedesco

Last week's federal court ruling against Microsoft's forced inclusion of Internet Explorer in its operating system could leave multimedia as well as the browser out of the forthcoming Windows 98.

"The real problem is the launch of Windows 98. This could really push things down in Windows 98 and dissuade anybody who was wanting to build in video applications in Windows 98," says Peter Krasilovsky, VP and analyst at Arlen Communications.

U.S. District Court Judge Thomas Penfield Jackson's preliminary injunction against Microsoft, combined with

the Justice Department's ongoing inquiry into the Redmond, Wash., giant's streaming technology investments, could discourage Microsoft from incorporating its video streamer NetShow into Windows.

Observers figure the development will encourage original equipment manufacturers (OEMs) to bundle both Netscape Communications' Navigator browser and Explorer, giving consumers the choice that DOJ wants in the marketplace. Judge Jackson agreed last week, reasoning that the risk of Microsoft establishing "yet another monopoly in the Internet browser market" was "simply too great" to let it continue unchecked.

DOJ's success could also set a prece-

dent for going after other Microsoft marketing and licensing practices, according to Donald DePalma, senior analyst in Internet technology strategies for Forrester Research. DePalma also suggests that it could prompt Microsoft to reconsider its strategy to include NetShow in Windows NT and to offer the video streamer as an option for future Windows iterations.

For its part, Microsoft emphasized the preliminary nature of the federal court ruling. The company praised the part of the ruling that declined to declare the software maker in violation of a 1995 consent decree against antitrust practices.

The court appointed Harvard University law professor Lawrence Lessig to examine the consent decree issue. It also chose not to impose the \$1 million-a-day fine that DOJ had requested. Justice had wanted the fine levied against Microsoft until the company stopped requiring OEMs to bundle its browser.

Some observers doubt that there will be any lasting fallout. "Longer term, they'll successfully lobby for integration," says Gregory Wester, director of Internet market strategies for The Yankee Group. ■

## CTTD gives Lee 'V.I.P.' treatment



Pamela Lee offers protection on 'V.I.P.'

Football, apple pie and Pamela Lee.

That is what the 22 Fox O&Os are planning for next season. Columbia TriStar Television Distribution has cleared Lee's new weekend action hour *V.I.P.* on the football-heavy Fox stations.

In CTTD's largest group deal, *V.I.P.* comes out of the blocks with 40% of the nation covered. Buyers include WNYW(TV) New York, KTTV(TV) Los Angeles and WFLD(TV) Chicago. The show marks CTTD's entrance into the action-hour genre.

"This is the first time we went with action, and when we went out looking to place the show, we wanted to ensure the promotion and backing for the show would be there," says CTTD President Barry Thurston. "We've worked with the Fox stations before, and they have shown us a commitment to really back up a product. You need that in today's marketplace."

The show likely will run on weekend afternoons, wrapped around many of the Fox Network's sports broadcasts, CTTD officials say. Fox is negotiating to bring the NFL back after the 1997-98 season. The network already has Major League Baseball and National Hockey League games slated for next season.

"The show really mirrors the demographics that the Fox stations attract, which is a young, hip and affluent viewer," says CTTD's Steve Mosko, senior vice president of syndication.

*V.I.P.*'s executive producer is J.F. Lawton, who wrote the screenplays for "Pretty Woman" and "Under Siege." Lee stars as Val, head of Valerie Irons Protection, an agency that provides security to the rich and famous.

The show is Lee's first TV series since she starred on All American's *Baywatch* during the early 1990s. In her first action role, she starred in the feature film "Barb Wire" in 1996.

"Pamela is coming from a show that is the biggest success in syndication history, both domestically and internationally," Thurston says, referring to *Baywatch*. "I suspect [*V.I.P.*] will do well not only here in the U.S. but internationally as well."

—Joe Schlosser

## Sinclair gets OK for WB move

To no one's surprise, a Maryland judge last week ruled that UPN was given plenty of notice of Sinclair's pending five-station affiliation switch to The WB on Jan. 15. The dispute found its way to Baltimore after Sinclair Communications—reacting to a lawsuit first filed by UPN—issued a counter of its own.

Soon after the nation's 15th largest station group announced it would move the key affiliates to The WB last summer, UPN attempted to block the move in Los Angeles Superior Court by alleging it wasn't promptly notified of the \$84 million deal. That suit will stay in limbo until UPN decides whether to appeal the Baltimore ruling. "We're weighing our options," said a UPN spokeswoman.

Meanwhile, the coast is clear for the five stations—WPTT-TV Pittsburgh, WNUV-TV Baltimore, WSTR-TV Cincinnati, KRRT(TV) San Antonio and KOCB(TV) Oklahoma City—to switch to The WB. —Lynette Rice



REAL PEOPLE. REAL CASES. REAL JUDGE.

*REAL RATINGS!*



**J U D G E**

**J U D Y**





# FCC zeros in on cable competition

By Chris McConnell

**C**able competition will come under the spotlight at the FCC this week.

The topic heads a list of issues that commission officials plan to discuss at a new series of forums following FCC open meetings. The en banc hearing will follow the FCC's scheduled meeting this Thursday (Dec. 18).

"The chairman feels the meetings need more debate," an FCC spokesperson says of the new plan, adding that more such discussions on various topics are planned for future meetings.

To provide regulators with a point-counterpoint discussion, officials will hear from National Cable Television Association President Decker Anstrom and the Consumers Union's Gene Kimelman. Earlier this year, Consumers Union and the Consumer Federation of America (CFA) said that cable rates are rising faster than inflation and called on Washington to freeze the industry's rates.

CFA Research Director Mark Cooper is slated to appear at the hearing as well. Also testifying will be People's Choice TV Chairman Matthew Oristano, who chairs the Wireless Cable Association's government relations committee.

Next week's hearing will follow a meeting at which commissioners are expected to launch an effort to strengthen the FCC's program access rules. Earlier this year, Ameritech petitioned the FCC to speed up its processing of program access complaints. Ameritech also asked the commission to impose fines for violations of the rules restricting exclusive programming deals between cable networks and system owners.

Last week, officials placed Ameritech's petition on the agenda for Thursday's meeting.

Additionally, FCC Chairman William Kennard last week voiced an interest in examining the relationship between programming costs and cable rates. Kennard says he hopes to learn more about the issue during his visit next month to the NATPE convention in New Orleans. ■

## Closed Circuit

**ANAHEIM**

### Networks jockey for NFL rights

**B**idding over rights to National Football League games is heating up, with ESPN, Turner Network Television and FX Networks in strong competition. According to a source close to negotiations, ESPN and TNT want to maintain their existing arrangement—TNT has rights to games in the first half of the season and ESPN has the second half—but FX is seriously challenging those bids. Another source says the NFL's selling price may get so steep that cable networks may have to pass on the rate hike to operators. Meanwhile, sources say CBS wants the NFL back and has approached its affiliates with the idea of launching an exclusive Thursday night game. Sources say that if CBS strikes such a deal, it may ask affiliates to fund a portion of the rights fees. However, CBS Affiliate Board Chairman Howard Kennedy said last Friday that he was unaware of such a proposal from CBS.

**CHICAGO**

### Role model?

**T**he folks in Chicago at *The Jerry Springer Show* receive upwards of 1,000 phone calls a day from would-be guests. Another set of callers phone into Springer's show on a regular basis as well—celebrities. Everyone from Roseanne to Harry Connick Jr. to Aretha Franklin calls for tapes of past shows. Roseanne, in fact, has placed a number of tape orders as she prepares her own talk show for fall 1998. Think there will be any fights on Roseanne's King World-distributed show?

**REDMOND**

### Microsoft opens up

**M**icrosoft is demonstrating its own open version of an Intercast-like technology—with an emphasis on the open. That's a philosophical about-face for the company that would like everything—the Internet included—to run on Windows. Well, Windows 98 users will be able to

access data related to TV content ported to their PC screens through tuner cards to be installed by early 1998 in high-end machines. The data would come through the vertical blanking interval, as in NBC/Intel's Intercast. The software behemoth will consider content from all comers—unlike Intercast, which has sought exclusive content partners. The change came after Microsoft made the rounds of TV's mega-producers, pushing a proposal to levy fees for rights to develop content on the new platform. Some programmers apparently are interested now that Microsoft is taking a softer, friendlier approach. But some still don't want to play. "We're into ubiquity of access," says a CBS executive. "There's not much ubiquity in it when you have to buy a \$3,000 machine to view the content."

**WASHINGTON**

### NBC goes caroling

**N**BC executives last week kicked off their Christmas in Washington weekend with a trip to the FCC. NBC Executive Vice President/General Counsel Richard Cotton visited the agency to meet the new commissioners. He brought along a list of issues on which the network will focus in 1998, including digital TV, broadcast ownership rules and satellite regulation.

**WASHINGTON**

### Power trip

**U**HF broadcasters have been making a push for more digital TV power. Representatives of the Association of Local Television Stations as well as UHF broadcast groups have been making the rounds at the FCC during the past two weeks to press their case for boosting power on the digital TV channel. FCC officials have been inviting comments on an ALTV proposal to allow the stations to boost power provided they do not increase interference to other broadcasters. Additionally, UHF broadcast groups want the commission to increase the power assigned to their digital TV channels.



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# JUDGE MILLS LANE

## WHAT SETS HIM APART...

### THE JUDGE

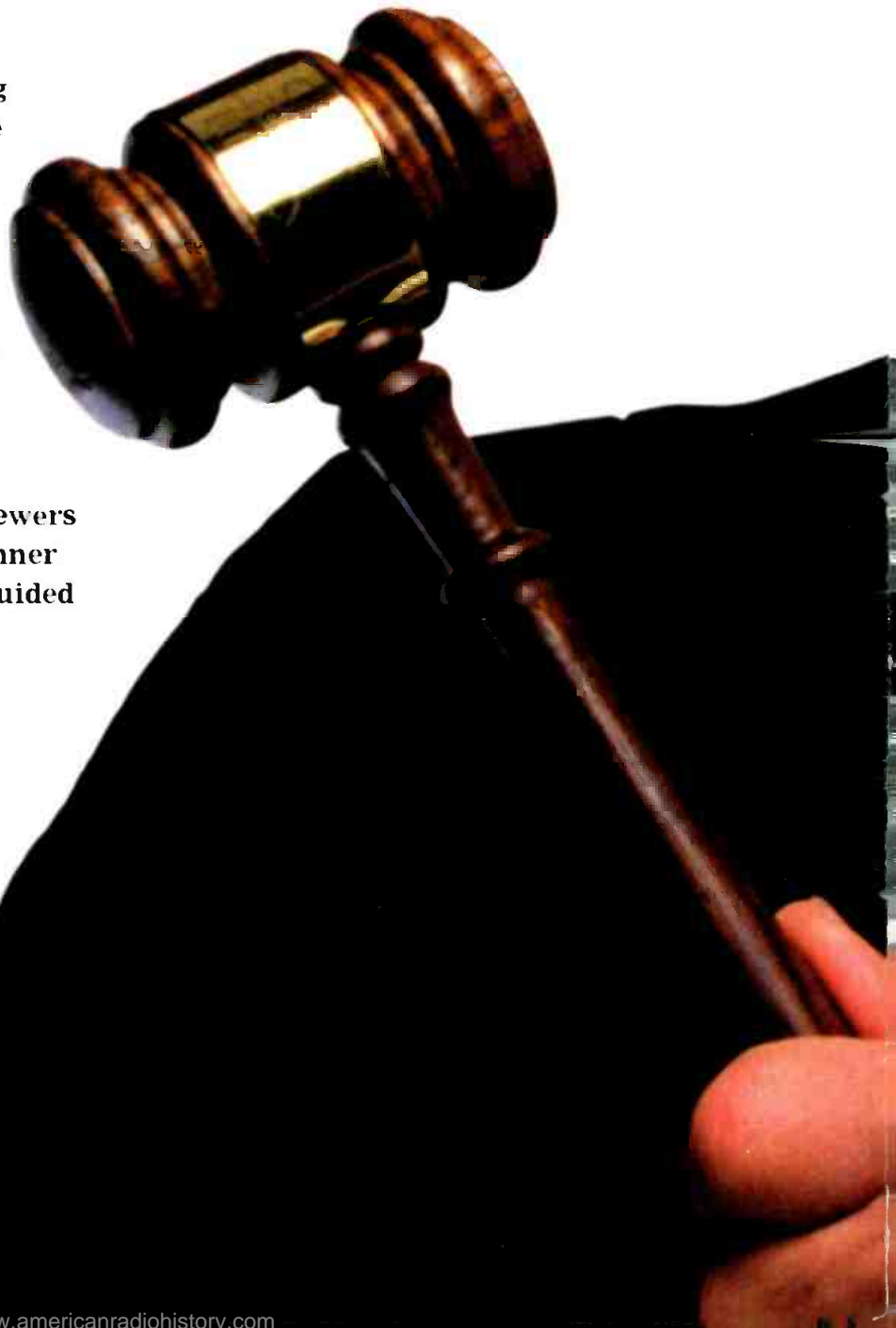
Mills Lane – a District Court Judge and the world’s most famous boxing referee – will captivate his audience with his charm, down-home expressions and direct manner.

### COURT CAM

To build the drama of the show, a camera crew will go to the scene of each conflict and bring back footage relevant to each case.

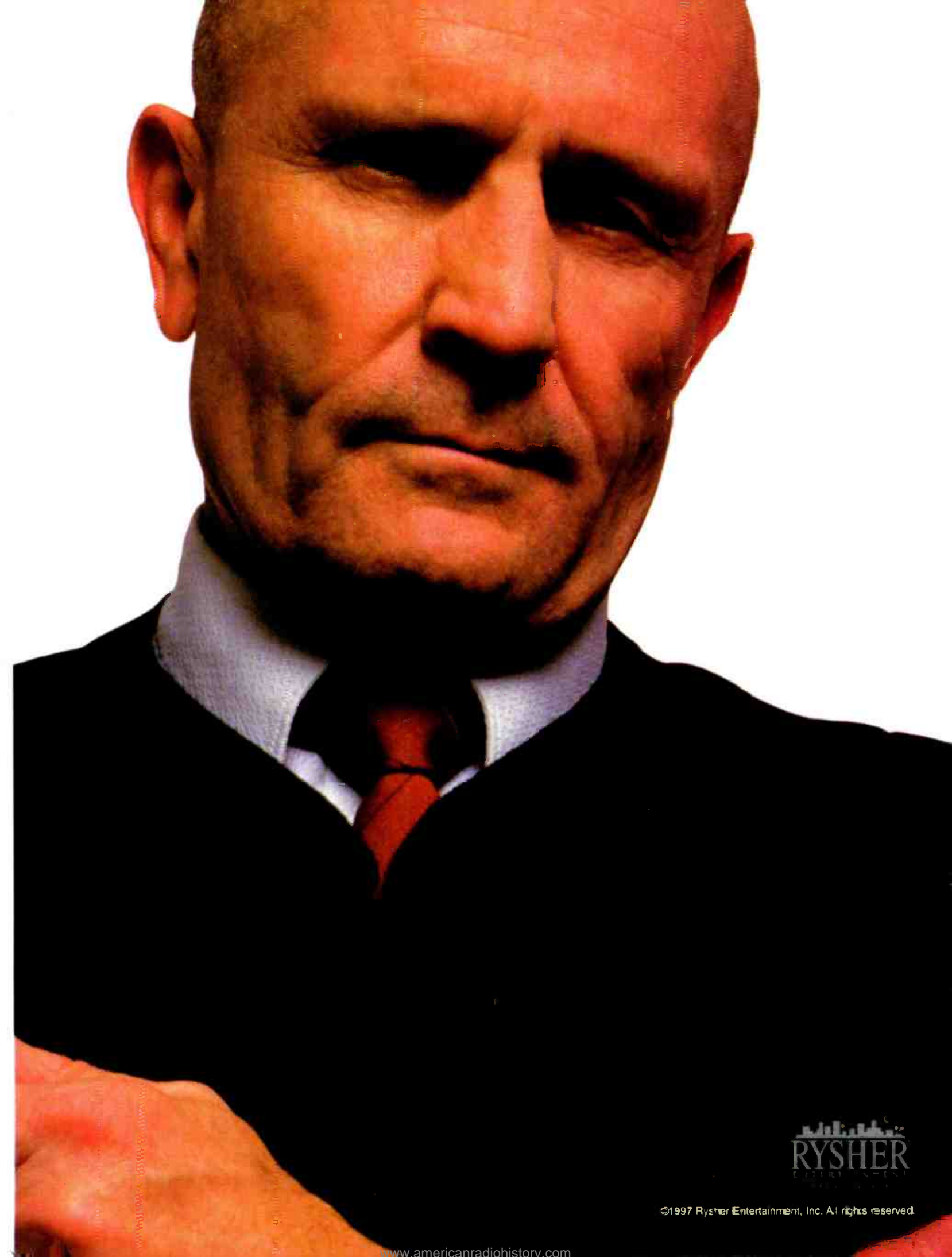
### IN CHAMBERS

After the verdict is announced, viewers will visit Judge Lane to hear his inner thoughts and the reasoning that guided him to his decision.



Executive Producers  
Bob Young and John Tomlin





**RYSHER**  
ENTERTAINMENT

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# DIRECTV satellite plans may get a lift

House committee questions FCC's commentless spectrum assignment

By Chris McConnell

**D**IRECTV's bid for more DBS spectrum may be getting a boost from Congress.

For months, the company has been complaining that an FCC ruling on spectrum allocation might deprive the DBS provider of a chance to increase its satellite fleet by six. Now the House and Senate Commerce Committees have taken an interest in that March 14 decision.

"The FCC's highly unusual action raises a number of timely questions concerning the substance, process and timing of that decision," House Commerce Committee Chairman Tom Bliley (R-Va.) said in a letter to the FCC late last month. And earlier this month, Senate Commerce Committee Chairman John McCain (R-Ariz.) asked the FCC to revisit the March decision.

The FCC decision targeted by Bliley and McCain placed a service known as digital electronic messaging (DEMS) in the same band that DIRECTV wants to use for beaming signals up to satellites.

The ruling has come under congressional scrutiny in part because the FCC made it without seeking public comment.

The commission has said it took the action because the DEMS operations threatened to interfere with U.S. military satellite operations, thereby involving issues of national security.

Bliley, who wants more information about that reasoning, asked the FCC to list previous instances in which regulators invoked national security to make decisions without inviting public comment. Officials provided such a list last week.

Bliley's letter to the FCC did not ask about the spectrum decision's potential impact on DBS providers, but rather on other providers of terrestrial wireless services, some of whom would compete with the planned DEMS services. His letter also asked for estimates of how large a bid the spectrum—in the 28 ghz band—would have attracted in an auction.

DIRECTV spokesman Jeff Torkelson notes that his company is not involved

in the new congressional interest in the 28 ghz band.

But like other wireless providers opposing the ruling, DIRECTV hopes the FCC at least will reconsider the decision to allocate the spectrum to DEMS.

"We're all bandwidth-starved here," Torkelson says.

DIRECTV wants to use the channels for satellite TV, enabling the company to boost its DBS fleet by six satellites. Others have observed that the company's proposal to use spectrum in the 24 ghz band might increase the amount of DBS spectrum by a factor of four.

"That spectrum had been allocated internationally for [satellite service]," Torkelson adds. FCC officials agree, although they say that the international allocation does not take effect until 2007.

FCC Chairman William Kennard—who was not in charge when the commission made its March decision on the band—last week told Bliley that the FCC will be reviewing challenges to the ruling "in an open and comprehensive manner." ■

## Pressure builds for Portals probe

Congress collects more data, asks more questions

By Chris McConnell

**M**ounting numbers of calls for investigation are giving some Washington lawyers renewed hope that they may yet be able to avoid the long-dreaded trek across town to the FCC's new headquarters.

"This is the best opportunity in years for this not to happen," says Richard Zaragoza, co-chair of a committee assembled by the Federal Communications Bar Association to track the planned move.

Others voice more skepticism about stopping the FCC's move to the Portals project. Officially, the move is still scheduled to start in May, but the FCC headquarters shift is coming under increasing scrutiny among lawmakers.

Since the House Commerce Committee began investigating the move last month, lawmakers have asked both the



A computer-manipulated photograph shows the Portals development in Washington.

Justice Department and the General Accounting Office to review the move as well. Senate Commerce Committee Chairman John McCain (R-Ariz.) asked the accounting office to give the probe a higher priority than any other request his committee has submitted. And House legislators are continuing to probe the ties among a Portals investor,

the Vice President, General Services Administration officials, the FCC and even the U.S. ambassador to China.

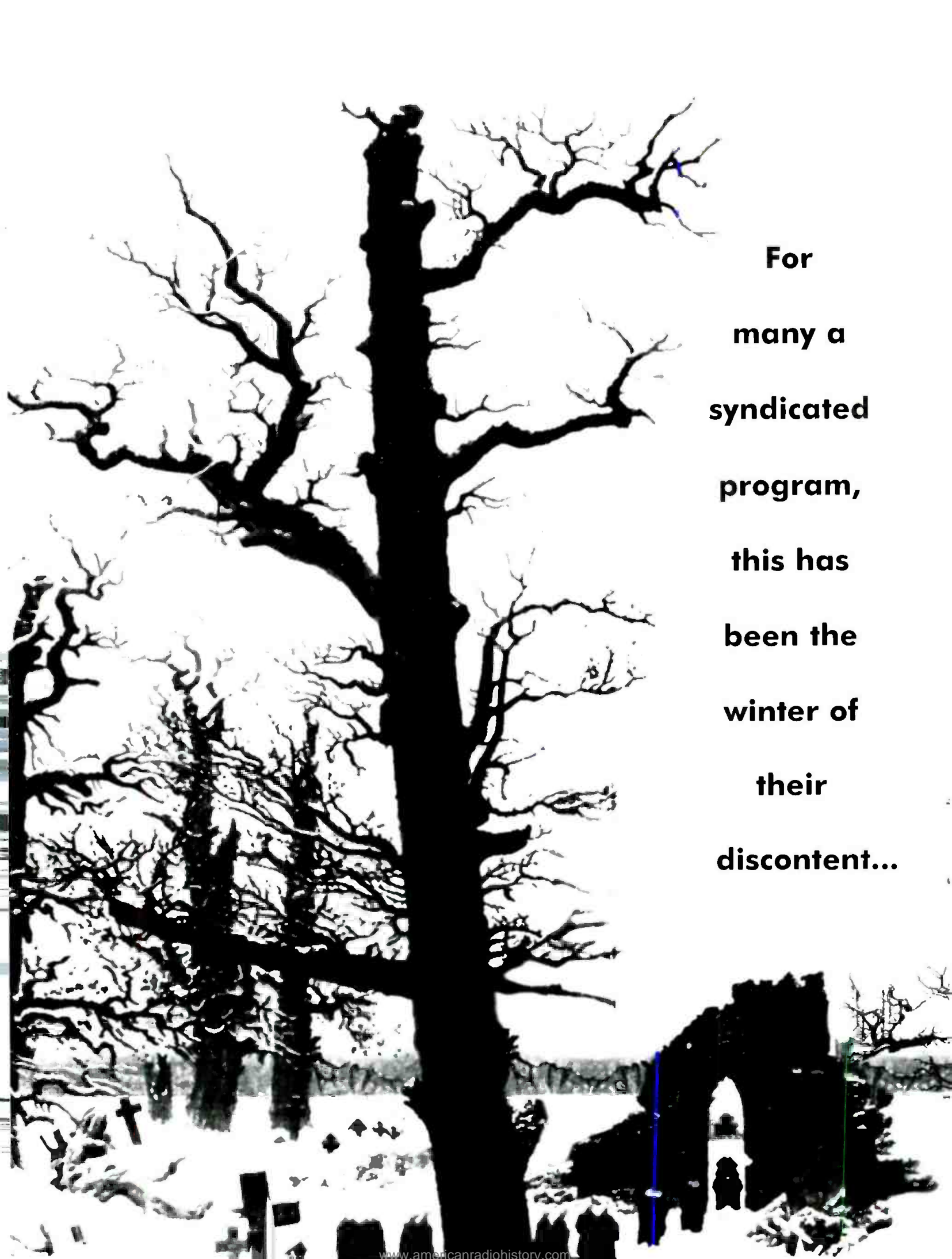
The crux of their investigation has been Franklin Haney, an investor in the development. In particular, investigators have been asking Haney about a \$1 million check he wrote to Washington lobbyist and former Clinton/Gore campaign manager Peter Knight in April 1996.

"If you received \$1 million from Mr. Haney as a performance or success fee for your efforts on the Portals project, we would have serious questions about the services for which you were being paid on this federal contract," Bliley and Subcommittee on Oversight and Investigations Chairman Joe Barton (R-Tex.) told Knight in a Dec. 4 letter to the lobbyist.

In their letter, the lawmakers said the former managing partner at Knight's firm had described the check as a "performance" payment and, in fact, the largest such payment the partner could recall anyone at the firm ever receiving.

Bliley and Barton also cited a list of findings their probe so far has produced. Among the highlights: Knight's bill to Haney was dated Jan. 3, 1996, the same day that Portals developers signed a





**For  
many a  
syndicated  
program,  
this has  
been the  
winter of  
their  
discontent...**

**But for us, it's**

**Spring!**



Six Consecutive Weeks of All-Time

4.0

4.2

4.8

5.2

Source: NSS Ratings Weeks of 10/20-11/30/97 (GAA%)

AMERICAN  
JOURNAL

EXTRA

REGIS &  
KATHIE LEE

HARD  
COPY

Source: NSS 9/26-12/18/97, 10/11/97-11/20/97. MS, WEAR 10/10/97, 11/26/97



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Highs ... and Growing

5.9

6.4

While many shows are wilting, the **JERRY SPRINGER SHOW** is blossoming and rolling over perennial stalwarts such as *Rosie*, *Regis* and *Kathie Lee*, *Montel*, *Jenny Jones*, *Inside Edition*, *Hard Copy*, *Extra*, *Ricki Lake* and *American Journal*.

The **Jerry Springer** phenomenon is spreading like wildflowers...

INSIDE  
EDITION

JENNY  
JONES

MONTEL

RICKI  
LAKE

ROSIE



...and it's spreading all

# Springertime

St. Louis  
KSDK 11:30pm

Kansas City  
KMBC 3pm

9.3/30

8.2/27

8.4/27

7.3/18

5.8/19

Memphis  
WLN 12noon

Los Angeles  
KCAL 11pm

Phoenix  
KTVC 2pm

8.0/26

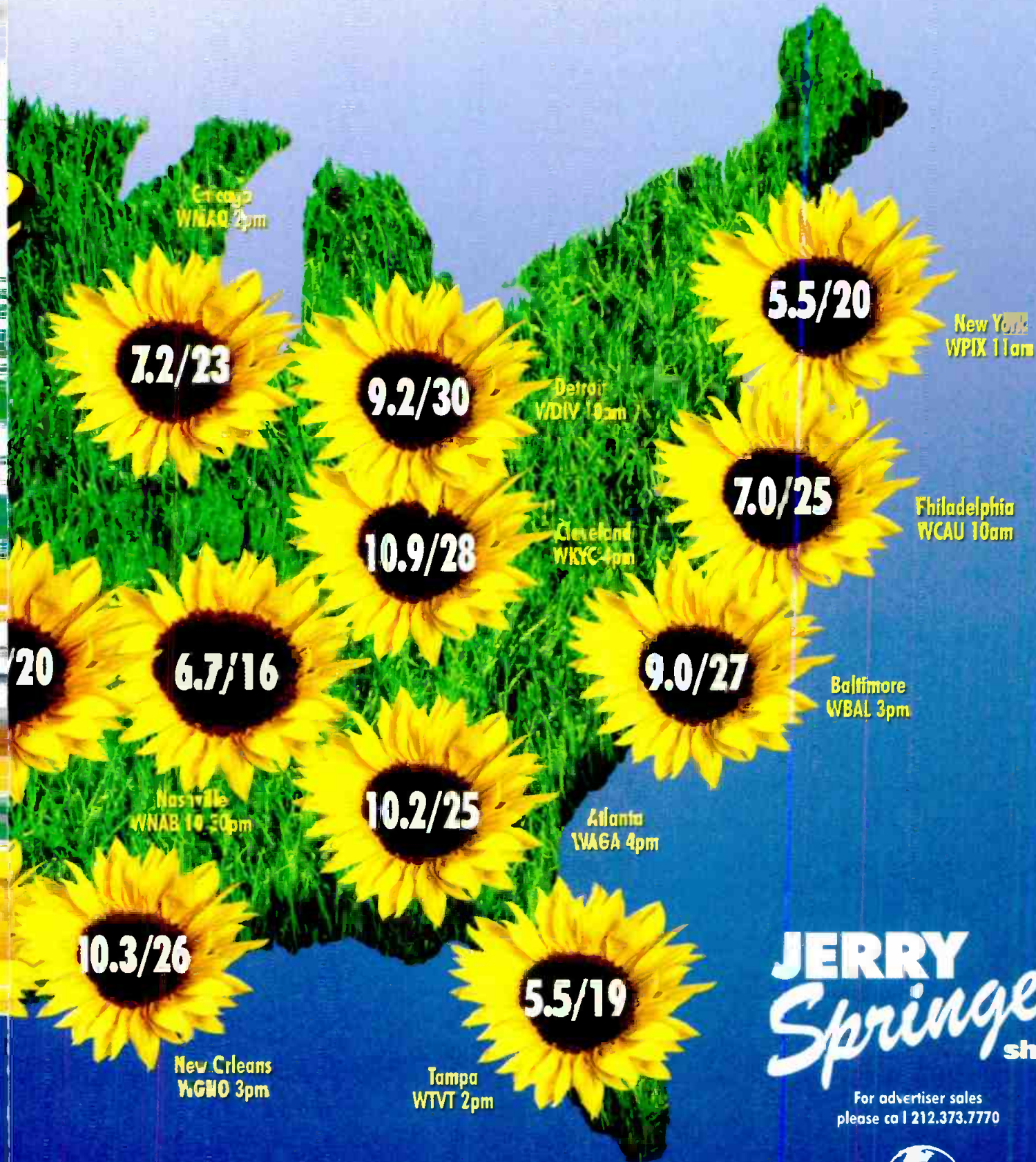
10.2/26

San Antonio  
KSAT 9am

Houston  
KPRC 3pm



# across the country.



Chicago  
WMAQ 2pm

7.2/23

9.2/30

Detroit  
WDIV 10am

5.5/20

New York  
WPIX 11am

10.9/28

Cleveland  
WKYC 4pm

7.0/25

Philadelphia  
WCAU 10am

20

6.7/16

9.0/27

Baltimore  
WBAL 3pm

Nashville  
WNAB 10:30pm

10.2/25

Atlanta  
WAGA 4pm

10.3/26

New Orleans  
WGNO 3pm

5.5/19

Tampa  
WTVT 2pm

## JERRY Springer show

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supplemental lease with the GSA.

While Haney has said that his check to Knight covered "legal services," lawmakers have asked why it did not cover another \$263 in expenses listed in the Jan. 3 bill.

Investigators also have asked about Knight's meetings with FCC and GSA officials. An earlier search of former FCC chairman Reed Hundt's personal calendar revealed 11 scheduled meetings between FCC officials and either Haney or Knight between 1994 and 1997.

Lawmakers now are especially interested in one meeting between Haney, Knight and Robert Peck, who at the time was advising Hundt on the Portals development. Peck, who later moved to the GSA to become commissioner of the Public Buildings Service, told investigators that Knight "specifically mentioned that Mr. Haney was a friend of Vice President Al Gore" when calling to report Haney's interest in the FCC relocation.

The letter to Knight also describes other meetings between Haney, GSA officials, FCC officials and former sen-

ator James Sasser, now the U.S. ambassador to China.

Citing the meetings, the committee asked Knight to answer a series of questions about his work for Haney and the \$1 million payment. The committee specifically asked whether the payment was tied to "the successful completion of a certain project or projects."

Lawmakers also want to know whether Knight contacted Sasser or anyone in the White House about the Portals project. The committee says Haney's lawyer has agreed to waive the attorney-client privilege between Haney and Knight's firm concerning the project. Knight's response is due Dec. 17.

While the committee continues to review the events surrounding the lease, McCain is pushing the accounting office to re-evaluate the economics of the move as well. "The FCC's rent at the Portals is actually 27 percent more than the rent the FCC currently pays," McCain wrote in his Dec. 5 letter. "What genius at GSA agreed to pay rent on a vacant building in the first place?" Tauzin asked in an earlier letter, noting that the FCC has been

paying rent on the Portals since July, even though the move will not take place until May at the earliest.

McCain asked the accounting office to do its own math and make a recommendation by Feb. 1 on whether the FCC should move to the Portals or remain in its current collection of buildings around Washington's DuPont Circle neighborhood.

That's where industry lobbyists, and many of the regulators themselves, prefer the FCC to be. Several now are viewing the odds of staying with renewed optimism, while others predict that Congress will need to make a strong showing that undue influence was exerted in order to stop the move now.

So far, at least one law firm—Dow, Lohnes & Albertson—has leased space in the new building. Other lawyers say they are holding off on leasing their own space for now, citing their inability to obtain a deal that will allow them to back out of the lease if the FCC does not move.

"You can jump at any time," says one lawyer. ■

### Paxson at odds with NAB

Paxson Communications Corp. has a beef with the NAB. In a Dec. 8 letter to the association, Paxson Chairman Lowell "Bud" Paxson and Pax Net Television President Dean Goodman objected to the NAB's decision to sign onto a proposal to alter the FCC's plan for matching each television station with a digital channel.

The proposal, spearheaded by the Association for Maximum Service Television (MSTV), suggested 357 changes to the table. Paxson says the MSTV plan would move 11 of Paxson's stations to higher channels and remove eight of its stations from the lower, more powerful spectrum locations. Now he wants the NAB to bring all such official actions before the NAB board of directors so that all its member companies have a chance to be heard. "PCC believes that it should have had the opportunity to convince the board that the MSTV plan potentially harms as many NAB members as it helps and, as such, should not have been officially supported by NAB in any manner," the company wrote. NAB President Eddie Fritts, who will be out for several weeks recovering from knee-replacement surgery, responded by inviting Paxson to NAB's January board meeting in Southern California. Fritts said NAB let all members know about the proposal before signing on, and that Paxson was the only company to oppose NAB's move.

### DBS subs up

Direct broadcast satellite services have added 1.5 million subscribers so far this year, according to the satellite indus-

try's trade group. The Satellite Broadcasting and Communications Association says satellite TV subscribers have reached the 8 million mark. The total includes DBS subscribers as well as viewers receiving signals through the larger "C-band" satellite dishes. DIRECTV leads the pack with 3.1 million subscribers; cable-owned Primestar follows with 1.9 million and EchoStar comes in third at 965,000.

### One more giveaway

If some satellite television carriers can afford to give away \$400 in receiving equipment and discounts to win one new subscriber, why can't they absorb the additional \$12 a year the Copyright Office proposes charging? That was one of the questions Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) posed in a follow-up letter to witnesses after a Nov. 12 hearing on copyright issues. Hatch, Sen. Mike DeWine (R-Ohio) and Sen. Charles Grassley (R-Iowa) asked 37 additional questions of Satellite Broadcasting and Communications Association President Chuck Hewitt, National Cable Television Association President Decker Anstrom, Motion Picture Association Senior Vice President Fritz Attaway, Cordillera Communications Vice President William Sullivan and U.S. Copyright Office Register's Marybeth Peters. Responding to Hatch's question about the freebies, SBCA's Hewitt said the "real issue at stake is that a governmental process has established two grossly different copyright rates for the same programming among video competitors."



Edited by Chris McConnell and Paige Albinak





THEY HAVE BEEN ATTACKED BY...

JET FIGHTER SQUADRONS,  
SHRINKING DEVICES,  
STARSHIPS AND ALIENS,  
SAX-PLAYING SUPERHEROES,  
MODERN MERCENARIES,  
LIONS, TIGERS AND BEARS,  
TAP DANCERS AND TUTUS—

SO WHAT WINS OUT?

# RAW BRU

THE REIGNING CHAMPIONS HAVE VA

HERCULES & XENA VS.

Rank Program

#1 XENA

#2 HERCULES

3 Earth: Final Conflict

4 Honey, I Shrunk the Kids

5 Pensacola: Wings of Gold

6 Nightman

7 Wild Things

8 Police Academy

9 Soldier of Fortune

10 Conan

11 Fame L.A.

12 Due South

13 Ghost Stories

This year's new challengers are being pummeled by the reigning ratings champions. **Hercules: The Legendary Journeys** and **Xena: Warrior Princess** are showing no mercy. During the November sweeps, these shows braved an onslaught of new first-run hours and trounced them convincingly. Many shows have tried to imitate *Hercules and Xena's* triumphs, but learned the hard way what heroes are really made of.



# TE FORCE

CONQUISHED THIS YEAR'S CHALLENGERS

## NEW FIRST-RUN HOURS

HH	A18-34	A18-49	A25-54
<b>6.5</b>	<b>4.4</b>	<b>4.2</b>	<b>4.1</b>
<b>6.0</b>	<b>3.9</b>	<b>3.8</b>	<b>3.8</b>
4.4	2.4	2.9	3.1
3.5	1.8	1.7	1.7
3.4	1.4	1.7	1.9
3.2	1.7	1.8	1.8
2.5	1.5	1.5	1.6
2.4	1.2	1.2	1.2
2.3	1.3	1.3	1.4
1.8	1.0	1.0	1.1
1.6	1.0	0.9	0.9
1.4	0.6	0.7	0.8
1.3	0.7	0.8	0.9

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A photograph of Jerry Springer in the center, wearing a blue striped shirt and red boxing gloves, looking intensely forward. He is flanked by two men in black shirts and sunglasses, standing with their arms crossed against a red brick wall background.

COVER STORY

JERRY SPRINGER

# PUNCHING the Envelope



**F**or the final week of November, *The Jerry Springer Show* beat *Oprah*, pulling a 6.4 national Nielsen rating to *Oprah's* 6.3. The ratings, trumpeted by Universal Television, *Springer's* national distributor, included duplicated viewings of original and rerun episodes but—regardless—*Springer* beat *Oprah*. And any way you look at it, *Springer* is on a roll, improving 114% from this point a year ago.

Three years ago, neither *Springer* nor his staff could have predicted the turnaround. In fact, *The Jerry Springer Show* was on the ropes.

In May 1994, *Springer* and his show's new executive producer, Richard Dominick, went for a long walk around Chicago. The show was failing, and the two men went searching for answers.

"We were going right into the May sweeps and the numbers were terrible," Dominick says. "We were told by [Multimedia Entertainment executives, the show's distributors at the time] that if it didn't get better by the end of the November book, the show would be canceled."

After the walk, both decided that *The Jerry Springer Show* needed to go after the college crowd—the "David Letterman crowd," Dominick calls it.

"I came up with this thing that I gave all the producers—that if it's not interesting with the sound off, don't bring it to me," Dominick said. "What we needed to do

was get people as they were going through the channels [so that] at whatever second they hit our show, they would find it interesting."

No more reunion shows, no more Mr. Nice Guy. It was relationship shows, Ku Klux Klan members and fights, lots of fights. Neither Dominick nor *Springer* say they promote the fighting. Both say they try to stop it as fast it happens. But it's the fighting that is driving *Springer* to or near the top of the ratings.

"We've been owned by three different companies," Dominick says. "And every time we've pushed the envelope, the previous two companies [Multimedia and Gannett] would say 'pull back, pull back, tone it down.' We did the same kind of show that we do now, but we had to keep toning down."

"When Universal [Television Enterprises] bought us in 1996, they said 'do your show, just do your show. We'll worry about everything else.' "

*Springer*, a Northwestern University Law School grad, former mayor of Cincinnati and Emmy Award-winning investigative TV reporter is no longer worrying about having his show canceled. *The Jerry Springer Show* just taped its 1,200th show and is clearly the hottest show in the talk genre.

*Springer*, with a cigar at his side, sat down with BROADCASTING & CABLE's Joe Schlosser last week to talk about his new-found formula for success. ■

#### **Why have your ratings just taken off? Your program is hardly a secret, after 1,200 shows.**

If I knew exactly why, we would have done it long ago. I wasn't holding out for 1,200. I can just theorize. One, we're the only wild show left. The other shows got canceled two or three years ago. They were all clones, and they all went away. There were seven or eight shows that didn't make it, or the shows that had been on started to become like *Rosie O'Donnell*—you know, celebrity-driven. So here we are providing an outrageous form of entertainment—and I'll be the first to tell you it's totally outrageous in there [pointing to the show's studio]. There is no seriousness to it.

#### **I spoke with one of the TV reps a few weeks ago and asked for the secret to *The Jerry Springer Show's* recent success. He told me *Jerry* isn't hiding anything anymore, that he's just going for it.**

Sure. I mean that's what the show is. We are not defined by our jobs. You know the quality of the person who drives a truck is no less than someone who is a teacher. But we know what our show is: Our show is nothing but fun, outrageous total entertainment. That's what it is meant to be. You know we get our guests from people calling up. Exclusively. But if someone calls up with a nice heartwarming story, I'm not saying that it doesn't belong on TV, but it doesn't belong on our show.

#### **I heard the show was close to being canceled about four seasons ago, that it was going through tough times.**

People were writing about it. The company knew it was our game plan to hang on. It was fashionable to say that all those shows that started at the same time were always on the brink. But we had a long-term contract going in. I had

a long-term contract going in, so I knew it wasn't going to be canceled. I can't tell you that it was a real worry, no.

#### **How does a Northwestern University law school grad wind up just down the lake with his own talk show?**

Some would say it was a step up [laugh]. What do you want me to be, a lawyer? You're telling me that's a step up? Come on. To be honest, I've been everything you can't respect in life. I've been a lawyer. A mayor. A news anchor and a talk show host. Once I become a used car salesman I'll have done the whole cycle.

#### **What were your aspirations coming out of law school?**

I must say I've been very lucky. I've kind of accomplished all of my goals. Well, not that I accomplished them all, but they came to fruition. My goal at the time was to get the United States out of Vietnam. I started out in politics, so I was very active at the time of the civil rights movement and in the antiwar movement. So I went into politics to try to get that happening. I had a very fulfilling political life, but I never thought politics would be a career. I think once you make politics a career you sell out, because you have to win the next election in order to eat. Being mayor was the most fulfilling job I have ever had. This job now is the most fun, period. But this has nothing to do with that, other than being how I make my living. It doesn't have anything to do with who I am.

#### **You became the mayor of Cincinnati at the age of 33. Were you ready to be the mayor of a major city?**

As it turned out, yes, because I was a pretty good mayor. When I was running I probably spoke with more conviction than I had, but as it turned out I really was

ready. Particularly in a city like Cincinnati, which had been so conservative and was ready for some change.

**So the run-in with authorities in 1974, did that kill off some of your larger—maybe national—political aspirations?**

No, because I was elected mayor after that. And there was never any run-in with authorities. I was never arrested. In 1971 I slept with a prostitute—actually, I didn't sleep the whole time. [laugh] Okay, I was with a prostitute in 1974 [when he was a city councilman]. I publicly admitted to that and there was an uproar back then. It was like Clinton saying "I did drugs"—or if he would have said he inhaled. I said yes, I had been with one, and there was a furor. So I said "I resign," and that was it. And then after that I felt that I might have been overreacting. So I ran the next year, and I was overwhelmingly elected mayor.

**You've been quoted as saying America is good at confession. Is that especially true for you, since you became mayor after admitting the prostitution run-in? And is your show the ultimate confessional?**

All talk shows are. Our show is more of a circus than a real confessional. You know our show is pure entertainment. I don't know that people come on our show anymore to make confessions. I mean there may be a few, but no one comes to our show for serious counseling. When we first started out, we may not have known what our show was all about. I can see that. But the

only way you get on our show is by calling up. And the only way you can get the phone number is by watching the show and getting the number off the screen. Therefore, whoever is on our show has seen it many times before and knows what our show is all about.

**Some people seem to take your show seriously. I've seen them crying.**

Well, for the moment. I guess I'm being a little flippant. Okay, for the moment they're angry, but it is not life-and-death issues. It's who's dating whom. We're not dealing with anything that is horribly serious. Once in a while we do a show on race. Now that's serious, but beyond that we're not.

**Are any of them actors? Are any of them paid to do what they do?**

They're certainly not paid—not to my knowledge. Have we ever been fooled? Have you ever been fooled? Sure, you don't know the person you're interviewing is always telling the truth. Look at politicians. Do we set things up? No? If they come on the show and if we find they are not telling the truth, we'll sue them. They have to sign a release to be on that says they are telling the truth and all that stuff. So if you had a gun to my head and said, "Does everyone on your show always tell the truth?" I wouldn't say yes. I'm sure some people aren't. We have to do the best we can.

**Are guests paid to be on the show?**

Oh no, never. We didn't pay from day one. The truth is, we didn't



***Bam! Smack! Faster than Springer could say "ratings," the two women, both in their early 20s, are on the ground wrestling and pulling at each other's hair.***

## ***Dysfunction junction: A day on the Springer set***

It's just after 11 a.m., and Jerry Springer is running a few minutes late for the first of two tapings on this dreary Monday morning. A handful of fans has been waiting to get into the NBC Tower in Chicago since nearly 7:30, and by now 150 of them have filled the show's second-floor studio. Springer quickly fixes his tie and hustles down to executive producer Richard Dominick's office for a show meeting. It's the first time Springer learns what the next hour will bring.

"You can't have my man" is the episode title that 24-year-old producer Gina Huerta announces to Springer and a handful of his talk show's production team. "An ex-girlfriend is not only trying to steal back her man, but she is seven months pregnant with his baby. She calls him, she writes him. ..."

"Even though she is pregnant, he doesn't want her?" Springer asks, as he paces the office with an aluminum baseball bat in hand.

"Yes," Huerta says.

"Okay," Springer says. "Let's make this the greatest show we've ever done." And with that he walks out of the meeting after just two and a half minutes, headed straight for the studio. In a dark blue Armani suit and sharp red tie, he walks on the stage to rousing applause. Then he warms

up the audience. Sample joke: "Did you hear the big news this morning? McDonald's has purchased the rights to the United Center. They are going to call it the Mac-Arena."

A few minutes later, with cameras rolling and lights on, Springer comes back out to a standing ovation and chants of "Jerry, Jerry, Jerry."

"She says her boyfriend's ex-girlfriend is not only trying to steal him back, but is seven months pregnant with his baby," Springer reads from the teleprompter. The audience ooohs and aaahs.

Rosalind is welcomed to the show. Springer asks for the details.

"She sleeps with everyone. She says she is pregnant and I don't believe it," Rosalind says. "She calls us all the time, she writes letters. ..."

After another 30 seconds Springer warns, "She is seven months pregnant, so be conscious of that. I'm going to bring her out now. Here is Mona."

Bam! Smack! Faster than Springer can say "ratings," the two women, both in their early 20s, are on the ground wrestling and pulling at each other's hair. Just another day at the *Jerry Springer Show*.—Joe Schlosser



**WHAT DO  
YOU CALL  
IT WHEN  
YOU CLAIM  
TO HAVE  
THE BEST  
OFF-NETWORK  
SITCOM FOR  
1999?**



# DREW WITH IN ADVER

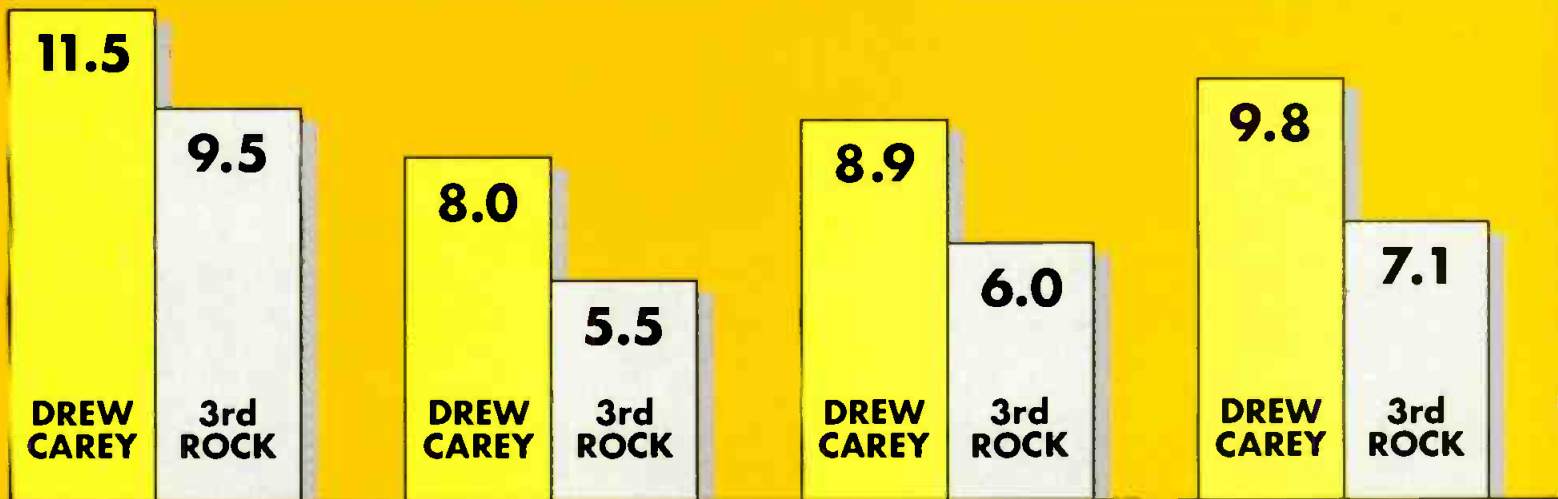
**WEDNESDAY 9:00-9:30 PM**

HOUSEHOLD RATING

MEN 18-49

MEN 25-54

WOMEN 18-49



Source: NTI, Season to date Averages.



the  
**DREW CAREY  
SHOW**

Mohawk Productions Inc.  
in association with  
Warner Bros. Television

**Available Fall '99**



# RTISING!

WOMEN 25-54

10.6

8.0

DREW  
CAREY

3rd  
ROCK



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# JUST RU

## THE #1 NEW STRIP

NEW SYNDICATED STRIP RANKING/NOV'97 SWEEP  
OVERNIGHT MARKETS HH RTG

### PROGRAM

### HH RTG

**PEOPLE'S COURT**

**2.9**

**MARTHA STEWART**

**2.7**

**THE VIEW**

**2.6**

**KEENAN**

**2.3**

**VIBE**

**2.3**

**GAYLE KING**

**2.0**

**PICTIONARY**

**1.7**

**HOME TEAM**

**1.0**

**ARTHEL & FRED**

**0.8**

A  
Ralph Edwards/Stu Billett  
Production



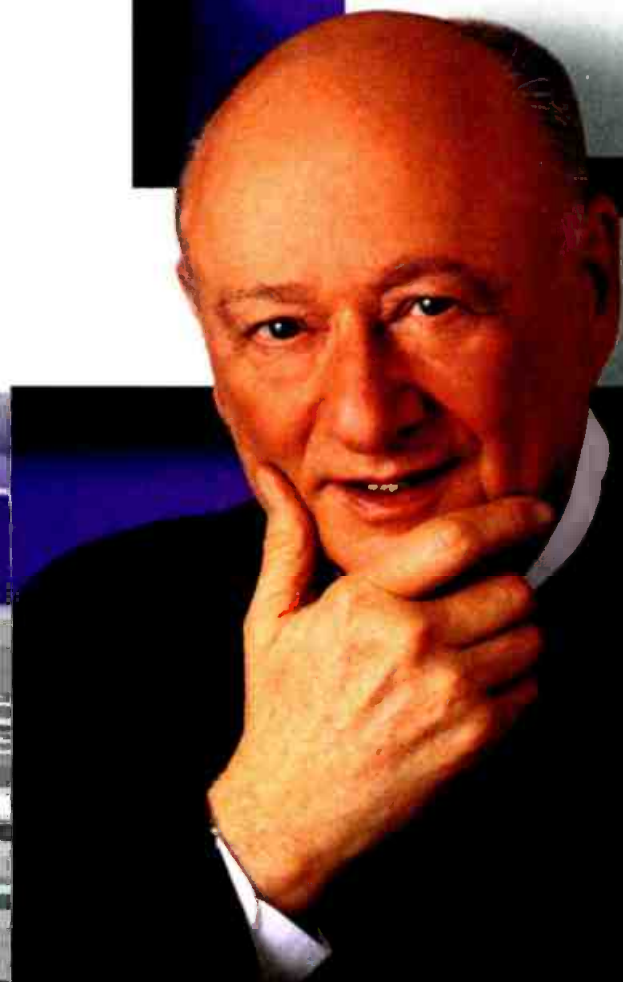
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SOURCE: NSI WRAP WEIGHTED AVG. RANKED ON RATING



# JUDICIAL MISFEASERS



**THE  
PEOPLE'S  
COURT**

pay from day one because we couldn't afford to. Some shows did and still do. Then we didn't pay because we thought people would make up stories for money. Now there is no need. We get thousands of calls a day.



pretty much the fool, not knowing the whole story, when I took the commentary position. I thought at the time she [Marin] said she was quitting because I was coming on. The truth is, she had already been informed that they WMAQ weren't

**I watched an episode of your show the other day, "Caught in a love triangle at 16." I counted seven fights. How do you explain all the fighting?**

It goes in cycles. Now everyone who comes on is someone who has watched the show and has called up. It has now become the thing to do. They see everyone else on the shows fighting, so when they come on and they get angry, they figure it's okay. Now they all do it. In response to that we now have cops up there.

**With the incident that came out of *The Jenny Jones Show*, are you now worried about something similar happening here?**

No, because we do things differently. We always tell them ahead of time if there is going to be some surprise revealed during the show. We give them the parameters, we give them 20 choices of what the surprise is going to be. And they have to be okay with all of them. But we don't tell which one or ones they will actually be.

**Do you think you are qualified to do straight news, and did you think you were before the whole Carol Marin incident at WMAQ-TV blew up into a national journalistic ethics fight? Or does your show with hookers and KKK members quash your past reporting and political careers?**

It depends. To do commentary on crazy subjects does not belong on the news. To do commentary on serious issues does. I was

renewing her contract. That she was out. And then, when I came on, she announced that I was the reason. Well, if I had known at the time, I would have said, "Excuse me, tell me the truth. You weren't rehired." Now, when I talk to people walking around the streets, they still believe she quit because I came on.

**Do you think that has helped with your show's ratings?**

Well, I can't believe that it has, but since then the show has just taken off. I think maybe for a week America looked at our show. Obviously we have gotten a good portion of the market. So yeah, I guess to that extent I'm grateful for what happened. But it was ugly for a week. It helped but I'd rather it not have happened because it was just so dishonest. I feel more upset at that now than I did then. Because then I felt, "Oh gosh, did I really cause her to quit?" And since it wasn't my job, I didn't feel really good about it. If it were my full-time job, I wouldn't have cared. I would have said, "Hey, if you can't handle it, it's just too bad." But it wasn't my job; I was just going to sit in once a week."

**So it was all overblown?**

She wasn't being renewed. There was no principle. She wasn't being renewed. [WMAQ had no comment; Marin couldn't be reached.] ■

## Jerry's cops

Steve Wilkos is a patrolman with the Chicago Police Department. He works one of the city's toughest neighborhoods—the 14th District, aka the Shakespeare District. With his shaved head and muscular physique, Wilkos is hard to miss and hard to forget.

"I'll go on a domestic call where people are fighting and messed up. I'll knock on the door and say 'Police!' and they'll see me and suddenly forget what they called the police about," Wilkos says. "They'll be like, 'I just saw you on TV,' and then they'll offer us milk and cookies or something."

In his fourth season with *The Jerry Springer Show*, Wilkos moonlights as head of security for the conflict-driven talk show. Lately, he and his staff of six off-duty Chicago police officers seem to be getting all they can handle on the set of Springer's show.

"I think the shows we're doing now are just a little different



*It takes seven off-duty Chicago policemen to keep order on the Springer show.*

than we used to do," Wilkos says in defense of the fighting between Springer's guests that takes place on almost every other episode. "We used to do a lot of reunion shows, makeover shows—and we're not doing that anymore. I don't think we are doing anything to cause fights; I just think the topics of the show are getting people riled up."

Wilkos's staff and the show's stage manager—who doubles as a security guard—sit at the base of the stage, waiting to break up any skirmishes.

"The real-life police stuff is actually more dangerous," he says. "You never know what is going to happen. Here we know what is going to happen. Someone might throw a punch, pull some hair, and we get up there and break it up. Nobody ever gets seriously hurt, and nobody has ever really hassled us."

Just some kicked shins, cuts and a pulled groin, Wilkos says.—Joe Schlosser





# Paxson Communications Corporation

December 15, 1997

Mr. Edward O. Fritts  
President/CEO  
National Association of Broadcasters  
1771 N Street, N.W.  
Washington, D.C. 20036-2891

Dear Eddie:

We are writing to you on behalf of Paxson Communications Corporation ("PCC"), an NAB member for many years, the largest operator of television stations in the United States and the owner of the seventh television broadcast network to be launched in 1998. PCC finds itself in the discomfoting position of having its trade association take a position contrary to PCC on a vitally important issue.

As you know, perhaps the single most important issue facing the television broadcasting industry today is the implementation by the Federal Communications Commission ("FCC") of the transition to digital television (DTV) and specifically the adoption of a final Table of Allotments whereby each existing television broadcaster will be assigned a designated DTV channel, together with power and siting limitations. On November 20, 1997, NAB joined with three broadcast groups and The Association for Maximum Service Television, Inc. ("MSTV") in an FCC filing that proposed 357 changes to the currently proposed DTV Table of Allotments. The MSTV proposals would cause increased and severe hardship for PCC resulting in a net population loss for PCC's stations of over one-half million people. For example, under the MSTV plan, 11 of PCC's stations would move to higher channels and 8 of PCC's stations would be removed from the "core" spectrum.

PCC is extremely concerned with NAB's participation in the MSTV filing that is severely harmful to PCC and other NAB members. Since PCC is not a member of MSTV, it does not harbor any illusions that it can influence what that group does nor does PCC wish to interfere with the ability of other broadcast groups to participate in FCC proceedings. However, as a loyal and long-standing NAB member, PCC believes that NAB's procedures must provide a mechanism for matters, as substantial as DTV, to be fully considered and acted upon by the NAB Board before important filings are made with the FCC.

PCC is neither asking that NAB adopt PCC's position nor that NAB refrain from FCC filings in which PCC is not in total agreement. Rather, PCC is asking that there be an opportunity for NAB members to bring all viewpoints to bear before the NAB Board prior to NAB taking an official position. Regarding the issue at hand, PCC believes that it should have had the opportunity to convince the Board that the MSTV plan potentially harms as many NAB members as it helps and, as such, should not have been officially supported by NAB in any manner.

PCC desires the opportunity now to attempt to convince NAB to put in place procedures that will require full Board approval prior to official NAB actions in matters of such industry significance as DTV. Conceivably, this could be accomplished by more frequent Board meetings, or by procedures permitting telephonic board meetings or, in this computer age, by other electronic means. PCC would like to present its proposals for change to the NAB at its earliest opportunity and would thereby request your cooperation in helping PCC bring this issue to the NAB Board. It is our understanding that NAB Board Meetings are scheduled for January, 1998 and PCC would like this issue presented at that time.

We would appreciate it if you could get back to us to let us know what PCC needs to do to attempt to change the existing NAB Board procedures.

Sincerely,

Lowell W. Paxson  
Chairman/CEO

Dean Goodman  
President - Pax Net Television

cc: Henry L. Baumann, Esq.  
Board Members



**Paxson Communications Corporation**  
601 Clearwater Park Road • West Palm Beach, FL 33401  
(561) 659-4122 • Fax (561) 659-4252  
An American Stock Exchange Company Symbol PAX  
Website pax.net



# Talk Shows

## SPECIAL REPORT

Since the early days of Phil Donahue and Jack Parr, the talk show has evolved, for better or worse. Old-timer Oprah has changed her look and focus, making her highest-rated daytime talker more issue-oriented. Following her lead—and perhaps reacting to viewer outcry over raunchy talk shows—Jenny, Sally, Ricki, Montel and Maury are cleaning up their acts.

On the seamier side, Jerry Springer gets down and dirty—and gets ratings. At night, the Leno/Letterman competition is yesterday's news; Leno has held the lead for more than two years. The following annual special report takes a closer look at these veterans, the freshmen and the hopefuls that are talking up a storm.

## New highs—and lows—in daytime

*'Oprah' still rules, 'Rosie' gains with wholesome fare; 'Springer' gets down and gets results*

By Sharon Donovan,  
special correspondent

**L**ed by daytime talk queen Oprah Winfrey, talk shows appear to have cleaned up their acts this year. But Jerry Springer's surge in the ratings shows that sensational still sells.

"We may have thought that viewers had turned wholesome and embraced the kinder, gentler approach, but with the surge in *Springer's* popularity, we're seeing the yin and the yang. He's the World Wrestling Federation of talk," says Bill Carroll, vice president/director of programming for rep firm Katz Television.

Although its ratings have fallen (from an 8.1 in 1996, according to Nielsen Media Research), *Oprah* still holds the number-one spot among syndicated daytime talkers, with a 7.1 rating so far for the 1997 season. *Oprah's* nearest competitor, the 17-month-old *Rosie O'Donnell Show*, has grown to a 4.6 rating. Autumn also has seen a considerable uptick by *The Jerry Springer Show* and a slight surge for *Sally Jessy Raphael*, while *The Montel Williams Show*, *Ricki Lake*, *The Jenny Jones Show* and *The Maury Povich Show* have declined (see chart, page 43).

Among the newcomers, *The Arthel & Fred Show* (Pearson All American Television) and *Home Team with Terry Brad-*

*shaw* (Twentieth Television) are now in production hiatus, i.e., DOA. Meanwhile, *Martha Stewart Living* and *The Gayle King Show*—half-hours tied in an hour block—have shown a strong enough EKG to ensure a second season. The majority of CBS owned-and-operated stations have re-upped for the 1998-99 season.

Although *Oprah* has started a clean-up-the-act trend among daytime talkers, *Springer*—which continues to take the low road—saw a hefty 45% increase in national viewership in October, according to Nielsen. "A lot of daytime viewers like to go to the circus, and *Springer* is the best carnival sideshow left," says Mark Lorando, TV critic for the *New Orleans Times-Picayune*. Shows this fall have featured former members of the Ku Klux Klan and expectant fathers who cheat on their mates.

"*Springer* is the story this season," says Dick Kurlander, vice president of programming at rep firm Petry Television. Season-to-date ratings for the Universal Television-owned and -syndicated hour have climbed from 2.5 last year to 3.7 this year. "He doesn't hold back," Kurlander says of Springer. "[The show is] about as exploitive as you can get, and it's working in terms of ratings."

Universal Television makes no apology for *Springer's* approach. "It's entertainment, pure and simple," a company spokesman says.

*Springer's* hefty ratings increase may stem in part from its racier content. Shows this fall have featured more on-air fisticuffs and flying furniture than in the past, observers say. *Springer* now may be standing out more from its competition, including *Jenny*, *Sally*, *Ricki*, *Montel* and *Maury*, which have followed *Oprah's* lead and moved to less raunchy fare.

"*Springer* is an indication of viewer interest in the outrageous," says Katz's Carroll. "With *Rosie* and *Oprah* representing the most wholesome viewing, juxtaposed against *Springer*, the most outrageous, we see the dichotomy in viewing patterns."

On the other end of the decency spectrum, Oprah Winfrey has spent recent months solidifying her promise to viewers to provide an issue-oriented program. Titillation has taken the form of hard-to-get celebrities.

October coups included First Lady Hillary Rodham Clinton, who helped to celebrate her birthday by chatting with Winfrey about turning the big 5-0. Clint Eastwood, Paul McCartney and Janet Jackson also made appearances this fall.

In its 11th year, *Oprah* is proving that a talk show can retool itself successfully, says Roger King, chairman of Winfrey's distributor, King World. He attributes the show's longevity to its host's hands-on approach: Winfrey is one of the show's





# One giant leap for The WB!

## MONDAY HH RATINGS UP 44%\*

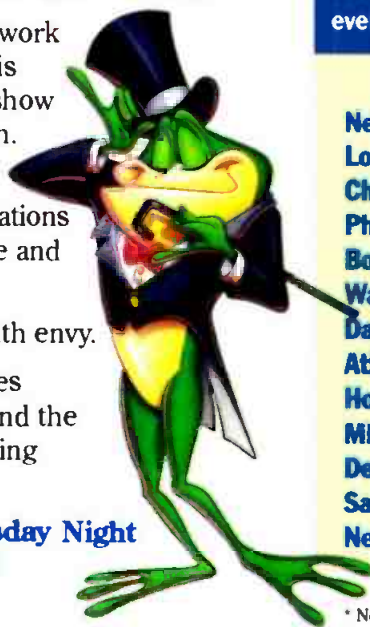
This November, the broadcast network with the most spring in their step is the WB. Metered market ratings show the WB jumping to an all-time high.

And Monday was the best story of all, leap-frogging everyone's expectations by an amazing 44%\* in the Tribune and Qwest WB markets.

The competition must be green with envy.

Tribune Broadcasting congratulates Michigan J. Frog, Jamie Kellner, and the entire WB Network team for jumping off to a great new season start.

**We can't wait for the new Tuesday Night line-up to begin January 20th!**



Monday prime time is soaring in every Tribune/Qwest WB market:

	<b>RATING</b>
New York	+24%
Los Angeles	+37%
Chicago	+71%
Philadelphia	+34%
Boston	+67%
Washington D.C.	+131%
Dallas	+60%
Atlanta	+60%
Houston	+64%
Miami	+64%
Denver	+21%
San Diego	+57%
New Orleans	+13%

\* Nov. 97 Nielsen metered market weighted average vs. Nov. 96

**TRIBUNE**  
BROADCASTING

## SPECIAL REPORT—TALK SHOWS

executive producers.

Ditto the involvement factor for O'Donnell, according to Dick Robertson, president of Warner Bros. Domestic Television Distribution. "Rosie is deeply involved in planning the show," Robertson says. "As a celebrity-driven show, *Rosie* cannot just have the publicist set up the guests—it requires Rosie getting involved."

Her involvement this fall was climaxed by an appearance by O'Donnell hero Barbra Streisand. The show was O'Donnell's highest-rated ever.

Still at number-three, 10-year-old *Regis & Kathie Lee* is holding its own, says Buena Vista Television President Mort Marcus. "It stays on top because the two hosts are incredible. It's 'appointment TV' everyday—not because of a celebrity guest or the format, but because of the two hosts. Regis [Philbin] and Kathie Lee [Gifford] keep it fresh because the audience loves to watch their energy," Marcus says.

Outside the arena of the top three, the exploitive/issues-oriented shows—*Montel*, *Sally*, *Jenny* and *Ricki*—have slipped slightly against their celebrity-driven counterparts, syndicators say.

Although *Montel*, now in its sixth year, is down from last year's 4.1 rating (season to date) to 3.8 this year, no one is panicking. "*Montel* withstood the tide and is doing great by balancing its content," says Frank Kelly, president of creative affairs for syndicator Paramount Television Group. The show remains fresh because of Williams' rapport with his audience and the audience's belief that Williams does not chase headlines for sensational effect, Kelly says.

In its fifth year and down (season to date) from a 3.4 rating last year to 2.8 this year, *Ricki* is maturing at about the rate of the host herself, says Barry Thurston, president of Columbia TriStar Television Distribution. "What distinguishes Ricki is that she is dealing with many of the same topics as an *Oprah*, but her audience is a younger group, and she approaches it at a slightly different angle. She is a young, vibrant, inquisitive person reporting on the youth of today on a



The queen still reigns, but ratings for 'Rosie,' 'Sally' and 'Springer' are on the rise.

time in 1998, thanks to a new contract Rivera signed in late November with CNBC. Some observers say the contract provides the 12-year-old daytime show with a dignified burial, since it had sunk to the bottom of the syndicated talk-show barrel—14th place. Janeen Bjork, vice president of programming at rep firm Seltel, for one, is disappointed. "I've been intrigued this season with how he was reinventing the show. I'm going to miss it," she says.

Observers attribute low ratings for *Home Team* to a perennial B list of celebrity guests. Bjork also maintains that former football quarterback Bradshaw is an unlikely candidate for attracting female viewers. "Even if it had been given three years, it was still a failed concept in the producers' believing he had something to tell women between the ages of 18 and 49—as if we cared what Terry Bradshaw thought," she says. "His forte is in sports. No one is interested in seeing him cook."

Twentieth President Rick Jacobson is disappointed in Bradshaw's ratings but says the show has not yet gained a foothold with viewers.

Twentieth hasn't forgotten its entertainment news magazine *Access Hollywood*, which got off to a slow start in 1996 but has been renewed in more than 50% of the U.S. for 1998, he says. The addition of former CBS Sports announcer Pat O'Brien helped *Access* renew with the NBC owned-and-operated stations.

Another show that has turned in a disappointing performance this fall is seven-year veteran *Maury Povich*, whose ratings slid from a season-to-date 3.4 rating in 1996 to 2.8 this year. The show will move from Paramount to Universal for fall '98 and will have to go through some retooling, observers say. "It's clear he has not burned out," Carroll says of Povich. "Under a new banner, he will have to prove himself again, but he has maneuvering room. ... He's still doing better than the shows that premiered this year. It may be a function of 'Better the devil you know than the devil you don't.'"

### DAYTIME TALK PLAYERS

Show	Fall Rating		Rtg. Pt. Change
	'96*	'97**	
Oprah (King World/Camelot)	8.1	7.1	(1.0)
Rosie O'Donnell (Warner Bros.)	3.9	4.6	+0.7
Regis & Kathie Lee (Buena Vista TV)	4.1	4.1	0.0
Sally Jessy Raphael (Universal)	3.5	4.0	+0.5
Montel Williams (Paramount)	4.1	3.8	(0.3)
Jerry Springer (Universal)	2.5	3.7	+1.2
Jenny Jones (Universal)	4.0	3.5	(0.5)
Maury Povich (Paramount)	3.4	2.9	(0.5)
Ricki Lake (Columbia TriStar)	3.4	2.8	(0.6)
Martha Stewart Living (Eyemark)	N/A	2.6	—
Gayle King Show (Eyemark)	N/A	2.0	—
Geraldo (Tribune Entertainment)	N/A	1.9	—
Home Team w/ T. Bradshaw (20th Television)	N/A	0.8	—
Arthel & Fred (All American)	N/A	0.5	—

Source: Nielsen Syndication Service  
Nielsen NTI numbers: \*Sept. 2–Nov. 11, 1996; \*\*Sept. 1–Nov. 9, 1997

show that reflects her peer group."

The Eyemark Entertainment/CBS Enterprises strategy in pairing freshmen *Martha Stewart* and *Gayle King* to provide an hour of talk essentially salvaged both programs, Carroll says. "Among the new entries, *Martha* appears to be the most successful. Many had higher expectations of how well it might do, but the fact that together the half-hours have achieved renewable numbers reflects, in today's market, a successful benchmark," Carroll says. "Most would agree that if they had not been paired, *Gayle King* would have had a more difficult time coming back for a second season."

Another daytime casualty, in addition to *Arthel & Fred*, is producer Tribune Entertainment's *Geraldo Rivera Show*, which will not return to syndicated day-



# Known names sought to fill host chairs

*New shows have better shot with recognizable hosts*

By Sharon Donovan



**DIGITAL**  
INNOVATIVE FUJI VIDEOCASSETTES

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the Osmonds hosted an ABC  
w for three years in the late

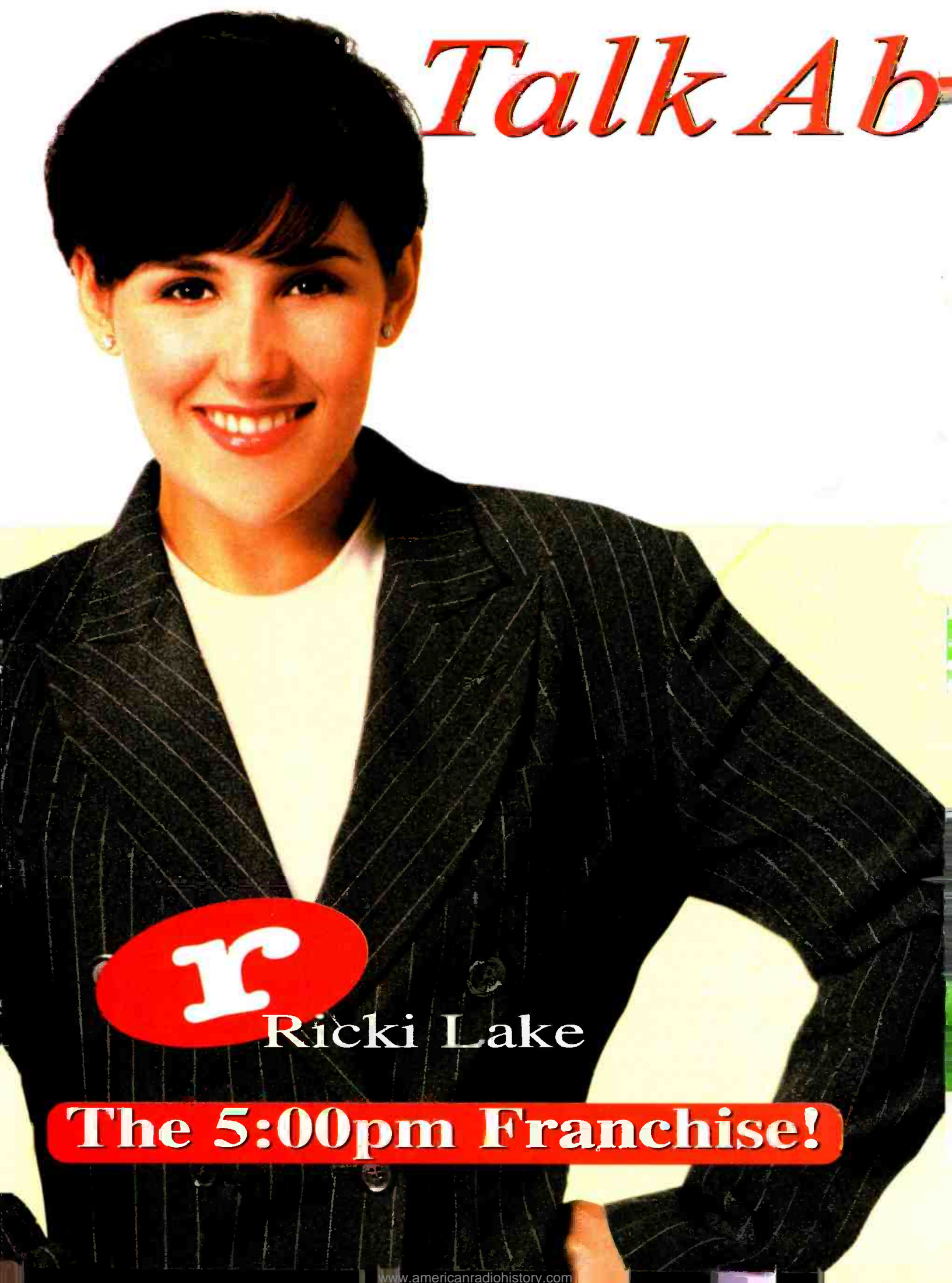
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Marie? Why?" He says he  
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which gives a sense of  
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MGM Domestic Television

*Talk Ab*



Ricki Lake

**The 5:00pm Franchise!**



# out Growth!

## Nov. '97 vs Oct. '97 HH Rtg. Increases!

Market	Sta.	% Change	Market	Sta.	% Change
New York	WWOR	+22%	Pittsburgh	WPTT	+13%
Los Angeles	KCOP	+26%	Sacramento	KOVR	+11%
Chicago	WPWR	+15%	Baltimore	WBFF	+6%
Philadelphia	WTFX	+32%	Indianapolis	WXIN	+29%
San Francisco	KTVU	+10%	San Diego	KUSI	+19%
Boston	WFXT	+22%	Hartford	WVIT	+11%
Detroit	WJBK	+15%	Cincinnati	WSTR	+18%
Atlanta	WATL	+37%	Kansas City	WDAF	+11%
Houston	KRIV	+12%	Milwaukee	WITI	+8%
Seattle	KTZZ	+8%	Nashville	WUXP	+28%
Cleveland	WJW	+3%	Salt Lake City	KTVX	+4%
Tampa	WTVT	+26%	San Antonio	KABB	+16%
Miami	WDZL	+18%	New Orleans	WUPL	+9%
Phoenix	KPHO	+11%	Memphis	WHBQ	+34%
Denver	KDVR	+36%	W. Palm Beach	WFLX	+14%



Source: NSI, WRAP Overnights,  
Primary Telecasts, Nov. '97 vs Oct. '97

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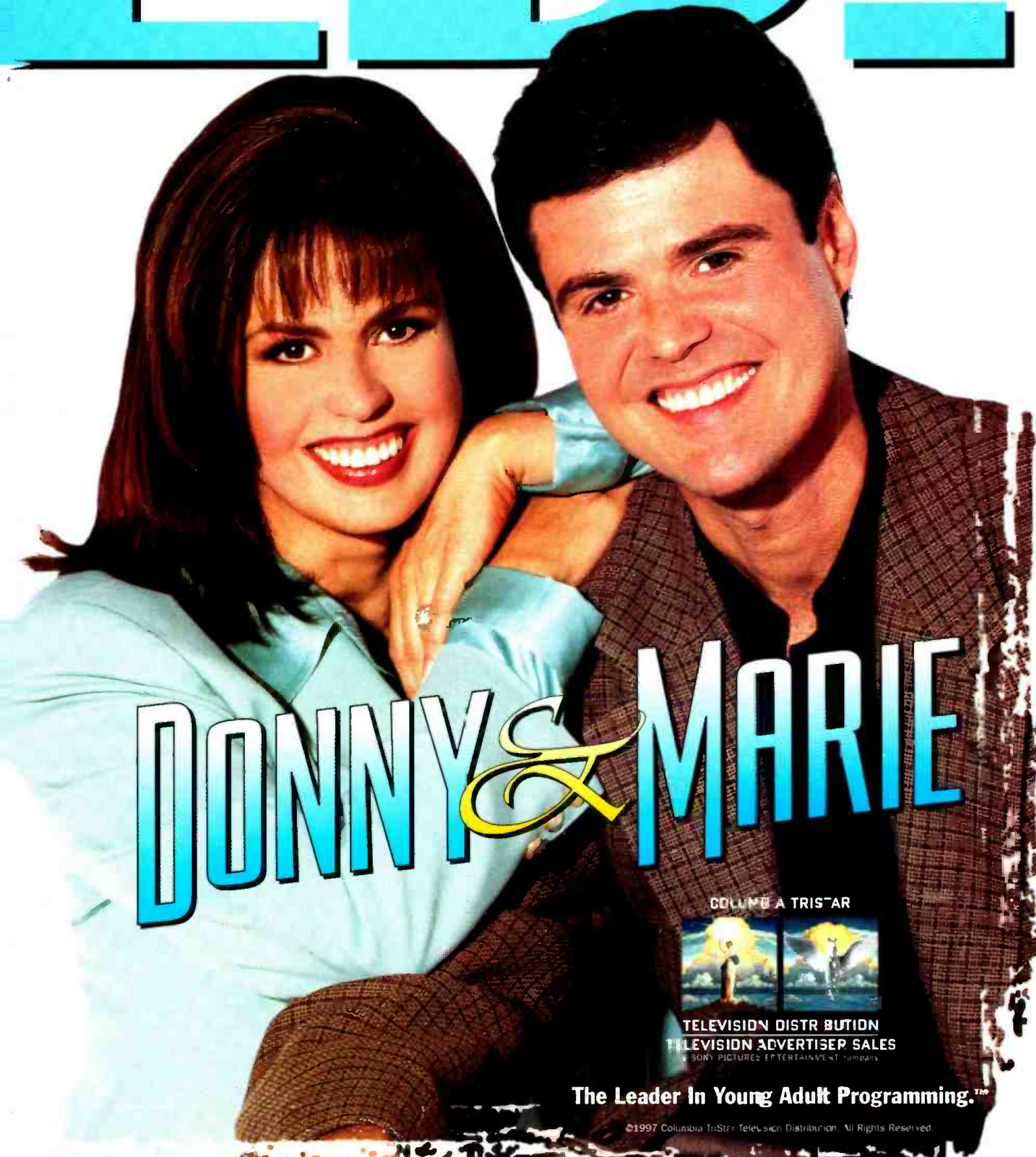
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## SPECIAL REPORT—TALK SHOWS

Distribution.

Another proposed talker, from Comcast Communications's production unit C3, is betting on the chemistry between Democratic political consultant James Carville and his wife, Republican consultant Mary Matalin. "These are two unbelievably intelligent and likable hosts who happen to have vastly different viewpoints, but go home together after the show," says C3 Chairman Rich Frank, who likens the show to *Regis & Kathie Lee*. "It's the unique pairing that sparked our interest."

Titled *All's Fair* and produced in Washington, the talker will feature a single current issue per episode, with experts giving their views. A live audience will be polled before and after each show to determine whether the discussions have changed opinions.

Twentieth Television, which is marketing *All's Fair*, is looking "for a different audience than for *Donny & Marie* or *Roseanne*," President Rick Jacobson says.

In response to the confrontational approach taken by *The Jerry Springer Show*, Twentieth Television says its *Forgive and Forget* will focus "on bringing people together, rather than tearing them apart." Guests will make emotional pleas to someone they have wronged, and that person can either forgive or say "forget it."

A late entry for January's NATPE convention is Buena Vista Television's talk show featuring adventure-series hunk Robert Urich, who hosted syndicated magazine *Vital Signs* this season. "It is a very complicated marketplace out there," says Buena Vista Television President Mort Marcus. "Some station



**Meshach Taylor may host a talk show based in Las Vegas, and Robert Urich will be shopped at NATPE.**



groups have a need for fall '98, and some have midseason needs. [The launch date of the show] will really depend on what stations and station groups we end up selling to."

After battling cancer for the past two years, Urich says he is ready for the new project. The reaction from an interview on ABC's *20/20* with Diane Sawyer swayed Urich to go for the talk show. "I received more than 50,000 pieces of mail—not Hallmark cards—I'm talking 10-12 page letters from people who poured their hearts out to me like I was their brother," he says. "I felt the power of TV after that, and I think this new talk show, if done right, could really help a lot of people."

It may not be immediately obvious to much of his audience, but Urich is much like a "male Rosie," Marcus says. "The market will be surprised. This action-hour guy has a funny side [and is] extremely likable and charming."

Another proposed show calls on the strength of its host's broadcast journalism experience. The as-yet-untitled and unformatted hour from Warner Bros. features Diane Dimond, who has served as a special correspondent and anchor for *Extra*

and *Hard Copy*. Parlaying her talent as a reporter and journalist à la Nancy Glass of *American Journal*, Dimond is a "personality and talent who can deliver a different new take on the talk world," Warner Bros. President Dick Robertson says.

Columbia TriStar Domestic Television plans two talk shows using talent spawned by MTV: former MTV veejay Karen "Duff" Duffy and former *Yo! MTV Raps* co-host Ed Lover. CTD officials have not decided whether to debut either show

in syndication this season or next. Lover's variety/ talk show may run in daytime or late night.

Even as they market shows for 1998, syndicators have begun quietly planning their 1999 talk entries.

Don't be surprised to see an entry from Worldvision featuring the singing Pointer Sisters. King World may pair *Today* weatherman Al Roker and an unnamed female co-host (rumored to be Joan Lunden, former *Good Morning America* co-host), in a vehicle that could enable NBC affiliates to extend the *Today* franchise.

King World hints of a "talk/variety show." Daytime, now and in the future, is awash with talk product, Roger King says. "There are too many on the air, and the problem is counterprogramming. Having four talk shows on at one time is pushing people to cable."

While there no doubt will be casualties next season, "the genre has been around as long as television itself, and there will be always be talk formats in development. Talk is one of those formats that is venerable and allows for experimentation," Columbia TriStar's Thurston says. ■



**ABC's 'The View' debuted in August.**

## Network talk shows remain scarce

**By Janet Plume,  
special correspondent**

**S**yndicated talk shows such as *Oprah* have dominated Nielsen daytime ratings for more than a decade, with the leaders replacing soaps as the blockbusters of daytime TV. Since the late 1980s, networks have sporadically attempted to capture some of the talk market, but have been slow to see results.

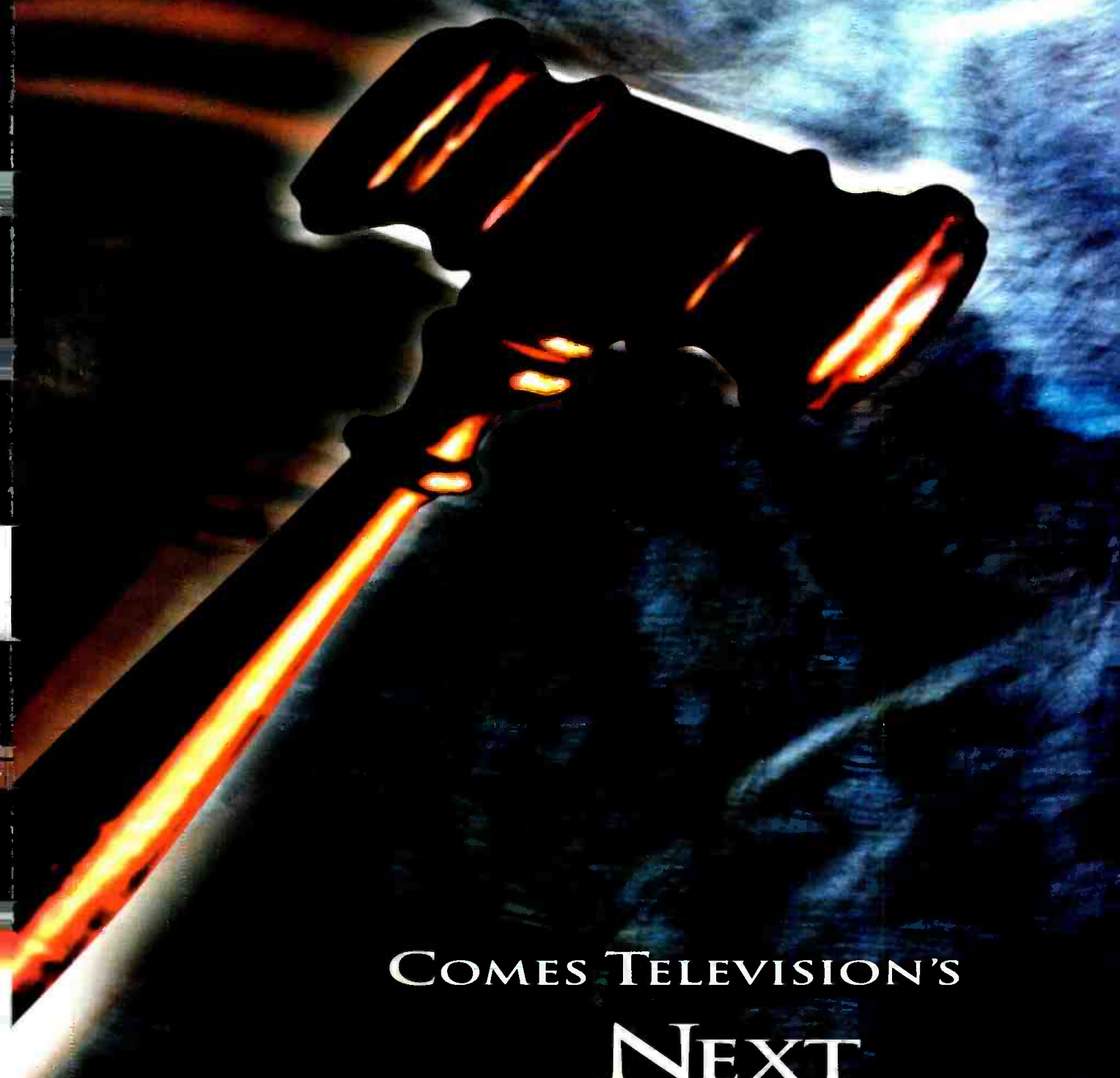
That doesn't mean today's two network daytime talkers—NBC's *Leeza*,

now in its fifth season, and ABC's fledgling *The View*—are headed for retirement. Station reps say they often make programming sense. In this year's Nielsen ratings for network talk shows through Nov. 23, *Leeza* earned a 2.2 rating, down slightly from 2.3 in 1996. Barely four months old, *The View* scored a 1.8 rating.

Janeen Bjork, vice president of programming at station rep Seltel, recalls the first time she saw networks address daytime talk. At an ABC affiliate meeting in



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## SPECIAL REPORT—TALK SHOWS

the late 1980s, new ratings revealed daytime dramas had declined by one-third.

"Talk shows had taken away the vicarious thrill the soaps had offered for so long, with storylines extended for weeks on end," Bjork says. "Talk offered viewers that same thrill in a single hour and promised another one tomorrow. The networks' goal became capitalizing on talk shows rather than developing new soaps."

This year, Leeza Gibbons added 'Eye on Our Kids' and 'All About Mom Club' segments to her lineup of newsmakers



NBC's 'Leeza' has shown staying power and is now in its fifth season.

and celebrities. The first tackles parenting issues, and the second is an interactive forum for mothers. Since the show's launch in 1994, *Leeza* has evolved to include lighter themes and entertaining topics as well as controversial discussions—such as an episode last season devoted to the Heaven's Gate mass suicide.

"*Leeza* is better today than it used to be," says Bill Carroll, vice president/director of programming, Katz Television. He notes, however, that most stations air network daytime talkers such as *Leeza* and *The View* because network compensation packages have been restructured in recent years to offer incentives for clearing them.

"For stations, even if I have the best talk show out there in syndication, it's costing me an arm and a leg," Carroll says. "There are no guarantees that I would do much better than I would carrying *Leeza* or *The View*. Stations make so little on a hit syndicated talker that it pays just as much to take the network compensation.

"If it were a syndicated show, I'm not sure *Leeza* would still be on. If it had to get cleared on a lineup of stations, it would be a very tough sell in the syndicated marketplace."

At ABC's *The View*, which debuted in August, host Barbara Walters promises a personal credibility that few other talk show hosts have achieved.

"Historically, the 11 a.m. time period has been one of our greatest challenges," says Patricia Fili-Krushel, ABC daytime president. "But with *The View*, we combine the best of information and entertainment with the best of ABC—specifically, Barbara Walters—and the early news after only 16 weeks is extremely positive.

"We have increased our share with women 18-49 and 25-54 by 43 percent and 25 percent, respectively, and during the week of Nov. 3, *The View* had the highest delivery in the 11 a.m. time period since July 1993 for women 18-49," she says. "In the top-five markets, the increases range from 30 percent to 80 percent among women 25-54 versus last October (when *Caryl & Marilyn* aired). And we continue to improve month to month."

Bjork is among those who believe the show has greater promise than earlier incarnations. "*The View* could become more watchable," she says. "It has the potential."

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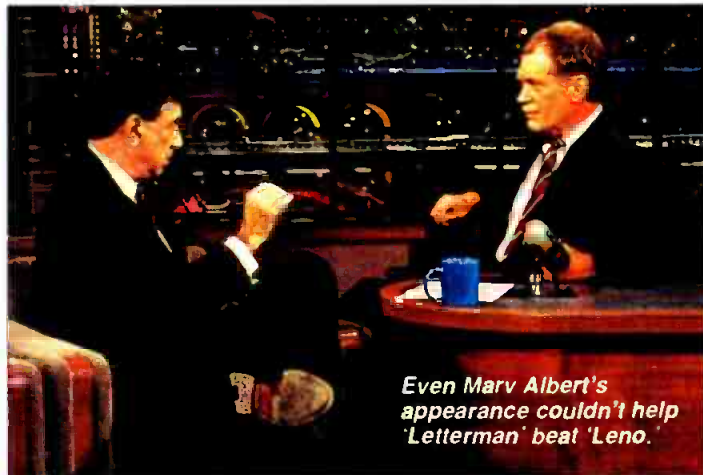


POST-NEWSWEEK  
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## SPECIAL REPORT—TALK SHOWS



'Leno' pulled ahead of 'Letterman' in mid-'95, and has held the lead ever since.



Even Marv Albert's appearance couldn't help 'Letterman' beat 'Leno.'



'Politically Incorrect' beats 'Letterman' in some markets where the two go head-to-head.

### TALKING ALL NIGHT

SHOW	NETWORK	RTG
Tonight Show w/Jay Leno	NBC	4.7
Late Show w/David Letterman	CBS	3.3
Politically Incorrect w/ Bill Maher	ABC	2.5
Late Night w/Conan O'Brien	NBC	2.3
Late Late Show w/Tom Snyder	CBS	1.4
Later	NBC	1.3

Source: Nielsen Television Index Ranking Report, Sept. 22-Nov. 23

# Leno rules late night

Show holds lead over Letterman in total viewers, key demos

By Andrew Bowser,  
special correspondent

**T**he Tonight Show with Jay Leno is winning the network late-night wars with a vengeance. The show, off to its best season start since Leno took over as host in 1992, is up 4% among adults 18-49, compared with the same period a year ago.

In the second week of the November sweeps (the most recent numbers available), already top-rated Tonight outperformed CBS's The Late Show with David Letterman and ABC's Nightline/Politically Incorrect block not just in total viewership but in all key adult demographics, according to Nielsen. Among adults 18-49, Tonight averaged a 2.9 rating and 14 share, its highest numbers since May 5. Even on Nov. 12—opposite disgraced NBC sportscaster Marv Albert's heavily promoted appearance on the Letterman show—Tonight beat Letterman by 10% among overall viewers and by 17% in the 18-49 demographic.

Syndication's late-night entries—four-month-old Vibe and The Keenen Ivory Wayans Show—are not doing much to

threaten the networks' dominance after hours. In fact, off-net sitcoms are doing more harm. In New York, Seinfeld and Frasier hold the top spots at 11 and 11:30 p.m., respectively, among adults 18-34. When it comes to late night, "off-network sitcoms are a very significant part of this equation in many markets," says Dick Kurlander, vice president of programming at rep firm Petry Television.

The ratings for Vibe and Wayans—the new, modern-day contenders for the Arsenio Hall Show's young, urban audience—are improving, but both shows have settled below their advertiser guarantees, says Helen Tocheff, senior vice president of national broadcast buying for Zenith Media. "I would like to see [the shows] survive, but they need to get to the next level to do it, or the networks are going to push them back."

Before comedian Sinbad took over as Vibe's host on Oct. 27, Wayans held a comfortable lead. Now, however, the household numbers are neck and neck. The two shows were dead even in the first two weeks of November (Wayans' 2.4 rating/6 share vs. Vibe's 2.4/6). Wayans was down in the third week (2.3/6 vs.

2.5/6) but up again in the fourth (2.2/6 vs. 2.1/5).

"Vibe's number has gotten better since Sinbad, but ours has not changed," says Mort Marcus, president of Buena Vista Television, syndicator of Wayans. "We are tied with them on an overall basis [in measured markets]. They have come up to us, but we have not come down."

Can Sinbad retain these viewers? "The object is to capture the Arsenio magic, but those kinds of numbers are not achievable right now, especially with two programs chasing the same audience," says Petry's Kurlander.

Wayans, Vibe and Politically Incorrect have not affected Letterman's numbers, Letterman executive producer Rob Burnett says. That show's biggest competition recently has been off-network programming. "We felt a bit when Seinfeld went into [syndication in 1995]," Burnett says. "Dave has a very young audience, and they are the same people that watch off-network programming." The Jenny Jones Show and The Jerry Springer Show also continue to take slices of the late-night ratings pie. In Los Angeles, for instance, Springer earned a 6/20 among women 18-34 and a 5/14 in overall households on independent KCAL-TV, putting it third behind top-rated KNBC-TV's news and Tonight Show block and KABC-TV's news and Nightline.

Another late-night player waiting in the wings is former NBA player Earvin "Magic" Johnson, who is likely to debut in late night in early summer, either in syndication or on the Fox network.

Show executives seem to welcome new late-night entrants. "Generally, it helps us," Snyder producer Bruce McKay says. "As more shows come on board, the accumulated audience has probably risen a bit."

Nielsen numbers appear to support McKay's claim. Season-to-date viewer-





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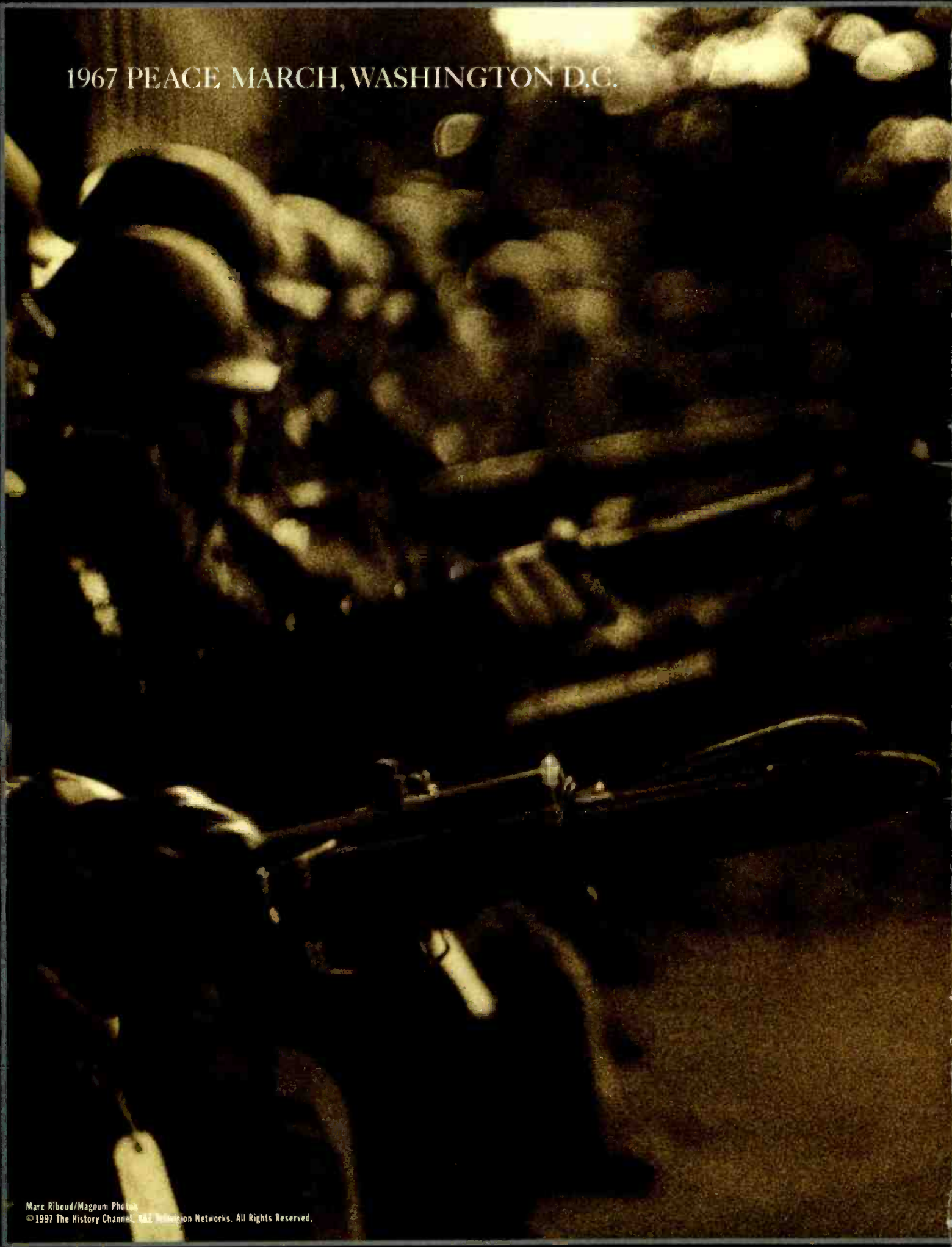
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## SPECIAL REPORT—TALK SHOWS



Ratings for NBC's 'Conan O'Brien' are on the rise; 'Tom Snyder' remains flat.

ship for established network shows—*Letterman*, *Tonight*, *Nightline*, *Conan* and *Snyder*—is 15.6 million, only about 200,000 viewers off from last year. Yet *Politically Incorrect* alone attracts about 2.4 million viewers.

The show, which, since January, has followed *Nightline* in about 60% of the country, beats *Letterman* in markets where the two go head-to-head, according to Zenith's Tocheff. "If you were smart, you got to be a charter-rate advertiser [on *PI*]," she says.

*Politically Incorrect* is ABC's first foray into late-night entertainment since 1991's short-lived *Into the Night with Rick Dees*. "This is all unmarked territory for [ABC]," says *PI* executive producer Scott Carter. "We are sort of like Lewis and Clark."

*Politically Incorrect*'s early research indicated that a significant portion of its viewers were coming from cable, where the show originated, not from other network or syndicated programming, Carter says.

Cleared in more than 98% of the country, the show airs later at night in some markets, including Washington and

Chicago. "Because our ratings have been good, there has been an incentive to move the show up," Carter says. "When that has fully shaken down, we'll have a better sense of our audience." After 44 weeks, *PI* is averaging a 3.7/12 in the 20 markets where it airs opposite *The Tonight Show* and *The Late Show*.

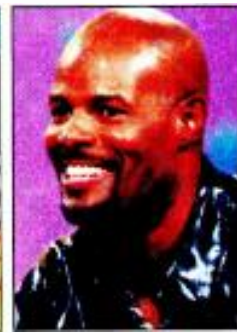
ABC says *Politically Incorrect* is the number-one or number-two late-night network series in all the top-10 markets, but the show is far from a serious contender for the top spot overall.

In late-late night, NBC's *Late Night with Conan O'Brien* pulled a 1.5/11 among adults 18-49 during the second week of the November sweeps, besting CBS's *The Late Late Show with Tom Snyder* by 88% in that demographic and making it up 57% overall. Season to date, *Late Night* is up 8% among adults 18-49 and 8% in total viewership.

Ratings for *Snyder* have remained flat across all demographics for two years (it premiered in January 1995). But to the show's credit, the ratings have been maintained, while those of its official lead-in, *Letterman*, have markedly declined. *Snyder* "has weathered that storm," says *Letterman* executive producer Rob Burnett. "You can put him on channel 600 and his audience will find him."

However, *Letterman* is not always *Snyder*'s lead-in. *Snyder*, which achieved total clearance in September, is delayed by a half-hour or more in 19 of 38 metered markets. The show has managed to move up in a number of markets, including San Francisco, which now starts *Snyder* on a half-hour delay instead of a two-and-a-half-hour delay.

Both *Snyder* and *O'Brien* retain about



'Keenen Ivory Wayans' and 'Vibe' with Sinbad are neck and neck in the ratings.

40% of their lead-in audiences, with *Snyder* holding on to slightly more, according to the show's publicists. *Snyder*'s best rating so far this year has been a 1.6 rating, with a 7 share. On any given night, the audience is "bigger than [that of PBS's] *Charlie Rose* and [CNN's] *Larry King Live* combined," says *Snyder* producer McKay. But while *Snyder*'s overall ratings have been flat, *O'Brien*'s have improved.

Post-*O'Brien*, *Later*—in the third week of a six-week run with supermodel Cindy Crawford as guest host—delivered 1.8 million viewers in the second week of the sweeps, including 1.1 million viewers 18-49. For the season to date, the show is up 14% in the 18-49 demo and 9% overall.

The revolving-door approach to *Later*'s host spot allows NBC to secure personalities who ordinarily wouldn't consider hosting a late-night talk show. "Our ratings are slightly higher than when we had a permanent host," says Rick Ludwin, NBC's senior vice president of late night. Crawford sat in for the entire November sweeps, but actor Judd Nelson and NBC sportscaster Ahmad Rashad also have warmed the hosting chair this season. ■

### Just who will stay up late?

The only certain contender so far for late-night 1998 is Telepictures Productions' remake of the 1980s' relationship series *Love Connection*. Paired with a "sequel" show called *Change of Heart*, the one-hour combination had been cleared in 40% of the country by mid-November.

A companion show also is being developed for *Vibe*, but Columbia TriStar Television Distribution is keeping details under wraps.

Meanwhile, MGM Domestic Television is shopping pilots of a talk/variety show filmed on the Las Vegas strip that will feature Meshach Taylor of *Designing Women* and *Dave's World* fame. Some sources say the show may work well in late night, but nothing is certain yet. And Twentieth Television is rumored to be considering a show with comedian Paul Rodriguez.

Fox continues to look for a late-night contender, but no

solid projects have materialized. A possible entry is Twentieth TV's proposed talker featuring former basketball star Earvin "Magic" Johnson. According to Fox Network spokeswoman Sharan Magnuson, *Magic* was scheduled for syndication as a midseason replacement in early '98 but now is more likely to debut in the summer. It also could end up on the network.

Another possibility for Fox is a show from *TV Nation*'s Michael Moore. He is working with Columbia TriStar on a pilot that "may be" for Fox, according to Barbara Moss of Moore's Dog Eat Dog Films. The as-yet-untitled pilot features "surprise guest" O.J. Simpson, Moss says. Moore chatted with Simpson about the "tight-fitting gloves" that football players wear today, then Simpson answered questions from the audience. A few dozen audience members walked out midway through the taping.

—Andrew Bowser



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(MEXICO)**

**TELEVISA  
(MEXICO)**

# DVCPRO users

**TV3  
(MALAYSIA)**

**SABC  
(SOUTH AFRICA)**

**BBC  
(UK)**

**METRONOME  
(DENMARK)**

**JTV  
(KOREA)**

**ITN  
(UK)**

**TVP  
(POLAND)**

**ASTRO  
(MALAYSIA)**

**KBS  
(TAIWAN)**

**ITV  
(KOREA)**

**KING ENG  
(TAIWAN)**

**TV AZTECA  
(MEXICO)**

**WMUR  
(ABC)**

MANCHESTER, N.H.

**WWAY  
(ABC)**

WILMINGTON, N.C.

**KDLH  
(CBS)**

DULUTH, MN

**KPOM  
(NBC)**

PORT SMITH, A

**UNIVERSITY  
OF WISCONSIN**

**KTVH  
(NBC)**

HELENA, MT

**LIMELIGHT  
COMMUNICATIONS**

FAIRFAX, VA

**VIDEO LABS  
CORP.**

ROCKVILLE, MD

**U.S.  
ARMY**

**WTVZ  
(FOX)**

NORFOLK, VA

**KSNW  
(NBC)**

WICHITA, KS

**WNED  
(PBS)**

BUFFALO, M

**EFX VIDEO**

CHARLINGTON, VA

**WUTV  
(FOX)**

BUFFALO, NY

**GARDY  
MCGRATH  
INTERNATIONAL**

RESTON, VA

**WXOW  
(FOX)**

LACROSSE, WI

**RUTT  
VIDEO  
NEW YORK**

**C-SPAN**

**NBC**

**MADISON  
SQUARE  
GARDEN**

**CISCO  
SYSTEMS**

**NYT  
TELEVISION**

**WBTV  
(CBS)**

CHARLOTTE, NC

**KDKA  
(CBS)**

PITTSBURGH, PA

**WJZ  
(CBS)**

BALTIMORE, MD

**WKOW  
(ABC)**

MADISON, WI

**WMTJ  
(NBC)**

SAN JUAN, PR

**EQUINOX  
VIDEO**

PRODUCTIONS  
CRANSTON, R



At NAB '97 over 12,000 DVCPRO units had been delivered worldwide. Less than half a year later, there are over twice as many DVCPRO users...25,000 around the world, including the CBS, NBC, the BBC, Reuters, ITN, Televisa and thousands more. Television networks, news

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BANGOR, ME

**KFAA**  
**(NBC)**  
ROGERS, AR

**THIRD COAST**  
**PRODUCTIONS**  
FT. WORTH, TX

**WRLH**  
**(FOX)**  
RICHMOND, VA

# DVCPRO users are

**WLUC**  
**(NBC/ABC)**  
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**WBXX**  
**(WARNER BROS.)**  
KNOXVILLE, TN

**WCCO**  
**(CBS)**  
MINNEAPOLIS, MN

**LIMAN**  
**VIDEO RENTAL**  
NEW YORK, NY

**UNIVERSITY**  
**OF LOUISVILLE**

**U.S.**  
**MARINES**

**EMPIRE**  
**SPORTS**  
NETWORK  
W. SENECA, NY

**WPTV**  
**(NBC)**  
W. PALM BEACH, FL

**KO**  
**(I)**  
SEAS

**JEFFERSON-**  
**PILOT**  
COMMUNICATIONS

**CBS**

**GREEN BAY**  
**PACKERS**

**INTERNATIONAL**  
**DUPLICATION**  
**CENTER**  
NEW YORK, NY

**KGTV**  
**(ABC)**  
SAN DIEGO, CA

**WFXT**  
**(FOX)**  
BOSTON, MA

**SHOCKLEY**  
**COMMUNICATIONS**  
CORPORATION

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**VIDEO**  
NEW YORK, NY

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**PINNACLE**  
**ONE**  
**PRODUCTION**  
FAYETTEVILLE, AR

**VOICE OF**  
**AMERICA**  
WASHINGTON, DC

**WORLDNET**  
WASHINGTON, DC

**PRIME TIME**  
**DESIGN**  
OKLAHOMA CITY, OK



**MSAT  
(HUNGARY)**

**BORDER TV  
(UK)**

**ANGLIA TV  
(UK)**

**around the world.**

**CBC  
(CANADA)**

**ARIRANG TV  
(KOREA)**

**SKANDINAVISK  
FILM KOMPAGNI  
(DENMARK)**

**REUTERS  
(UK)**

**UBC  
(KOREA)**

**TV-S  
(DENMARK)**

**TBC  
(KOREA)**

**RTR  
(RUSSIA)**

**PRO TV  
(ROMANIA)**

**POP TV  
(SLOVENIA)**

**CJB  
(KOREA)**

**INTELLVISION  
(SOUTH AFRICA)**

**CREATIVE**  
COMMUNICATIONS  
FREE MISSION, KS

**MEMBER**  
**DIRECT TV**  
MCLEAN, VA

**KKTV**  
**(CBS)**  
COLORADO SPRINGS, CO

**WNYT**  
**(NBC)**  
ALBANY, NY

**TWO RIVERS**  
A SUBSIDY  
OF I VIDEO  
PRODUCTS  
WILLIAMSBURG, VA

**CORNERSTONE**  
**MEDIA**  
PRODUCTIONS  
GEORGETOWN, VA

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TELEVISION  
COMMUNICATIONS

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**SERVICE,**  
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**WEFC**  
**(IND.)**  
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**LEO**  
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**(FOX)**  
CHESTER, NY

**STATEN**  
**ISLAND**  
**CABLE**

**WSAV**  
**(ABC)**  
SAVANNAH, GA

**LOXLEY**  
**HALL**  
PRODUCTIONS

**KSPS**  
**(PBS)**  
SPOKANE, WA

**WZTV**  
**(FOX)**  
NASHVILLE, TN

**U.S.**  
DEPARTMENT  
OF JUSTICE

**KPWB**  
**(WBN)**  
SACRAMENTO, CA

**U.S.**  
DEPARTMENT  
OF DEFENSE

**WMAR**  
**(ABC)**  
BALTIMORE, MD

**WCAU**  
**(NBC)**  
PHILADELPHIA PA

**KTVQ**  
**(CBS)**  
BILLINGS, MT

**ARE**  
**YOU**  
**NEXT?**

**MATTING**  
PRODUCTS  
FAIRFAX, VA



**WVII  
(ABC)  
BANGOR, ME**

**KNOP  
(NBC)  
NORTH PLATTE, NE**

**WKOW  
(ABC)  
MADISON, WI**

**NORTHWEST  
COMMUNITY TV  
BROOKLYN PK, MN**

**CE  
COM  
SHAW**

ound the country.

**SWEDISH TV  
WASHINGTON, D.C.**

**RAYCOM  
MEDIA**

**NORTHWEST  
AIRLINES**

**US WEST**

**ME  
DIG  
SCH**

**ETS  
(S)  
E, WA**

**MT. WACHUSETT  
COMMUNITY  
COLLEGE  
GARDNER, MA**

**KCNC  
(NBC)  
DENVER, CO**

**WNET  
THIRTEEN  
(PBS)  
NEW YORK**

**BEAR,  
STEARNS**

**WFMZ  
(IND.)  
ALLENTOWN, PA**

**U.S.  
CONGRESS**

**WCSC  
(CBS)  
CHARLOTTE, NC**

**WWBT  
(NBC)  
RICHMOND, VA**

**RO**

**T  
(S)  
NE, IN**

**WVTM  
(NBC)  
BIRMINGHAM, AL**

**WXXA  
(FOX)  
ALBANY, NY**

**BENEDEK  
BROADCASTING**

**WYZZ  
(FOX)  
PEORIA, IL**

**J & M  
INDUSTRIES  
SHAWNEE MISSION, KS**

**BIG IDEA  
PRODUCTIONS  
CHICAGO, IL**

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Camcorder 16 x 9/4 x 3



AJ-PD900w 2/3" DVCPRO50 525  
Progressive Camcorder



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AJ-D700 1/2" CCD Camcorder



AJ-D200 1/3" 3-CCD Camcorder



## THE DVCPRO FAMILY



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525 Progressive-(Option)



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Recorder/Player



AJ-D750 Studio VTR



AJ-D230/AJ-D220  
Desktop Recorder/Player



## EDITING SYSTEMS



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NewsByte Nonlinear  
Editing System



AJ-D90 DVCPRO50  
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AJ-D650 Editing VTR



AJ-D640 Recorder/Player

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## Lines blur between talk shows, other formats on cable

Cable talk shows have come a long way since Dr. Ruth Westheimer fielded questions from viewers on the set at the Lifetime network. Today's shows, more interactive than ever, have expanded into so many different fields that they sometimes blur the line between talk and other formats.

The engine driving the leading cable talk shows is news, and staying on top of breaking stories requires scheduling flexibility unheard of a few years ago. Ratings that make or break shows like *Larry King Live* and *Charles Grodin* hinge on the ability to snag an interview with the newsmaker of the moment. "You used to get your celebrity guest and that was it," says CNN Senior Vice President Gail Evans. "Now you have to be very flexible and be prepared to cancel the plans when a breaking story hits. There's a narrow window of opportunity."

Phil Griffin, MSNBC executive producer, agrees. "What's working [for talk shows] on cable and on broadcast is getting the up-to-the-minute, latest kind of stories," says Griffin, who produces *InterNight*, in which NBC news personalities interview the day's newsmakers. "The old talk show element of people chatting isn't what drives these shows anymore; it's the immediacy of being topical and being current."

As news-oriented talkers vie for the best guests, a growing number of niche talk shows concentrate on single subjects, such as politics, media, legal issues, home issues, game shows and even other talk shows. The proliferation of talk show niches and the entry of new cable channels promise to keep cable's share of the talk TV market on an upswing, observers say.

Still, Evans believes many producers miss the point in developing new talk shows. "A show will hit, and that show will get 15 imitators," she says. "A lot of times people don't understand that what made one show a hit was a whole series of factors that you can't necessarily copy."

Today's elder statesmen of talk embody common qualities that have anchored them at the top of the charts, Evans says. "There are plenty of talk shows out there, but there are only a few real institutions like Larry [King] and Oprah." "To do really great talk, you have to have an everyman personality, but with an edge. When you find somebody who's a natural, [whom] people want in their home every day, that's when you can build a talk show."

CNBC—which for several years has drawn its highest prime time ratings with *Rivera Live*, an interview show about legal issues—will replace that show next year with a new prime time vehicle for host Geraldo Rivera. The change arose after CNBC was forced to outbid rival Fox News Channel for the right to keep Rivera, who had considered an offer that would have made him, along with Brit Hume, Fox News Channel's most visible news personality.

Some of cable's newer talk shows are blurring the line between talk and other formats, like news and talk. The Game Show Network's *Game TV* talks to guest producers and directors about shows they've created, as well as to celebrities from old game shows. "We're part talk and part magazine," says Ryan Tredinnick, Game Show Network vice president of programming. "The show is designed to make a connection to the viewer in real time. We want to be different; we're not going to be *Rosie*."

CNN's two-year-old *Burden of Proof* features co-hosts Greta Van Susteren and Roger Cosack interviewing experts on current legal matters, court cases and worker rights. CNBC's *Hardball* probes the use of power in finance, politics and entertainment.

At MSNBC, the line between news, magazines and talk grows fuzzy. On *Sunday Spin*, co-hosts David Bloom and Gwen Ifill review Sunday morning political talk shows and preview the week ahead. Joined by a guest panel of political experts, Bloom and Ifill analyze the spin that politicians are putting on current political issues and policies. *The Big Show*, which premiered Oct. 1, is a general interest program in which Keith Olbermann, former ESPN sportscaster, interviews newsmakers and major personalities. It includes a segment called "The Big Deal," which each day presents an event that years from now may best represent who we were on that day. "The Big Show is a topical

news-driven show that's also a variety talk show," Griffin says.

MSNBC's daily two-hour *News Chat* presents viewers with a "Question of the Day," based on the day's headliner news story. Viewers interact with phone calls, e-mail and MSNBC Internet correspondent Mary Kathleen Flynn's simultaneous online chat. "News Chat sets us apart from other shows because it's driven by the viewers," Griffin says.

E! Entertainment's six-year-old *Talk Soup* is one of the cable network's most popular and highly rated shows. It takes a lighthearted look at the best and worst moments from the day's various broadcast and cable talk shows, and features host John Henson's comedy skits and other mayhem. Cartoon Network's *Space Ghost* interviews celebrities.

Cable's diversifying talk scene offers viewers a variety of alternatives, says Bill Carroll, vice president and director of programming for Katz Television. "Viewers are saying they want diversity on TV. Not everyone wants to hear Rosie sing TV theme songs, and by the same token, not everyone wants to see five or six women come out and slap each other all over the stage. It's nice that viewers have the opportunity to see both."

—Janet Plume



The Game Show Network's 'Game TV' is 'part talk and part magazine.'



# Broadcasting

December 15, 1997

## LATE NIGHT'S PERFECT COUPLE IS GETTING INTO BED WITH MORE TOP STATIONS!

Love  
Connection

Change  
of Heart

NEW YORK  
LOS ANGELES  
CHICAGO  
PHILADELPHIA  
SAN FRANCISCO  
BOSTON  
WASHINGTON  
DALLAS  
DETROIT  
ATLANTA  
HOUSTON  
SEATTLE

WPIX  
KCAL  
WPWR  
WPHL  
KTVU  
WLVI  
WBDC  
KDAF  
WDWB  
WUPA  
KHTV  
KITZ

MINNEAPOLIS  
MIAMI  
PHOENIX  
DENVER  
SACRAMENTO  
ORLANDO  
PORTLAND  
INDIANAPOLIS  
SAN DIEGO  
HARTFORD  
CHARLOTTE  
NASHVILLE

KMSP  
WDZL  
KUTP  
KWGN  
KTXL  
WKCF  
KPDX  
WXIN  
KSWB  
WTIC  
WJZY/WFVT  
WNAB

NEW ORLEANS  
MEMPHIS  
HARRISBURG  
ALBUQUERQUE  
LOUISVILLE  
TULSA  
SPOKANE  
TUCSON  
FT. MYERS  
COLUMBIA, SC  
EL PASO  
AND MORE!

WVUE  
WPTY  
WPMT  
KASA  
WDRB  
KOKI/KTFO  
KSKN  
KMSB  
WFTX  
WLTX  
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Love Connection  
is an Eric Lieber Production  
In Association With  
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TELEPICTURES

Produced By

Telepictures  
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AVAILABLE TOGETHER FALL '98



# No NFL replay likely, CBS CFO says

*Network will focus on domestic properties, demographics*

By Steve McClellan

**C**BS Chief Financial Officer Fred Reynolds has downplayed the company's chances of getting back into the business of televising National Football League games. In remarks at last week's PaineWebber media conference, Reynolds said that the network was interested, but it's "very difficult for the incumbents to give it up. I don't see it in our future."

Reynolds also told attendees that the company will focus on building its domestic base of properties instead of expanding internationally. Expanding the U.S. businesses is a "better investment," and far less "speculative," than overseas expansion, he said.

The company's free cash flow will grow 20% annually for the foreseeable future, Reynolds said, while program

costs will increase 4%-6%.

The gains will be used to buy more radio and TV stations, reduce debt and—possibly—initiate a stock buy-back program as early as fourth quarter 1998.

At the CBS network, he said, the "number-one focus" is developing programs that attract "salable demographics," which in CBS's case means adults 25-54. "We've already begun to program more urban, and we will build on that," Reynolds said.

At the owned stations, the CFO said, the company is determined to close the revenue gap in the top three markets, where the CBS stations lag considerably.

In radio, the company foresees "double-digit growth as far out as we can see," Reynolds said. He declined to provide any 1997 year-end sales or profit estimates for CBS. But for the

first nine months, the radio division posted revenue of more than \$1 billion, while cash flow totaled \$395 million.

Reynolds said the company expects its cable properties, including TNN and CMT, to generate cash flow of 15%-20% annually. ■

## Audience lost to network errors, CBS strategist says

David Poltrack, CBS's executive vice president, planning and research, says the four major networks committed strategic errors this season that have contributed to the season-to-date 5% decline in combined prime time rating and 7% decline in share (to 61% of the available audience).

Poltrack's remarks were made at last week's PaineWebber media conference in New York. Starting the season a week later than usual (in the third week of September) resulted in significantly less sampling of new shows; viewers went to cable to sample new fare. Only 12% of the adult audience sampled new network shows, compared with 16% last year, about four times the normal erosion rate among new-show samplers.

Poltrack also said that the networks hurt themselves this year by abandoning counterprogramming strategies in favor of head-to-head battles with similar programs, all chasing younger viewers. On Mondays, NBC dropped its movie block in favor of female-skewing comedies, going directly after CBS and Fox.

The result: a combined four-network ratings drop of 3% and a 12% share drop as viewers looking for a movie went to cable. On Sundays, where CBS skews old and Fox skews young, ABC countered this season with the family-oriented *Wonderful World of Disney*. NBC, which tried to go after Fox head-on, "is the only network struggling in the 7 p.m. to 9 p.m. time period," Poltrack said. —Steve McClellan

## Engel, Tribune, NBC look toward Malibu

Saved by the Bell creator Peter Engel has another syndicated show up his sleeve.

Engel, along with Tribune Entertainment and NBC Enterprises, is bringing out *Malibu, CA*, a weekly half-hour comedy series for fall 1998. The show is being described as the first of many to come out of a new multiyear production pact of Engel, Tribune and NBC Enterprises.

*Malibu, CA* already has been cleared on all 16 of the Tribune Broadcasting stations, including WPIX(TV) New York, KTLA(TV) Los Angeles and WGN-TV Chicago. The Tribune clearances represent 33% of the country.

"I have always wanted to do a show that takes place in Malibu," Engel says. "When I was growing up in New York City, I was always mesmerized by all of the great films that glorified the California beaches—Malibu being the most exciting and glamorous of them all."

Tribune Entertainment will distribute the show domestically, while NBC Enterprises holds all foreign distribution rights. *Malibu, CA*, created by Engel and Carl Kurlander, follows fraternal twin brothers Jason and Scott Burke, who have moved from New York City to Malibu to live with their bachelor father.

Engel is the executive producer of NBC's current Saturday morning series *Saved by the Bell: The New Class*. He created the original version of the show in 1989 and also created USA Network's *USA High* series.

—Joe Schlosser



Peter Engel, creator/executive producer of 'Saved by the Bell' (above), turns his attention to 'Malibu, CA.'

ON AIR

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SYNDICATION MARKETPLACE

**Martha, Gayle re-upped**

EyeMark Entertainment has renewed *Martha Stewart Living* and *The Gayle King Show* in more than 60% of the country for the 1998-99 season. The two half-hour shows, sold as a one-hour block, are cleared in 21 of the top 25 markets. Renewals include KXAS-TV Dallas, WXYZ-TV Detroit and KHOU-TV Houston. For the week ended Nov. 30, both shows scored their top national ratings. *Stewart* garnered a 2.9 rating and *King* a 2.4, according to Nielsen Media Research.

**NATPE makes Iris awards**

The 31st annual NATPE Iris Awards were handed out to five of the top local broadcast and cable networks last Monday in Los Angeles. WDIV(TV) Detroit took home the honor for top writing and producing for its news story "The Rouge." KDOC-TV Irvine, Calif., was feted for "Smoking Kills," its public service announcements on the ills of smoking. KRON-TV San Francisco won for its children's story, "First Cut," and WTTW(TV) Chicago won for the top entertainment story with "Record Row: Cradle of Rhythm & Blues." New England Cable News in Newton, Mass., was the first cable entry to win an Iris Award. The cable channel was honored for its documentary-style piece on breast cancer, "Look for Me Here: 299 Days in the Life of Nora Lenihan."

**Blunck to produce Mandel**



Blunck

Joachim Blunck has been named executive producer of Paramount Domestic Television's *The Howie Mandel Show*. The talk/variety strip is scheduled to premiere Monday, June 22, 1998. Blunck was previously executive vice president of programming and production at Twentieth Television.

**Kennard will appear at NATPE**

Newly appointed FCC Chairman Bill Kennard has been added to the

**NSS POCKETPIECE**

Top ranked syndicated shows for the week ending Nov. 30, as reported by Nielsen Media Research. Numbers represent average audience stations/% coverage.

1. Wheel of Fortune	10.9/230/98
2. Jeopardy!	8.7/213/96
3. Home Improvement	7.9/229/98
4. The X-Files	7.5/239/98
5. Seinfeld	7.4/222/97
6. Buena Vista I	7.2/182/98
7. Entertainment Tonight	6.6/179/96
8. Hercules, Journeys of	6.4/237/99
9. Xena: Warrior Princess	6.3/233/98
10. Oprah Winfrey Show	6.2/231/99
11. Paramount Plus 2	6.1/208/93
12. Jerry Springer	6.0/160/91
13. ESPN NFL Football	5.7/3/75
14. Century 17	5.6/221/96
15. Nat'l Geog. on Assignment	5.5/184/98
15. Simpsons	5.5/163/86

slate of panelists at the upcoming NATPE conference in New Orleans. "Washington Review: A Conversation with Bill Kennard" will take place Monday, Jan. 19, at 5 p.m. NATPE Chairman Greg Meidel will host the session, and Brian Williams of CNBC and NBC News will follow with a question and answer series for Williams.

**Lion roars for kids**

MGM Television and Claster Television are launching a new FCC-friendly weekly cartoon series, *The Lionhearts*. The syndicated series is set to debut in fall 1998. The cartoon is based on the MGM mascot, Leo the Lion, and will follow the curious life of Leo and his family.

**'Student Bodies' draws viewers**

Twentieth Television and Telescene's syndicated teen series *Student Bodies* posted increases of 24% in rating and 20% in share from its September debut. The weekly show scored a 2.1 rating/6 share this past weekend, according to Nielsen Media Research. In Los Angeles, *Student Bodies* garnered a 4.9/13 on KTTV(TV) Los Angeles over the weekend, up 75% in rating and 44% in share from its premiere.

**Thomas meets the Fox**

After eight seasons with PBS, Gullane Pictures' children's animated series *Shining Time Station* is chug-



ging off to the Fox Kids Network. Thomas the Tank Engine and the rest of the gang will debut on the Fox Kids Network in fall 1998. Gullane's other PBS animated series, *Britt Allcroft's Magic Adventures of Mumfie*, is also making the leap to the Fox Kids Network.

**Frank goes to Columbia**

Paul Frank has been named vice president of comedy and drama development and Zack Van Amburg director of development at Columbia TriStar Television Distribution. Frank was



Frank



Van Amburg

formerly executive VP of television for the Motion Picture Corporation of America. Van Amburg's most recent position was director of development for Sony's Game Show Network.

**Springer Takes Oprah**

Universal Television Enterprises' *The Jerry Springer Show* has reached another all-time high, knocking off Oprah Winfrey in the process. For the final week of the November sweeps, Springer averaged a 6.4 national GAA rating to Winfrey's 6.3, according to Nielsen. The GAA includes duplicated viewings and reruns. In non-duplicated viewing, Springer came within two-tenths of Winfrey with a 6.0 rating, compared to her 6.2. Springer is up 65% season-to-date and 129% from the final week in November a year ago.

—Joe Schlosser



# PICTIONARY

## IS GROWING

November 1997 vs. October 1997

# +20%

## Rating & Share

### AND DELIVERS STRONG

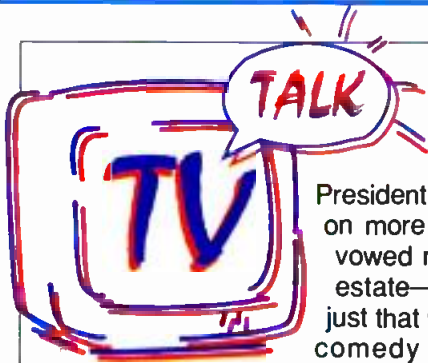
### RATINGS IN KEY TIME PERIODS

<i>Los Angeles</i>	KCAL	5:30 pm	3.0/6
<i>San Francisco</i>	KTVU	6:30 pm	4.6/9
<i>Dallas</i>	KXAS	11:30 pm	3.3/11
<i>Houston</i>	KPRC	12:30 pm	3.4/9
<i>St. Louis</i>	KTVI	3:00 pm	3.3/11
<i>Portland</i>	KGW	11:30 am	2.5/10
<i>Salt Lake City</i>	KSL	10:00 am	2.5/12
<i>San Antonio</i>	KENS	10:00 am	2.5/9

Source: Nielsen, overnight, all market avg., week of 11/3/97 vs 10/21/97 (9/25 - 10/22/97)



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## NBC paying big for comedy

NBC Entertainment President Warren Littlefield—who on more than one occasion has vowed not to mortgage the real estate—appears to have done just that with the pickup of a new comedy from Bright/Kauffman/Crane in associa-

tion with Warner Bros. TV. A source close to the deal says NBC ordered 13 episodes of the comedy from the producers of *Friends* and *Veronica's Closet*, a deal that includes a precedent-setting finance package that will allow Warner Bros. to make the show deficit-free. What's more, NBC will have no ownership stake in the show, written by Ira Ungerleider, which focuses on a single mom living with her family. The comedy has yet to be cast, but it may already have been scheduled for next fall. Like *Veronica's Closet*, which came with a guaranteed time slot, the new comedy likely will air on Tuesday or Thursday, a source confirms. The rich deal apparently didn't hinge on NBC's upcoming negotiations with Warner Bros. over the future of *ER*, a source says; it was prompted by an ongoing bidding war with ABC. The deal bodes well for Bright/Kauffman/Crane—now busy shopping another sitcom from Alexa Junge, a former writer on *Friends*. That comedy likely will land someplace other than NBC.

## ABC revamps schedule

ABC will rejigger its lineup on Monday, Thursday and Saturday beginning Jan. 5. Changes include new times for freshman and sophomore dramas. On Monday, Jan. 5, *America's Funniest Home Videos* will air at 8 p.m., followed by a new edition of *20/20* at 9. David Kelley's critically acclaimed *The Practice*, which has floundered at 10 p.m. Saturday, will now air at 10 on Monday. On Thursday, Jan. 15, *Prey*—a new drama from Warner Bros. that stars Debra Messing (*Ned & Stacey*)—will air at 8. The drama focuses on a young bio-anthropologist who uncovers the truth about a new breed of human. At 9-11, ABC will counterprogram the NBC juggernaut by broadcasting movies. *Nothing Sacred* and *Cracker*—the freshman dramas that started the year at 8 and 9 p.m., respectively, on Thursday—will keep those times but move to Saturday beginning Jan. 17. At 10 p.m., ABC News will create a one-hour program featuring a variety of correspondents and anchors. More details about that program will be announced later.

## More 'Life' for NBC

NBC extended its deal with Republic Pictures for the exclusive broadcast rights to the holiday classic "It's a Wonderful Life." NBC will air the Frank Capra-directed film during the Christmas season through 2003 and will continue to present it in the original black-and-white format.

## 'The Sprewell Story'?

Basketball player Latrell Sprewell may have issued a public apology last Tuesday for choking his coach, but he may not be sorry for the potential revenue he could reap from

the controversy. With the blessing of his agent, Arn Tellem, Sprewell's life story was being shopped around Hollywood as a potential TV movie even before his apology, insiders say. Interested parties include director John Singleton, who may see Sprewell's tale as a shoo-in for HBO. Sprewell—a standout guard for the Golden State Warriors—was dropped from the team earlier this month after an ugly confrontation with coach P.J. Carlesimo.

## CBS makes Monday moves

CBS will debut its midseason comedy *Style & Substance*, starring Jean Smart and Nancy McKeon, on Monday, Jan. 5, at 9:30 p.m. The freshman comedy *George & Leo* will move to 9 until further notice, while *Cybill* will take a break until after the winter Olympics on CBS.

## Fore more years for NBC

NBC Sports and the United States Golf Association agreed to a new four-year TV contract extension beginning in 2000. The deal keeps the USGA's major championships—including the U.S. Open—on the network through 2003. Other tournaments include the U.S. Women's Open, the U.S. Senior Open and the U.S. Amateur championships.

## Are the neighbors named Flanders?

Someone finally won that new home modeled after the Simpson family residence. Barbara Howard of Richmond, Ky., gets the four-bedroom, 2,200-square-foot house that replicates the home of Fox's Homer, Marge,



Bart, Lisa and Maggie. It was built by Kaufman and Broad in the new suburban Las Vegas development of Springfield. Howard is a 63-year-old mother of five and grandmother of 13. She beat the one-in-15 million odds by turning in a game piece that was ultimately chosen in a random drawing.

## Bad news for 'Men'

The rocky road for NBC's *Men Behaving Badly* may finally have come to an end. Crew members on the Carsey-Werner show apparently were warned Dec. 5 to find work elsewhere, according to a source on the sophomore sitcom. NBC says the show is on hiatus. *Men*—which this year saw changes both in front of the camera and behind it—has averaged only a 6.5 Nielsen household rating/10 share in its Sunday time slot. Last year it averaged a 7.7/12.

—Lynette Rice



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Miami	WDZL	+113%	Denver	KTVD	+44%
Milwaukee	WTV	+78%	Columbus	WWHO	+100%

Source: Percent ratings growth based on NSI meterac market overnights w/o 9/22/97 vs. w/o 12/1/97.

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# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Dec. 1-7

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 98.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=980,000 TV HOMES  
 YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • \*PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 11	abc	CBS	NBC	FOX	U/PIN	WB
	13.4/21	8.6/13	10.0/16	7.1/11	2.9/4	3.3/5
MONDAY	8:00 87. Touched by a Dolphin 5.2/9	15. Rudolph the Red-Nose Reindeer 12.0/18	43. Suddenly Susan 8.3/13 47. Jenny 8.0/12	70. Melrose Place 7.0/11	106. In the House 2.9/4 106. In the House 2.9/4	97. 7th Heaven 3.5/5
	9:00 1. NFL Monday Night Football—Green Bay Packers vs. Minnesota Vikings 16.8/28	31. Cybill 9.0/13 66. George & Leo 7.2/11	36. Caroline in/City 8.6/13 39. Fired Up 8.4/12	68. Ally McBeal 7.1/11	109. Good News 2.8/4 106. Sparks 2.9/4	105. Buffy/Vampire Slayer 3.1/5
	10:00	82. Brooklyn South 5.8/10	6. Dateline NBC 13.5/22			
	10:30					
		11.0/18	7.5/12	8.9/14	5.6/9	3.7/6
TUESDAY	8:00 39. Grace Under Fire 8.4/14	74. JAG 6.7/11	64. Caroline in/City 7.3/12	83. 1997 American Comedy Honors 5.6/9	98. Moesha 3.4/6	
	8:30 34. Soul Man 8.8/14		56. NewsRadio 7.8/12		96. Clueless 3.6/6	
	9:00 15. Home Imprvmt 12.0/19	45. Michael Hayes 8.2/13	34. Mad About You 8.8/14 39. Just Shoot Me 8.4/13		94. Spice Girls 3.9/6	
	9:30 22. Spin City 10.5/17					
	10:00 8. Barbara Walters Special 13.0/22	61. Dellaventura 7.4/13	22. Dateline NBC 10.5/18			
10:30						
WEDNESDAY	8:00 9.9/16	8.7/14	8.1/13	8.2/13	3.2/5	3.2/5
	8:30 61. Spin City 7.4/12	25. Ch Brown Xmas 10.2/16 25. Garfield's Xmas 10.2/16	66. 3rd Rock fr/Sun 7.2/12 78. Tony Danza 6.2/10	47. Beverly Hills, 90210 8.0/13	95. Star Trek: Voyager 3.7/6	101. Sister, Sistr 3.2/5 100. Smart Guy 3.3/5
	9:00 32. Dharma & Greg 6.9/14	47. Public Eye with Bryant Gumbel 8.0/12	46. 3rd Rock fr/Sun 8.1/13 61. Working 7.4/12	38. Party of Five 8.5/13	111. The Sentinel 2.7/4	101. Wayans Bros 3.2/5 101. Steve Harvey 3.2/5
	9:30 17. Drew Carey 11.4/18					
	9:30 30. Ellen 9.5/15	52. Chicago Hope 7.9/13	28. Dateline NBC 9.7/17			
10:00	18. PrimeTime Live 11.3/19					
10:30						
THURSDAY	8:00 10.9/18	6.7/11	12.9/21	4.0/6		
	8:30 27. ABC News Special—Dangerous World: The Kennedy Years 10.0/16	85. Promised Land 5.5/9 36. Diagnosis Murder 8.6/13	7. Friends 13.1/21 24. Union Square 10.3/16 2. Seinfeld 16.3/25 10. Veronica's Clst 12.7/20	92. Living Single 4.7/8 93. Between Brothers 4.4/7	98. 413 Hope Street 3.4/5	
	9:00					
	9:30 12. 20/20 12.6/22	80. Dellaventura 6.0/10	14. ER 12.4/21			
	10:00					
10:30						
FRIDAY	8:00 9.2/16	7.2/13	7.8/14	5.2/9		
	8:30 57. Sabrina/Witch 7.5/14 57. Boy Meets Wrld 7.5/13	47. Winnie the Pooh and Christmas Too 8.0/15	90. Players 4.9/9	87. The Visitor 5.2/9		
	9:00 43. Sabrina/Witch 8.3/15	80. Family Matters 6.0/11	20. Dateline NBC 10.9/19	87. Millenium 5.2/9		
	9:30 76. Teen Angel 6.6/12	83. Step by Step 5.6/10				
	10:00 13. 20/20 12.5/23	52. Nash Bridges 7.9/14	57. Homicide: Life on the Street 7.5/14			
10:30						
SATURDAY	8:00 8.0/14	8.5/15	6.3/11	6.6/12		
	8:30	52. Dr. Quinn, Medicine Woman 7.9/14	90. National Geographic Special 4.9/9	79. Cops 6.1/11 70. Cops 7.0/12		
	9:00 39. SEC Championship—Auburn vs. Tennessee 8.4/15	47. Early Edition 8.0/14	64. The Pretender 7.3/13	76. America's Most Wanted: AFB 6.6/11		
	9:30	28. Walker, Texas Ranger 9.7/17	73. Profiler 6.8/12			
	10:00					
10:30						
SUNDAY	7:00 6.2/10	15.4/24	7.7/12	10.3/16		2.3/4
	7:30 68. Wonderful World of Disney—The Jungle Book 7.1/11	5. 60 Minutes 14.9/24	72. All-Star TV Censored Bloopers 6.9/11	74. World's Funniest 6.7/11 52. World's Funniest 7.9/12		115. Nick Freno 1.7/3 114. P&B Xmas 1.8/3
	8:00	3. Touched by an Angel 15.8/23	32. Dateline NBC 8.9/13	21. The Simpsons 10.8/16 19. King of the Hill 11.0/16		112. Parent 'Hood 2.4/4 110. Jamie Foxx 2.7/4
	8:30					101. Unhap Ev Af 3.2/5 113. Alright Aldry 2.2/3
	9:00 86. ABC Sunday Night Movie—Forbidden Territory 5.3/8	4. CBS Sunday Movie—One Thousand Men and a Baby 15.4/24	57. NBC Sunday Night Movie—Terminal Velocity 7.5/11	9. The X-Files 12.8/19		
	9:30					
	10:00					
10:30						
WEEK AVG	9.6/16	9.2/15	8.8/14	7.1/11	3.3/5	2.9/4
STD AVG	9.0/15	9.8/16	10.7/18	7.4/12	3.2/5	3.0/5



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# Another banner year (financially) for NBC

Pretax profits to total a record \$1.15 billion

By Steve McClellan

**N**BC will post about \$5.2 billion in revenue for 1997, about flat with 1996, which included nearly \$700 million in Atlanta Olympics

advertising. Company president Bob Wright says pretax operating profits for the year will total some \$1.15 billion, up 21% from last year.

Despite the good numbers, NBC has dropped in the prime time ratings this

season. Wright said he is "disappointed" in the network's prime time performance so far this season. "I would have liked to have seen one or two more hits" from the new batch of shows, he said.

Addressing the PaineWebber media conference in New York last week, Wright also said he believes that Cablevision will take Rainbow Programming Holdings public in 1998 or 1999, in an effort to fully realize the value of that group of cable programming assets. NBC holds a 25% stake in Rainbow that Wright estimated is worth about \$700 million. Rainbow holdings include Bravo, American Movie Classics and

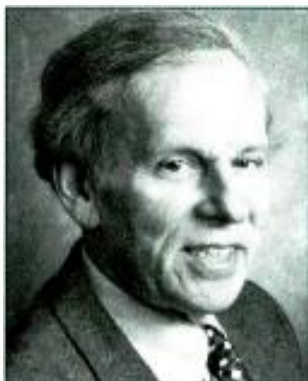
## A case for minority tax certificates

A commentary by Erwin G. Krasow, partner, Verner, Liipfert, Bernhard, McPherson and Hand

**T**here are two types of FCC regulation: "Jewish mother" and positive incentive. The all-too-familiar Jewish mother approach relies on raised eyebrows, guilt and punishment, whereas positive incentive is permissive and offers rewards to encourage certain types of behavior. The minority tax certificate policy was an example of the latter. It used the market-based incentive of deferral of capital gains to encourage the owners of broadcast and cable properties to sell them to minorities. Tax certificates also were issued to investors who provided start-up capital to minority-controlled companies.

The policy was adopted by the FCC in 1978 in response to a petition for rulemaking filed by the National Association of Broadcasters. Before 1978, minorities owned 40 out of 8,500 broadcast stations. Tax certificates gave minority entrepreneurs increased access to the market for broadcast and cable properties, gave them a chip at the bargaining table and opened doors at financial institutions that had been closed. During the 15 years of the policy's existence, the issuance of minority tax certificates resulted in the acquisition by minorities of 288 radio stations, 43 television stations and 31 cable systems. According to a study by the National Association of Black Owned Broadcasters, the vast majority of major-market minority broadcasters used tax certificates to attract initial investors, to purchase a broadcast station or to sell a broadcast property to another minority.

Yet in 1995, Congress terminated the program, spurred by Viacom's plan to sell its cable systems to a minority-led group for \$2.3 billion and use the tax certificate to defer more than \$400 million in federal taxes and as much as \$200 million in state taxes. One reason for the repeal was to help pay the costs of restoring a popular health-care tax deduction for farmers and the self-employed. Some members of Congress who wanted to keep the tax certificate were effectively forced to vote against it in order to be on record as favoring the health-care deduction. Also, many members of Congress were concerned about per-



Erwin G. Krasow is vice chairman of BROADCASTING & CABLE'S. In 1978, while general counsel for the National Association of Broadcasters, he prepared the association's petition for rulemaking requesting that the FCC expand its tax certificate policy to include minority ownership. He also served as a member of the FCC's Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications.

ceived abuses in the FCC's administration of the program and the magnitude of the Viacom deal's potential drain on the Treasury. (Ironically, Viacom subsequently effected a tax-free exchange with a non-minority buyer.)

The tax certificate program is worth restoring, especially in the light of the erosion in the number of minority-owned stations and the goal of enabling minorities to benefit from the ownership opportunities presented by the Telecommunications Act of 1996. There are a number of reasonable, easily implemented ways that the Congress could reform the minority tax certificate to lessen the opportunities for abuse and minimize any adverse impact on the U.S. Treasury. Indeed, FCC Chairman Bill Kennard, when he was FCC general counsel, suggested three ways to reform the policy.

First, the FCC could extend the holding period for ownership of broadcast stations and cable systems acquired through the use of a minority tax certificate to eliminate "flipping" of licenses acquired through the use of a tax cer-

tificate. Second, it could impose limits on the number of times a particular minority group might use the tax certificate program to ensure that the program benefits the maximum number of minority companies. Third, the FCC, in coordination with the Department of Treasury, could set limits on the amount of the tax-deferred benefits in a given transaction to ensure efficient use of the tax deferral benefits. In addition, the FCC could be directed to tighten the qualifications for determining minority control of companies, including specifying minimum percentages of equity and requiring integration of ownership and management to guard against "fronts" or shams.

To paraphrase BROADCASTING & CABLE'S Nov. 17 editorial, the minority tax certificate program should be reinstated by Congress because it is the right thing to do. The program can be reformed in such a way that it addresses the concerns of Congress and makes it easier for minorities to acquire broadcasting and cable properties without government mandates, set-asides or quotas.



the SportsChannel regional networks.

Wright estimated that NBC is now worth \$17 billion overall, including a \$4 billion portfolio of global cable assets. The NBC-owned TV stations are worth some \$7.5 billion, he said.

Wright expects profit growth in 1998 as well, although probably not as large as this year's gain. Network advertising rates will continue to increase, he said, because network advertising is "an auction marketplace," in which demand for a limited supply of time dictates pricing. NBC averaged 14% price hikes during this year's prime time upfront market, where the network generated \$2.1 billion.

National Football League rights fees should climb "considerably," he said. "With football, you have to be careful you don't end up with a package where you can't raise rates."

With digital, Wright said, flexibility



is key: "We won't let ourselves get locked into a format that doesn't let us stay close to what the consumer elects to invest in." He said if he had to do digital right now, NBC would most likely air 1080 interlace high-definition signals in

prime time with a split 480 progressive scan signal during the day, offering two separate services.

On the cable front, Wright showed slides indicating CNBC's current annual operating profit at about \$125 million and said that should climb to the \$300 million range by 2000. MSNBC, he said, is not expected to break even until 2001, in line with initial projections.

NBC now has a financial interest in 60% of its prime time programs, he said. Discounting *Dateline NBC*, the number drops to 44%; Wright said the network will continue to press for a piece of the shows on its schedule. ■

## It all ads up

*Promotion's loss may be advertising's gain*

By Steve McClellan

**T**he economy shows some signs of slowing, but ad spending will continue to show healthy gains in 1998 and probably beyond, prognosticators say. Marketers are earmarking more dollars for advertising and fewer for promotion.

McCann-Erickson forecaster Robert Coen issued his 1998 projections for media ad spending last week at the PaineWebber Media Conference in New York. The four major networks, he said, will be up 5.5%, to just over \$14 billion.

Coen's report came on the heels of a forecast issued by the Myers Consulting Group, which predicted a 5.9% hike in broadcast network ad spending for 1998. Projecting to 2005, the Myers forecast said that broadcast network advertising should climb 65%, to \$23.2 billion.

CBS's David Poltrack, executive vice president, planning and research, also speaking at the PaineWebber conference, predicted a higher 1998 gain for the Big Four: up 9%, with about a third of that gain attributable to winter

Olympics advertising.

Coen predicted that local television will be up 6.5% next year, to \$12.2 billion. National spot TV will be up 6.5%, to \$10.6 billion, while local radio will climb 6.5%, to almost \$11 billion. Cable will climb 13%, to almost \$6 billion, he said. National radio will climb 6.5%, to almost \$3.1 billion. Syndication TV will climb 5.5%, to \$2.5 billion.

The Myers Group didn't make a prediction for local TV, but said that national spot television will be up 3.8% in 1998, to \$10.8 billion, while cable network advertising should climb 17.6%, to \$14.8 billion. The Myers forecast also said that TV syndication will grow 9%, to \$2.6 billion, while national radio should spurt 4.3%, to \$2.9 billion.

Projecting across 10 seasons, the Myers Group said that the average 30-second commercial for the top 20% of network prime time programming will quadruple in price, to \$1.6 million, in the 2005-2006 season.

Separately, the Coen and Myers forecasts predicted that advertising will continue to gain a greater piece of marketers' budgets than will promo-

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Shop At Home, Inc., Kent Lillie, President has agreed to acquire substantially all of the assets of Global Broadcasting Systems, Inc., including KCNS-TV, San Francisco, CA, WRAY-TV, Raleigh-Durham, NC and the contracts to purchase WOAC-TV, Cleveland, OH and WPMC-TV, Knoxville, TN, for \$52,850,000\*.

Brian E. Cobb advised the purchaser.

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tion. During the last recession, marketers cut advertising in favor of promotion programs in an attempt to boost sales. "It didn't work," said Coen. Although he thinks that advertising's share of budget will continue to grow, he didn't assign a specific projection.

The Myers forecast predicted that advertising's share of budget will grow from a low of 22% in 1992 to 35% by 2005. Direct marketing's share of budget will grow from 20% in 1995 to 28% in 2005; promotion spending's share will drop from 54% in 1995 to 38%.

Although domestic economic growth is expected to slow, it will still remain strong, according to economists. The Olympics will keep the present momentum going through the first quarter of next year, Coen said. "There may be some moderation during the second quarter, but the political activity and continued expansion in discretionary consumer spending could combine to produce relatively good second-half gains."

In 1998, Coen believes, the overall U.S. advertising market will again grow at a faster pace (6.2%) than the projected growth of the gross domestic product (4.8%). ■

## Changing Hands

The week's tabulation of station sales

### TV

**WKEF(TV)** Dayton, Ohio; **WSYT(TV)** and **LMA** for **WNYS-TV** Syracuse, N.Y.; **KBSI(TV)** and **LMA** for **WDKA(TV)** Paducah, Ky./Cape Girardeau, Mo.; **WEMT(TV)** Tri-Cities Tenn./Va.; **KETK-TV** and **LMA** for **KLSB-TV** Tyler/Longview, Tex., and **WMMP-TV** (formerly **WBNU**) Charleston, S.C., plus radio stations, **WFOG-FM**, **WPTE(FM)**, **WWDE-FM** and **WNVZ(FM)** Norfolk, Va., and **WQMG-AM-FM**, **WMQX-FM** and **WJMH(FM)** Greensboro/Winston Salem/Highpoint, N.C.

**Price:** \$255 million

**Buyer:** Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/28.1% owner); owns/is buying 32 TVs plus 10 LMAs and 1 TBA, 41 FMs and 26 AMs

**Seller:** Max Media Properties LLC, Virginia Beach, Va. (John A. Trinder, president); no other broadcast interests

**Facilities:** WKEF: ch. 22, 2,340 kw visual, 234 kw aural, ant. 1,152 ft.; WSYT:

## Proposed station trades

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

### THIS WEEK:

TVs □ **\$255,000,000** □ 1  
 Combos □ **\$40,870,000** □ 9  
 FMs □ **\$42,900,000** □ 6  
 AMs □ **\$6,965,000** □ 5  
 Total □ **\$345,735,000** □ 21

### SO FAR IN 1997:

TVs □ **\$7,246,180,330** □ 110  
 Combos □ **\$7,808,834,551** □ 314  
 FMs □ **\$1,930,596,233** □ 389  
 AMs □ **\$361,204,108** □ 233  
 Total □ **\$17,321,805,222** □ 1,046

### SAME PERIOD IN 1996:

TVs □ **\$10,487,692,145** □ 98  
 Combos □ **\$12,008,248,436** □ 338  
 FMs □ **\$2,605,008,481** □ 400  
 AMs □ **\$207,040,306** □ 244  
 Total □ **\$25,307,989,368** □ 1,080

Source: BROADCASTING & CABLE

ch. 26, 1,000 kw visual, 100 kw aural, ant. 1,469 ft.; WNYS-TV: ch. 43, 17.8 kw visual, 1.8 kw aural, ant. 115 ft.; KBSI: ch. 23, 1,860 kw visual, 186 kw aural, ant. 1,768 ft.; WDKA: ch. 49, 2,610 kw visual, 275 kw aural, ant. 1,975 ft.; WEMT: ch. 39, 3,020 kw visual, 302 kw aural, ant. 2,628 ft.; KETK-TV: ch. 56, 5,000 kw visual, 500 kw aural, ant. 1,583 ft.; KLSB-TV: ch. 19, 229 kw visual, ant. 738 ft.; WMMP-TV: ch. 36, 148 kw visual, 50 kw aural, ant. 764 ft.; WFOG-FM: 92.9 mhz, 50 kw, ant. 480 ft.; WPTE: 94.9 mhz, 50 kw, ant. 499 ft.; WWDE-FM: 101.3 mhz, 50 kw, ant. 499 ft.; WNVZ: 104.5 mhz, 50 kw, ant. 4880 ft.; WQMG (AM): 1510 khz, 5 kw; WQMG-FM: 97.1 mhz, 100 kw, ant. 1,289 ft.; WMQX-FM: 93.1 mhz, 100 kw, ant. 1,050 ft.; WJMH: 102.1 mhz, 100 kw, ant. 1,203 ft.

**Formats:** WFOG-FM: soft AC; WPTE: modern AC; WWDE-FM: AC; WNVZ: religion; WQMG(AM): gospel; WQMG-FM: urban AC; WMQX-FM: oldies; WJMH: urban

**Affiliations:** WKEF: NBC; WSYT: Fox; WNYS-TV: UPN; KBSI: Fox; WDKA: UPN; WEMT: Fox; KETK-TV: NBC; KLSB-TV: NBC; WMMP-TV: UPN

### COMBOS

**KONO-AM-FM** San Antonio, Tex.

**Price:** \$23 million

**Buyer:** Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Andrew S. Fisher, executive VP, TV; Robert F. Neil, president, Cox Radio Inc.); owns/is buying nine TVs, 33 FMs and 18 AMs

**Seller:** KONO Ltd., San Antonio (John Barger, president); Barger has

Alex R. Seith, Chairman of  
**LH&S Communications**

has agreed to transfer the assets

of

**Illinois Radio Network**  
 (Closed November, 1997)

to

**Edward K. Christian**  
 President/CEO

of

**Saga Communications, Inc.**

**Frank Boyle Co., L.L.C.**  
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interests in KRIO-FM Floresville, Tex., and has applied to build a new FM in Round Rock, Tex.

**Facilities:** AM: 860 khz, 5 kw day, 1 kw night; FM: 101.1 mhz; 98 kw; ant. 1,371 ft.

**Formats:** Both: oldies

**WLAY-AM-FM Muscle Shoals and WSHK(FM) Russellville, Ala.**

**Price:** \$4.5 million

**Buyer:** US South Broadcasting Co. Inc., Huntsville, Ala. (Thomas H. Griffith, president/33.33% owner); no other broadcast interests

**Seller:** D. Mitchell Self Broadcasting Inc., Sheffield, Ala. (James Michael Self, principal); no other broadcast interests

**Facilities:** WLAY(AM): 1450 khz, 1 kw; WLAY-FM: 105.5 mhz, 530 w, ant. 743 ft.; WSHK: 97.7 mhz, 3.5 kw, ant. 429 ft.

**Formats:** WLAY-AM-FM: C&W; WSHK: country

**Broker:** Gulf Breeze Media

**WYNN-AM-FM Florence, S.C.**

**Price:** \$4.1 million

**Buyer:** Cumulus Media LLC. Milwaukee (Richard Weening, chairman, and Lou Dickey, vice chairman); owns/is buying 42 FMs and 18 AMs

**Seller:** James N. Maurer, Florence; no other broadcast interests

**Facilities:** AM: 540 khz, 250 w; FM: 106.3 mhz, 1.1 kw, ant. 507 ft.

**Formats:** AM: gospel, blues; FM: urban contemporary

**Broker:** The Whittle Agency

**WJOL(AM)-WLLI(FM) and WJTW(FM) Joliet, Ill., WKBM(FM) Coal City and WKOT(FM) Marseilles, all Ill.**

**Price:** \$3.8 million

**Buyer:** Pride Communications LLC, Crystal Lake, Ill. (James H. Hooker, president/47.27% owner); owns WAIT (AM) Crystal Lake and WZSR(FM) Woodstock, Ill., and WLIP(AM)-WILL (FM) Kenosha and WEXT(FM) Sturtevant, Wis.

**Seller:** Barden Broadcasting Inc., Detroit (Kenneth Kramer, principal); no other broadcast interests

**Facilities:** WJOL: 1340 khz, 1 kw; WLLI: 96.7 mhz, 3 kw, ant. 300 ft.; WJTW: 93.5 mhz, 3 kw, ant. 259 ft.; WKBM: 100.7 mhz, 1.4 kw, ant. 482 ft.; WKOT: 96.5 mhz, 3 kw, ant. 328 ft.

**Formats:** WJOL: news, talk; WLLI: hot country; WJTW: hot AC; WKBM: oldies; WKOT: oldies

**KFLG-AM-FM Bullhead City, Ariz.**

**Price:** \$3.55 million

**Buyer:** Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, chairman/80% owner); owns/is buy-

ing 13 FMs and nine AMs

**Seller:** Continental Radio Broadcasting LLC, La Crosse Wis. (David F. Peschau, president); no other broadcast interests

**Facilities:** AM: 1000 khz, 5 kw; FM: 102.7 mhz, 53 kw, ant. 2,408 ft.

**Formats:** Both country

**Broker:** Star Media Group Inc.

**KDIO(AM)-KAHF(FM) Ortonville, Minn. and KPHR(FM) Milbank, S.D.**

**Value:** \$900,000

**Swapper:** KPHR: Success Broadcasting Corp., Milbank, S.D. (Danial D. Sorenson, president); owns KMSD(AM)

**Swapper:** KDIO-KAHF: Tri-State/Sorenson Broadcasting Corp., Sioux Falls, S.D. (Dean P. Sorenson, president); owns KCCR(AM)-KLXS-FM Pierre, KYNT(AM)-KIXX-FM and KDLO-FM Watertown, KJQJ(AM)-KKQQ-FM Volga and KORN(AM)-KORN-FM Mitchell, all S.D.; KCUE (AM)-KWNG-FM Red Wing, Minn., and KVFD(AM)-KUEL-FM Fort Dodge, Iowa

**Facilities:** KDIO: 1350 khz, 1 kw day, 57 w night; KAHF: 106.3 mhz, 6 kw, ant. 328 ft.; KPHR: 104.3 mhz, 100 kw, ant. 981 ft.

**Formats:** KDIO: AC; KAHF: country; KPHR: classic rock

**KACI-AM-FM The Dalles, Ore.**

**Price:** \$390,000

**Buyer:** Columbia Gorge Broadcasters Inc., Hood River, Ore. (Gregory P. Walden, president/50% owner); owns KIHRR(AM)-KCGB-FM Hood River, Ore.

**Seller:** Nugent Broadcasting Corp., The Dalles (Burns and Joan Nugent, owners); no other broadcast interests

**Facilities:** AM: 1300 khz, 1 kw day, 54 w night; FM: 97.7 mhz, 5 kw, ant. 890 ft.

**Formats:** Both good time oldies

**KDBM-AM-FM Dillon, Mont.**

**Price:** \$330,000

**Buyer:** Dead-Air Broadcasting Co. Inc., Dillon (Jo Ann Juliano, president/owner); no other broadcast interests

**Seller:** Beaverhead Madison Broadcasting Inc., Dillon

**Facilities:** AM: 1490 khz, 1 kw; FM: 98.3 mhz, 10.5 kw, ant. 495 ft.

**Formats:** AM: country; FM: AOR

**WXXR-AM-FM Cullman/Holly Pond, Ala.**

**Price:** \$300,000

**Buyer:** Voice of Cullman, Cullman (Mary Evelyn and Clark Jones, owners); Mary Evelyn Jones and sister own WFMH-AM-FM Cullman, Ala.

**Seller:** Good Earth Broadcasting Inc., Cullman (Charles L. and Larry L.

**Continues on page 124**

**TEXROCK RADIO, INC.**

Dain L. Schult, President

*has agreed to acquire*

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# Carmakers top radio advertisers

*Increased spending this year may offset losses from political spending drop*

## Radio

By John Merli

**T**he top radio spenders for national spot and network through the first seven months of this year are a typically wide mix of brand names and companies, but some leading 1996 spenders spent less in 1997.

According to year-to-date rankings compiled by Interep Research, media powerhouse News Corp. spent barely \$7 million on radio through July, compared with \$16 million in the same seven months last year. (Fox Broadcasting ranks 21st under brand names.)

K-Mart, which ranked 11th in 1996, is down 300% in spending so far this year—although a new fall campaign aimed at urban markets came too late to be included in the rankings. Goodyear's radio spending is down 40% through July over last year, when it ranked 24th overall.

Political spending accounted for \$30.5 million in national radio dollars last year, a major election year, unlike 1997. And while the federal government spent \$27.5 million in the first

seven months of 1996, it spent barely one-third of that this year.

But a majority of the top advertisers increased their radio spending: Pepsico (fifth) already had outspent its total 1996 budget in January-July of this year (\$18.6 million). Wrigley's Gum (ninth) spent 45% more in the first seven months of 1997 (\$15.3 million) compared with last year.

Carmakers lead the spending list, with Chrysler on top at \$26.1 million and GM in second place at \$25.3 million, just ahead of Sears.

But while Chrysler jumped more than \$9 million over the previous year, GM spending dropped by about the same amount. MCI more than doubled its previous year's outlay, at \$23.8 million (fourth), outdistancing AT&T's \$17.9 million (sixth). Walt Disney, which owns ABC-TV and ABC Radio Networks, came in 24th on the list at \$11.1 million, down slightly from the previous year.

Interep says that one-seventh of all national spot and network advertisers spend more than 50% of their total annual ad dollars in the fourth quarter now under way (not included in the above numbers). This finding suggests that radio is used to "augment" season-

al ad efforts by certain advertisers who do not use radio at other times of the year, according to Interep. ■

## An ivory radio tower

Radio's playlists, talk show hosts and sometimes outrageous personalities hardly seem weighty enough for academic scrutiny. But the nonprofit Broadcast Education Association is planning a periodical devoted to all aspects of the medium.

Premiering in February, the *Journal of Radio Studies* will contain research studies, observations and commentary focusing on talk show trends, program diversity and radio history.

Along with academic analysis, the BEA says, the journal will provide real-world "useful research and thinking" about the industry from a regular stable of radio heavy-hitters, including Westwood One founder Norm Pattiz, Clear Channel CEO Mark Mays, Sinclair Radio CEO Kerby Confer and American Radio Systems COO John Gehron. Radio Advertising Bureau Senior Vice President (and former NAB senior VP) Lynn Christian will provide regular commentary.

The journal will be edited by Boston College Professor Michael Keith, who has written several books about radio.

BEA hopes the publication will fill a niche for professors and media professionals seeking "specific and timely information" about radio.

The journal is the result of a BEA corporate fund-raising campaign headed by Pattiz, with financial support from such radio and television interests as The Walt Disney Co., CBS's Mel Karmazin, NATPE's Educational Foundation, the David Geffen Foundation, HBO, NAB and more than a dozen radio station groups.

The journal, which comes with BEA membership, will be available to nonmembers by subscription. Contact Judy Hawkins at [jhawkins@nab.org](mailto:jhawkins@nab.org). —John Merli

## Radio's Rush to the hall

By John Merli

**N**AB apparently agrees that Rush Limbaugh represents "Excellence in Broadcasting," as the conservative talk show host has named his network.

Limbaugh will be inducted into the NAB Broadcasting Hall of Fame at NAB '98 next spring. He will be the association's latest radio honoree.

Limbaugh—whose national talk show on more than 600 stations enjoys the highest ratings in the country of any talk show—will be recognized for his "extraordinary impact on the success



of talk radio."

Already a two-time recipient of NAB's Marconi Award for syndicated radio personality of the year, Limbaugh began his national career less than 10 years ago on an affiliate network of fewer than 60 stations. His estimated weekly audience today is 20 million listeners.

He also serves as an occasional guest commentator on TV programs, including NBC's *Meet the Press*.

Each year, NAB inducts radio and television personalities into its Hall of Fame. Limbaugh's official induction will come at the NAB '98 radio luncheon in Las Vegas on April 7. ■



## TCI's 3-way play

Top MSO signs deals with Century, MediaOne and Multimedia Cablevision

By Price Colman

**W**ith three new system deals in crucial markets, TCI has all but completed its self-imposed deconstruction-reconstruction.

TCI's latest joint ventures and swaps, with Century Communications, MediaOne and Multimedia Cablevision encompass Los Angeles-area, San Francisco Bay Area and Illinois operations that are key in TCI's move to redefine itself.

On another front, TCI President Leo Hindery called reports that the cable industry is putting together a \$4 billion order for 25 million set-top boxes "inconceivable," adding that, "You don't know how pissed off Bill Gates gets when I talk about this."

On the system-deals side, TCI is contributing Los Angeles-area operations encompassing 245,000 subscribers to Century, which is adding 500,000 of its own subscribers to a joint venture that will be 75-25 owned by Century and TCI, respectively. Century will manage the joint venture.

In a related deal, TCI will swap 90,000 subscribers in Southern California's San Fernando Valley for 90,000 Century subscribers in Northern California's Bay Area.

In the deal with MediaOne, which was expected, TCI is swapping systems in South Florida, California and Georgia encompassing 508,000 customers for MediaOne systems in suburban Chicago, southern Illinois and central Michigan with about 542,000 subscribers.

MediaOne executive Doug Holmes said the MSO may look for additional chances to grow its Southern California clusters.

In a third transaction, with Gannett Co.'s Multimedia Cablevision, TCI is swapping systems with about 128,000 subscribers in Kansas—what remains

of TCI's operations in that state—for systems with 93,000 subscribers in Illinois and Indiana.

TCI's focus since President Leo Hindery's arrival has been to shed non-core systems and augment key clusters—including the Bay Area and Illinois.

Most of TCI joint ventures and swaps, involving 4.5 million and 1.5 million subscribers, respectively, should close before mid-year.

"TCI and the cable industry embarked on a year-long voyage toward market concentration," Hindery said. "Today's announcement largely ends that voyage."

TCI also promoted Bill Fitzgerald, who has been the architect for the operational restructurings, to executive vice president, corporate development and



TCI's Leo Hindery, Century's Bern Gallagher and MediaOne's Douglas Holmes

partnership relations. He'll continue to oversee M&A activity and will manage TCI's partnerships and joint ventures with 19 other MSOs.

TCI's programming subsidiary Liberty Media Corp. announced that it's launching a digital package of 12 Spanish-language networks in the spring to broaden the company's offering to Hispanic markets. The networks include Fox Sports Americas: Discovery en Espanol; Locomotion, the Latin American animation channel; CNN en Espanol; El Box, Spanish-language music videos from The Box and HSN en Espanol. The networks will be delivered via one of the TCI HITS transponders. ■

## Fox Family Channel is official

With the cut of a fancy cake and a toast of some bubbly—non-alcoholic—Haim Saban and Tim Robertson officially christened the Fox Family Channel last week at the Western Show. Saban spent much of the day in closed-door meetings with MSOs, talking up Fox Family as a channel for children 'round the clock. Besides unveiling some of its kids lineup that will extend through 6 p.m. weekly, Fox Family also gave a hint of some of its prime time fare Wednesday. Among the planned series: "Mr. Bean"—based on the character of the same name out of England; "The Baldy Man"; "Freddie Starr"; "Mermaid Next Door"; and "Rock Around the Clock." Some reality shows include "Kids Do the Weirdest Things," "Real Families," and "Famous Families," while some of the original movies include "Richie Rich's Family Christmas," "Casper's Spirited Beginning" and "The Addams Family Reunion."





At the Western Show's opening session (l-r): moderator Tom Brokaw, of NBC News; HSN Chairman Barry Diller; TCI President Leo Hindery, and Time Warner's Ted Turner.

# Convergence yes, submission no

*Industry leaders wary of computer alliances; rate reregulation is seen as immediate threat*

By Price Colman

**C**an cable take in a new generation of partners as readily as it has dispatched an old generation of foes?

The answer appears to be "Yes"—particularly a partner from the Silicon Valley. Yes, even Big Bad Bill (Gates), as long as he's willing to play a game he didn't create.

"If we said beware of Bill Gates, we were misquoted," said Leo Hindery, president of TCI. "We said beware of a closed environment.... We want to be Bill's partner. We don't want to be Bill's download."

But for Barry Diller, chairman of Home Shopping Network Inc., "Beware of Bill Gates is the word. What does he want to do? He wants to play the same role in this convergence...as he has

played in making the world a Windows world. That's a closed architecture by every definition. In this case, he's up against the kind of forces that will force that window open. In the end, it will be an open architecture."

Ted Turner, vice chairman of Time Warner Inc., echoing his peers, said Microsoft's dominance of cable simply won't happen.

"We're not going to let one hardware maker or software maker of any kind control this industry," he said. "If you have a monopoly, you tend to get lazy, tend to get fat and tend to overcharge. We cannot allow one company, one entity to take over something as large as the telecommunications business."

Hindery, Diller and Turner told Western Show opening session moderator Tom Brokaw of NBC News that they see cable and Silicon Valley dat-

ing, if not mating. But convergence? The resolution of that vision is still cloudy.

"The world we're proposing for our customers is the seamless delivery of a thoughtful digital product to, over time, replace the analog product," said Hindery. "Digital video came this winter. Next winter, digital data shows up in spades. In late '99, digital voice shows up in spades. The day of gray boxes with power cords coming out the back, stacked one on top of another, is gone. This is the day of the network computer."

While the network computer is the technological hormone fueling the mating dance between cable and Silicon Valley, it's going to power something more than an all-in-one TV screen.

"I think it's going to be a lot of screens," said Diller. "TV sets are going to get bigger, have better sound. I don't think you'll read the paper, access information and have intensive interactivity off one big screen. It looks like it's going to be [cable's] pipe.... But there'll be all sorts of screens running around houses to do different tasks."

With digital cable rapidly being deployed, and high-speed data over cable building momentum and cable telephony waiting in the wings, the pendulum of market favor is swinging in cable's direction.

At the same time, there's a renewed spectre of rate reregulation.

"I think the greatest threat to cable in the short term ... would be some sort of rate reregulation of our basic business," said Turner. Even on that front, however, the industry is transforming negatives into positives. "We have these competitors in DBS, and broadcasters are still very tough competitors," Turner said. "We've got fierce competition and that's the way we can forestall rate reregulation."

Consolidation is peaking, the rate of change is accelerating and competitors in the telecommunications race are just now getting to the starting gate—far from entering the home stretch. TCI President Hindery sees consolidation peaking and giving way to an era of alliances.

"We're at the very earliest stage of the most radical transformation of everything we hear, see, know," said Diller. "Anyplace you go, anyplace there is opportunity, particularly in this country, we're at the nexus and essentially at the beginning of it." ■

## Seeing opportunity in difficulty

Frank Intiso set a provocative tone for the opening general session of the Western Show.

Henry Ford's view of history was, "History is more or less bunk, it is tradition," said Intiso, chairman of the California Cable Television Association and president of Falcon Cable TV. "We don't want to live in history." Instead, cable should continue to do what it has done all along, said Intiso: Make history.

"I challenge the industry to create a national education month," he said. "Wouldn't it be great if...we made September national education month."

Intiso even laid out a timeline, suggesting the industry shoot for 2000 as the kick-off year for the designation and use it as a vehicle to not only deploy cable's resources to aid education but also to heighten awareness of what cable brings to the cultural party.

"I hope we are not, as Churchill says, the pessimist who sees difficulty in every opportunity, but rather the optimist that sees opportunity in every difficulty," said Intiso.



CCTA's Frank Intiso



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<sup>1</sup> Y&R Brand Asset Valuator as appeared in The Myers Report. 11/10/97

<sup>2</sup> 1997 Beta Research Cable Subscriber Study, results based on viewers of network

# FOUL! NBA fines Hindery

*TCI chief will appeal penalty for comments on Turner rights deal; says company will use just one PPV provider*

By Steve McClellan

**T**ele-Communications Inc. President Leo Hindery has been fined by the National Basketball Association for comments he made criticizing Turner Broadcasting System for renewing its NBA rights package at more than double the cost.

The NBA based its decision on a rule that prohibits team owners from being openly critical of other team owners, Hindery said. Turner owns the Atlanta Hawks. TCI, through Liberty

Media, has a deal pending to take a 40% investment in Cablevision's Rainbow sports properties, which include Madison Square Garden Properties and the New York Knicks.

Asked last week if he will appeal the fine, Hindery replied: "Damned right. It's a hell of a lot of money." And unjustified, he said, because the deal that will give TCI [through Liberty] control of the Knicks hasn't closed yet. After checking with lawyers, a league spokesman said it would have no comment on the matter.

Hindery's comments came at the PaineWebber media conference in New York, where he also said TCI has decided to use just one pay-per-view service provider going forward. There are two PPV operators, Request, of which TCI owns 50%, and Viewers' Choice, of which TCI owns a smaller stake. Hindery said a decision on which PPV service TCI would use (a merger was not ruled out) would be made shortly.

Request and Viewer's Choice have been discussing a merger for years, both looking at the relatively weak prospects for being middlemen between cable operators and Hollywood studios, each of which take 45 percent of the retail PPV revenue. But Hindery would not elaborate on TCI's plans. Viewer's Choice vice president for communications Joseph Boyle said that the company has been told nothing by TCI about being dropped. "It's business as usual here," Boyle said. Request executives could not be reached for comment.

The company also announced at the Western Show last week three more joint ventures with outside MSOs covering some 2 million cable subscribers (see page 51). Those deals, said Hindery, will complete TCI's program to spin off a third of the company's subscribers into joint ventures with others, reducing TCI's core subscriber base to 10 million.

Once the joint ventures are complete, TCI will have 75% of its subscriber base in just 16 markets, compared to the "48-state blueprint" the company has had until recently," Hindery said. The consolidation of systems, he said, makes it easier for the company to roll out new services, "because I only have to do it sixteen times."

Indeed, Hindery said TCI's strategy mirrored the industry's consolidation to where 83% of the nation's cable subscribers are in the hands of six MSOs. "It's the RBOC model," he said. "Ubiquity and market concentration is imperative to our success."

Hindery also said that TCI's fourth-quarter subscriber growth would outpace expectations by at least 25,000, and total 90,000. He said the company would seek rate increases next year, but not huge



*Executives addressing cable's First Amendment freedoms: Esther Dyson, EDventure Holdings; Christie Hefner, Playboy; moderator Fred Graham, Court TV; Robert Miron, NCTA; producer Dick Wolf.*

**C**able operators should not censor the Internet and video programming they deliver to subscribers, said panelists at the Western Show's opening session on cable and the First Amendment. But what operators can do is educate parents on how they can monitor and regulate what comes into their homes, said National Cable Television Association Chairman Robert Miron. Join NCTA's media literacy program, Miron said: "Demonstrate how to know TV and teach them how to use the product." Dick Wolf, producer of NBC's "Law & Order," blasted one TCI executive in the audience who suggested that cable would improve its public relations if it stopped distributing adult services. "That's putting your morality on me," he said. Christie Hefner, distributor of the Playboy Channel, concurred. Cable should deliver the complete panoply of services. "The consumer's got to select based on what the consumer wants," she said. "If you walk away from that commitment, you walk away from what makes cable great." Esther Dyson, chairman of EDventure Holdings and champion of Internet freedoms, said she finds much that is "disgusting" on the Internet. "The reaction to that is not to try to squash it. The thing to do is teach people to have better taste." ■



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Leo Hindery

ones. "TCI is not a rate banger anymore," he said. "We'll be in the low end of rate increases."

Hindery also talked about the "ubiquitous deployment of digital cable," with most plant upgrades completed by 2000. Digital video services will be rolled out in 1998, followed by high-speed data services in 1999 and Internet telephony in 2000. Ongoing talks with Silicon Valley companies concerning the design of a single box to provide all services should conclude shortly, said Hindery.

Over the next three years, the company

will spend almost \$2 billion in capital expenditures, although the company's debt-to-cash-flow ratio is expected to remain at just under 5 to 1, said Hindery.

Hindery also said TCI would not pay any cash for its 25% stake in the joint venture formed six weeks ago by Barry Diller and Universal Television. He said the company would contribute programming assets, but not Starz!, Encore or any of the Discovery or Liberty/Fox Sports assets. He said Diller is currently considering asset-contribution proposals put forth by TCI and Liberty. ■

## Storm brewing over cable rates

*FCC's Ness warns that rising rates could lead to tougher regulation*

By Harry A. Jessell

**F**CC Commissioner Susan Ness last week cautioned that Washington might step up its regulation of cable rates if increases continue to outpace those on other consumer goods.

"Congress is going to look very negatively [on the hikes] when consumers start to complain," Ness said during the one-on-one interview with Spencer Kaitz, president of the California Cable Television Association at the Western Show.

Washington's backlash against the higher rates could hit the industry like a "tornado," she said.

She cited a story in last week's



*Susan Ness: 'What Congress giveth, Congress can taketh away.'*

BROADCASTING & CABLE that shows rates at many systems rising much faster than inflation. Some operators will bump up rates as much as 16%, the article says.

Ness also advised operators who do raise rates to explain why to consumers and policy-makers. To simply say the FCC permits such increases will not "provide you with cover."

Operators should not take solace from the fact that current law strips

the FCC of its power to regulate rates in March 1999. Congress could eliminate or extend the sunset provision. "What Congress giveth, Congress can taketh away," she said.

Ness said she understands that programming costs and system upgrades

put upward pressure on rates. But she is concerned that some operators may be accepting price increases from programmers because they are owned by the same company. That results in higher rates for consumers "because the bargaining is not there."

Ness said she is disinclined to crack down on rates. She said she hopes that competitors will step in to discipline cable operators.

But, she also noted, "full competition" is not yet in place. Although satellite TV made "a bang," she said, the anticipated competition from telephone companies has not developed.

Satellite TV companies and other cable competitors are asking Congress to expand the so-called program access rules so that Disney, Viacom and other companies without cable systems are obliged to cut distribution deals with cable competitors. Today, the rules apply only to programmers in companies that also own systems.

Ness said she hasn't decided whether she backs the position. However, she said, the antitrust laws may provide some help to cable competitors who believe they are being denied programming or are being discriminated against on terms.

The FCC is moving ahead on two other issues affecting cable—whether cable operators must carry broadcasting's digital TV signals as they must now carry their analog ones and how much broadcasters should pay the government if they offer subscription-based digital services. In both cases, she said, the FCC rulemakings will initially offer more questions than answers. ■

### Just call it Sie-TAM U

**Encore Media Group Chairman John Sie is giving \$100,000 to endow the John Sie Chair for Competitive Marketing at CTAM U, the CTAM Educational Foundation's annual executive education program. The program is conducted in conjunction with Northwestern University's Media Center Program. CTAM U's first class will meet June 21-26, 1998, on Northwestern's campus in Evanston, Ill.**





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# CABLE STOCKS: The downside of up

By Price Colman

**W**all Street may love the cable industry, but cable stocks have performed so well in 1997—with particular strength in the last few days—that there's a growing sense shares in MSOs may be overvalued.

"We're reaching the point where they may level out," said analyst Barry Kaplan of Goldman Sachs & Co. at the Western Show last week.

Hardly surprising considering the run-up of the past 10 months. TCI, a historic laggard, is up nearly 80%, Cablevision Systems is up more than 170% and Adelphia is up nearly 140%.

"The consensus in terms of share price targets is that a lot of stocks appear to be fully valued," said Robert



Barry Kaplan



Robert Pomeroy

Pomeroy, vice president of Credit Lyonnais Securities.

Such assessments typically prompt more conservative recommendations—accumulates instead of buys, or holds instead of accumulates. What's

interesting about about Wall Streets view of cable, however, is that the investment guys are talking about resetting the bar.

"We're in a bullish cycle where multiples for TCI are at 10 times cash flow," said Pomeroy. "That may prompt analysts to up their multiples some more."

The equities crowd still sees DBS as a competitive threat to cable, though diminishing, while telco overbuilds have been all but dismissed. What may be the biggest threat comes from

inside—rate increases that could lead to rate reregulation, possibly a rate freeze.

Even with that, growth in unregulated cable businesses—digital cable, high-speed data, and cable telephony—could help offset action on the rate front. ■

## WESTERN SHOW ROUNDUP

### Deck the halls with cross-promotion

Wal\*Mart, Campbell's Soup and "The Ladies' Home Journal" are teaming with The Family Channel on its 25 Days of Christmas event, when it features over 150 hours of holiday programing including specials, movie premieres and evergreens Dec. 1-25. Beginning last month, Family's "Home & Family" show began spotlighting Wal\*Mart in-store events and gift-giving ideas. Wal\*Mart, in turn, is promoting The Family Channel's programing with point-of-purchase displays in the toy departments of all its stores. In addition, a highlight reel of 25 Days of Christmas programing will air on in-store monitors. Campbell's will sponsor one 25 Days of Christmas program each day, as well as running billboards and tune-in spots on the channel. In turn, Campbell's products will be featured on the channel and Campbell's recipes will be highlighted on "Home & Family." Campbell's "Celebrate the Holidays" entertainment planner will feature 25 Days of Christmas programing information. The planner will be available in stores, with excerpts published in 4.5 million copies of "Ladies Home Journal."

### A Plum of a case

The Borough of Plum, Pa., takes its authority to regulate cable rates seriously. Just ask Adelphia Cable Communications, which last week settled an unusual criminal case over the rates issue. Earlier this year, Plum franchising officials determined that Adelphia had improperly raised rates beginning Aug. 1, 1996, and ordered refunds totaling \$202,973 by Aug. 1 of this year. Under federal guidelines, cable operators have two refund options: reduce current rates by the amount of the refund or pay a lump sum. Adelphia, as it had done in other refund situations, instead wanted to pay the refund over the course of a

year. Fed up with the delays and legal maneuverings, borough officials filed a criminal suit against Adelphia and its Plum subsidiaries but didn't stop there. The suit also named Adelphia Chairman John J. Rigas, CFO Timothy Rigas and other Adelphia executives. The buck typically stops at the FCC on rate regulation, but Adelphia decided to halt the arms race, agreeing to pay the refund in a lump sum as well as an undisclosed amount of fines to Plum.

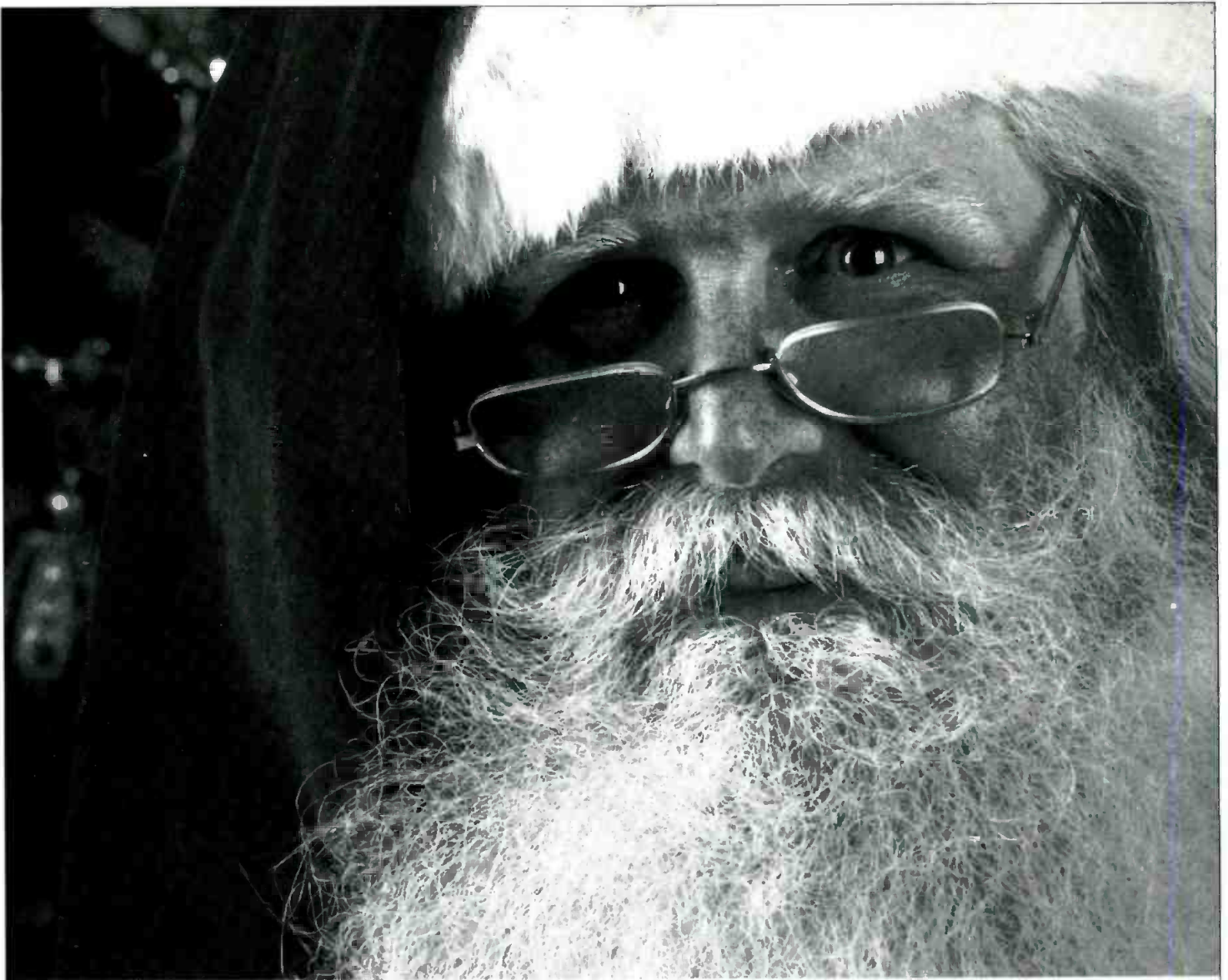
### And the mystery bidder is

Attorneys for TCI founder Bob Magness's heirs Kim and Gary Magness are trying to zero in on the identity of a mystery bidder for 30.6 million supervoting (10 votes per share) TCI B shares. Among the potential buyers that emerged last week during a hearing in Arapahoe County, Colo., Court: Microsoft, The Walt Disney Co., AT&T, US West, Oracle Corp. and Comcast Corp. TCI boss John Malone was deposed last week and heads of the other companies also face deposition as attorneys seek to identify the mystery bidder. Kim and Gary Magness are suing to have estate executors Donne Fisher and Daniel Ritchie removed and to rescind the complex deal between TCI, the estate and investment bankers.

### Samsung tests cable modem

Consumer electronics giant Samsung Electronics demonstrated a prototype of its first cable modem at the Western Show. Infolink, an external modem for use with PCs, will be sold directly to cable operators, followed by a consumer rollout in 1998 through retail stores. The modems employ IOS Network software from Cisco Systems and chipsets from Broadcom. Field trials of the modem begin this month and continue through first quarter 1998. Next on the modem front for Samsung—for mid-1998—are an internal modem and a telco-return cable modem.





## Another Residential Customer Ignored by the Big Long Distance Companies

**He's Santa. Not "Santa Inc."** He's not a big corporation. He has eight tiny reindeer, not a fleet of corporate jets. He lives at the North Pole, he isn't headquartered on Wall Street. Working one night a year, employing a small group of elves, Santa doesn't provide the big profits the long distance giants demand.

So, like millions of other residential customers, Santa can't get local phone service from the big long distance giants. While they routinely offer local service to big businesses, they ignore residential customers.

BellSouth is ready to offer service to everyone. Yet we are forbidden to offer customers like Santa and everyone on his list long distance service.

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# Bran cable diet heavy on storytelling

*Disney Imagineer/futurist paints picture of chaos/opportunity*

By Price Colman

**M**et Bran Ferren, the human equivalent of LSD: mind expanding, non-linear, disconcerting, disorienting. A religious experience.

Meet Bran Ferren, executive vice president of Walt Disney Imagineering, futurist, agent provocateur for the ancient (and modern) art of storytelling.

For CTAM's Tuesday lunch, Ferren's rapid-fire, random, bleak and inspiring monolog was either a dessert more nourishing than the main course or a laxative, either way, it was all Bran.

For instance: "In the realm of electronics, the Internet is the most important development in the history of our civilization." But not for the reasons much of the cable world may expect.

As a money-making, interactive medium that permits electronic transactions, games and database access and manipulation, the Internet probably ranks somewhere above CB radio, a '70s-'80s fad. But as a storytelling medium, "The Internet...has staggering importance," said Ferren. "It is the most powerful storyteller."

For CTAM, a group focused on cable TV advertising and marketing, Ferren's remarks may have bordered on heresy. They were also an undiluted

***"In our conversations with operators about their digital plans, we got the message that strong brands that can drive viewership, like Disney, will be helpful in the digital world. It's the combination of the cable environment and a strong library coming together."***

—Bran Ferren



wake-up call.

"You are going to enter a chaotic business, one you cannot predict or understand," Ferren said. "What's required to be successful in the business you're in, which is the storytelling business? Enough bandwidth required to do good storytelling, which is more bandwidth than you're thinking about. Bandwidth rules. But understanding bandwidth isn't enough. Understanding how people need to communicate is essential."

In a talk filled with intangibles, Ferren interlaced concrete examples: How the words from the first lunar landing—"One small..." are etched forever on his memory, though the visual resolution was marginal. How his solution to wiring a keypad for interactive movies

was simply not connect the buttons to anything. How the printing press wasn't invented by Gutenberg, nor the telephone by Bell, nor the radio by Marconi.

But adept as he is at breaking historical and cultural icons, Ferren is far more accomplished at describing the steps to a fruitful future, with the Internet as a launch pad. For the cable industry, that begins with a step as simple as developing a positive relationship with customers.

"That's not about electronic programming guides," he said. "There

has to be compelling content.... If [customers] don't trust you enough to put their credit card on the Internet, or trust you not to screw up the billing, or that their personal privacy won't be invaded but cherished, then you're going to lose them.

"If you can use the art of storytelling to touch people's hearts and couple that with the technology you are putting together, you can touch people's minds. You have the power to change the world.

"Don't blow it by not believing in it, by aiming low, by believing that the vendors in your business understand the world. If we can get this right... we might be able to ensure a bright future for our children, which ought to be our highest goal." ■

## WESTERN SHOW ROUNDUP

### Come Home to TNN

The CBS-owned Nashville Network is launching a consumer campaign this month with its new tagline, America's Country Home (CBS-TV's tagline is Welcome Home.) The campaign, consisting of three 30-second spots, will run on national cable networks including Discovery, ESPN/ESPN2, The Learning Channel, The Weather Channel, E!, Nustar, Prevue and Court TV.

### Rainbow going public?

Addressing the PaineWebber media conference in New York last week, NBC President Bob Wright said he believes that Cablevision will take Rainbow Programming Holdings public in 1998 or 1999 in an effort to fully

realize the value of that group of cable programming assets. NBC holds a 25% stake in Rainbow that Wright estimated is worth about \$700 million. Rainbow holdings include Bravo, American Movie Classics and the SportsChannel regional networks. Wright also indicated CNBC's current annual operating profit at about \$125 million and said that should climb to the \$300 million range by 2000. MSNBC, he said, is not expected to break even until 2001, in line with initial projections.

### EMG exclusives

Encore Media Group's has secured the rights to Disney's animated "A Christmas Carol" in a deal with Walt Disney Co. and DIC Entertainment. The video, which is in stores, will get its television premiere on EMG's Starz! Dec. 20.



## WESTERN SHOW ROUNDUP

**Chips off the new modem**

Irvine, Calif.-based Broadcom Corp. is introducing a series of controller chips for cable modems. Broadcom claims that the North American standard-compliant cable modem and modem termination chips, in tandem with the company's existing downstream and upstream modulators and demodulators, provide an end-to-end solution for meeting the requirements of the Multimedia Cable Network System (MCNS)/Data Over Cable Service Specification (DOCSIS) protocol. The new chips are the BCM3220 (\$30 apiece in lots of 10,000) and the BCM3210 (\$150 apiece in lots of 1,000). Among Broadcom's customers are Thomson Consumer Electronics, Samsung, Scientific-Atlanta, NextLevel Systems and Motorola.

**Showtime on the move**

Showtime Networks is moving its analog feed. Currently carried on GE Americom's Satcom 3, transponder 15, the feed will make its new home on Hughes's Galaxy 5, transponder 24. The move will begin at 6 a.m., Feb. 1, 1998, and be completed by midnight, Feb. 28. Over that period, the feed will be available on either satellite. In other news, The Movie Channel's Mountain time zone feed will begin March 1.

**Sundance gets with the program**

Sundance Channel is getting its own section in the "Critics Choice Video" quarterly catalog of classic and contemporary videos, the only film network to secure such a spot. The section will include information on the network and a selection of Sundance movie picks, including "Fargo," "Sling Blade" and "Baby It's You."

**Cleaning Travel's 'clock'**

Discovery networks is reducing the national avails on newly acquired Travel Channel to bring it more in line with its other channels. National avails will drop from 10 minutes to eight per hour and promos and IDs have been pared back to 2 minutes from 3 minutes, 10 seconds. MSO's need not fear, local avails will hold steady at 3 minutes per hour.

**C-Cor: Just say node**

C-Cor unveiled a new line of AM fiber optic nodes and optical lid upgrades for its RF amplifier platforms. The Navicor line's modular concept provides for a variety of configurations to ease the strains on time and pocket-books of network upgrades and rebuilds. "Navicor has all the features our customers need to navigate the future of hybrid fiber/coax," says C-Cor President Scott C. Chandler, "its products are flexible, scalable and cost-effective." The Navicor FlexNet nodes include a trunk/bridger and a two-output bridger node. The Quadrant node will feature 3- and 4-output configurations. The nodes are controlled by C-Cor's new CNM (Cable Network Management) platform. The Navicor series will be available in summer 1998.

C-Cor news also has a new line of FlexNet amplifiers—FlexNet 900—which include improved performance levels and an increase in amplifier return-loss

performance on all ports from 14 db to 17 db (except forward input, which is 16 db).

**TCM closes in on 20 million**

Turner Classic Movies has pushed its subscriber base to 18.7 million with the addition of a number of new West Coast system launches. New hookups include TCi in Greeley, Colo.; Time Warner Cable, Bak-ersfield and Tehachapi, both Calif.; Charter Communications, Long Beach, Los Angeles/Pasadena, all Calif., and Fort Carson, Co.; Falcon Cablevision, Malibu/Topanga, Calif.; Intermedia Partners, Colfax, Calif.; Avenue TV Cable, Ventura, Calif.; Cable One, Winslow, Ariz.

**Tabesh tops TCM programing**

Charles Tabesh, director of program acquisitions for Encore Media Corp., has joined Turner Classic Movies VP of programing. He will oversee all programing for the network, as well as negotiating new acquisitions.

**Humbard heads Discovery digital**

Charles Humbard, vice president of network distribution and technical operations for Discovery Networks, has been named vice president, digital television and special projects. In that post he will oversee the company's digital channels, currently consisting of Discovery Science, Discovery Civilization, Discovery Living and Discovery Kids.

**Weather watchers**

The Weather Channel is demonstrating a new continuous weather feature, Weather Star XL, which will allow it to present national and local weather simultaneously. Local forecasts and conditions will be continuously displayed during the national feed starting in second quarter 1998.

**'No Limits' for Showtime**

Showtime Networks is rebranding itself to the tune of a \$40 million campaign based on the theme "No Limits." The campaign will launch in January 1998 and will be reflected in all internal and external communications. The campaign was created in-house by Len Hogge, who will head up the company's new in-house ad agency, which launches Jan. 1. The 75-person agency will also serve Showtime's other premium services.

**Building bridges**

Viewer's Choice says that cable subscribers who ordered its PPV telecast of the Rolling Stones' Bridges to Babylon concert last Friday night (Dec. 12) got more than the English rock legends. Added to the bill: Taj Majal, Dave Matthews and Joshua Redman. The concert originated from the St. Louis TWA Dome.

**Animal on the move**

According to December cable universe estimates from Nielsen Media Research, Discovery Networks' Animal Planet has pushed past the 30 million subscribers mark, recording a 1.8 million sub gain for the month and 11.9 million since it began being metered by Nielsen in April.



# Turner trumpets cable reach

Survey finds top-drawing cable nets can be the equal of their broadcast counterparts

By Donna Petrozzello

**T**urner Broadcasting Sales' latest cable reach survey found that some highly rated national channels can deliver reach equivalent to broadcast TV networks in prime time.

Using Nielsen Media Research data, Turner concluded that fully distributed, top-rated channels in major metropolitan areas can deliver the same, or in some cases larger, audiences as broadcast networks. The findings were released in Turner's second Media at the Millennium survey, unveiled last week at the Western Show.

The survey looked at ratings for broadcast and cable between April 1996 and April 1997. Turner attributed high reach levels for cable to "continued erosion in broadcast network prime time," Turner said in the survey.

As cable's reach has increased, so



"The significance of these findings for advertisers is very real," says Steve Heyer of Turner Broadcasting System worldwide sales (r), shown with Barry Fischer of Turner Broadcasting Sales.

has its ability to deliver gross ratings points for advertisers, concluded Turner. Cable's GRP delivery rose 30%-35%, when broadcast-only homes were eliminated from the analysis, says Turner. Among homes with both cable and broadcast viewing, cable delivered an average 5.6% higher GRPs in April 1997 compared to April 1996.

Turner also concluded that viewer erosion to broadcast networks has erod-

ed the impact of advertising spots on broadcast TV as well. According to Turner, "continued erosion in broadcast network prime time audiences has increased the number of announcements necessary to reach the same GRP goals with significant cost implications for advertisers," Turner said in the survey.

"The significance of these findings for advertisers is very real," says Steve Heyer, president of Turner Broadcasting Sys-

tem worldwide sales. "Advertisers can reduce the need to buy as much broadcast network television, at an invariably higher cost per thousand, to achieve national planning goals."

"Clearly, this study reinforces our initial findings that national cable TV can be used as a reach vehicle by advertisers across both broad demographics and more specific market breaks," says Heyer. ■

## WESTERN SHOW ROUNDUP

### TBS gets 5.2 million takers

Through a new deal with Telesynergy, TBS has locked up 5.2 million more subs for its conversion to a basic cable network Dec. 31. Telesynergy represents MSOs Armstrong Group, Buckeye Cablevision, Charter Communications, Coaxial Communications, C-TEC Cable Systems Services, Greater Media, Marcus Cable Co., Media General Cable of Fairfax, Multimedia Cablevision, Omega Communications, Rifkin & Associates and TCA Management Co.

### Fox News up in Chicago

Media One is launching the Fox News Channel in Chicago starting Dec. 31. With the addition of those 350,000 additional subs, the channel boasts a subscriber base of more than 24 million.

### WGN wooing systems prior to TBS switch

Superstation WGN-TV Chicago is trying to capitalize on the Jan. 1 switch of WTBS(TV) Atlanta from superstation to basic service by courting MSOs. "The upcoming status change of TBS presents a unique opportunity to add WGN-TV to cable systems which previously have been restricted due to burdensome fees," says Ray Duffy, general manager of United Video Network Sales, a division of United

Video Satellite Group which provides satellite signals including WGN-TV. A UNVS spokesman says the satellite distributor expects to add up to 2 million former WTBS(TV) homes to WGN-TV's fold by first quarter 1998. WGN-TV now reaches 40 million cable and satellite homes outside Chicago.

In addition, WGN-TV has a new movie library that the superstation will begin airing next year. Titles include "Star Wars," "Star Trek," "Dances With Wolves," "Top Gun," "The Silence of the Lambs," "Thelma and Louise," "48 Hours," "Honey I Shrunk the Kids," "The Hunt For Red October" and "Terminator 2: Judgment Day."

### Top Trials

Court TV will debut a new series, "The Greatest Trials of All Time," starting in March 1998. It will have an initial outing of six episodes, with "significantly more" planned for 1999. The first six episodes will feature the trials of Lieutenant William Calley (1969-70); The Sacco and Vanzetti Trial (1921); The Scottsboro Boys Trial (1931-36); The Scopes Monkey Trial (1925); The Julius and Ethel Rosenberg Trials (1951); The Fatty Arbuckle Trial (1926). The series is produced by Cinetel Productions and E.W. Scripps Co. Former "CBS Evening News" executive producer Erik Sorenson and former CBS News president Eric Ober will be executive producers.





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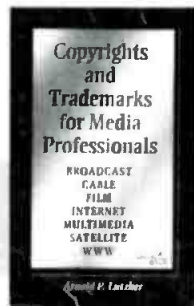


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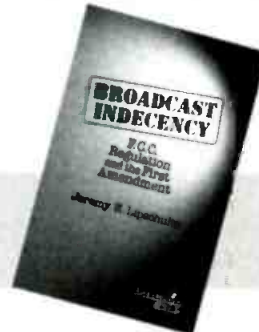


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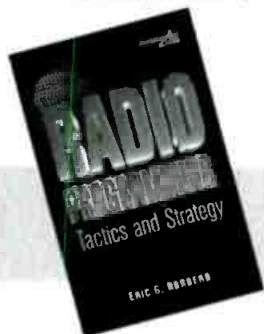


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## WESTERN SHOW ROUNDUP

**Cablevision renews with Playboy**

Cablevision is renewing carriage deals for Playboy TV to 1.8 million subs. It will also offer AdultTVision, Playboy's adult PPV movies, throughout its systems for the first time. In other news from the channel, Playboy is launching a promotion campaign in February called Recipe for Love, in which viewers will be asked to submit their recipes for love, with the winner receiving a trip for two to SuperClubs's Hedonism II, an adults-only resort in Jamaica.

**Multiplexing move**

Pleasanton, Calif.-based World Access Inc. introduced its new CablePlex Multiplexing System for multiplexing voice, video and data on existing cable network architecture. The system eliminates the cost of leasing dedicated phone lines for applications such as long-distance calls to remote head ends or sending data to update customer equipment.

**Multichannel messages**

Hauppauge, N.Y.-based Video Data Systems unveiled its MCM-96 modular text-based messaging system. The multichannel system can supply text or billboarded messages on as many as 96 channels simultaneously in four font styles and 16 colors. The MCM-96 is targeted to numerous applications, including emergency alerts, cross-channel promotion and logo inserts.

**HTV in Japan**

Miami-based Spanish-language music network HTV has become the only Spanish-language channel on Japan's new DIRECTV DBS service with its launch there Dec. 2. "It was only a matter of time before the demand for our unique mix of Latin music extended to the Japanese, who are known for their love of salsa," says HTV President Daniel Sawicki. The carriage will boost HTV's reach to approximately 4.5 million households in 22 countries. HTV launched in 1995. ZDTV snags affiliation deals

They're small, but startup computer TV network ZDTV signed its first affiliations deals. The network, slated for launch by computer magazine publisher Ziff-Davis by March, cut deals with Prime Cable's Las Vegas system, Harron Communications in suburban Detroit, Prestige Cable in Virginia and Televue in Georgia.

**HGTV passes 35-million subs**

E.W. Scripps-owned Home & Garden Television has pushed past the 35 million subscriber mark in fourth quarter 1997. HGTV's recent affiliation with MediaOne of Los Angeles, which claims some 250,000 subs, helped the three-year-old network meet the mark, says HGTV's COO Susan Packard. According to a Nielsen peoplemeter sample, HGTV's subscriber base grew by 122% between December 1996 and December 1997. Packard estimates HGTV has added 1.7 million subs monthly during 1997.

**Lowdown on DBS**

DBS Has added 1.5 million subscribers so far this year, according to the Satellite Broadcasting & Communications Association. SBCA says the number of satellite TV

subscribers has hit 8 million. That total includes DBS subscribers as well as viewers receiving signals through the larger C-band satellite dishes. The group estimated DirecTV's subscribers at 3.1 million; EchoStar's at 965,000 and Primestar's at 1.9 million. "Based on the strong sales we've experienced all year long, it's no surprise that the satellite industry reached its 1997 goal of 8 million subscribers by Nov. 30," said SBCA President Chuck Hewitt. "We have every reason to believe the rapid expansion of the subscriber base will continue."

**Bravo boost**

Bravo has boosted its sub count to 31 million with the addition of a number of fourth-quarter carriage agreements, including ones with Americast, BellSouth and GTE Video Services. The agreements will give it an additional 725,000 subs.

**Internet price break**

MSO Century Communications is serious about cable modems. It has cut the rate of its Century Internet Commander online service (being tested in its 6,000-sub Norwich, N.Y., system) from \$39.95 per month to \$19.95 per month for the first three months and \$29.95 per month thereafter. It is pricing its modems at \$199 apiece. It plans to roll out the service to 180,000 subs in Colorado Springs in 1998.

**Rainbow eyes Joy Browne**

Rainbow Communications' Romance Classics cable network is considering tapping WOR(AM) New York radio psychologist Dr. Joy Browne to host the network's planned series "He Said, She Said." The series will revolve around relationship advice and differences between men and women. It is one of five series Romance intends to debut in first quarter 1998. Browne's three-hour, call-in show on WOR is syndicated to 200 stations, reaches a weekly cumed audience of two million and has been a staple of WOR programming for more than six years. Browne's radio show producer says he is aware that Browne has "held discussions" about the series with Romance.

**FXM on USSB**

FXM: Movies From Fox will launch on the U.S. Satellite Broadcasting DBS system beginning first quarter 1998. With the addition of USSB's 1.6 million homes, FXM's sub count grows to almost 8 million.

**FX sights subs, lands same**

Time Warner Communications in Chatsworth, Calif., will offer FX to its 112,000 subs as part of a basic package beginning Jan. 1. With the addition of those San Fernando Valley viewers, the Fox cable channel reaches 65% of cable homes in the Los Angeles area. FX's home count now stands at 33 million.

**Oasis goes digital**

Oasis TV has secured carriage of its new age network on TCI's HITS digital tier InterMedia Partners' cable systems serving Greenville/Spartanburg, S.C., and Nashville starting in January. Oasis TV will also launch in Santa Fe, N.M., in first quarter 1998.



# Technology

December 15, 1997

## Special Report: ENG/SNG Trucks

For television news, getting the story means getting on the scene and getting a feed out fast—which is where microwave and satellite transmission vehicles come in. While traditional analog ENG and SNG trucks are still selling strong, digital technology is starting to make an impact, resulting in smaller vehicles and combination ENG/SNG vans. This report checks in with leading truck suppliers to see what's hot in the marketplace.

# Dual-purpose trucks move in

*Vehicles with microwave, satellite capability growing in popularity*

By Glen Dickson

As television news operations seek to use microwave and satellite spectrum efficiently, they are trying to cram as much transmission capability as they can into their ENG and SNG trucks today. Truck suppliers are doing their best to accommodate them, with a wave of combination ENG/SNG vehicles and compact digital uplink units entering the marketplace.

"Combo" trucks with microwave and satellite capability are hot right now, says Bob King, vice president of sales and marketing for BAF Communications in Sanford, Fla.

"Stations are finding a way to make the most use of their trucks by making them dual-purpose," King says. "They use the microwave mast, and then they go to the satellite."

While there haven't been any "profound revelations" in ENG/SNG technology in the past year, King says customers are starting to buy smaller satellite vehicles, such as the SNV-19 satellite van with 1.5 meter antenna that BAF introduced five years ago.

"They're selling all over the world," he says. "Finally the customers in the U.S. are coming around to the concept that you don't need a huge antenna for

either analog or digital transmission."

BAF is selling both digital vans and trucks overseas, mostly in the Asia Pacific region to such customers as China Central Television and ABS-CBN Network in the Philippines.

**BAF Communications built these 'combo' SNV-19 vans for Formosa TV in Taiwan. Each vehicle is equipped with a 30-foot Will-Burt microwave mast and a BAF Centurion 1.5 meter Ku-band antenna suitable for both analog and digital transmission.**



Domestically, the company's biggest contract is with Raycom Media, which has ordered 29 ENG vans and one satellite truck.

King says there's no mystery to making an analog SNG truck digital. "You buy a box, and it's usually all in one unit; plug it into an upconverter and you're digital," he says. "That's the least expensive way to go. Most stations can't justify the cost of making their whole truck digital, and the analog equipment still puts out great video. So when most people talk digital, they're talking about trans-

mission."

One advantage of digital SNG technology is that it allows for smaller satellite antennas, and hence smaller uplink vehicles. Frontline Communications of Pinellas Park, Fla., showed its first digital SNG van at NAB and since then has built three more vans, along with three modular digital satellite trucks.

Doug McKay, Frontline sales manager, says digital satellite compression technology is coming on strong domestically, particularly with smaller uplink vans: "CBS and NBC are really pushing digital because of



**A large 'combo' truck BAF built for CBS affiliate kcci(tv) Des Moines, Iowa. The SNV-210T dual-path SNG truck has a 42-foot microwave mast.**

the lack of transponder time."

McKay expects the trend to continue, particularly since smaller-market CBS and NBC affiliates are now getting digi-



## Special Report: ENG/SNG Trucks



A combination microwave SNG van built by Frontline Communications for CBS affiliate KJEO-TV, Fresno, Calif.

tal SNG gear from the networks. CBS, for example, is buying both transmitters and receivers for affiliates, which significantly cuts down on a local station's SNG investment.

"Those stations couldn't afford to get into satellite uplinking in the past, because the trucks were too big and expensive," says McKay. "But now with the network helping out, it's like buying an ENG van for the affiliate."

Frontline uses 1.2- and 1.5-meter antennas for its digital vans but won't specify anything smaller than 1.5 meter if a customer wants to do both digital and analog uplinking. Still, the 1.5-meter dish is considerably smaller than the 2.4-meter dishes that are standard in the analog SNG world.

Frontline encourages customers to buy the biggest antenna they can. "It's passive gain—it's always working for you, and it can let you use a smaller amplifier," McKay says. "If a guy's on the fence, we always tell him to get a bigger dish."

The company also advises customers to buy the largest truck they can. While a digital SNG van with a single uplink path costs \$280,000, a similarly equipped modular truck costs only \$35,000 more, McKay says. "With the truck you get increased payload, and it's remountable in the future," he says. "If you put 100,000 miles on a van, you've got to throw it

away and start over again. But with a modular truck, you can take the box and mount it on a new chassis."

Richard Wolf, Wolf Coach vice president of sales and marketing, is selling digital SNG vehicles in South America and China. U.S. stations are migrating in that direction, he says, but it's not a mad rush yet. "I think in the next 12 months the watershed will take place," says Wolf.

Auburn, Mass.-based Wolf Coach has integrated a 4:2:2 component digital truck for Tribune-owned WPIX-TV New York and is building a sister unit for WGN-TV Chicago. While the WPIX truck has a host of Sony Betacam SX MPEG-2 4:2:2 equipment, it is using a 4:2:0 transmission system from Tiernan Communications while Sony works the bugs out of its digital SNG gear.

"We haven't seen anything that is true 4:2:2 yet, though we've worked out with Tektronix what the proper test procedure is when we get the Sony equipment back," Wolf says.

Deciding whether to transmit 4:2:2 or 4:2:0 is a fundamental choice that broadcasters need to make, Wolf says, particularly if they want to

## Emmy-winning ENG at WSNS

To handle news coverage and live-event programming, WSNS-TV, the Telemundo station in Chicago, relies on a unique ENG/EPF van—a design so outstanding that it earned a Technical Emmy for personal excellence in design from the Midwest chapter of the Academy of Television Arts & Sciences.

The vehicle, which has a full complement of digital equipment, including an Avid NewsCutter nonlinear editing system, was designed by WSNS chief engineer Henry Ruh and built by Frontline Communications. Configured as what Ruh calls a "complete TV station on wheels," the van has a Sony DFS-500 switcher with DVE, four Ikegami HL-43A cameras, a 16 by 8 Mackie audio console and a host of microwave, IFB and telephone communications. According to Ruh, the communications bay looks more like one found on a 45-foot production truck than an ENG truck.

"We could actually run the station from the truck," he says. "If we had a long power outage, we're prepared to plug into the station and download spots



The centerpiece of WSNS's ENG/EPF van is an Avid NewsCutter nonlinear editor.



from Telemundo."

The NewsCutter nonlinear editor was purchased for the truck as part of a stationwide change to tapeless operation; WSNS also uses Avid servers to play back spots and news segments, and has three NewsCutters and a Media Composer onsite. Ruh says the station's ENG camera operators sometimes record directly into the hard-drive storage of the van's NewsCutter, which has two hours of storage.

The nonlinear-equipped van cost \$300,000, less than it would have cost if WSNS went the conventional editing route with VTRs, edit controllers and a character generator. "The whole thing can be run by one person, and for major events with only two people," says Ruh.

"Usually you need five or six people for a big event."

—Glen Dickson



# MOBILE NEWS GATHERING SYSTEMS



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*Mark Olingy, Director of Engineering/Operations WJLA-TV, Washington D.C.*



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## Special Report: ENG/SNG Trucks

upconvert news feeds for DTV transmission in the future. The 4:2:2 pictures, which have more chrominance information and run at a higher data rate, should upconvert with better quality than 4:2:0 feeds, although their higher data rate requires more satellite bandwidth.

"It's a question of going the rest of the way into digital to serial digital internal distribution within the truck to retain 4:2:2 capability," says Wolf. Wolf Coach has been doing cabling at

in the next year, we may be looking at more of a 50-50 mixture."

Crockett says one reason for the increasing use of SNG is that newsgatherers are shooting in digital and looking to maintain digital quality back to the station; there is no commercially available digital microwave product on the market. But the main driver for digital SNG, of course, is the savings in satellite bandwidth that MPEG-2 compression achieves, which is the reason for its popularity

their decoder and receiver. That's limited the growth in the digital satellite market in the U.S. There are too many questions about whom I can transmit a signal to and who can decompress it, and it's expensive."

Crockett says that Shook is getting a lot of requests for dual-capability vehicles with an analog microwave mast and digital satellite uplink. He says there's also interest in dual-band DSNG vehicles that can uplink C- and Ku-band signals from the same



Frontline still advocates big SNG trucks for customers who need them, such as this analog 'Super Truck' Ku-band unit it built for ABC affiliate KTBS-TV Shreveport, Ala.



Wolf Coach built this digital Ku-band van for CBS O&O KCNC-TV Denver. The van has a lightweight 1.5-meter carbon fiber antenna and Tiernan MPEG-2 compression gear.

the 601 standard for a year and a half, he says, and can accommodate the SDI standard with digital interface equipment.

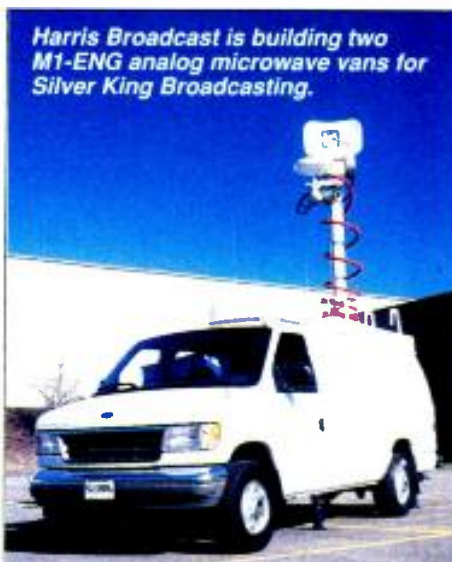
In the 4:2:0 world, Wolf Coach has completed a digital Ku-band uplink van for KCNC-TV, the CBS O&O in Denver. The van, which has a lightweight 1.5-meter carbon fiber antenna, represents the "next generation" of Wolf Coach's small SNG vehicles, says Wolf.

Shook Electronics introduced its first digital uplink van, the AS-11, at NAB. Its first customer was Mexican broadcaster Televisa, which bought four of the digital vehicles. San Antonio, Tex.-based Shook, which is making a concerted effort in the SNG/ENG market after establishing itself as a leader in building large production trucks, has developed a separate division to build news vehicles.

According to Shook President Ron Crockett, about two-thirds of its news truck business is in microwave vans, with the rest in SNG and DSNG trucks. "But I'm seeing that mix begin to shift," Crockett says. "With-

in Europe.

"You have to look at the European market, where they have the DVB-compliant spec," Crockett says. "The manufacturers on this side of the pond need to do the same things. If we have a universal standard, we can use anybody's compression. Up to this point, it's pretty hardware-specific. If you use one company's encoder, you need



Harris Broadcast is building two M1-ENG analog microwave vans for Silver King Broadcasting.

antenna using a single broadband amplifier. But a dual-band vehicle can be costly—a single-band DSNG van starts around \$270,000, while a dual-band model runs \$450,000-\$550,000.

Harris Broadcast's systems operation, located outside Cincinnati, also is doing digital SNG business in Mexico: It is integrating two trucks and a sport utility vehicle with its DSE-1400 digital exciter for TV Azteca. But Harris product engineer Mark Voorhees says that domestic digital sales have been somewhat disappointing, which he attributes to problems with audio latency in the digital satellite transmissions.

However, ENG sales are going strong: Harris has signed multi-vehicle deals with Silver King, Sinclair Broadcasting and Allbritton Communications. Harris is also designing a combination microwave/satellite truck that it plans to introduce at NAB '98. The company hasn't built any "combo" trucks yet because it feels ENG trucks are "borderline overweight" right now, says Voorhees.

"We'll be designing a lighter weight





## DIGITAL-S Acquisition

To get the most out of today's digital editing systems, you need to begin with the best raw footage possible. And that means shooting in 4:2:2. With DIGITAL-S, you get 4:2:2 color sampling with perceptually lossless compression. This produces an image that remains free of annoying artifacts that could build up through various steps in post-production and digital distribution.

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## Special Report: ENG/SNG Trucks

ENG van to solve that problem," he says. "We need lighter racks, and basically we have to look at every component and build it just as good but lighter."

Like other truck manufacturers, Harris hasn't seen any interest in digital ENG gear from broadcasters, despite the FCC's plan to start taking away valuable microwave spectrum in 2000. "It's not in the forefront of their minds right now, and there isn't a product to address it," says Voorhees. "ENG's quite cutthroat—you can lose an order by being \$5,000 more, and that's on a \$140,000 van. Once you tack on an MPEG encoder and a digital microwave, the truck just got real expensive."

Since Harris will probably manufacture digital microwave gear for studio-transmitter links in the future,



**ENG Mobile Systems' OmniLink 2000 van has both ENG and SNG capabilities, including a 30-foot microwave mast and 1.8 meter satellite antenna.**

Sat, which it outfitted with Panasonic DVCPRO cameras and laptop editors. TEC has just configured a similar unit for WFOR-TV Miami, another CBS O&O, with a slide-out surface in the van for the DVCPRO laptop. Vines says that CBS has the "market cornered on charting the course for [DSNG] technology" and is driving affiliates to uplink locally with Tiernan compression gear. He adds that NBC is pushing to do the same with Wegener compression equipment.

Vines says the 125-watt amplifier used for the digital uplink has shrunk, and the 1.2- or 1.5-meter Vertex carbon fiber dishes that customers specify are lightweight. "The uplink system doesn't take up a world of rack space either, so you can add an additional rack in the truck for editing," he says.

TEC also is looking to build its Micro-Sat con-

**Television Engineering Corporation built the 'Micro-Sat' combination ENG/SNG van for CBS O&O WJZ-TV Baltimore.**

cept on a 12- or 14-foot modular chassis. The company had built a number of so-called box trucks back in the '80s for electronic field production but is just getting into the large-truck SNG market.

Another longtime ENG supplier looking to break into the SNG market is ENG Mobile Systems of Concord, Calif. ENG Mobile, which builds scientific trucks and cellular-testing vehicles in addition to news vans, launched its OmniLink 2000 combination microwave/satellite van in fall 1996 to target small to medium-market stations that "can't afford to have a satellite truck sit in the parking lot," says Ted Kendrick, ENG Mobile vice president.

So far, the vehicle has had only one customer. Central Coast Uplink, a private uplink company in California. The OmniLink 2000 generated an enormous amount of interest, Kendrick says, but with a list price of just under \$300,000 didn't quite fit into potential customers' budgets.

Kendrick says standard ENG vans—particularly those configured for field editing—are still ENG Mobile's biggest sellers. "The bigger markets are putting in edit machines," he says. "A couple have gone for DVCPRO gear, which requires very little space compared to the old Sony decks. If that becomes a heavy trend, it could affect the design of the trucks."

In some of the DVCPRO-equipped trucks ENG Mobile has done, the company replaced two rows of rack space with counter space for DVCPRO laptop editors. "At some point we're not going to need all that rack space," Kendrick says.

**Shook Communications is building AS-11 digital SNG vans for Televisa in Mexico.**



Voorhees expects to see some of that manufacturing efficiency make its way into the ENG market. In the meantime, broadcasters that are new to ENG, like Silver King, are buying vans capable of ENG transmission at both 2 and 7 gigahertz, which gives them transmission flexibility.

Television Engineering Corp. (TEC) of Sullivan, Mo., is finding customers for its TEC-19 Micro-Sat news van, which combines an analog microwave system with a digital-and-analog-capable satellite uplink. The Micro-Sat, which is built on the industry-standard Ford E350 chassis, costs \$289,000-\$350,000. While TEC is considered mainly an ENG supplier, 40% of the company's business will come from SNG next year, says Jack Vines Jr., TEC sales manager.

WJZ-TV, the CBS O&O in Baltimore, was the first customer for the Micro-





# Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

## Image boost, choices key to 'cablenet'

Consumer researcher says industry needs to pitch cable modems to new Internet surfers

By Donna Petrozello

The race to offer consumers reliable, high-speed Internet access is wide open, but cable operators need to improve their image and sell consumers on expanded entertainment choices on the Web to seize the market.

Although the superior speed with which cable modems provide online services gives operators a distinct advantage, cable suffers from consumers' largely dismal opinion of cable companies. So says consumer researcher Nicholas Donatiello, president of consumer research firm Odyssey.

In his keynote address to the CTAM summit at the Anaheim, Calif., Marriott last Tuesday, Donatiello, whose company specializes in new media said that 22% of consumers surveyed this past summer described service from their local cable company as "not good," compared with only 8% two years ago. Meanwhile, just 29% of consumers rated their cable company as "very good," compared with 48% of consumers two years ago. "Most" consumers say they would switch cable companies if given the chance, according to Odyssey surveys.

"Consumers' image of their local cable company is disastrous," said Donatiello. "Operators cannot live with this in such a competitive world."

Consumers felt almost as



negative about online services such as America Online, which earned positive marks from only 18% of its subscribers in July 1997, compared with 30% three years ago, Donatiello said. As a result, consumers' use of independent Internet service providers (ISPs) is "growing like crazy," he said.

But consumers are not so enamored of their ISP either. According to Donatiello, only 20% of consumers say they are satisfied with their service, and 62% have reported switching ISP carriers within a single year. Meanwhile, consumers' use of online services more than tripled between January 1995 and July 1997, Donatiello said. Some 39% of U.S. households own home PCs and 19% of them are connected online, according to the researcher. Some 50% of consumers are interested in "the concept of cable modems."

"This is an indication of how

important the Internet will be," he said. "Even households without a PC envision getting online soon. The opportunity for high-speed Internet access is tremendous because people are still looking for the best [service]."

Consumers also increasingly will look for Internet services that can provide TV-quality video to accompany entertainment sites on the World Wide Web.

"Speed is not enough," Donatiello said. "Operators have to convince people their modems can be more about a TV-like experience. Consumers want information, a high degree of choice and moving video."

Donatiello encouraged cable operators to focus their modem sales pitch to consumers he described as "new enthusiasts" and "surfers." These consumers—who have above-average incomes and a keen interest in new technology and new media and who are relatively heavy Internet users—

"make great candidates to subscribe to high-speed Internet access providers," he said. He also urged operators not to target consumers he described as "hopefuls" or "old liners," who are heavy TV watchers but are unlikely to invest much in new technology.

Donatiello said cable operators can improve their image by "promising only what you can deliver" in high-speed modems "and then delivering it." He advised operators to team with Internet content providers and to create package deals combining premium cable channels with Internet access. He also urged operators to work with computer manufacturers to produce PCs with pre-installed modems.

"Consumers will pay a premium for high-speed Internet access, but operators have to package that with other things, and they need to provide entertainment content," says Donatiello. "No one is better positioned than cable to do this." TM

### Oracle unit links with S-A

Oracle Corp.'s Network Computing Inc. cut a deal to include its DTV Navigator software in Scientific-Atlanta Inc.'s Explorer 2000 digital set-top boxes. The DTV Navigator is a "middleware" product that enables the box to run Internet surfing, chat, e-mail, program guide and other applications through subscribers' TV sets. Requiring a relatively lean 1 Mb of memory, the system is similar to systems that NCI has built into a low-speed WebTV-like device being manufactured by Thomson Consumer Electronics under the RCA brand. David Limp, NCI VP of consumer marketing, says that the software relies on Internet standards HTML and Javascript and will readily comply with CableLabs' planned Openable standards under development.

Online Programming

# MSN opens NetWits to 'Net audience

Microsoft makes first big move to revive the service

By Richard Tedesco

Looking to gain ground against America Online, Microsoft Network opened up its most popular game, NetWits, to Internet users last week, as it continues its move to become a Web-based service.

Along with NetWits, MSN unbundled several other brain-teaser games and added Mind Aerobics, a game requiring applied logic, image-making and word-creation skills, designed by Alexey Pajitnov. The idea is to cultivate a family-oriented atmosphere to broaden the service's appeal, according to Ed Gracyk, Microsoft's lead product manager for MSN.

MSN will make broader use of Vic Marvelous, the animated host of R/GA Digital Studio's NetWits online game show, which supposedly draws as many as 5,000 players a night. It will probably take all that and more to give MSN a shot at being more than an also-ran to America Online, which currently holds a 10 million-subscriber edge.

"They wanted to charge for stuff and found out no one wants to pay. So now they're lobbing stuff over the fence," says Kate Delhagen, senior analyst for Cambridge, Mass.-based Forrester Research. "Let the games begin."

A multiplayer version of Microsoft's

popular fight simulator and other mainstream games had been available in MSN's Internet Gaming Zone. Now MSN hopes the additional gaming content will bring it more Web traffic and help it to grow into an AOL-like service with advertising.

New multimedia content, including a cooking show called *Maunty's Kitchen*, also has debuted, and there soon will be programming from the Jim Henson Co. But it remains to be seen whether MSN will be able to cash in on that content when it moves to a premium model that charges \$25 monthly. "They're finding there are not a lot of people willing to pay for content, whatever the sources," Delhagen says.

MSN declines to say what percentage of its audience is there for the games. But response to flashier content, including a live weekly comedy show has been minimal: 80% of MSN's users are there for Internet access only.

MSN hasn't ruled out a working relationship of some sort with AOL; that may be its ultimate solution if NetWits and the Muppets can't seduce 'Net surfers in bigger numbers. TM

# WebTV at home with @Home

By Richard Tedesco

@Home's cable partners see WebTV in their Internet service futures.

That was the sense conveyed by executives of Cox Communications and Comcast at the PaineWebber media conference last week in New York.

While @Home is the leading high-speed cable Internet access service of its kind, with more than 30,000 subs, its cable partners believe that breakthrough penetration rates will occur only with an Internet TV service like WebTV.

Charles McElroy, Cox vice president of residential broadband services, says providing cable subscribers access to a WebTV-like service is the only option operators have to boost the 'Net-access business beyond 20% penetration. Penetration levels for @Home aver-

age 2.6% in the markets where Cox has introduced it thus far, for a total of 12,500 subs. McElroy says Cox will concentrate on developing local content to increase penetration.

But a version of WebTV that subscribers could readily access through their set-tops is the key to growing the business, according to McElroy, who says the cable companies are talking to WebTV and WorldGate Communications.

WebTV would be the likely choice for that option, according to Julian Brodsky, Comcast vice chairman, whose company has a close relationship with WebTV parent Microsoft Corp. The Redmond, Wash., giant made a billion-dollar investment in Comcast earlier this year. "They're out there, and they don't have much competition. They would seem to be the leader in the clubhouse,"

Brodsky says of WebTV.

Brodsky downplays the Comcast connection to Microsoft in @Home Network's decision to make the Internet Explorer 4.0 browser available to @Home subs. Netscape Navigator is the current default browser for @Home users. @Home also will incorporate Windows NT into its @Work office product. "We never felt @Home had to be Netscape-centric," says Brodsky. "It's good business."

Currently, Comcast's piece of the @Home business is good: 8,000 customers with 200-300 coming online weekly in the six markets where the service is marketed.

Comcast's deal with Microsoft gives Comcast "favored-nation" status for any Internet services that Microsoft markets to cable companies. And it would give Microsoft the option to end

Comcast's exclusive pact as an @Home partner in 1999.

However that works out, Microsoft figures to have a strong influence over @Home's future. Before the IE 4.0 deal, it was providing content through its MSN service for @Home. "You can't ignore Microsoft," says Cox's McElroy. "Microsoft didn't anticipate the success of @Home, and Microsoft wants [a place at] the table."

That table could show profit by 1999, according to Kenneth Goldman, @Home senior vice president and CFO, who also raised the prospect of a content alliance with America Online as another way to advance the service. Goldman says affiliations with Time Warner and MediaOne would be nice, but not a priority, in the wake of the affiliation deal with Cablevision Systems Corp. TM



# High speed is high priority

If cable takes advantage of its opportunities, it could be a major online player soon

By Price Colman

**T**he key advice for cable operators considering high-speed data: Don't hold back.

"People have consistently underestimated two things," said @Home Network's Dean Gilbert, at a CTAM panel session last week. "The complexity of the business from an executional perspective and ... the opportunities."

Gilbert, senior vice president and general manager of @Home's consumer division, said the company believes that the cable industry "should own half of the online universe over the next five years."

But Gilbert and fellow panelists Greg Bicket, COO of Online System Services, and Rusty Pickard, COO of Time Warner's RoadRunner Group, warned that getting there presents substantial challenges.

One of the biggest dangers, said Bicket, is sticking to the old way of doing things—namely putting cable modems on the operator's balance sheet.

"I think it's high time we abandoned the paradigm of thinking [cable operators] have to put the box in the consumer's home," Bicket said. "It's silly to put ourselves in the position of thinking that the computer user is going to turn to the cable operator to one-source his piece of equipment. We're not going to put that cable modem in a consumer or business location without charging for it. The customer



Dean Gilbert



Rusty Pickard



Greg Bicket



Ron Cooper

sensitivity to how much we charge is probably at a peak. Forcing a piece of hardware on them is probably ill advised."

The tone of the panel, "Your Cable System: Internet Ready?" moderated by MediaOne Executive Vice President Ron Cooper, was enthusiasm tempered with wariness. Pickard and Gilbert both stressed the potential of high-speed data via cable.

"We see this as a home run, both for our company and the industry," Pickard said. "We want to encourage people to swing for the wall."

Likewise, Gilbert said, "We're bullish on the opportunity to provide high-speed data connectivity to 100 percent of homes, through the PC platform and through the TV."

All the panelists acknowledged that incomplete com-

mitment to high-speed data was a recipe for failure. "At the operator level, the issues turn on getting people to understand that this is not a project you're going to get a group to do," Bicket said. "This is a global commitment when properly executed. It's important to understand that [cable's] credibility is not very strong. Fumbling is not a good business to get into."

Among the conventional and unconventional lessons offered by the folks in the trenches: the reliability of service quickly surpasses its speed in customers' eyes, said Gilbert.

With competition increasing, speed to market may be the most crucial factor, even for one-way cable systems, Bicket said; as many as 34% of current cable modem customers think that high-speed data service has improved the image of the cable industry, said Pickard.

While it's predictable that people in the high-speed data over cable business would be optimistic about its prospects, the industry's failure to accurately gauge public acceptance could be the biggest stumbling block. "One thing that has happened with our partners early is underestimating the marketplace response," said Bicket. "This is cable's step into telecommunications, a step that cable operators hope will become a portfolio of businesses, with telephony down the road." **TM**

## Virtual Cable 'Webwork' unveiled

American Interactive Media (AIME) took the wraps off a digital Web network, Virtual Cable, that will give Web surfers access to real-time samples of a variety of cable networks. It will also give cable networks a new promotional platform for their program lineups.

Virtual Cable ([www.virtual-cable.com](http://www.virtual-cable.com)) will feature full-motion real-time video streaming of a network's programming, as well as portions of its Website, program schedules and marketing information.

Virtual Cable will take a network's satellite feed, redigitize the signal and put it on the site, where it can be accessed using free plug-in software.

Virtual Cable is to be the first of several Web projects to be developed by AIME's WebFeat programming arm.

## The Un-modem

Phillips Broadband Networks is unveiling what it bills as a high-speed Internet/multimedia connection without the modem. The company says its Crystal data link can give cable subscribers the equivalent of a couple of ISDN lines without the need for switching and subscriber equipment. It does this by "grooving out" data connections before they reach the Public Switched Telephone Network. When combined with the company's Crystal Line broadband telephony system, says the company, the "un-modem" allows operators to "cost-effectively deliver video, voice and data services with just one plant and one access system."

## Attention Web shoppers

A&E is revamping its online store ([at www.AandE.com](http://www.AandE.com)), expanding its product line and offering more user-friendly navigation. Sales of merchandise via online ordering now account for 5% of all A&E home video catalog sales, according to the company.

# Need for more (than) speed

Marketers say content needs to be part of sales pitch

By Lynette Rice

The catchy phrase sounded good in "Top Gun," but the "need for speed" may not be enough to sell potential subscribers on the benefits of cable online services, marketing experts say.

Don't fool yourself into thinking you can expand your early adopter group by touting how much quicker it will be to download a file via high-speed online services, warned Ann Ivancie of TCI.Net at a Western Show marketing panel on selling Internet access. Touting other benefits, like local content, may persuade subscribers to forgo the analog ISPs for high-speed access, said Ivancie—joined on the panel by Robert G. Benya of Road Runner, Don Appruzzese of MediaOne Express and Christine Ekman of Bay Networks.

No matter what the message, MSOs have a long row to hoe in selling subscribers on the service. "Patience breeds awareness," assured Appruzzese. "You'll have natural penetration in awareness. It takes an investment; we don't know the period of time it will take for the interest level to grow."

Yet online services like Road Runner hope to capitalize on the frustration that comes with analog ISPs by playing up the high-speed feature. Road Runner has a television promotional spot that humorously depicts tired computer users—one of whom becomes buried under a mound of peanut shells as he waits for a file to download. The spot features a woman shouting, "The Internet is slow as hell, and I'm not going to take it anymore!" and promises users they can download

"Moby Dick" in two seconds.

Road Runner also will borrow a marketing ploy from MTV (remember "I want my MTV"?) by asking subscribers to say "they're not going to take it anymore" when ordering the high-speed service. With such advertising and promotion, Benya, Road Runner's senior vice president of marketing, hopes the company can persuade those subscribers who are on the fence to pay \$40 a month for the service.

Ivancie said MSOs can rely on bill inserts and direct mailers to boost subscriptions to their high-speed online services, but the best links to potential customers can be found in cable installers. These folks are out in the trenches, Ivancie said. They can find potential customers simply by looking for those with personal computers. TM

## Video Streaming

# Charting the video streaming flow

Panel offers outlook on the upcoming merger of TVs and PCs

By Lynette Rice

Picture this: A basic cable consumer sees an advertisement on television that has click capabilities. He accesses the ad to find out more about the product.

In the ongoing courtship of TVs and PCs, who will ultimately reap the rewards of such a savvy consumer—the MSO or the advertiser?

The potential values (and probable pitfalls) of the Internet's inevitable role in television was highlighted last week in a Western Show discussion that had as much to do with available technology as it did with the potential benefits to MSOs and cable programmers.

Just how far are we from enjoying impressive TV video clips on our home computers? While the delivery of audio and video content over the Internet is a given, said Martin Dunsmuir of Real Networks, bandwidth on most dial-up networks used today—often limited to 40 kbps—can impede the quality. Cable modems and the introduction of digital capabilities will boost the result, Dunsmuir said, in a panel dis-



L-r: Durkin, Kalin, Richmond, Krisbergh and Dunsmuir probe the potential and problems of the Internet's relationship with television.

cussion moderated by Will Richmond, MediaOne VP of business development. Other participants included Jim Durkin, a product unit manager with Microsoft, Hal Krisbergh, CEO of WorldGate Communications, and Steve Kalin, VP of marketing and business

development for ESPN Internet ventures.

What type of video streaming will materialize remains uncertain. Should ESPN, say, want to offer a slo-mo clip of a game that just aired on the network, Kalin said, the network would first have to deal with potential violations of broadcast rights. Durkin predicted that online video—at least in the short term—may be limited to content not available on TV.

Whatever ESPN's use of the Internet—be it data being offered during a broadcast or follow-up content for the viewer who wants to read more about a topic—there will never be a concern about diverting eyeballs from the television to the computer, Kalin said. "We see it as complementary to what's on TV. It's a way to extend our assets." TM



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### HELP WANTED MANAGEMENT

**General/Sales Manager.** North Florida religious station needs hands on manager with strong sales background. Fax resume and requirements to 561-616-4019. All replies confidential.

**Manager.** Public FM and radio reading service stations--Responsible for direction of programming, administration, operations, and development of activities. Must be familiar with Classical format. Experienced and knowledgeable in managing a similar entity a plus. Bachelors degree in broadcasting or related field with at least 5-8 years experience at senior level management. Excellent organizational and communication skills required. Send resume to HR Manager, WJCT, 100 Festival Park Avenue, Jacksonville, FL 32202. EEO-M/F/D.

### HELP WANTED SALES

**Attention Radio, Cable, or TV GSM's.** What's next in your career? Immediate GSM opening near Orlando, FL. Also 2 openings for Account Executives with media sales background. Visit [www.callthefirm.com](http://www.callthefirm.com), then fax your resume to The Firm Multimedia 352-861-1339.

**Immediate Opening for Sales Manager,** Fayetteville, NC. Tell me why you deserve the job. Resume & references. Howard Johnson, WRQC Radio, 225 Green St., Ste 906, Fayetteville, NC 28301. EOE.

### HELP WANTED NEWS

**News Director, Radio.** Who owns your stations today? If this question is hard to answer, this opportunity may be for you. Our three station combo needs an experienced news director with strong leadership and news judgement, excellent writing and reporting skills, and strong anchoring ability. It's a fast track in a growing market, and neither our stations nor our news commitment are for sale. Resume, tape and writing samples to Box 01292 EOE.

**Radio News Anchor.** Its tough finding a good paying job in Radio at a place that cares about quality not ratings... but this is a job that offers both and more... In Taiwan, International Community Radio Taipei is where its at... we need anchors for our round the clock news operation... you must have a college degree and you must have at least 3 years experience as a radio news anchor. We are the breeding ground for foreign correspondents covering China and we want you, if you're good. Don't waste time, fax your resume to 886-2-876-5622 or e-mail me at [kk@icrt.com.tw](mailto:kk@icrt.com.tw). If I like what I see I'll call you and ask for a tape. If you're curious about who we are, check us out at [www.icrt.com.tw](http://www.icrt.com.tw).

### HELP WANTED PRODUCTION

**Major Christian organization seeks producer-writer** for syndicated financial radio programs. Proven track record of creative, user friendly reporting on consumer and economic issues. Tape/resume to Steve Moore, Christian Financial Concepts, 601 Broad Street SE, Gainesville, GA 30501. No calls please. EOE.

## HELP WANTED TECHNICAL

# DIGITAL SOUND BROADCASTING

Founded in 1990, WorldSpace, a Washington, DC based, international digital sound broadcasting company, has opportunities in its Engineering and Operations organization! WorldSpace will deliver crystal clear audio reception, unprecedented programming (100 + program stations) and personal mobility (new, portable receivers) to the emerging markets of the world (the Middle East, Africa, the Mediterranean Basin, Asia, Caribbean and Latin America).

### Senior Broadcast Engineer

Provide high level broadcast engineering expertise associated with the procurement and installation of audio processing and satellite uplink facilities. Participate in state-of-the-art work involving digital audio processing, MPEG encoding and data transmission. Consult on broadcast systems, analog and digital audio systems and data transmission standards. Requires a BSEE and 5 + years of "real-world" experience in the design and operation of audio and broadcast systems. Advanced degree and knowledge of commercially available broadcast products is desired.

### Customer Care/ Billing Systems Manager

Spearhead efforts for the establishment of our core business systems using state of the art technology! From ground zero, will be responsible for development and procurement of Ad Sales and Subscription Services Management Systems. Duties include gathering of system requirements; system design; development; implementation; and deployment. Additionally, you will lead a team of software developers in a distributed systems environment, generate RFPs, develop detailed project plans and prepare cost analysis. Requires a bachelors degree and 12+ years of systems development experience with 2 - 4 years of hands-on technical management in Radio/TV Broadcast Information Systems.

We offer competitive compensation and comprehensive benefits. For consideration please forward your resume, cover letter, and salary history to:



WORLDSPACE

Human Resources • Dept. BC 1215  
2400 N Street, NW • Washington, DC 20037  
Fax: (202) 969-6875  
E-mail: [jobsinfo@worldspace.com](mailto:jobsinfo@worldspace.com)  
EOE

For more information on WorldSpace, visit us at, [www.worldspace.com](http://www.worldspace.com)

FOR THE 21ST CENTURY

Your classified ad can be in **COLOR** just call:  
Antoinette Pellegrino (212) 337-7073  
or Sandra Frey (212) 337-6941

Chief Engineer for Trumper Comm. 6 station Albuquerque, N.M. cluster. Requires working knowledge of both AM & FM xmtrs; experience with installation and maintenance of analog and digital studios, computer networks and station automation. Excellent communication and interpersonal skills necessary. EOE. Fax resume and cover letter to (630)789-0102 or E-mail to ropb@mcs.com

**HELP WANTED ANNOUNCER**

Seeking on air news or DJ position. Can also sell. Ted 212-737-2997.

**SITUATIONS WANTED MANAGEMENT**

Seeking GM/GSM position in small to medium market. Buyout opportunity if interested. Ted 212-737-2997 or 212-421-7699.

General Manager/Sales Manager. Outstanding record of station development. Profit focused. Two turn-arounds completed fast. Programming/sales savvy. RAB certified. Seeking new opportunity. 1-888-445-2110.

Sixteen years of profitable, successful station management. Twenty-six years radio experience with very strong organizational skills. Eleven years present employment ending with sale of stations. "Hand-on" operator seeks long term general management opportunity with stable ownership. Patrick Chambers 417-667-3113 days. 417-667-8108 evenings.

**FAX CLASSIFIED ADS TO  
212-206-8327**

**TELEVISION**

**HELP WANTED MANAGEMENT**

**LEADER IN COMPUTER GRAPHICS FOR  
DIRECTOR-INTEGRATION SERVICES**

PICTURE AN EXCITING FUTURE WITH THE

TELEVISION AND GRAPHIC SYSTEMS PRODUCTS

We're seeking a senior executive to manage our integration services business segment. In this exciting position you will develop system integrator and sub-contractor relationships and supervise their activities. We'll also rely on you to manage integration products which will encompass qualifying new systems components, pricing systems, and developing standard configurations. You will also work with the Chyron direct sales force on presale customer support, project selection, network design, proposal development, pricing, and acceptance tests.

To qualify, you should possess a Bachelor's Degree in Computer Science, EE, or a related field (advanced degree preferred) and 3-5 years' managerial experience in a commercial systems integration company. We also require experience developing project management methods and procedures, sales tools, and acceptance tests; plus expertise in designing and building networks for UNIX and Windows platforms.

We offer an excellent compensation and benefits package. For confidential consideration, please send/fax/e-mail your resume, with salary requirement, to: HR Dept.-ISB, Chyron Corporation, 5 Hub Drive, Melville, NY 11747; FAX #: (516) 845-2090; e-mail: careers@chyron.com. We are an equal opportunity employer m/f/h/v. To learn more about CHYRON and our employment opportunities, visit our website: [www.chyron.com](http://www.chyron.com).



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

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

**HELP WANTED SALES**

**WGBH TV Sales Representative**

WGBH-Boston is seeking detail-oriented, self-motivated Sales Representative to sell, market and distribute WGBH television programs to foreign broadcasters. The Sales Representative will report to the Director of International Sales and will be responsible for sales of existing WGBH programs, management of sales materials, contract negotiation and program materials delivery, trade show representation, developing and maintaining relationships with WGBH production units, customers and broadcasters.

Must have excellent sales, communication, editorial and creative thinking skills, be able to work independently and be highly organized. Excellent organization and interpersonal skills required. Must be able to perform in a high paced sales environment. Proven sales track record required. Experience with contracts and international program sales preferred. Knowledge of French, German or Spanish is recommended. Familiarity with WGBH programs a plus. Foreign travel required. Bachelor's degree in related fields and a minimum of five years' work experience required.

Please send cover letter and resume to: WGBH, Human Resources Dept. 97-0082, 125 Western Avenue, Boston, MA 02134. EOE.

**FOX SPORTS NET. Manager/Network Research**

Fox Sports Net has an immediate position available in its advertising sales department for a Network Research Manager. This individual will be responsible for the training and daily supervision of a staff of analysts in the production, analysis and positioning of all rating information for FOX Sports Net national programming.

Duties will include written/graphic sales presentations, estimating and analyzing program performance, coordinating program lineups, providing publicity support and acting as a liaison with Nielsen. Candidates should have 6+ years experience in national television research (broadcast, cable or syndication) and possess a thorough knowledge of Nielsen systems and reports as well as other syndicated national research studies. Excellent communication, organizational and supervisory skills are a must. Outstanding computer skills are also essential, with a proficiency in Excel, Word and Power Point. Competitive salary and excellent benefits.

Send resumes and salary history to Fox Sports Net, Attn: Office Manager, 1211 Avenue of the Americas, 31st Floor, NYC, 10036, or Fox 212-822-7096.

Fox/Liberty Networks LLC, is an Equal Opportunity Employer M/F/D/V.

Account Executive: Gannett Broadcasting's WGRZ-TV is seeking an experienced Account Executive in its local sales department. Applicant must have experience in broadcast sales, preferably in television advertising sales. We are looking for an enthusiastic self-starter with a strong desire to be part of a winning team. Send resume to Don Angelo, Local Sales Manager, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202 (No Phone Calls). WGRZ-TV is an Equal Opportunity Employer.





# Paxson Communications Corporation

## PAX NET EMPLOYMENT OPPORTUNITIES

Paxson Communications Corporation, America's largest owned/operated group of television stations, has announced the launch of America's seventh broadcast television network, PAX NET. September 1998 PAX NET's launch will make broadcasting history. If you are an energetic, ambitious, assertive individual who is looking for a challenge and want to join a dynamic, aggressive, fast-moving team dedicated to winning, PAX NET has openings for the following positions.

- President, Network/National Sales - (NYC)
- Vice President Programming - (Palm Beach)
- Vice President Research - (Palm Beach)
- Regional National Sales Manager (NY, Chicago, LA, Dallas, Atlanta)
- Regional Vice-President(s) - Station, Sales and Operations (East, Central & West Coast)
- General Manager TV Station(s) - (Nationwide)

*Above positions minimum requirement 5-10 years of experience in television*

- National Account Executives (NY, Chicago, LA, Dallas, Atlanta)
- Local Television Account Executives - (Nationwide)
- Editors - (Palm Beach)
- Research Associates - (Palm Beach)
- Computer Graphics Associates - (Palm Beach)

*Above positions minimum requirement 3 years of experience in respective area of interest*

**ALL POSITIONS REQUIRE: Leadership, motivational and organizational abilities, excellent interpersonal, written/verbal and communication skills.**



Please send/fax resume to:

Paxson Communications Corporation  
601 Clearwater Park Road  
West Palm Beach, FL 33401  
Attn: Director of Human Resources  
Fax: 561-655-7343 (No phone calls please)  
E-mail: [employment@pax.net](mailto:employment@pax.net)

AN EQUAL OPPORTUNITY EMPLOYER



**Account Executive.** Are you looking to work in a fast paced, competitive environment? NBC 6, an A.H. Belo subsidiary located in Charlotte. (WCNC-TV) has an opening for an Account Executive. Charlotte is one of the fastest growing markets in the SE. We are looking for someone to maximize existing accounts and create new revenues for the station as a sales representative. Position requires a minimum of 3 years of experience in broadcasting sales. Must have a thorough understanding of Nielsen ratings. Must be proficient in mid to large agency negotiations, co-op / vendor, and have a strong, proven track record with new business. Strong negotiation skills and a creative edge for promotional ideas is essential. Candidates also need to be computer literate. Qualified applicants need to send your resume and salary history to (No Phone Calls, Please): NBC 6, Human Resources Department, Re: 97-14, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE / M / F / V / H

**General Sales Manager:** WKJG-TV, an NBC affiliate, is looking for a highly motivated and aggressive individual to lead and inspire our sales team. The successful candidate must have a demonstrated track record in sales management and possess excellent leadership skills. Creativity in thinking, strong communication and presentation skills needed. Prefer a college graduate with at least 5 years experience in television broadcast sales and 3 years in broadcast sales management. Proven track record in inventory management, sales promotion, sales development and marketing necessary. Candidate must also have extensive experience in national television sales. This is a challenging opportunity with a growth oriented station. Send resumes to General Manager, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808.

**Local Sales Account Executive.** WBDC-TV 50, Washington DC's WB affiliate, managed by Tribune Broadcasting, is looking for a Local Sales Account Executive. Candidates should have new business development experience and excellent client and agency relationships. Familiarity with local market a plus. Self-motivation, creativity and 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, NW, Suite 350, Washington, DC 20007. Fax 202-965-7304. Equal Opportunity Employer.

**Local Sales Manager.** WWAY-TV3, In Coastal Wilmington, NC is looking for a Local Sales Manager to lead our successful sales team. Strong team building and coaching skills through positive motivation essential. Candidate should be promotionally oriented, computer literate with knowledge of TVScan, Media Audit and STAR. If you're looking for a great opportunity in a great community send resume and cover letter immediately to General Sales Manager, WWAY-TV3, PO Box 2068, Wilmington, NC 28402. No phone calls please. EOE M/F/V/D.

**Vice President, Sales - WVIT,** NBC's newest owned and operated station, is looking for a dynamic and effective Vice President of Sales to manage the station's sales department. Strong people, pricing, inventory control, sales planning and revenue forecasting skills are a must. If you have a demonstrated record of success in leading your sales teams to over achievement, we're interested in hearing from you. Send resumes to: Thomas O'Brien, President/General Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE

**Television station seeking aggressive and experienced** account executive to develop new business and manage existing account list. Two to three years television sales experience required. Send resume to General Sales Manager, KMSP-TV, 11358 Viking Dr., Eden Prairie, MN 55344. KMSP-TV is an equal opportunity employer.

**Panama City, FL-WPGX FOX 28** seeks highly productive local A.E.s to join our team. TV sales experience required. TV Scan software. Make your calls on the beautiful Gulf Shore. Fax resume to GM @ 850-784-1773.

**HELP WANTED MARKETING**

# DIGITAL SOUND BROADCASTING

**FOR THE 21ST CENTURY**

Founded in 1990, WorldSpace, a Washington, DC based, international digital sound broadcasting company, has opportunities in its Marketing organization! WorldSpace will deliver crystal clear audio reception, unprecedented programming (100 + program stations) and personal mobility (new, portable receivers) to the emerging markets of the world (the Middle East, Africa, the Mediterranean Basin, Asia, Caribbean and Latin America).

## Brand Development Director

Responsibilities include supporting the international sales and marketing efforts by managing brand development strategy, business to business trade marketing and relationship marketing; designing the worldwide marketing plan and execution matrix for effective and measurable delivery in each of the WorldSpace territories; developing long term marketing strategy for each WorldSpace partnership to aggressively promote their involvement to compliment WorldSpace's global effort; organizing and overseeing the "in-country" subsidiary marketing teams, and managing all marketing expenditures. Requirements include 5+ years international brand management; experience with a media company; successful track record of crafting effective brand development plans through full execution; comprehensive knowledge of international marketing and delivery systems. Willingness to travel internationally a must.

We offer competitive compensation and comprehensive benefits. For consideration please forward your resume, cover letter, and salary history to:



**WORLDSPACE**

Human Resources • Dept. BD 1215  
2400 N Street, NW • Washington, DC 20037  
Fax: (202) 969-6875  
E-mail: [jobsinfo@worldspace.com](mailto:jobsinfo@worldspace.com)  
EOE

For more information on WorldSpace, visit us at, [www.worldspace.com](http://www.worldspace.com)

**To place your classified ad in *Broadcasting & Cable*,  
call Antoinette Pellegrino (212) 337-7073  
or Sandra Frey (212) 337-6941**



**HELP WANTED TECHNICAL**

## Director of Engineering



WETA TV26/IM90.9 seeks an innovative, new technology savvy manager to direct the operation and maintenance of WETA's technical broadcast and production equipment and facilities. As Director of Engineering, you will hire, train and supervise TV maintenance, transmitter, and broadcast operations personnel assuring coverage during periods of plant operation; manage plant improvements including preparation for acquisition, design, installation, and implementation. Serve as liaison and representative of WETA to local and national professional/trade organizations; and participate in formulation and implementation of technical and administrative policy for broadcast and transmission activity. Qualifications include a four year college degree and a minimum ten years progressively responsible experience in broadcast engineering (or equivalent), experience in supervising professional and support staff in a collective bargaining environment; project management; and budget administration. Must have knowledge of PBS Technical Operating Standards and FCC regulations. SBE certification and CADD experience highly desirable.

Send resume and salary requirements to: WETA, Human Resources/CT, PO Box 2626, Washington, DC 20013, FOI/D/MI/V. Check the WETA website: <http://www.weta.org> for more information.

## Field Maintenance Engineers

*Join the excitement of Panasonic DVCPRO!*

**Panasonic Broadcast and Television Systems Company (PBTS)** is a dynamic organization on the cutting edge of technology. The success of our digital ENG Video equipment has created a need for experienced broadcast engineers in the **CHICAGO AREA**. This position is a combination of field and bench repair in the Midwest Region Broadcast Engineering Center.

Candidates must possess a minimum of 5 years component level maintenance experience in broadcast or post production. Experience should be with current model cameras, studio VTRs, edit controllers, switchers and non-linear editors. Digital video experience and a working knowledge of Windows 95, MS Office and NT desired.

We offer a competitive salary and comprehensive benefits package. Please submit your resume with salary history/requirements to: **PBTS Human Resources, Dept. MEB-RM, 1A-4, 1707 N. Randall Road, Elgin, IL 60123. Fax: 847-468-4059. E-mail: [bjorkmanm@panasonic.com](mailto:bjorkmanm@panasonic.com)**

**Panasonic**

Broadcast & Television Systems Company

We are proud to be an Equal Opportunity Employer. Drug screen required.

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

**Chief Engineer.** WBXX-TV, the ACME WB affiliate in Knoxville, Tennessee has an immediate opening for a Chief Engineer. WBXX-TV is a new state of the art facility having signed on in October 1997. Ideal candidate would have experience with Harris Sigma UHF Transmitters and digital studio operations. Send resume and salary requirements to General Manager, WBXX-TV, 10427 Cogdill Road, Suite 100, Knoxville, TN 37932. EOE.

**ENG Control Coordinator.** WSOC-TV needs an experienced microwave coordinator who can handle a number of incoming livshots at one time. An understanding of field work and/or satellite truck operations is a plus. This person is responsible for coordinating all incoming live and satellite shots for our main newscasts. This is not for beginners. Send resume to: Bill Bruce, News Operations, Dept. 95, WSOC-TV, 1901 Tryon Street, Charlotte, NC 28206. EOE M/F

**TV Engineering Manager.** Commercial Direct to Home Digital Satellite Network - Taiwan. We are looking for a dynamic and experienced Engineering Manager to join our team in building and running a new Commercial Direct to Home Digital Satellite Network in Taiwan. This is a senior management position controlling our Engineering group with the responsibility for all the technical and operational aspects of the network. The successful applicant should have a proven record in Television Engineering Management at this level combined with considerable experience in: \*TV facility design, maintenance and operation. \*TV transmission by satellite. \*TV building construction. Previous work experience in the region would be an advantage. An initial 2-years contract with attractive salary package is being offered. Please forward your applications in writing together with detailed resume and salary expected to: Personnel Dept., 15411 Blackburn Avenue, Norwalk, CA 90650, USA. Fax: 562-802-0020.

**WHOI-TV, Peoria, the ABC affiliate in the Heart of Illinois** has an immediate opening for a full-time producer. This is a perfect opportunity for a creative individual who has great writing and communication skills. One year experience preferred. Send resume to: Pat Livingston, WHOI-TV, 500 North Stewart Street, Creve Coeur, IL 61610. WHOI-TV is an Equal Opportunity Employer.

**Managing Engineer (Job #400A):** ONN is looking for a Managing Engineer to create, manage and maintain all engineering, technical and physical building plant aspects. Bachelors degree preferably in an Engineering Science, electrical or electronic engineering. 5 years minimum experience in the broadcast industry as a maintenance engineer. Proficiency in preparation of capital and operating budgets. Desktop computer skills. In-depth knowledge of computer controlled broadcast automation systems. Excellent interpersonal skills. First Class or General Class Radiotelephone License, SBE Certification or equivalent. Adheres to highest standards of professionalism and integrity. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to: ONN, Human Resources Job #400A, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

**KCRG TV** seeks applicants for a Satellite Uplink Technician. Individual will be responsible for transportation, operation and maintenance of mobile satellite earth station. Knowledge of electronics including video, audio, RF transmit and receive systems as well as mechanical systems is required. Two year degree in *electronics or equivalent experience. Ability to communicate with others. Ability to work in news gathering environment* within the broadcast time constraints. Overnight travel, out of state, extended travel may be required. On call position requiring regular attendance. Must maintain valid class "D", Chauffeur drivers license. FCC General Class Radiotelephone Operator License desirable. Please send resumes to Mrs. Terry Zaruba, Personnel Coordinator, KCRG-TV, Box 816, Cedar Rapids, Iowa 52406. EOE.

**Nebraska Educational Telecommunications Chief Engineer.** Managers Network Engineering, Traffic Operations, broadcast and non-broadcast master control operations and Satellite Transmission Center staff. Responsible for operations of broadcast and non-broadcast technical systems and related planning and budgets. Bachelor's in related technical field, BSEE preferred. Five years television engineering experience three years of which must be in technical management in broadcast television industry. Equivalency considered. Experience with satellite transmission systems necessary. FCC General First Class Radio Telephone License preferred. Computer experience and knowledge of computer networks desired. Review of applications will begin January 15; position will remain open until filled. Must complete State application. Apply to: NE State Personnel, 301 Centennial Mall South, Lincoln, NE 68509 402-471-2075. AA/EOE.

**Operations Manager.** Supervise and schedule technical crews in support of news and studio operations; plan and execute studio and news organization; administer department budget and purchasing; coordinate daily satellite uplinks, ENG remotes, and microwave pickups; provide technical support for news operations. Successful candidate must have proven track record in high pressure, fast paced, union environment; prior supervisory and/or management experience necessary. Send resume to Jim Chase, Broadcast Operations and Engineering Director, KYW-TV3, 101 S. Independence Mall East, Philadelphia, PA 19106. EOE M/F ADA.

Disney TeleVentures, a new entertainment entity within The Walt Disney Company, has been created to support *americast*™, a joint venture with telephone company partners which will develop, market and deliver traditional and interactive television programming to consumers. Currently we have an outstanding opportunity for a:

**Software Engineer**

Supporting navigation, implementation and future development of our technology, you will play a key leadership role in the design, development and installation of systems and software. This will include researching technologies for new areas of production; maintaining documentation/databases; and encoding/diagnosing MPEG problems.

This position requires a BSEE degree and 3-5 years of experience in the design, installation and diagnosis of television systems and software development. Must have a solid grasp of television and videotape standards, interactive systems, editing processes/equipment, and MPEG encoding processes. Familiarity with Mac, UNIX and PC platforms/applications also essential.

For immediate consideration, forward your resume and salary requirements to: **The Walt Disney Studios, Staffing Services, Job Code: CIPBC12SE, 500 S. Buena Vista Street, Burbank, CA 91521-7376.** Fax (818) 556-3932 (mention Job Code on cover sheet). E-mail: [wds.resumes@studio.disney.com](mailto:wds.resumes@studio.disney.com) (mention Job Code in Subject Line).



**Disney TeleVentures**

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We are an Equal Opportunity Employer.

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NOW IN  
COLOR**

To place an ad in Broadcasting & Cable's Classified section, call  
Antoinette Pellegrino  
TEL: 212-337-7073  
FAX: 212-206-8327  
or  
Sandra Frey  
TEL: 212-337-6941  
FAX: 212-337-6957

[APELLEGRINO@B&C.CAHNERS.COM](mailto:APELLEGRINO@B&C.CAHNERS.COM)  
[S.FREY@B&C.CAHNERS.COM](mailto:S.FREY@B&C.CAHNERS.COM)



**HARRIS**



**TELEVISION FIELD ENGINEER**  
DTV Express: Destination Digital!

**Unique:**

The DTV Express is a traveling road show, sponsored by Harris Corporation and PBS that will demonstrate DTV (including HDTV) to broadcasters throughout the United States. If you have suitable experience and are interested in working with the latest equipment in a dynamic environment, we would like to hear from you.

**Position:**

Immediate opening for a highly motivated, experienced broadcast engineer with a solid background in analog and digital video, audio, computer, transmitter, and satellite equipment. Knowledge of the ATSC television standard is required. SBE TV Certification or FCC General Class license preferred. Must be able to present demonstrations and technical training material to broadcasters.

Duties will include hands-on digital television system implementation, testing and trouble shooting, management of on-site technical staff and maintenance programs, DTV demonstrations and presentations, and coordination of set-up and tear-down of road show.

**Travel:**

Based initially in Alexandria, VA, extensive travel will be required.

**Duration:**

This will be an 18-24 month project position.

**Response:**

If you are interested, please submit your resume and salary requirement to:

Internet: [modlum@pbs.org](mailto:modlum@pbs.org)

Fax: 703-739-8444

Mail: PBS, 1320 Braddock Place, Alexandria, VA 22314, Attention: M. Odlum

**YOUR AD  
COULD BE  
HERE!**

To place an ad in Broadcasting & Cable's Classified section, call  
Antoinette Pellegrino  
TEL: 212-337-7073  
FAX: 212-206-8327

or

Sandra Frey  
TEL: 212-337-6941  
FAX: 212-337-6957

[APELLEGRINO@B&C.CAHNERS.COM](mailto:APELLEGRINO@B&C.CAHNERS.COM)  
[S.FREY@B&C.CAHNERS.COM](mailto:S.FREY@B&C.CAHNERS.COM)

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



**TECHNICAL DIRECTOR DTV EXPRESS: DESTINATION DIGITAL!**

**UNIQUE:** The *DTV Express* is a traveling road show, sponsored by Harris Corporation and PBS, that will demonstrate DTV (including HDTV) to broadcasters throughout the United States. If you have suitable experience and are interested in working with the latest equipment in a dynamic environment, we would like to hear from you.

**POSITION:** Immediate opening for a highly motivated experienced broadcast engineer as Technical Director for new mobile broadcast truck and state-of-the-art digital television systems. Requires familiarity with video, audio, control, transmitter, and satellite equipment. Maintenance experience a plus. Understanding of current digital broadcast technology and knowledge of the ATSC television standard essential. Must be able to present demonstrations and technical training material to broadcasters. Management experience and SBE TV Certification or FCC General Class license preferred.

Duties will include hands-on digital television system implementation, testing, and trouble-shooting, management of on-site technical staff and maintenance programs, DTV demonstrations and presentations, coordination of set-up and tear-down of road show, and management of budget expenditures.

**TRAVEL:** Based initially in Alexandria, VA, extensive travel will be required.

**DURATION:** This will be a 15 - 18 month position.

**URGENCY:** Review of resumes will begin immediately.

**RESPONSE:** If you are interested, please submit your resume and salary requirements to:

Internet: [hdunton@harris.com](mailto:hdunton@harris.com)  
 Fax: 703-739-8080  
 Mail: DTV Express - Suite 310  
 Harris Corporation  
 1201 E. Abingdon Drive  
 Alexandria, VA 22314  
 Attn: HDunton



**Nebraska Educational Telecommunications Engineering/Technical Services Director.** Senior management position oversees all engineering functions for statewide public broadcasting/educational teleplex. Bachelor's in related technical field. BSEE Preferred. Ten years television broadcast experience required five years of which must be in technical management and supervision. Equivalency considered. Radio broadcast experience and familiarity with satellite transmission systems, network operations and digital transmission technologies desired. Review of applications will begin January 15; position will remain open until filled. Must complete State application. Apply to: NE State Personnel, 301 Centennial Mall South, Lincoln, NE 68509 402-471-2075. AAEOE.

**HELP WANTED NEWS**

**Bay News 9** is Tampa Bay's 24-hour news channel and we're looking for two people to join our successful news operation. If you're a team player and want to work in the most technologically advanced newsroom in the country, then please contact us.

**VIDEOJOURNALIST:** You must love reporting, shooting, and editing your own stories. Must have a proven track record as a storyteller and story-digger! No beginners please, we need someone who's been reporting on television for at least one year. Send non-returnable tape and resume.

**PROMOTIONS WRITER/EDITOR:** We need someone who can write and edit promos that get people's attention. We need someone who has non-linear editing experience. If you like being in the news business and crave the exciting life of a promotions person then send your non-returnable tape.

As part of Time Warner Communications, Bay News 9 offers a competitive salary and benefits package. Applicants must mail resumes and demo tapes to the following address to be considered for these openings. Walk-ins and telephone calls cannot be accommodated.



**Your news all the time**

Bay News 9

Attn: Human Resources Manager  
 7901 66th Street North  
 Pinellas Park, FL 33781

**TELEVISION PRODUCTION**

**MANAGING EDITOR**



the 24-hour news channel of the Garden State, needs a manager to plan

coverage and to coordinate fourteen news crews, two satellite vehicles and a busy assignment desk. The mission is to cover New Jersey with depth and perspective. Send resume and cover letter to: Allison Gibson, News 12 New Jersey, 450 Raritan Center Parkway, Edison, NJ 08837.

EQUAL OPPORTUNITY EMPLOYER



Interested in where the future of DIGITAL TELEVISION is going? Don't wait to find out... become part of the DIGITAL FUTURE! Zenith Electronics is in search of digital broadcast savvy engineers for our VSB Modulation Program. If you meet the following criteria through education and experience, we would like to hear from you.

**Engineering Group Leader**

Plan and implement product development support requirements for both internal and external groups on ATSC (American Television Standards Committee)-related products, provide pre-sales technical support to prospective customers, and provide detailed cost estimates for support required to implement new product ideas. BSEE/CE/EET or equivalent experience and 5+ years proven track record in managing development efforts related to high-tech advanced communication products required. An understanding of MPEG-2/ATSC technologies for broadcast environments, familiarity with microwave and RF, and experience in digital planning and deployment desirable.

**Field Service Support Engineer**

Provide field technical support to external and internal customers served by Zenith's ATSC Business Development Group, perform conformance testing on ATSC broadcast products, and design and improve field diagnostic procedures. Will travel 30-50% domestically to provide help desk and on-site assistance. BSEE/CS/EET or equivalent experience and 2+ years field service engineering experience from broadcast, consumer electronics, or microwave/RF/transmitter industries required. Familiarity with microwave and RF and experience in digital planning and deployment desirable.

Take advantage of our outstanding compensation package which includes a competitive salary, benefits package, and opportunity for career advancement. For consideration, please send/fax your resume with salary history and requirements to:

Zenith Electronics Corporation  
 Attn: HR-JVT  
 1000 Milwaukee Avenue, Room 110,  
 Glenview, IL 60025  
 Fax: (847) 391-7291

zenith



EOE M/F/D/V

Your classified ad can be in **COLOR** just call:  
 Antoinette Pellegrino (212) 337-7073  
 or Sandra Frey (212) 337-6941

**Need a Job? Looking to Hire? Expand your options. It's easy when you call [Mediacasting.com](http://Mediacasting.com)...920-926-9620. See/hear talent available to fill your open positions. Explore tons of opportunities for that new & exciting job you've been waiting for!**

**Photographer/Editor.** Join our expanding, award winning team. Shoot and edit quality news and info. programs for clients. Creativity, attention to detail and ability to meet deadlines required. BetaSP & nonlinear Media 100xr edit facility. Salary mid to high 20's with excellent benefits. Resume and non-returnable VHS reel by 12/26/97 to: Dave Currence, Gov't Television Network, 7245 Stillwater Blvd. N., Oakdale, MN 55128.

**Bureau Photographer/Editor.** WSOC-TV has an opening in its South Carolina Bureau. This is a one-man band situation. Will be responsible for making contacts and generating story ideas from our South Carolina Bureau. This job is for the person who likes to shoot, take part in the editorial process and work on their own. Send resume to: Bill Bruce, News Operations, Dept. 95, WSOC-TV, 1901 Tryon Street, Charlotte, NC 28206. EOE M/F

**News Photographer:** WTVD-TV, an ABC owned station is looking for an experienced News Photographer. The ability to do quality work and handle a high story count is necessary. Successful candidate must be able to cover a story without a reporter. Microwave live truck experience a plus. No clock watchers. Send resume and non-returnable tape to Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. No phone calls. EOE.

**Tape Editor.** FOX Television station in Kansas City has an opening for a videotape editor. Applicants must possess good organizational skills, good news judgement and an ability to work under pressure. Commercial news editing experience required. Send resume tape w/references to Mike Lewis, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

**Wanted: Assistant News Director:** Must have EP experience. Hard News. Aggressive, production-oriented. Manage day to day. Oversee 10 pm newscast in a major competitive market. Send resume, 1 page letter explaining news philosophy. **Producers:** Sharp, quick thinking, good writers. Take charge and want to win. Show Producer, special project producer needed. No whiners, just make it happen. Resumes, statement of news philosophy. **Anchor:** Hot, a leader. Report, anchor 10 pm newscast. Must have anchoring experience. Send resume. Aggressive market and you must want to win. EOE, women, minorities encouraged to apply. Send resumes for above positions to Box 01289.

**Sports Reporter/Photographer/Fill-in Anchor.** Idaho's Number One Sports Department is looking for an all-around candidate who can do it all - report, shoot and anchor. Join this three-person department in one of the fastest growing markets in the country. The market just added professional basketball and hockey franchises. The market already has a major state university and a championship minor league baseball team. Send resumes, tapes and references to KTVB Sports Director Mark Johnson, 5407 Fairview Avenue, Boise, Idaho 83706.

**Producer/Writer (2 positions):** Major market East Coast station seeks experienced news Producer/Writers. Ideal candidate is an excellent writer and self-starter who has produced daily newscasts and worked on special projects. Familiarity with NewStar computer system a plus. Please send resume to Liz Grey, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Reporter.** WXXA-TV a FOX affiliate in Albany, NY looking for aggressive reporter. The last guy went to Boston. Must have 2 years TV news experience. No phone calls. Resume, cover letter and tape (VHS) to Kathy Gazda, News Director, WXXA-TV FOX23, 28 Corporate Circle, Albany, NY 12203. EOE.

**Photographer/Editor.** NBC O&O seeking a creative and aggressive full-time News Photographer/Editor to be part of our award winning photography staff. Must have at least two years experience and be familiar with editing and live trucks. Send resume to WCMH, Phillip Schneid, Operations Manager, PO Box 4, Columbus, Ohio 43216. Drug screening. EOE.

**Sports Director.** If you want to lead the sports department at the #1 station in Topeka, in one of the best sports markets in the country, here's your chance! We're looking for a talented sports journalist with top-notch anchoring, reporting, and live skills. We also place a heavy emphasis on shooting. You'll cover everything: high school, small college, Big 12, NFL and Major League Baseball. Send resume and tape by December 19, 1997 to Sports Director, c/o Personnel Director, PO Box 119, Topeka, KS 66601. EOE.

**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. No phone calls please. Send resume to KJRH 2 NBC, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE.

**Photographer.** WDAF-TV in Kansas City seeks an accomplished and aggressive news photographer. Individual will shoot news, sports and features, both solo and as part of a reporter/photographer team. Applicants should have three years of commercial TV experience with Sony Beta camera and editing equipment. Journalism degree preferred. Send resume tape with examples of spot news, sports, creative lighting and editing to Mike Lewis, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

**News Videotape Editor(2):** WTVD-TV, an ABC owned station, is looking for an experienced full-time news videotape editor and a part-time weekend videotape editor. Successful candidates must be able to handle a high story count while maintaining an attention to detail. Beta format editing experience a plus. Send resume and tape (no music pieces) to: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. No phone calls. EOE.

**News Promotion Producer.** How would you like to work and live at the foot of the beautiful Sierra mountains, 45 minutes from Lake Tahoe? Reno's dominant news leader is looking for an energetic and creative individual with excellent production and writing skills. Candidate will produce and edit compelling topical and image promos for a very competitive market. AVID experience a plus. Excellent salary and benefits. Send resume and a great tape. Resume to Promotion Director, KOLO-TV, 4850 Ampere Drive, Reno, NV 89502. EOE.

**News Expansion:** New ownership is news oriented and is investing in the resources needed to win! We are looking for dynamic people with exceptional ideas, extraordinary journalistic skills and a ton of energy! Bilinguals encouraged to apply. Positions available include: *News Director, Anchors, Reporters, Photographers.* Send your resume, news philosophy and VHS tape to Olivia Ariviso, KSWT-TV, 1301 S. 3rd Avenue, Yuma, AZ 85364.

**Morning Television News Anchor** to co-host live 1-hour daily news/talk show with established female anchor on suburban Minneapolis cable news channel. Experience required. Send tape & resume to: Dan Schillinger - News Director, Cable 12 News, 6900 Winnetka Ave. N., Brooklyn Park, MN 55428.

**Meteorologist/Reporter:** Join state-of-the-art weather center as fourth member of weather team. Will work weekends utilizing all the weather data you can digest. Weekdays you will handle science, weather, and some feature reporting. Will consider recent graduates with meteorology or broadcast meteorology degree. AMS Seal preferred. Send non-returnable tape to: News Director, WTVC, P.O. Box 1150, Chattanooga, TN 37401. *Equal Opportunity Employer.*

**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 NBC, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE.

**Managing Editor.** WSOC-TV needs that newsroom driver that knows how to develop and follow a story. This person will be responsible for the Assignment Desk and Reporters, and our day-to-day coverage logistics. We are looking for that person with a desk and/or producing background that knows how to think like a Producer when it comes to executing coverage. Please send resume to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F

**Investigative Producer.** WSOC-TV is expanding and looking for an experienced digger who knows how to translate facts into good television. Computer Assisted Reporting experience a plus. No beginners please. Send tape and resume to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 Tryon Street, Charlotte, NC 28206. EOE M/F

**FOX News in the Fort Myers/Naples market** seeks a Troubleshooter, and a Videographer. Reporter must be FOXIFIED with two years experience and videographers must have one year shooting and editing experience. College degree preferred. Send resume and non-returnable tape to Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

**Co-Anchor:** Top-35 market has immediate opening for a co-anchor/reporter for its Monday-Friday early and late evening newscasts. We are searching for a polished, command anchor to join our primary team. Significant experience required and willingness to make long-term commitment important. Tapes/resumes to Human Resources, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV, a Pulitzer NBC affiliate, is an Equal Opportunity Employer.



**Assignment Editor, Atlanta, CBS affiliate** needs "take charge, take no prisoners" leader to run our daytime assignment desk. Must have superior news judgement and logistical smarts, as well as good people skills. Minimum 3 to 5 years experience on a medium or large market assignment desk. Knowledge of Atlanta market and Georgia news is very important. College degree preferred. *No calls.* Resumes to Paul Powers, Assignment Manager, WGNX-TV, 1810 Briarcliff Road, NE, Atlanta, GA 30329 or email: ppowers@wgnx.com A Tribune Company/Station. EOE.

**Anchor/Reporter.** WSOC-TV is looking for an anchor who still enjoys being on the street and working the lead story. Previous anchor experience required. No beginners please. We want a seasoned storyteller who wants to make a commitment to Charlotte, and the number one news operation in town. Send resume and tape to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 Tryon Street, Charlotte, NC 28206. EOE M/F

**Are you creative? Motivated? Hard working?** A good writer? Are you the producer who lives and breathes news? If so, and you think you're ready for a major market challenge, send your resume and non-returnable 3/4" cassette to: Dept. 114G, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108. EOE. No telephone calls please.

**ABC Affiliate seeks Two Talented Producers:** WJLA-TV, the ABC affiliate in Washington, DC, has immediate opening for two top-notch producers to join our team: *Producer - Weekend Show:* 5 years of progressively responsible experience in television newsroom, preferably in a Top 20 market required. *Producer - Special Projects:* 5 years of progressively responsible experience in television newsroom, preferably in a Top 20 market required. Demonstrated proficiency in non-linear editing a must. Resume and non-returnable reel to: Human Resources, WJLA-TV, 3007 Tilden Street, N.W., Washington, DC, 20008. EOE.

**Assignment Manager:** Looking for a brilliant journalist, an individual who possesses the skills of a dedicated and self-motivated professional. Organization and the ability to provide clarity and focus to our newsroom is required for this management position. This is ideal for an intelligent, dynamic and aggressive person who is willing to make a serious commitment to our organization. It also provides the opportunity for future advancement. WWTV offers a great working environment in one of the most beautiful markets in the country. Our operation is supported by 3 live trucks delivering 4 1/2 hours of news everyday. Applicants must have at least one year experience. Send applications to: Jon-Michial Carter, Director of News and Operations, WWTV / WWUP-TV, P.O. Box 627, Cadillac, MI 49601. No phone calls accepted. EOE

**Love News? Las Vegas Do.** So much that we're starting a local news channel. If you'd like to join us, we're hiring! If you are interested in the following positions, send resume tape to KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89109. *Anchor, Reporter, Producer, Director, Assignment Editor, Photojournalist, Graphic Artist.* EOE

**News Topical Promotion Producer.** WSOC-TV needs a tease writer who knows how to sell a strong news story to the right audience. Producers who are great "sellers" are encouraged to apply. This is a job that works out of the News Department. Editing skills a plus but not required. Send resumes and tapes to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 N. Tryon Street, Charlotte, NC 28206. EOE M/F

## HELP WANTED PROMOTION



Your Computer Channel

## ON-AIR/ONLINE PROMOTIONS

(Writer/Producer/Directors)

**THINK OUT OF THE BOX.** Don't miss this ground floor opportunity to join our cutting-edge team as we change the future of television. Apply your creativity, innovative thinking and expertise to the creation and execution of on-air and online promotions for our fast-paced operation. To qualify, the successful candidates must possess exceptional writing, producing and directing abilities, as well as a strong knowledge of computer graphics production in broadcast or cable television, and basic MAC/PC computer skills.

We offer an exciting career with a competitive salary and excellent benefits package. Please forward resume/reel/writing sample to: ZDTV: Your Computer Channel, ATTN: Helen Bowen, 650 Townsend, San Francisco, CA 94103. FAX: 415.551.4501. For more information, check out our website at: [www.zdtv.com](http://www.zdtv.com).  
An Equal Opportunity Employer.

**Program/Promotion Director:** WJNW-TV, UPN 57 in Madison, WI has a position available for a high energy Program/Promotion Director. Qualified applicants must have three to four years television experience in a programming/promotion position. Strong working knowledge of both network and syndication co-op procedures. The successful applicant will be responsible for research and contracting of programming, image, identity, creative direction, and outside media marketing. If you're looking for a positive atmosphere send resume to Personnel, Media Properties, Inc., PO Box 5726, Rockford, IL 61125-0726.

**Promotion Coordinator.** WBDC-TV 50, Washington, DC's growing WB affiliate, managed by Tribune Broadcasting, is looking for a Promotion Coordinator with at least 1-2 years experience. Linear or non-linear editing experience and strong writing skills required. Solid experience in organizing promotional and community affairs activities needed. Familiarity with Enterprise traffic system a plus. Position requires hard work, creativity and ability to work and think independently. Send confidential resume and salary history to Human Resources Director, 2121 Wisconsin Avenue, NW, Suite 350, Washington, DC 20007. Fax: 202-965-7304. Equal Opportunity Employer.

**Promotion Writer/Producer (Job#171-200,179-200):** WBNS-10TV, Columbus Ohio's #1 station is looking for two of the nation's hottest producers. Keep the awards on the shelf. I need someone who can sell a spot. Two years Television News Promotion and Production experience a must. Non-Linear editing experience a plus. Great company, fun department, all the toys you need to make your dream spots a reality. Send me your greatest and last week's Topicals ASAP. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to: WBNS-TV, Human Resources Job #171-200, 179-200, 700 Twin Rivers Drive, Columbus, Ohio 43215. Qualified Minorities and Women are Encouraged To Apply. EEO. We Are A Smoke And Drug Free Workplace.

**Promotion Director:** Responsible for internal and external promotional activities of TV station. Interacts with public service organizations to ensure promotion opportunities on the station by assisting in the production of such ads. A degree in Marketing or closely related field preferred. Must write, shoot and edit effective TV commercials. Resume and tape to: EEO Officer, KJCT-TV, 8 Foresight Circle, Grand Junction, CO 81505. EEO

Your classified ad can be in **COLOR** just call:  
Antoinette Pellegrino (212) 337-7073  
or Sandra Frey (212) 337-6941

**Writer/Producer, Manager of On-Air Promotions.** Two positions are currently available at Tribune-owned Miami/Ft. Lauderdale WB affiliate. Do you possess brilliant writing and exceptional organizational skills? Do you know great promotion inside and out? If you have a minimum of 3 years broadcast promotion experience send your resume, reel and salary requirements to WDZL. Attn: Creative Services Dept., 2055 Lee Street, Hollywood, FL 33020. No phone calls please. A Tribune Broadcasting Station. EOE.

**Television Promotions.** WISH-TV, #1 rated television station in Indianapolis, seeks a writer / producer. Needs strong writing skills and be able to produce daily topicals, series and image promotion. Must have 1-3 years experience with the creativity and drive to dominate in a highly competitive market. Non-Linear or Media 100 knowledge a plus. Send resume and non-returnable tape to: WISH-TV, Promotion Manager, P.O. Box 7088, Indianapolis, IN 46207. No phone calls please. M/F Equal Opportunity Employer.

**HELP WANTED PRODUCTION**

**TRAFFIC DIRECTOR**

Attention Prior Applicants: Please resubmit your resumes, due to mail complications.

**Bravo** NETWORK

Bravo, the premiere Film and Arts Network seeks a skilled leader to direct Traffic Operations from our New York office. Candidate needs five to seven years experience in television trafficking and must demonstrate initiative, strong communication skills, and a proven track-record for managing people. Please send salary history/requirements to Human Resources, Dept. JH, 150 Crossways Park West, Woodbury, New York 11797. EOE

**CONSUMER/ INVESTIGATIVE PRODUCER**

Major network magazine show is looking for a hard charging consumer/investigative producer. We need someone whose talent, intelligence, and rolodex we can count on to consistently generate a stream of compelling, original consumer-investigative pieces.

If you have been burning up your local market - if you have outstanding journalistic and production skills as well as boundless energy and determination - this could be a career-making opportunity. Please send tape and resume immediately to Box 01287.

**KTCA-TV. National Production Project Director/Executive Producer.** An experienced and talented person is needed to oversee the creation of television and ancillary projects for distribution. The successful candidate will have an accomplished record in project development, fundraising, and production. Excellence in corporate and foundation proposal writing also required. Desirable qualifications include commercial broadcasting and marketing experience. Minimum requirements include a B.A. degree or equivalent and 7 years of key television production, fundraising and product development experience. A competitive salary range and benefit program is offered with this full-time employment opportunity. Please submit your resume, cover letter and salary requirements by January 31, 1998 to Box 260-8, KTCA-TV, 172 E. 4th Street, St. Paul, MN 55101. EOE.

**Producer for religious television program** directed at teenagers. This position will oversee all operations of the production. Must have three years minimum experience in producing television programs, editing videotape and a desire to minister to teenagers. Send resume and tape to: Personnel Department, WTLW TV-44, 1844 Baly Road, Lima, Ohio, 45807. WLTW is an Equal Opportunity Employer.

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

Successful national talk show looking for experienced east coast based producers. Please fax resume to: 212-262-3731.

**On Air Fundraising Producer.** Plan, script and produce TV/FM membership drives, direct response programming and recognition activities in a fast-paced, team-oriented and innovative public broadcasting environment. Marketing, script writing and broadcast production skills required. Reply to: WXEL Personnel, P.O. Box 6607, West Palm Beach, FL 33405 or fax to: 561-369-3067. EOE.

**Broadcast Personnel Needed.** ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. Would commence fall/winter 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax 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.

**KR Video is looking for a fulltime Video Photographer/Producer** and a fulltime Digital Video Production Assistant to produce news, commercials, sports and documentaries for the Web and for broadcast. Photog/Producer will shoot and edit daily news coverage, commercials, sports and docs. Must be self-starting, motivated and have at least 3 years experience producing natural sound pkgs. DV Assistant will edit and compress video on a nonlinear System, and shoot rudimentary packages. Check out www.phillynews.com to see our product. Interested? Resume tape with resume, to Dave Sauls, KR Video, 400 N. Broad Street, Philadelphia, PA 19101.

**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 fall/winter 1997. Out of town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

**Panama City, FL-WPGX FOX 28** seeks experienced production manager to join our team. FAST VM Studio Plus. Photoshop 3.04, SVHS, 3/4". Live and work on the beautiful Gulf Shore. Fax resume to GM @ 850-784-1773.

**HELP WANTED FINANCIAL & ACCOUNTING**

**Vice President of Finance.** FOX Television, KTBC in Austin is searching for a VP of Finance who will be responsible for all financial functions, management of accounting personnel, including A.P., A/R, credit and payroll. Responsible for satisfying financial reporting requirements such as cash flow, profit and loss, forecasting and tax packages. Prepare annual budget and monitor monthly departmental performance. Coordinate with division personnel regarding all financial matters. Application of analytical skills to identify and resolve station and operational financial issues. Degree in accounting and 4-7 years management experience in broadcasting or related field required. Ability to think on a strategic level is essential. Knowledge of market growth and composition, TV operations and prior department head experience preferred. Proficiency in the use of spreadsheet software, preferably Lotus 5.0. Address resume and cover letter to Human Resources, KTBC-TV/FOX, 119 E. 10th Street, Austin, TX 78701. Indicate job title on envelope. No phone calls, please. EEO Employer.

**To place your classified ad in Broadcasting & Cable, call  
Antoinette Pellegrino (212) 337-7073 or  
Sandra Frey (212) 337-6941**



**HELP WANTED PROGRAMMING**

**EXECUTIVE PRODUCER OF PROGRAMMING**

ABC7 Los Angeles has an excellent opportunity available for a successful and experienced executive producer who will plan, develop and coordinate programming production and supervise producers.

To qualify for this key role, you must have significant experience in live, remote, studio, special event and long form programming. Additional requirements include: five years' major market experience, outstanding communication, motivation and leadership skills and the ability to work effectively under pressure to achieve the highest level of production.

We offer competitive benefits and lots of opportunity in the nation's #2 market. If you're a team player with a positive attitude, send us your resume and salary history today! ABC7, Attn: K. Castillo, Dept. EPP/BC, 4151 Prospect Ave., Los Angeles, CA 90027. EOE. No phone calls, please.



**KABC LOS ANGELES**

**WGBH Executive Producer, Local Programming**

WGBH/Boston, the nation's leading public broadcaster, seeks a talented Executive Producer. The Executive Producer oversees four ongoing series, including a daily public affairs program. Candidates should possess a Bachelor's degree, ten years experience, background in journalism and daily program and documentary production experience. Demonstrated ability to motivate and manage creative staff is also required.

Send resume and demo tape to: WGBH, HR Dept., 125 Western Avenue, Boston, MA 02134. WGBH is an equal opportunity employer.

**HELP WANTED CREATIVE SERVICES**

**Television Graphic Artist (Evenings).** State-of-the-art broadcast design department needs a full-time graphic artist to work evenings, Mon-Fri. Eligible candidates will possess a Bachelor's degree in graphic design or equivalent experience. Experience with Illustrator, Photoshop, and After Effects helpful, broadcast experience a must. Must have demonstrated ability to handle tight deadlines as well as nutty art directors. Send resume, reel, and 3 samples of work to: Jim Doyle, Art Director, WISH-TV, 1950 North Meridian, Indianapolis, IN 46202. No phone calls please. M/F Equal Opportunity Employer.

**Senior Graphic Artist.** NBC 6 / WCNC-TV, a subsidiary of A.H. Belo, is recruiting for a Senior Graphic Artist to join our growing staff. This creative individual will be responsible for providing a leadership role for the artistic support of our news product. Must be able to work flexible hours as needed, including weekends and holidays. Proven experience in Quantel, Picturebox and news graphics is required. Experience in animation (After Effects, Adobe Premiere) as well as print (Macintosh platform and the following programs: PageMaker, Illustrator & PhotoShop) is a definite plus. Weather graphics experience is beneficial. Qualified applicants need to send your tape, resume and salary history to: NBC 6, Human Resources Department, Attn.: position 97-31, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. Or fax: (704) 357-4984. Or call: (704) 329-3705. EOE / M / F / V / H.

**Graphic Designer (Job #180-200):** Primarily responsible for conceptualizing, creating and designing electronic graphics for nightly newscasts for WBNS-10TV. Some weekend work required. Bachelor's degree in graphic design or related field and 1 year experience in television graphic art required. Must have above average art skills in composition, layout, drawing, type and color theory. Must be able to conceptualize and finalize artistic ideas. Must be skilled with electronic graphic design systems and computers and be able to meet strict deadlines. Familiarity with Mac, Chyron & Infront a must. Ability to work well under pressure. Must have excellent verbal skills, good interpersonal skills, and the ability to prioritize, organize and meet deadlines. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to: WBNS-TV, Human Resources Job #180-200, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified Minorities and Women Are Encouraged To Apply, EEO. We Are A Smoke And Drug Free Workplace.

**HELP WANTED RESEARCH**

**WTSP-TV is seeking a Research Director** experienced with Scarborough, TV Scan, NSI Overnights, Power Point and Excel. Individual must be proficient at developing sales presentations and possess strong written and verbal communication skills. College degree or equivalent experience preferred. Send resume with salary requirements to: Noreen Parker Keyser, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. We are an equal opportunity employer and encourage women and minorities to apply.

**SITUATIONS WANTED RESEARCH**

**Looking for Meter Market / Group Research Director?** 12+ years experience working for stations, NSI, Arbitron & Tapscan. Paul Heine: (317)598-9687

**SITUATIONS WANTED MANAGEMENT**

**Small market GM with 15 years management** experience looking for new opportunity. Background includes startups, turn arounds and affiliate negotiations. Currently GM at FOX station that has experienced considerable growth over last three years. Looking for nice place to raise a family. Prefer central or eastern united states. Will respond immediately. Reply to Box 01288 EOE.

**TV SALES TRAINING**

**LEARN TO SELL TV TIME**

Call for FREE Info Packet  
Next Program: 1-19-98  
**ANTONELLI MEDIA TRAINING CENTER**  
(212) 206-8063

**PROGRAMMING SERVICES**

**HOLLYWOOD RENDEZVOUS Family Film/Barter Package**

52 weeks of Hollywood's Golden Age films with on-location theme related cut-in segments hosted by Edward St. Pe. Delivered weekly via satellite or tape. Call NWN Studios for clearance information at 1-800-353-9177.

**NEWS COACHING SERVICES**

**Coaching services:** We provide comprehensive tape critiques and coaching/consultation for news professionals. Expert, approachable, affordable. Media Mentors (334)665-5553.

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

Send resume/tape to:

Box \_\_\_\_\_,

245 West 17th St.,

New York, New York 10011

**CABLE**

**HELP WANTED PRODUCER**

**PRODUCER**

A&E Television Networks is currently offering an exciting opportunity for an experienced producer to support The History Channel International. The individual will be responsible for repackaging long-form programming and for servicing all on-air promotion needs of existing and new international ventures.

Requirements include a minimum of 5 yrs. post production supervision, including 3+ yrs. promo production experience. Foreign language fluency and experience with non-linear editing systems are desired. Experience with historically-themed documentary programming a plus. Excellent communication & diplomacy skills as well as the ability to work under pressure are a must. International travel is required.

Please forward resume with SALARY REQUIREMENTS to:



THE HISTORY CHANNEL  
WHERE THE PAST COMES ALIVE

**A&E Television Networks**  
Human Resources Dept./ INTP  
235 East 45th St.,  
New York, NY 10017.  
Fax: (212) 907-9402  
No phone calls please.  
EOE.

**Special Projects Producer**



Looking for talented TV producer with at least 5 years' hands on experience producing full shows: documentaries, magazine, lifestyle or feature programming, including field and studio productions. He or she has excellent writing and communication skills and is proficient on Mac or PC. The successful candidate is a team player, and strong motivator who will also enjoy working on multiple projects in various stages of production. We offer a great work environment at the fast growing Home & Garden Television network and excellent quality of life in Knoxville, TN, at the foot of the beautiful Smoky Mountains! College degree required. No phone calls please. Please send cover letter, resume and non-returnable VHS reel of work to: Special Projects Producer, HGTV Human Resources, PO Box 50970, Knoxville, TN 37950. E.W. Scripps company and HGTV are Equal Opportunity Employers.

**HELP WANTED NEWS**

**WANT TO LIVE ON THE EDGE?**

The Fox News "Edge" network affiliate news service is expanding. If you are an aggressive, energetic, creative news professional looking to break out we're looking for you. Fox News "Edge" has the following positions available:

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E-mail (ASCII text only, no attachments), to: [extmedia@uswest.com](mailto:extmedia@uswest.com); or fax: 1-888-707-3806; or mail it to: MediaOne, Job Code: EJBRCABL, P.O. Box 3529, Englewood, CO 80155. Resumes will be forwarded to MediaOne's Western Region in El Segundo. EOE.

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**To place your classified ad in Broadcasting & Cable, call Antoinette Pellegrino (212) 337-7073 or Sandra Frey (212) 337-6941**



**Assignment Editor/Reporter:** Gwinnett News & Entertainment Television, GNET. Expanding cable operation, located in the suburbs of Atlanta is looking for an assignment editor/reporter. Position requires a minimum of two years professional experience. Candidate must be a newsroom leader, very well organized and able to handle assignments under deadline. Must be able to shoot and edit own work. Please forward cover letter, resume, references and non-returnable tape on 1/2" vhs to: Leslie McCoy, GNET, PO Box 603, Lawrenceville, Georgia 30046. Pre-employment drug testing. EOE. No calls please.

**Reporter:** Gwinnett News & Entertainment Television, GNET. Expanding cable operation, located in the suburbs of Atlanta is looking for a reporter. Position requires a minimum of two years professional experience. Must have excellent writing skills and the ability to shoot and edit own work. Please forward cover letter, resume, references and non-returnable tape on 1/2" vhs to: Leslie McCoy, GNET, PO Box 603, Lawrenceville, Georgia 30046. Pre-employment drug testing. EOE. No calls please.

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212-206-8327**

**The University of Illinois at Springfield** has reopened the search for a Managing Director of its Television Office. The responsibilities include general leadership, administration, budgeting, supervision, marketing of services to clients, and providing leadership in new technologies. For more information on the UIS TV Office see <http://www.uis.edu/~kimbro/tv>. Required qualifications: (1) Masters degree in relevant field (2) demonstrated leadership skills (3) four years of applicable experience. The salary range is between 40 and \$50,000 year. To apply: submit the names of three references and a letter of application addressing qualifications to Search Committee, Institute for Public Affairs, PAC 403, University of Illinois at Springfield, Box 9243, Springfield, IL 62794-9243. The Committee will begin reviewing applications on January 15. University of Illinois at Springfield is an Affirmative Action, Equal Opportunity Employer. Persons with disabilities, women and minorities are encouraged to apply.

**HELP WANTED INSTRUCTION**

**Graduate Assistants (5),** Miami University in Mass Communication Master's degree program. The following assistantships are available: (1) work for WMUB FM, full time 24.5 kw NPR affiliate, Big Band-jazz-news format - positions in news, operations, marketing. (2) positions as teaching & research assistants. Stipends for 1997-98 academic year approximately \$7,900, plus fee waiver. 3.0 GPA required. Send letter of inquiry immediately to Dr. David Sholle, Mass Communication, Williams Hall, Miami University, Oxford, OH 45056. AAA/EOE. Deadline for application February 14, 1998.

**Broadcast Journalism Director.** Columbia College Chicago is looking for a journalism program director for the interdisciplinary concentration of Broadcast Journalism, with nearly 300 students. The position is available August 1, 1998. Working in consultation with the Chairs of Journalism, Television and Radio, responsibilities include developing curriculum and policy, supervising the internship program and teaching courses at the undergraduate and graduate levels. B.S./B.A., extensive television and radio journalism experience, the ability to provide academic leadership and student advisement and teaching experience are essential. MA preferred. We offer a competitive salary and excellent benefits package. Minority and Women applicants are especially encouraged to apply. Submit letter of application, resume and salary history by February 2, 1998 (No phone calls or walk-ins, please) to: Broadcast Journalism Search, Human Resources Department, Columbia College Chicago, 600 S. Michigan Ave., Chicago, IL 60605. eoe m/f/d/v.

**The University of Montana School of Journalism** seeks two professionals for tenure-track faculty positions for its nationally recognized program in photo journalism and design and its developing curriculum in multimedia. Applicants must be well qualified in photography, publication design or multimedia, preferably in at least two of those areas. Significant full-time professional journalism experience is required. Teaching experience is preferred. Master's degree preferred. Courses in the program include news and documentary photojournalism, publications design and digital multimedia, among others. Send letter of application, resume and samples of work to Chair, Search Committee, School of Journalism, The University of Montana, Missoula, MT 59812. Review of applications will begin January 10, 1998. The University of Montana is an equal opportunity/affirmative action employer and encourages applications from women, minorities, Vietnam-era veterans and persons with disabilities.

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615, Washington, DC 20036-5302.

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**Southern California AM station for sale in largest county in California.** Money maker for owner/operator, includes property. Call 800-928-8380.

**WANTED TO BUY STATIONS**

**Investor seeks purchase of small AM or FM** with real estate or GM position with buyout. 100-450k. Ted 212-737-2997 or 212-421-7699.

**Experienced owner seeks purchase of LPTV** or radio station covering Minneapolis - St. Paul. Brokers protected. Reply to Box 01291.

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E-Mail: CCRCollect@AOL.com

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



**BROADCASTING & CABLE'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Pellegrino at (212) 337-7073 or Sandra Frey at (212)337-6941.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.30 per word, \$46 weekly minimum. Situations Wanted: 1.25¢ per word, \$25 weekly minimum. Optional formats: Bold Type: \$2.65 per word. Screened Background: \$2.80. Expanded Type: \$3.45. Bold, Screened, Expanded Type: \$3.90 per word. All other classifications: \$2.30 per word \$46 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$202 per inch. Situations Wanted: \$101 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Non-Display: Help wanted: \$2.30/word. Situations Wanted: \$1.25. Bold Type \$2.65. Screened Background \$2.80. Expanded Type \$3.45. Bold, Screened, Expanded Type \$3.90.

**Color Classified Rates**

Non-Display: Highlighted Position Title: \$75. Display: Logo 4/C: \$250. All 4/C: \$500.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$35 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials: such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

# Broadcasting & Cable

## Classifieds

### Order Blank (Fax or Mail)

**CLASSIFIED RATES**

**Display rate:** Display ads are \$202 per column inch. Greater frequency rates are available in units of 1 inch or larger.

**Non-Display rates:** Non-Display classified rates (straights) are \$2.30 per word with a minimum charge of \$46 per advertisement. Situations Wanted rates are \$1.25 per word with a minimum charge of \$25 per advertisement.

**Blind Boxes:** Add \$35.00 per advertisement

**Deadlines:** Copy must be in typewritten form by the Monday prior to publishing date.

**Category:**  Line ad  Display

**Ad Copy:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Date(s) of insertion:** \_\_\_\_\_

**Amount enclosed:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

**Payment:**

Check     Visa     MasterCard     Amex

**Credit Card #:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

Clip and Fax or Mail this form to:

**B & C**

245 W. 17 Street • NYC 10011 • Attention: Antoinette Pellegrino or Sandra Frey  
**FAX NUMBER: 212-206-8327**

# Changing Hands

Continued from page 83

Baker, principals); no other broadcast interests

**Facilities:** AM: 1340 khz, 1 kw; FM: 95.5 mhz, 3 kw, ant. 328 ft.

**Formats:** Both oldies

## RADIO: FM

**Swap: Frequencies for KRXQ(FM) and KRAK(FM) and new FM facility to be occupied by KSSJ(FM) Sacramento (current KSSJ-FM facilities and frequency were sold to EXCL Communications Inc. in April [B&C, April 28])**

**Value:** \$40 million

**Swapper:** KSSJ and KRAK: American Radio Systems Corp., Boston (Steven B. Dodge, chairman/29.7% owner); owns/is acquiring 78 FMs and 27 AMs

**Swapper:** New FM facility and KRXQ: Entertainment Communications Inc., Bala Cynwyd, Pa. (Joseph M. Field, president/70.3% owner); owns/is acquiring 19 FMs and eight AMs  
**Facilities:** KSSJ: 101.9 mhz (to be 94.7), 4.1 kw, ant. 827 ft.; KRXQ: 93.7 mhz, 25 kw, ant. 328 ft.; KRAK: 98.5 mhz, 50 kw, ant. 500 ft.

**Formats:** KSSJ: smooth jazz; KRXQ: active rock; KRAK: gold country  
**Broker:** Star Media Group Inc.

**KICM(FM) Healdton/Ardmore, Okla.**

**Price:** \$1.65 million

**Buyer:** A.M. & P.M. Broadcasters LLC, Dallas (Richard E. Witkovski, president/60% owner); is buying KACO(FM) Ardmore, Okla.

**Seller:** Lake Country Communications Inc., Ardmore (Pat Ownbey, principal); no other broadcast interests

**Facilities:** 93.7 mhz, 50 kw, ant. 632 ft.

**Format:** Progressive country

**Broker:** Dave Garland Media Brokerage

**WJNE(FM) (formerly WDNO) Laurel, Del.**

**Price:** \$1.5 million

**Buyer:** Great Scott Broadcasting, Pottstown, Pa. (Faye Scott, president); owns WSSR(AM)-WZBH(FM) Georgetown and WZSK(FM) Bethany Beach, Del., and WKST-FM Ellwood City, WKST(AM) New Castle and WPAZ(AM) Pottstown, all Pa.

**Seller:** Samson Communications Inc., Milford, Del. (William Samson, president); owns WXPZ-FM Milford

**Facilities:** 95.3 mhz, 6 kw, ant. 328 ft.

**Format:** AC, religion

**WKXX(FM) Attalla, Ala.**

**Price:** \$650,000

**Buyer:** Broadcast Media LLC, Albert-

## Amplification

Biltmore Broadcasting LLC's \$11 million purchase of KADY-TV Oxnard, Calif., from John W. Hyde (B&C, Dec. 1) was brokered by Media Services Group.

ville, Ala. (Pat Courington Jr., president); shareholders also own WAVU(AM)-WQSB(FM) Albertville

**Seller:** Alexandra-Victoria Broadcasting Co. Inc., Rainbow City, Ala. (Kerry Rich, owner); Rich owns WRAB(AM) Arab, Ala.

**Facilities:** 102.9 mhz, 1.1 kw, ant. 702 ft.

**Format:** Country

**Broker:** Gordon Rice Associates

**KAHX-FM Ingleside/Corpus Christi, Tex.**

**Price:** \$450,000

**Buyer:** Pacific Broadcasting of Beaumont Inc., Beaumont, Tex. (Jim Withers, secretary/treasurer); owns KTCX-FM Beaumont

**Seller:** BK Radio Inc., Austin, Tex. (Steve Bumpous and Bryan King, principals); no other broadcast interests

**Facilities:** 107.3 mhz, 24 kw, ant. 299 ft.

**Format:** Religion

**Broker:** Norman Fischer & Associates

**KBYN(FM) Arnold, Calif.**

**Price:** \$300,000

**Buyer:** Golden Pegasus Financial Services Inc., Turlock, Calif. (Nelson F. Gomez, president/50% owner); no other broadcast interests

**Seller:** Clear Mountain Air Broadcasting Co., Twain Harte, Calif. (Don E. Leutz Jr., principal); owns KKBN (FM) Twain Harte

**Facilities:** 95.9 mhz, 500 w, ant. 334 ft.

**Format:** AC, news, talk

## RADIO: AM

**WZNN(AM) Rochester and WMYF(AM) Exeter, N.H.**

**Price:** \$5.5 million

**Buyer:** CapStar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); owns/is buying 173 FMs and 79 AMs

**Seller:** American Radio Systems Corp., Boston (Steven B. Dodge, chairman/29.7% owner); owns/is acquiring 78 FMs and 25 AMs

**Facilities:** WZNN: 930 khz, 5 kw; WMYF: 1540 khz, 5 kw day

**Formats:** WZNN: big band, nostalgia; WMYF: stardust

**Broker:** Media Venture Partners

**WARA(AM) Attleboro, Mass.**

**Price:** \$600,000

**Buyer:** ADD Radio Group Inc., Boston (Peter Arpin, principal); owns WRCA (AM) Boston and WLYN(AM) Lynn, Mass.

**Seller:** Merolla Chiropractic Inc., Attleboro (Michelle Merolla, president); no other broadcast properties

**Facilities:** 1320 khz, 5 kw

**Format:** News, talk, info, sports

**Broker:** Media Services Group Inc.

**KNTR(AM) Ferndale, Wash.**

**Price:** \$500,000

**Buyer:** Pearl Broadcast Corp., Anaheim, Calif. (Anne S. Tuttle, principal); no other broadcast interests

**Seller:** Help Ministries Inc., Ferndale (Richard Ellison, principal); no other broadcast interests

**Facilities:** 1550 khz, 50 kw day, 10 kw night

**Formats:** Religion

**Broker:** Force Communications and Consultants

**KBIX(AM) Muskogee, Okla.**

**Price:** \$310,000 + assumption of liabilities

**Buyer:** Taft Broadcasting Inc., Muskogee (Bryant W. Ellis, president/50% owner); owns KHJM(FM) Taft, Okla.

**Seller:** Oklahoma Sports Properties Inc., Tulsa, Okla. (Fred Weinberg, president/owner); owns KADS(AM) Elk City, KMUS(AM) Muskogee, KOKC(AM) Guthrie and KTRT(AM) Claremore, all Okla.

**Facilities:** 1490 khz, 1 kw

**Format:** News, talk, info.

**WMER(AM) Meridian, Miss.**

**Price:** \$55,000

**Buyer:** Michael H. Glass, Meridian

**Seller:** New Life Outreach Ministries Inc., Meridian (Ronald D. Jones, principal); no other broadcast interests

**Facilities:** 1390 khz, 5 kw day, 250 w night

**Format:** Religious AC

—Compiled by Sara Brown

## Speed up delivery

BROADCASTING & CABLE is available via hand delivery in the following cities. If you presently receive your issue via U.S. Mail at your home or office, you may qualify for hand delivery at either location.

Atlanta	Los Angeles
Boston	Miami
Chicago	New York
Dallas	Orlando
Denver	Philadelphia
Detroit	San Francisco
Houston	Washington, D.C.

To inquire about changing, call

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# For the Record

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"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m—meters; mhz—megahertz; mi—miles; TL—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Filed

**New Haven, Conn.** (BAPL-971126EB)—Willis Communications Inc. for WHNC(AM): involuntary AOL from Willis Communications Inc. to Willis Communications Inc., debtor-in-possession. *Dec. 5*

## NEW STATIONS

### Filed

**Fort Collins, Colo.** (BPED-971117MK)—Public Radio for the Front Range (John Steininger, president, 305 W. Magnolia #213, Fort Collins, Colo. 80521) for noncommercial FM at 89.7 mhz, 6.5 kw, ant. 129 m., 110450 WCR 94, Nunn. Colo. *Dec. 1*

**Woodville, Fla.** (BPED-971029MQ)—Calvary Chapel Tallahassee Inc. (Kent Nottingham, president, 3840 N. Monroe Street, Tallahassee, Fla. 32303) for noncommercial FM at 97.9 mhz, 6 kw, ant. 100 m., 10047 Tram Road, Leon County, Fla. *Nov. 25*

**Woodville, Fla.** (BPH-971028MF)—Williams Broadcasting Co. (Robert V. Williams, president, 300 NW Hwy. 19, Crystal River, Fla. 34428) for FM at 97.9 mhz, 6 kw, ant. 100 m., .8 km E of intersection of Rose Road and Rte. 154, Chaires, Fla.; owns WRGO-FM Cedar Key, Fla. *Nov. 25*

**Bainbridge, Ga.** (971118MA)—CDL Com-

munications for FM at 101.9 mhz. *Dec. 4*

**Bainbridge, Ga.** (BPH-971120ME)—Chattahoochee Broadcast Assn. (Pamela K. Simpson, president/51% owner, 4143 East River Road, Camilla, Ga. 31730) for FM at 101.9 mhz, 5.25 kw, ant. 106.7 m. *Dec. 2*

**Bainbridge, Ga.** (BPH-971120MH)—Gilbert Meed Kelley Sr. (P.O. Box 89, Donalsonville, Ga. 31745) for FM at 101.9 mhz, 4.6 kw, ant. 114 m., 423 N. Simms Street. *Dec. 2*

**Effingham, Ill.** (BPED-971120MA)—American Family Assn. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 89.3 mhz, .395 kw, ant. 50 m., 1100 Avenue of Mid America, Effingham. *Dec. 1*

**Sherman, Ill.** (971114MH)—Insight Ministries Inc. for noncommercial FM at 88.9 mhz. *Dec. 1*

**Lowell, Ind.** (971121MA)—American Family Assn. for noncommercial FM at 89.1 mhz. *Dec. 4*

**Center Point, Iowa** (BPED-971030MN)—Florida Public Radio Inc. (Randy Henry, president, 505 Josephine Street, Titusville, Fla. 32796) for noncommercial FM at 89.9 mhz, 1.9 kw, ant. 91 m., SE corner of intersection of Williams Lake Road and Nelson Creek Road; owns WPIO(FM) Titusville, WEGS(FM) Milton, WPGS(AM) Mims and WEJF(FM) Palm Bay, all Fla.; KSKB(FM) Brooklyn, Iowa, and KREJ(FM) Medicine Lodge, Kan. *Nov. 25*

**Marion, Iowa** (BPED-971114ME)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 South Bellevue, Suite 222, Memphis, Tenn. 38104) for noncommercial FM at 89.9 mhz, 1 kw, ant. 100 m., .65 km N of Shellsburg Road at Linn County line. *Nov. 24*

**Vinton, Iowa** (BPH-971107MK)—George S. Flinn Jr. (188 South Bellevue, Suite 222, Memphis, Tenn. 38104) for FM at 107.1 mhz, 6 kw, ant. 100 m., W of Road 218, 4.8 km N of Newhall, Iowa. *Nov. 24*

**Irvine, Ky.** (971014MG)—Kentucky River Broadcasting Co. Inc. for FM at 100.7 mhz. *Nov. 26*

**Bunkie, La.** (BPED-971112MK)—American Family Assn. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 89.5 mhz, 1 kw, ant. 91 m., 420 Rabbit Lane. *Nov. 25*

**Mansura, La.** (BPH-971023MH)—Tom D. Gay (P.O. Box 1319, Columbia, La. 71418) for FM at 95.9 mhz, 6 kw, ant. 89 m., 520 South Chester Street, Marksville, La.; owns KCTO-FM Columbia, KFNV-FM Ferriday, KJNA-FM Jena, KAPB-FM Marksville and WVAR-FM Winnsboro, all La. *Nov. 25*

**Mansura, La.** (BPH-971021MD)—Dorothy J. Zweig (521 Yale Place, Bossier City, La. 71111) for FM at 95.9 mhz, 6 kw, ant. 100 m. *Nov. 21*

**Mount Pleasant, Mich.** (BPED-970619MA)—Great Lakes Broadcast Academy Inc. for noncommercial FM at 90.7 mhz. *Dec. 5*

**Deerfield, Mo.** (BPH-971105MD)—American Media Investments Inc. (O. Gene Bicknell, president/owner, 1162 E. Highway 126, Pittsburg, Kan. 66762) for FM at 100.7 mhz, 17.5 kw, ant. 119 m., SE 1/4 of E 1/2 of Section 4, R. 25 E., T. 26 S., Bourbon County, Kan.; owns KKOW-AM-FM Pittsburg, Kan. *Nov. 24*

**Deerfield, Mo.** (971105ME)—Harbit Communications LLC for FM at 100.7 mhz. *Nov. 20*

**Billings, Mont.** (971113ME)—American Family Assn. for noncommercial FM at 90.7 mhz. *Nov. 20*

**Cloudford, N.M.** (BPH-971030MG)—A-O Broadcasting Corp. (Robert J. Flottte, president/owner, 1505 Crescent Drive, Alamogordo, N.M. 88310) for FM at 97.9 mhz, 100 kw, ant. 239 m., 22.7 km E of Cloudford and 1.7 km N of US 82. *Nov. 19*

**Fruitland, N.M.** (BPED-971022MB)—Native American Christian Voice Inc. (Fareed Ayoub, president, P.O. Box 232, Farmington, N.M. 87499) for noncommercial FM at 91.7 mhz, 3 kw, ant. 183 m., 5.8 km S of Hwy. 371 bridge over San Juan River; owns KPCL(FM). *Nov. 28*

**Raton, N.M.** (960126MA)—N'Joy Broadcasting for FM at 97.7 mhz. *Nov. 24*

**Raton, N.M.** (960126MB)—David F. Phillips for FM at 97.7 mhz. *Nov. 24*

**Taos, N.M.** (971125AA)—Richard L. Garcia and Darren Cordova for AM at 1340 mhz. *Dec. 8*

**Enfield, N.Y.** (971126AH)—Romar Communications Inc. (Robert A. Lynch, president/51% owner, 175 Gray Road, Ithaca, N.Y. 14850) for AM at 750 khz, 2.5 kw, .6 km S of Enfield Center Road, .9 km E of Van Dorn Road, 4.3 km E of Enfield Center, N.Y. *Nov. 26*

**Lansing, N.Y.** (971126AH)—Romar Communications Inc. for AM at 750 khz. *Dec. 8*

**Toledo, Ohio** (BPCDT-971119KG)—Malrite

## BY THE NUMBERS

BROADCAST STATIONS		Service		Total
Service	Total	Commercial VHF TV		558
Commercial AM	4,812	Commercial UHF TV		638
Commercial FM	5,488	Educational VHF TV		124
Educational FM	1,899	Educational UHF TV		241
<b>Total Radio</b>	<b>12,199</b>	<b>Total TV</b>		<b>1,561</b>
VHF LPTV	558	<b>CABLE</b>		
UHF LPTV	1,456	Total systems		11,600
<b>Total LPTV</b>	<b>2,014</b>	Basic subscribers		64,800,000
FM translators & boosters	2,815	Homes passed		93,790,000
VHF translators	2,273	Basic penetration*		66.1%
UHF translators	2,725	*Based on TV household universe of 98 million		
<b>Total Translators</b>	<b>7,813</b>	Sources: FCC, Nielsen, Paul Kagan Associates		

GRAPHIC BY BROADCASTING & CABLE



Communications Group Inc. for WNWO-TV: new digital television facility: ch. 49, 302.3 kw, ant. 406.6 m., 833 N. Causino Road at Arquette Road, 5.8 mi E of Toledo city limits. *Dec. 5*

**Arkansas Pass, Tex.** (971105MA)—Paulino Bernal Evangelism for noncommercial FM at 88.1 mhz. *Nov. 20*

**Bloomington, Tex.** (BPED-971114MA)—Houston Christian Broadcasters Inc. (Bruce Munsterman, president, 2424 South Boulevard, Houston, Tex. 77098) for noncommercial FM at 91.5 mhz, 25 kw, ant. 100 m., 20 km NW of Bloomington; owns KHCB(AM) Galveston, KHCB-FM Houston and KYLR(AM) Huntsville, all Tex. *Nov. 24*

**Callisburg, Tex.** (971113MC)—Camp Sweeney for noncommercial FM at 91.9 mhz. *Nov. 20*

**Greenville, Tex.** (971124MA)—Bill R. Wright for noncommercial FM at 91.3 mhz. *Dec. 5*

**Victoria, Tex.** (BPED-971114MB)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 South Bellevue, Suite 222, Memphis, Tenn. 38104) for noncommercial FM at 91.5 mhz, 6 kw, ant. 100 m., NE corner of intersection of 404 and 175. *Nov. 24*

**Victoria, Tex.** (971120MK)—Larry V. Reyna for FM at 100.9 mhz. *Dec. 5*

**Weatherford, Tex.** (BPED-971117MJ)—CSSI Non-Profit Educational Broadcasting Corp. (Charles H. Beard, president, 206 Wiggs Lane, Weatherford, Tex. 76086) for noncommercial FM at 88.5 mhz, 6 kw, ant. 150.3 m., 6.4 km NW of center of Mineral Wells, Tex.; Beard family owns KZEE(AM) Weatherford. *Dec. 1*

**Blanding, Utah** (BPH-971029MO)—Skynet Communications Inc. (Thomas C. Troland, president, 1632 S. 2nd Street, Gallup, N.M. 87301) for FM at 92.1 mhz, 6 kw, ant. 28 m, on mesa 6 km NE of Blanding. *Oct. 29*

**Levan, Utah** (BPH-971120MD)—Micro Communications Inc. (Robert Morey, president, P.O. Box 828, Orem, Utah 84059) for FM at 99.1 mhz, 6 kw, ant. 100 m., San Pitch Mountain, 6 km E of Levan; Morey owns KSRR(AM) Provo, Utah. *Dec. 2*

**Oakley, Utah** (971121MC)—Ted Austin Jr. for FM at 101.5 mhz. *Dec. 5*

**Oakley, Utah** (971120ML)—Andrew and Julia Bernhard for FM at 101.5 mhz. *Dec. 5*

**Oakley, Utah** (971119MB)—Michael Ferrigno for FM at 101.5 mhz. *Dec. 4*

**Oakley, Utah** (971119MA)—George S. Flinn Jr. for FM at 101.5 mhz. *Dec. 4*

**Oakley, Utah** (BPH-971120MG)—Oak Tree Broadcasting (Todd P. Robinson, owner, 2307 Princess Anne Street, Greensboro, N.C. 27408) for FM at 101.5 mhz, 100 kw, ant. 279.7 m., Bald Mountain overlook, Rte. 150, Wasatch National Forest. *Dec. 2*

**Oakley, Utah** (BPH-971120MC)—Summit Radio LLC (Blair Feulner, managing member, 2268 Samuel Colt Court, Park City, Utah 84060) for FM at 101.5 mhz, 10 kw, ant. 333 m., 1.9 km NNW of Moffitt Peak, Summit County, Utah. *Dec. 2*

**San Juan, Utah** (971029MO)—Skynet Communications Inc. for FM at 92.1 mhz. *Nov. 19*

**Exmore, Va.** (951109MC)—Be-More Broadcasting Co. for FM at 106.1 mhz, 25 kw, ant. 93 m. *Nov. 25*

**Shawsville, Va.** (BPH-971022MC)—George S. Flinn Jr. (188 South Bellevue, Suite 222, Memphis, Tenn. 38104) for FM at 102.5 mhz, 6 kw, ant. 64 m., NW corner of intersection of Hwys 81 and 11, Christiansburg, Va. *Nov. 25*

**Shawsville, Va.** (BPH-971023ME)—Grace Communications LC (Rick Lambert, managing member/51% owner, 2509 Horseshoe Ridge, Cape Girardeau, Mo. 63701) for FM at 102.5 mhz, .57 kw, ant. 322.1 m., Paris Mountain, 5.1 km NW of Ironto, Montgomery Co., Va. *Nov. 18*

**Shawsville, Va.** (971023MC)—Poor Mountain Broadcasting for FM at 102.5 mhz. *Nov. 18*

**Shawsville, Va.** (971021MF)—Positive Alternative Radio Inc. (Vernon H. Baker, president, P.O. Box 889, Blacksburg, Va. 24063) for noncommercial FM at 102.5 mhz, .15 kw, ant. 599 m., atop Poor Mountain, 5.7 km ENE of Shawsville. *Nov. 25*

**Mount Horeb, Wis.** (BPH-971030MM)—Dodge-Point Broadcasting Co. Inc. (Louise E. Hamlin, president/52% owner, P.O. Box 58, Dodgeville, Wis. 53533) for FM at 106.7 mhz, 2.51 kw, ant. 150 m., US 151 .7 km SW of Barneveld, Wis. *Nov. 19*

**Mount Horeb, Wis.** (BPH-971030ML)—David & Lynn Magnum (1408 Jennifer Ave., Tomah, Wis. 54660) for FM at 106.7 mhz, 6 kw, ant. 100 m. *Nov. 19*

**Mount Horeb, Wis.** (BPH-971030MK)—First Congregational Services (Roy E. Henderson, president, P.O. Box 948, Houston, Tex. 77001-0948) for FM at 106.7 mhz, 6 kw, ant. 100 m, 8 mi S of Barneveld, Wis. *Nov. 19*

**Glendo, Wyo.** (970925ND)—Michael Radio Group for FM at 100.1 mhz. *Nov. 17*

**Green River, Wyo.** (971120MB)—Idaho Broadcasting Consortium Inc. for FM at 92.1 mhz. *Dec. 4*

**Lost Cabin, Wyo.** (9710211MA)—Idaho Broadcasting Consortium Inc. for FM at 99.1 mhz. *Nov. 21*

**Lost Cabin, Wyo.** (BPH-971120MF)—Michael Radio Group (Victor and Van Michael, partners, 7901 Stoneridge Drive, Cheyenne, Wyo. 82009) for FM at 99.1 mhz, 92 kw, ant. 612 m., Cooper Mountain, 26 km SE of Thermopolis, Wyo. *Dec. 2*

**Midwest, Wyo.** (970911NF)—Michael Radio Group for FM at 107.9 mhz. *Nov. 14*

**Newcastle, Wyo.** (BPH-971107MI)—Michael Radio Group (Victor and Van Michael, owners, 7901 Stoneridge Drive, Cheyenne, Wyo. 82009) for FM at 99.3 mhz, .2 kw, ant. 91.3 m., 3.8 km NE of Newcastle. *Nov. 24*

**Newcastle, Wyo.** (BPH-971110MA)—Mount Rushmore Broadcasting (Jan Charles Gray, president/owner, 218 N. Wolcott, Casper, Wyo. 82601) for FM at 99.3 mhz, 6 kw, ant. 100 m., 1.92 km NNW of

intersection of US Rtes 85 and 16, .85 km NE of Newcastle. *Nov. 24*

**Thermopolis, Wyo.** (BPH-971021MB)—Idaho Broadcasting Consortium Inc. (Frederic W. Constant, president/owner, 3565 Standish Ave., Santa Rosa, Calif. 95407) for FM at 98.3 mhz, 13 kw, ant. 647 m, Copper Mountain communications site, 15 km E of Boysen, Wyo., in Fremont County. *Nov. 20*

**Thermopolis, Wyo.** (971006MC)—Wyoming Resorts LLC for FM at 101.7 mhz. *Nov. 14*

## FACILITIES CHANGES

### Dismissed

**Greenfield, Calif.** (BMPH-891220IC)—Farmworker Educational Radio Network Inc. for KSEA(FM): change TL. *Nov. 6*

### Returned

**Orange, Calif.** (BMP-970714AC)—KPLS-AM Inc. for KPLS(AM): change TL, ant. *Nov. 14*

**Gresham, Ore.** (BPED-970625ME)—Mount Hood Community College District for KMHD(FM): change ERP, class, ant. *Nov. 14*

**Seaside, Ore.** (BMPH-970707IA)—Ken's Corp. for KULU(FM): upgrade to C3. *Nov. 14*

**New Boston, Tex.** (BPH-971104IE)—Basso Broadcasting Inc. for KEWL(FM): change channel. *Dec. 4*

### Filed/Accepted for filing

**Chatom, Ala.** (971114ID)—Capital Assets Inc. for WFOW(FM): change ERP, TL, ant., main studio location, city of license. *Nov. 26*

**Dadeville, Ala.** (BP-971021AB)—Little America Business Organization for WDLK(AM): change TL, ant. *Nov. 17*

**Gadsden, Ala.** (BMPCT-971024KF)—Paxson Communications Corp. for WNAL-TV: change ant. *Nov. 28*

**Gadsden, Ala.** (971114IH)—Rainbow Broadcasting Corp. for WOEN(FM): change channel. *Nov. 26*

**Opelika, Ala.** (BP-971106AC)—Sun Broadcasting Co. Inc. for WJHO(AM): change TL, ant. *Nov. 18*

**Clifton, Ariz.** (971112IC)—D W B & G Media Partners Inc. for KWRO(FM): change TL, ant. *Nov. 21*

**Pine Bluff, Ark.** (971030MO)—American Family Assn. for KANX(FM): change ERP, TL, ant. *Nov. 24*

**West Memphis, Ark.** (971126AE)—Pollock Broadcasting Co. Inc. for KSUD(AM): increase power, change ant. *Dec. 8*

**Ford City, Calif.** (971110ID)—Ford City Broadcasting for KZPE(FM): change ant. *Nov. 26*

**Kingsburg, Calif.** (971027ID)—Educational Media Foundation for KLVK(FM): change class to B1. *Nov. 14*

**Los Angeles** (971126AG)—Chancellor Media/Shamrock Broadcasting Inc. for KLAC(AM): increase power, change TL, ant. *Dec. 8*

—Compiled by Sara Brown

# Datebook

## THIS WEEK

- Dec. 15**—Deadline for entries for the fourth annual *Radio and Television News Directors Foundation/Radio in the American Sector Berlin Commission* competition for excellence in radio and television reporting on German/American issues. Contact: Pat Seaman, (301) 977-7210.
- Dec. 16**—Nashville Achievement in Radio Awards recognizing excellence in Nashville-area radio, presented by *The March of Dimes*. Music City Sheraton, Nashville. Contact: Brendan Hurley, (914) 997-4588.
- Dec. 17**—*International Radio & Television Society Foundation* Christmas benefit. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Dec. 18**—San Francisco Bay Area chapter of *Women in Cable & Telecommunications* Annual Leadership Forum. Claremont Hotel, Berkeley, Calif. Contact: Aaron Arntson, (310) 286-3000.

## JANUARY 1998

- Jan. 8-11**—"International CES: The Source for Consumer Technologies," consumer electronics exposition presented by the *Consumer Electronics Manufacturing Association*. LVCC, Sands, Hilton and Alexis Park, Las Vegas. Contact: (703) 907-7674.
- Jan. 9-11**—"Civic Journalism: Advances in Reporting," workshop sponsored by the *Radio and TV News Directors Foundation* and the *Pew Center for Civic Journalism*. Terrace Garden Hotel, Atlanta. Contact: Sarah Pollack, (202) 331-3200.
- Jan. 11**—*The Caucus for Producers, Writers & Directors* 15th annual awards dinner. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: David Levy, (818) 843-7572.
- Jan. 15**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Jan. 15-17**—"Cable Sales Management School 1998," conference presented by the *Cabletelevision Advertising Bureau*. Grenelle Conference Center, Orlando, Fla. Contact: Nancy Lagos, (212) 508-1229.
- Jan. 16**—40th *New York Festivals* International TV Programming & Promotion Awards and International Non-Broadcast Awards gala. Marriott Marquis, New York City. Contact: (914) 238-4481.
- Jan. 18-21**—*National Retail Federation Convention* convention. Jacob K. Javits Convention Center, New York City. Contact: (800) 673-4692.
- 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.
- Jan. 19-22**—25th annual *Association of Local Television Stations* convention. Ernest Morial Convention Center, New Orleans. Contact: Angela Giroux, (202) 887-1970.
- Jan. 23**—40th *New York Festivals* International TV & Cinema Advertising Awards gala. Marriott Marquis, New York City. Contact: (914) 238-4481.
- Jan. 26**—*Nebraska Broadcasters Association* state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.
- Jan. 26-29**—*Electromagnetic Energy Association* Short Course on Management of Electromagnetic Energy Issues: Relevant Strategies. The Fairmont Hotel, San Antonio, Tex. Contact: (202) 452-1070.
- Jan. 28-30**—"Building the Digital Platform," 10th annual *Society of Cable Telecommunications Engineers* Conference on Emerging Technologies. San Antonio Convention Center, San Antonio, Tex. Contact: (610) 363-6888.
- Jan. 29**—New York Achievement in Radio Awards recognizing excellence in New York-area radio, presented by *The March of Dimes*. The Supper Club, New York City. Contact: Brendan Hurley, (914) 997-4588.
- Jan. 29-31**—*Eckstein, Summers & Company*

annual conference on new business development for the television industry. Don CeSar Beach Resort, St. Pete Beach, Fla. Contact: Roland Eckstein, (732) 530-1996.

**Jan. 30**—Tampa Achievement in Radio Awards recognizing excellence in Tampa-area radio, presented by *The March of Dimes*. Ramada Inn Airport, Tampa, Fla. Contact: Betsy Herman, (813) 287-2600.

**Jan. 31-Feb. 3**—55th annual *National Religious Broadcasters* convention and exposition. Sheraton Washington, Washington. Contact: (703) 330-7000.

## FEBRUARY 1998

**Feb. 2-4**—"Profiting from Research Today," 15th annual *CTAM* research conference. San Antonio Marriott Rivercenter, San Antonio, Tex. Contact: (703) 549-4200.

**Feb. 3-4**—"The Five Burning Questions," DBS conference presented by *The Carmel Group*. Sheraton Gateway Hotel, Los Angeles. Contact: Françoise McAvinchey, (408) 626-6222.

**Feb. 3-4**—*Arizona Cable Telecommunications Association* annual meeting. Airport Hilton Hotel, Phoenix. Contact: (602) 955-4122.

**Feb. 5-7**—32nd annual *Society of Motion Picture and Television Engineers* Advanced Motion Imaging Conference. Sheraton Centre Hotel, Toronto. Contact: John Izzo, (914) 761-1100.

**Feb. 5-8**—18th annual *Radio Advertising Bureau* Marketing Leadership Conference. Wyndham Anatole Hotel, Dallas. Contact: Dana Honor, (800) 722-7355.

**Feb. 8-10**—*North American National Broadcasters Association* annual general meeting. DIRECTV Bldg., Los Angeles. Contact: (416) 205-8533.

**Feb. 18-20**—"Winning at Credit," 33rd annual *Broadcast Cable Credit Association* seminar. Tropicana, Las Vegas. Contact: Mary Teister, (847) 296-0200.

**Feb. 18-22**—*International Radio & Television Society Foundation* 1998 Faculty/Industry Seminar. Marriott East Side, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Feb. 20**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Feb. 24-25**—Great Lakes Broadcasting Conference and Expo, presented by the *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: (800) 968-7622.

**Feb. 25-27**—Texas Show '98, conference and exhibition presented by the *Texas Cable & Telecommunications Association*. San Antonio Convention Center, San Antonio. Contact: (512) 474-2082.

**Feb. 25-28**—29th Country Radio Seminar, presented by the *Country Radio Broadcasters*. Nashville Convention Center, Nashville. Contact: (615) 327-4487.

**Feb. 28-March 3**—*Small Cable Business Association* annual National Cable Conference. Washington Court Hotel, Washington. Contact: (510) 462-2473.

## MARCH 1998

**March 5**—*Cabletelevision Advertising Bureau*. Cable Advertising Conference. Marriott Marquis Hotel, New York. Contact: Nancy Lagos, (212) 508-1229.

**March 5**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**March 6-8**—57th annual *Intercollegiate Broadcasting System* conference. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

**March 9-13**—Second *World Summit on Television for Children*. Queen Elizabeth II Centre, London. Contact: +44 (0)181 576 4444.

**March 10-12**—*NIMA International* spring conference. Hyatt Regency Capitol Hill, Washington. Contact: (202) 289-6462.

**March 12**—14th annual *National Association of Black Owned Broadcasters* Communications Awards Dinner. Sheraton Washington Hotel, Washington. Contact: (212) 897-3501.

**March 25**—*International Radio & Television Society Foundation* Gold Medal Award dinner. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

## APRIL 1998

**April 3-6**—*Broadcast Education Association* 43rd annual convention and exhibition. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

**April 6-7**—*Television Bureau of Advertising* annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (212) 486-1111.

**April 6-9**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 16-19**—*New Mexico Broadcasters Association* 52nd annual convention. Sheraton Uptown, Albuquerque. Contact: Paula Maes, (505) 881-4444.

**April 16-19**—SkiTAM '98, program of events to benefit the U.S. Disabled Ski Team, presented by *CTAM of the Rocky Mountains*. Vail, Colo. Contact: Deborah Kenly, (303) 267-5821.

## MAY 1998

**May 3-6**—Cable '98, 47th annual *National Cable Television Association* convention and exposition. Georgia World Congress Center, Atlanta. Contact: Bobbie Boyd, (202) 775-3669.

**May 17-20**—38th annual *Broadcast Cable Financial Management Association* conference. Hyatt Regency Hotel, New Orleans. Contact: Mary Teister, (847) 296-0200.

**May 18-19**—*Kentucky Cable Television Association* annual convention. Radisson Plaza Hotel, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

**May 19**—Fifth annual *International Radio & Television Society Foundation* awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**May 27-29**—*World Broadcasting Unions* Sixth International Broadcast News Workshop. CBC Broadcast Centre, Toronto. Contact: (416) 205-8533.

## JUNE 1998

**June 7-9**—*NIMA International* European conference. Excelsior Hotel, The Lido, Venice, Italy. Contact: (202) 289-6462.

**June 12-14**—*Variety* ShowBiz Expo West exhibition and conference. Los Angeles Convention Center, Los Angeles. Contact: (800) 840-5688.

**June 28-30**—*New York State Broadcasters Association* 37th annual executive conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

## AUGUST 1998

**Aug. 13-15**—*Nebraska Broadcasters Association* 65th annual convention. Holiday Inn, York, Neb. Contact: Dick Palmquist, (402) 778-5178.

## SEPTEMBER 1998

**Sept. 23-26**—1998 *Radio Television News Directors Association* international conference and exhibition. San Antonio Convention Center, San Antonio, Tex. Contact: Rick Osmani, (202) 467-5200.

## OCTOBER 1998

**Oct. 28-31**—*Society of Motion Picture and Television Engineers* 140th technical conference and exhibition. Pasadena Convention Center, Pasadena, Calif. Contact: John Izzo, (914) 761-1100.

**Major Meeting dates in red**  
—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)



## Weather right or wrong

**A**ccuWeather founder and president Dr. Joel Myers has always had weather on the brain.

As a child in Philadelphia, Myers was fascinated by snowstorms. At the age of seven, he started keeping a daily diary of weather conditions. When Myers was 11, his father showed him an article about a Boston meteorologist who sold forecasts to fuel-oil dealers. It seemed like an ideal career to the entrepreneurial adolescent.

"I said to myself, 'That's what I want to do,'" recalls Myers, now 58.

In high school Myers became a weather observer for the National Weather Service. He went on to study meteorology at Penn State University, where he hoped to match his love of weather with a business application. As an undergrad he began to make his mark as a weather forecaster, winning 11 consecutive bets from the professor who taught his course. He stayed to pursue his master's degree and found his first work as a paid meteorologist in 1962.

"The local gas company wanted weather forecasts, and the department head sent them to me," Myers recalls. "That was my first client—I was paid \$50 a month for three months in the winter, which was really AccuWeather's start."

The next winter Myers began working with ski areas that needed accurate weather forecasts to plan their artificial snow-making, which is dependent on the right temperature and humidity. He also started a snow warning service. Myers rented office space on campus and made use of Penn State's weather data in his forecasts. He taught through the summer so he could take winters off to run his business.

In 1968 Myers began giving on-air forecasts for PSU's public television station, WPSX-TV. His accuracy got him noticed by WARM(AM) Wilkes-Barre, Pa, which wanted him to phone in weather forecasts. At the time, Myers was too busy with academics for the job. But after he earned his doctorate in 1971, Myers took WARM up on its offer. He named his forecasting service AccuWeather.

AccuWeather soon gained KYW(AM) Philadelphia, WSBA(AM) York, Pa., and WINS(AM) New York as radio clients; its first television client, WPVI-TV Philadelphia, signed on in November 1971, followed by KYW-TV in January 1972.

"Of our first seven stations, six are still clients today," Myers says. "That's a record



*"The weather is different from anything else. The weather never stops."*

### Joel Norman Myers

**Founder, president/chairman, AccuWeather Inc., State College, Pa.; b. Nov. 3, 1939, Philadelphia; BS, meteorology, Pennsylvania State University, State College, Pa., 1961; MS, meteorology, 1963; PhD, meteorology, 1971; current position since 1962; trustee, Pennsylvania State University, 1981-present; board of directors, WPSX-TV University Park, Pa., 1990-97; chairman, Commercial Weather Service Association, 1995-96; m. Peggy Kelley, 1995; children (from previous marriage): Daniel Myers, 31; Bradford Mason, 30; Sharon Myers, 28; Adrienne Mason, 26; Erika Myers, 19**

we're very proud of. There are very few things in radio and TV that last 26 years."

Today, AccuWeather has 15,000 customers overall, mostly business, agricultural and industrial users. On the media side, the company counts 280 radio stations, 250 TV stations, 400 newspapers and 800 Internet firms as clients. AccuWeather has 345 employees, 93 of them meteorologists. Revenue has grown every year, says Myers, and the company retains 98% of its customers each year.

But Myers had to make a strong sales pitch during AccuWeather's early days to recruit news organizations—which were using government forecasts free. A former editor of Penn State's daily newspaper, Myers knew he had to convince journalists to make weather a priority, not just filler.

"The key thing was convincing people we were more accurate than anybody else," Myers says. "But you couldn't prove that in a week or two. It took thousands and thousands of calls. ... It was a hard sell in the beginning. People weren't sure they should pay a premium. They asked, 'How does that translate into dollars?' Today, weather coverage is much more quantifiable in terms of ratings."

Today, AccuWeather has also grown considerably from its core business of phoning and faxing forecasts to customers. When competitor WSI started snatching up TV customers with its combination of weather data and graphics systems in the 1980s, AccuWeather launched the first in a series of weather graphics systems.

Myers was also quick to see the potential of the Internet, starting the AccuData online service in 1994. He is now pursuing individual clients for a Personal AccuWeather service.

The company also has diversified by distributing crossword puzzles, soap opera information and sports news; it just launched a new online photo service with the Associated Press for educational customers.

Myers is eager to capitalize on the public's current fascination with weather, which he says is a natural product of the "now" generation.

"People today want to keep up with everything, whether it's general news, sports, weather or finance," he says. "You feel lost if you don't know. But the weather is different from anything else. ... The weather never stops." —Glen Dixon

## BROADCAST TV

**Danny Baker**, general sales manager, WAGA-TV Atlanta, joins KTBC-TV Austin, Tex., as VP/GM.



*Bartis*

**David Bartis**, VP, original programming, West Coast, joins NBC Studios, Burbank, Calif., as senior VP, prime time series.

**Pat Dalbey**, GM, KMIZ(TV) Columbia, Mo., joins WTVY(TV)

Dothan, Ala., as VP/GM.

**David Brangan**, director, sales, Freedom Sports Network, Detroit, joins KYMA(TV) Yuma, Ariz., as regional sales manager.

**Paul Gluck**, executive editor, news, KYW-TV Philadelphia, named news director.



*Bajarla*

**Bela Bajarla**, manager, movies and miniseries, Warner Bros. Television, joins CBS Entertainment, Los Angeles, as director, movies for television.

**Larry Posner**, investigative producer, joins *Inside Edition*, New York, as co-executive producer.

Appointments at NBC Entertainment Press and Publicity, Burbank, Calif.:

**Barry Chermín**, free-lance publicist, named senior press manager, movies, miniseries and specials; **Virginia Mastroianni**, staff unit publicist, KCET(TV) Los Angeles, joins as free-lance publicist.

**Cindy Velasquez**, VP, broadcast, KUSA-TV Denver, joins KMGH-TV Denver as VP/GM.

**John Curtis**, main sports anchor, WHP-TV Harrisburg and WLYH-TV Lancaster, both Pennsylvania, named sports director, *Eyewitness News*.

**C. Eugene Hale**, assistant chief engineer, WSBT-TV South Bend, Ind., named chief engineer.

**Ron Esh**, on-air director, WGAL(TV) Lan-

caster, Pa., named production supervisor, creative services department.

The Independent Television Service (ITVS) announced the appointment of ITVS executive director **Jim Yee** to the President's advisory commission on public interest obligations of digital television broadcasters—a 20-member working group appointed by President Clinton to address the transformation of the television medium from analog to digital broadcasting during the next decade.



*Brown*

**Sid Brown**, senior VP, regional sales, Blair Television, will retire at the end of the year. Brown's responsibilities will be shared by Leo MacCourtney, president, Blair USA, and Floyd Gellini,

president, Blair America.

**Theresa Virgil**, promotion producer, WGNX(TV) Atlanta joins WAGA-TV Atlanta as executive producer.

**Chris Webb**, general sales manager, WGTU(TV) Traverse City and WGTQ(TV) Sault Ste. Marie, both Michigan, named VP, sales, Scanlan Communications Group.

**Jim Gilbert**, director, engineering, WTAE-TV Pittsburgh, joins WPVI-TV Philadelphia in same capacity.

## PROGRAMMING



*Lifton*

**Stacy Lifton**, director, business affairs, Fox Kids, Beverly Hills, Calif., named VP, business and legal affairs, Fox Kids Worldwide.

**M. J. LaVaccare**, director, scheduling, Fox Broadcasting Co., Los

Angeles, named VP.

**Henry Cauthen**, president, South Carolina Educational Television, Columbia, S.C., received the Corporation for Public Broadcasting Lifetime Achievement Award.

**Bob Wynne**, chief of corporate opera-

tions, Sony Pictures Entertainment, Culver City, Calif., named co-president.

**Alan Rast**, associate director, video projects, creative services, Fox Broadcasting Co., Hollywood, named director.



*Williams*

**Scott Williams**, VP, creative services, Classic Sports Network, joins CBS Eye on People, Stamford, Conn., as VP, program production/creative director.

**Martin Shea**, senior VP, corporate

communications, Triarc Companies Inc., joins Viacom Inc., New York, as senior VP, investor relations.

Appointments to the WETA-FM-TV board: **Karna Small Bodman**, writer/commentator and former senior official at the Reagan White House; **Jerome Libin**, partner, Sutherland, Asbill & Brennan; **Nancy Otto Low**, president/CEO, Nancy Low & Associates Inc.; **Susan Pearce**, VP, corporate communications, Lockheed Martin; **Don Spero**, principal, Spero Quality Strategies; **Roger W. Wilkins**, professor of history and American culture, George Mason University.

## JOURNALISM

**Kay Miller**, assignment editor, KRIV(TV) Houston, joins WWSB(TV) Sarasota, Fla., as assignment desk manager.

**James Hill**, news reporter, KCOP(TV) Los Angeles, joins WFOR-TV Miami as morning co-anchor.

**Micah Materre**, weekend anchor/general assignment reporter, WJBK-TV Detroit, joins WGN-TV Chicago as morning news anchor.

**Gary Harper**, reporter, WZZM-TV Grand Rapids, Mich., joins KTVK(TV) Phoenix in same capacity.

**Kohr Harlan**, weekend anchor/weekday reporter, KLAS-TV Las Vegas, joins WTVI(TV) Charlotte, N.C., as anchor, 6 and 11 p.m. weekend newscasts and general assignment reporter.

**Earle Curtice**, executive director, Air-watch America (Jacor Communications' traffic, news, weather and sports network), Covington, Ky., named president.



**Leila Cordeiro** and **Eliakim Araújo**, television news anchors, join CBS TeleNoticias Brazil, Miami, as prime time anchors.

**Lucy Noland**, anchor/reporter, KJEO(TV) Fresno, Calif., joins WJBK-TV Detroit as co-anchor, *Fox 2 News Morning*.



**Smolenski**

Appointments at KRON-TV San Francisco: **Mark Smolenski**, writer/producer/editor, WLS-TV Chicago, joins as director, on-air promotion; **Melinda McIntire**, bureau manager/field producer, CNN,

Denver, joins as senior assignment director; **Mia Zuckerkandel**, newsroom assignment editor, named special projects editor.

**Julian Dunn**, weekend meteorologist, WROC-TV Rochester, N.Y., joins WHCT-TV Rochester in same capacity.

**Ken Watts**, weekend anchor, WAGA-TV Atlanta, joins WXIA-TV Atlanta as anchor/reporter.

Appointments at WJBK-TV Detroit: **Lee Thomas**, entertainment/feature reporter, WABC-TV New York, joins as anchor/reporter; **Deena Centofanti** joins as co-anchor.

Appointments at *Fox News First*, WUHF(TV) Rochester, N.Y.: **Donna Dedee**, director, marketing and community affairs, named news director/anchor; **Tom Butler**, anchor/reporter, KOLO-TV Reno, joins as co-anchor; **Howard Bernstein**, meteorologist, KOCO-TV Oklahoma City, joins as chief meteorologist; **John DiTullio**, sports director/anchor, WFXP(TV) Erie, Pa., joins as sports director/anchor.

**Sandra McKeller**, executive producer, WUSA(TV) Washington, joins WMAR-TV Baltimore as assistant news director.

## RADIO

**Phil Sirkin**, operations manager/program director, WPRO(AM)/WLKW(AM) Providence, R.I., joins Sweet Talk Productions Inc., Greenwich, Conn., as VP, radio operations.

**John Keiser**, president, Southwest Missouri State University, has been elected a public member of National Public Radio's board of directors.

**Michael Bump**, director, sales/station

manager, WPTE(FM) Virginia Beach, Va., joins Jacor Broadcasting of Las Vegas Inc. as director, sales, for Jacor's four properties there.

**David Lebow**, president, Rating Point Management, joins Chancellor Media Corp., Westport, Conn., as VP, station research and development.

**Bill Sommers**, president/GM, KLOS(FM) Los Angeles, adds KABC(AM)/KTZN(AM) Los Angeles, to his responsibilities.

**Jay O'Connor**, director, sales, Katz Radio, New York, joins WYYY(FM)/WWHT(FM) Syracuse, N.Y., as VP/GM.

## CABLE

**Tommy Toy**, account executive, National Cable Communications, Los Angeles, named marketing manager, Western region, San Francisco office.

**Andrew Quay**, director, transportation and logistics, QVC, West Chester, Pa., named VP.

**Michael Sakin**, New York sales manager, FX Networks, New York, named VP, advertising sales.

Appointments at the Food Network, New York: **Leon Tinker**, Paintbox artist, named design director; **Mark Materowski**,



**Tinker**



**Materowski**

director, project management, Nickelodeon International, joins as director, promotion marketing; **Jennifer Caserta**, sales promotion manager, Westwood One, joins as marketing manager; **Leslie Figueira**, senior account executive, media relations, D S Simon Productions, joins as public relations manager.

**Bonnie Hammer**, VP, original production and current programming, USA Network, New York, has been elected to the Board of Governors of the National Academy of Cable Programming.

**Mike Lerner**, VP, programming, The Weather Channel U.S., joins The Weather Channel Latin America, Miami, as VP, programming and operations.

Appointments at INSP-The Inspira-

tional Network, Charlotte, N.C.: **Kathy Covington**, marketing manager, named marketing director; **Patti Stanford** has been named marketing coordinator.

Appointments at Summit Communications Inc., Puget Sound, Wash.: **Barbara Vraspir**, VP, marketing, King Videocable, joins as director, marketing; **Bruce Edwards**, program manager, Woodward Clyde Engineering, joins as director/consulting engineer; **Dana Moler**, director, new technologies, named VP.

**Craig Turner**, director, affiliate relations and sales, Northeast region, Request Television, Denver, named VP.

**Karen Jarmon**, head, The Rose Group (marketing and consulting firm), joins C-SPAN, Washington, as VP, marketing.

## DEATHS

**Bob Bell**, 75, an actor who played Bozo the Clown for 25 years, died Dec. 8. Beginning in 1959, Bell portrayed Bozo on WGN-TV Chicago in a 30-minute show consisting of one-man sketches



**Bob Bell as Bozo**

and cartoons. The program went off the air in 1960 and returned in 1961 as *Bozo's Circus*. Earlier in Bell's career he had played several characters on the *Wally Phillips Show* and *Andy Starr*, a kindly old backstage custodian, on the children's movie theater. Last year he was inducted in the Clown Hall of Fame.

**Kevin Sweeney**, 80, radio sales consultant, died Nov. 6 in Woodland Hills, Calif. Sweeney's sales career began at CBS's promotion department in 1939. From there he went to ABC as sales promotion manager, Western division. He worked for several radio companies and the Radio Advertising Bureau, where he was president from 1954 to 1963. Sweeney was part-owner of KBIG(FM) Los Angeles and other radio stations in Long Beach, Calif., Kansas City and Oklahoma City. Since the 1960s he had been a radio and television consultant.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

Political and media analyst **Jeff Greenfield is leaving ABC News for CNN**, the networks confirmed last week. The lure? More on-air exposure. Greenfield told the *New York Times* that plans are in the works for him to anchor a new prime time magazine, although CNN officials say it is "premature" to discuss that. They did confirm that he will have various reporting duties and will serve as substitute host for Larry King. Greenfield has been with ABC News since 1983. The switch was engineered by CNN President Richard Kaplan, who left ABC earlier this year for that post. Last week, CNN also confirmed that ABC *PrimeTime Live* correspondent Judd Rose is switching to CNN. Rose will be a correspondent and likely will anchor a new prime time magazine show, sources say. Both Greenfield and Rose will join CNN in January.

## The Recording Industry

**Association of America last week asked the U.S. Copyright Office to reject royalty rates of 5% of gross revenue for subscription digital cable and satellite music services**, as recommended by a Copyright Arbitration Royalty Panel (CARP) Nov. 28. RIAA's recommendation was for digital music services—such as DMX, Music Choice and MUZAK—to pay a rate of 41.5%, which RIAA says would be based on a fair market rate. The Copyright Office has 60 days to decide whether to accept the CARP's decision.

House Telecommunications Subcommittee Chairman **Billy Tauzin (R-La.) is "going to do everything in my power to stop the FCC from moving" to the Portals**, a Washington commercial development that is in a more remote location than the FCC's current home on M Street. Tauzin plans to introduce a

resolution when Congress returns in January that will keep the General Services Administration from funding the \$40 million move. "The last thing I want is the FCC to be a part of what is going down as an ethically and criminally suspect operation," Tauzin says. He and other members of Congress question the ethics of the deal as well as the terms of the lease, which many lawmakers say is too expensive per square foot. "And why did GSA agree to pay \$1.7 million per month on an empty building?" asks Ken Johnson, aide to Tauzin. GSA began paying the rent in June. Senate Commerce Committee Chairman John McCain (R-Ariz.) is waiting to hear from the General Accounting Office—which he asked to investigate the situation—before introducing legislation, says a Commerce committee spokesperson.

**Liberty Media will launch a version of the BBC Worldwide news**

**channel** on one of its digital tiers next spring, according to company President Dob Bennett. He said the cost of operating the channel would be only \$10 million annually and that the channel could reach breakeven at 6 million subscribers. Also in the works is a service called Health TV, designed to exploit the recent relaxing of restrictions on prescription drug advertising. Bennett says the service will license programs already being produced for other networks, in exchange for a piece of ad revenues. "The idea is to create a larger audience for those shows than they get individually," he said.

**Clear Channel says it has completed its \$629 million purchase of Paxson Communications' Florida radio and outdoor advertising properties.** Clear Channel has been operating the stations under a local marketing agreement since Oct. 1.

**Capstar President R. Stephen Hicks, brother of radio mogul Thomas O. Hicks, has individually applied to build a new FM station in Silverton, Colo.** Hicks's application will compete with the Idaho Broadcasting Consortium, among others, for the same spectrum. Capstar is in the process of buying SFX Broadcasting Inc. The buy was facilitated last Friday by the exercise of nearly 540,000 options to purchase SFX common stock by executive chairman Robert F.X. Sillerman, who says the move was necessitated by tax considerations. Sillerman adds that it "permit[s] me to maintain my proportionate ownership of the new company."

**SeaChange International-**

## Univision's Cisneros indicted

Univision President Henry Cisneros will stay on at the company even after being indicted last week on 18 counts of fraud, conspiracy and obstruction of justice for allegedly lying to the FBI during a 1992 federal background check.

"[Cisneros] has been diligent in keeping the company informed of developments in the investigation, and has never allowed the investigation to distract from his performance as an effective and dynamic leader for our company," said Univision Chairman Jerrold Perenchio in a statement Friday. "[H]e will continue to serve in his present role ... throughout the disposition of his case."

Cisneros, who served as Housing Secretary in the Clinton administration from 1993 to 1996, is accused of lying to the FBI about an extramarital affair he had with Linda Medlar (who has since reverted to her maiden name, Jones). He also is accused of lying about monthly payments of \$5,000 he made to Jones between 1990 and 1993, according to the grand jury. Cisneros allegedly paid Jones to keep quiet about affairs he had with her and later with another woman.

If convicted, the former mayor of San Antonio faces five years in prison on each count.

"While Mr. Cisneros and his family do not relish the prospect of further public airing of private events beginning a decade ago, he will defend himself vigorously and expects complete exoneration after a trial," said Cisneros attorney Cono Namorato in a statement.

Cisneros last week abruptly canceled a scheduled appearance on a First Amendment panel at the Western Cable Show, apparently because of the coming indictment.

—Paige Albiniak



# Warner Bros., DIRECTV launch music show

In an exclusive agreement, Warner Bros.' domestic pay-TV cable and network features division will create a weekly music magazine show for DIRECTV subscribers that will debut in February. Warner Bros. also will supply two live pay-per-view concerts for DIRECTV to air next year.

Eric Frankel, Warner Bros. division executive vice president, describes the show as "the *Entertainment Tonight* of music."

Warner Bros. is slated to develop 48 episodes of the half-hour series covering news and artists in rock, country, pop and other genres. Tri-Crown Productions will produce the series for Warner Bros., which developed the *Hard Rock Live* series for MTV Networks' music channel VH1.

"This solidifies our commitment to music and our long-term relationship with Warner Brothers," says Larry

Chapman, DIRECTV executive vice president. DIRECTV's lineup includes 32 existing music channels.

The series, offered without charge to DIRECTV subscribers, will be commercial-free, Frankel says. DIRECTV will insert spots within the series to promote its other music programming and live PPV concerts. The first of two PPV concerts is planned for next summer, he says.

Frankel says Warner Bros. considers the alliance with DIRECTV a way to ease PPV distribution of its music events. "Pay per view has been a difficult and time-consuming business for us. ... It will be exciting to partner on promotions and marketing with DIRECTV."

In return, Warner Bros. will promote the series outside the DIRECTV universe to help boost its subscriber base of 3 million homes, Frankel says. —Donna Petrozzelo

**al has acquired hotel video-on-demand provider IPC Interactive of Singapore** and its wholly owned U.S. subsidiary for roughly **\$6.7 million** in SeaChange common stock. With the deal for privately held IPC Interactive, SeaChange gains the company's hotel VOD software and its relationships with Hollywood studios, says SeaChange spokesman John Coulbourn. SeaChange already had a joint marketing agreement with IPC Interactive to target the hotel VOD market using SeaChange video servers, and the two companies had worked with Time Warner Cable of New York City to launch a fiber-optic hotel network in Manhattan.

**FCC Chairman William Kennard last week insisted that there really are differences between him and former FCC chairman Reed Hundt.** Delivering the

required monologue at last week's FCBA chairman's dinner, Kennard pointed out the differences between Hundt's high school—St. Albans—and Kennard's—Hollywood High. "His classmates aimed really high. My classmates got really high," he quipped. Discussing his new job, Kennard voiced confusion with seemingly contradictory terms such as "wireless cable." "I don't get it. But, of course, nobody does." He also said that he had been invited to Commissioner Harold Furchtgott-Roth's for New Year's Eve, to turn on the radio and listen to the ball drop. Kennard closed his speech—which drew several laughs—with a tribute to his new colleagues. Citing the diversity of the new FCC, Kennard said the agency's official portrait "looks like a Benetton ad."

NAB board member Bill O'Shaughnessy reports that **NAB President Eddie Fritts's knee surgery**

**was a complete success.** "Beware Capitol Hill," says O'Shaughnessy. "Eddie Fritts no longer comes on bended knee. The man has made us all rich; we want to keep him healthy." Fritts had knee-replacement surgery last week.

**Mexican broadcaster xetv(tv) Tijuana must show that it has provided issue-responsive**

**programming to San Diego viewers if it wishes to continue broadcasting Fox's signal** to the city after a five-year permit expires, a court ruled last Friday. The FCC set the condition last year in granting Fox a five-year permit to deliver programming to San Diego through the station. The U.S. Court of Appeals rejected the station's challenge to the programming condition.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"...Listen to this—our station manager is calling 'Dr. Laura'!"

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Incorporating The Fifth Estate TELEVISION Broadcasting

## I'd like to order a double cheese and the 1969 Super Bowl

John Malone took center stage last week at the Western Show. With reporters hanging on every word, the TCI chief said he would order 5 million, 20 million—maybe even 25 million digital set-top boxes for TCI's systems and other "friends and family."

At the very least, such boxes expand channel capacity and make room for some of those homeless cable networks that roam the streets of Anaheim each December. But in their more advanced (and costly) forms, Malone said, they will propel cable and its customers into the elusive interactive age by bridging TV and the Internet. You'll finally be able to order a pizza over the TV set.

It all sounds great. But haven't we heard this talk of cable's digital revolution before? Just five years ago, at the very same convention, Malone promised a 500-channel cable system—a dazzling digital array of on-demand movies in every niche network that market-savvy programmers could concoct.

It didn't happen. Probably never will. It's not just Malone; the entire cable industry has a history—stretching back to at least the great urban franchise wars of the early 1980s—of overpromising, of raising expectations one year and explaining what went wrong the next.

So we will take Malone's pronouncement with a measure of skepticism. But we also hope that this time Malone delivers. Despite mounting complaints about rising cable bills, Washington may look the other way if it sees cable pouring money into technology that results in new and improved services. What's more, we are as eager as the next consumer to reap the clear benefits of the technology. We'll forgo the digital pizza, but we'd sure like to tune in occasionally to CBS Eye on People, Classic Sports Net-

work, the Food Network, Animal Planet, and many other networks now denied homes in the cruel analog world.

## Let's not get ready to rumble

We appreciate the candor of our cover subject, talk show host Jerry Springer. Rather than spout rationalized nonsense about how his show provides a forum or encourages people to be honest, he comes right out and admits the show is "outrageous" and "a circus."

But we remember a time—not too long ago—when a violent outbreak on a talk show was newsworthy for its rarity. Today, Springer puts on more fights than Don King.

The talk-show-circus format faced a serious challenge when one *Jenny Jones* guest killed another after a surprise confrontation on her show. We don't believe that a television show—even an outrageous one—is primarily responsible when one person kills another. But a medium that exploits hostility and antagonism cannot deny encouraging it, whether that violence happens onstage or off. Jones's show has continued, but the impact of that tragedy on the individuals and the families will never end.

Springer says he avoids the *Jones* scenario by informing his guests that there may be some surprises ahead. But even though *Springer* employs more cops than any show this side of *Brooklyn South*, the amount of violence on *The Jerry Springer Show* suggests that those safeguards aren't working. And, as the Jones incident demonstrates, tempers don't necessarily subside when taping is over and Jerry's private police force isn't there to break things up.

Do we advocate, as a solution, censorship? Regulation? Of course not. We prefer the self-restraint and taste being exercised by Oprah Winfrey and others determined to uplift their somewhat tainted genre. To be on the safe side of tragedy, it's better for TV to police itself. Before the real cops take over.

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