

Traffic Assistant. America's leading Spanish language television group is searching for (2) seasoned Traffic Professionals. We currently have opportunities in our San Francisco office for Traffic Assistants. We offer excellent benefits and competitive salaries. Fluency in Spanish is not required, but helpful. Send resume with salary history to: Astrid Juarez, KDTV Channel 14, 2200 Palou Avenue, San Francisco, CA 94124. 415-695-3926 (Fax). EOE.

Paramount station, UPN 20 in Washington, DC, is expanding its sales management team. We are looking for a high energy, experienced person to be our second Local Sales Manager. We need a 5+ year TV veteran (prior management experience preferred) who is skilled at hiring, training and motivating account executives to deliver superior shares of revenue on existing business and aggressively manage new business opportunities. Knowledge of TV Scan, Prime, Scarborough, inventory management and computer literacy - a must. If you like a fast-paced, challenging environment and want to work for a great company, send your resume to: Director of Sales, UPN 20/WDC, P.O. Box 39113, Washington, DC 20016. We are an Equal Opportunity Employer.

Local Sales Manager. WTAJ-TV, CBS, Altoona, PA #1 station in 90th market. Successful candidate will manage professional staff of 12 located in Altoona, Johnstown, State College, and Clearfield, and will enjoy an excellent compensation package including 401(k), profit sharing, insurance, and the works. We have many tools including "Home Improvement/Seinfeld," active vendor and incentive program, a Penn State skybox, and the market's top-performing news organization. We're looking for a leader with strong oral and written communication skills who understands sales promotion. Previous management experience and a college degree is preferred. 3-4 years of television sales experience required. If this is you, send a letter of introduction and a resume to arrive no later than Friday, July 12 to: Joe Cooper, General Sales Manager, WTAJ-TV, 5000 Sixth Avenue, P.O. Box 10, Altoona, PA 16603-0010. WTAJ-TV/Gateway Communications is an Equal Opportunity Employer.

Local Sales Manager. A dominant NBC affiliate in the South Atlantic television market is seeking a local sales manager who can properly market our dominant position and direct our professional staff. We are an industry-respected, family-owned group of small-medium market stations. If you have on-the-street local direct selling experience and want to lead a winning team, this excellent growth opportunity requires no prior sales management experience. We offer an excellent fringe benefits package. EOE-M/F. Send resume to Box 00853 EOE.

General Sales Manager. Very successful VHF-ABC affiliate needs creative team player who knows how to grow people, revenue, and client relationships. Requires several years of previous TV sales management experience, great people skills. Show us your track record. Resume, materials to: GSM Opening, KCRG-TV, P.O. Box 816, Cedar Rapids, Iowa 52406. EOE.

Continental Television Network has an opening for Local Sales Manager in Missoula, MT. Requires success in recruiting, training and motivating sales staff. Successful candidate could become Station Manager. Send resume to: General Manager, 2200 Stephens Avenue, Missoula, MT 59801.

Local Account Executive. WNUV-TV, Baltimore's UPN affiliate, is looking for an aggressive Account Executive to join our top-notch team. List includes top agencies and emphasis on new business. 3-5 years broadcast sales experience a must. Send cover letter and resume to: Paul Roda, Local Sales Manager, WNUV-TV, 2000 West 41st Street, Baltimore, MD 21211-1420. No phone calls please. Equal Opportunity Employer.

General Sales Manager WYOU-TV, Wilkes-Barre/Scranton, in the beautiful Pocono northeast section of Pennsylvania, has an immediate opening for the General Sales Manager. The successful candidate must be highly motivated with leadership abilities and possess a proven national and local sales record. WYOU-TV is the newly purchased flagship station of Nexstar Broadcasting Group and this position affords an excellent opportunity for growth. We have Marshall Marketing, CMR and TV Scan. Send resume to Perry A. Sook, WYOU-TV, 415 Lackawanna Avenue, Scranton, PA 18503. No phone calls please. Equal Opportunity Employer. M/F

Director of Sales and Marketing. EGAD!, a fast growing broadcast graphics design and animation company, is seeking a team leader to lead and direct local sales staff. Must possess strong leadership skills and a proven track record in new business development. Company offers a unique equity and sales incentive package. Prior television management a must. Send resume to Shelley White, 6305 North O'Connor, Suite 103, Irving, TX 75039 or fax (214)869-2039.

Broadcast Media Buyer. The Christian Broadcasting Network, located in Virginia Beach, Virginia, is seeking a seasoned Broadcast Media Buyer to purchase air-time for its daily television show, The 700 Club. The successful candidate will possess the following qualifications: Experience as a media buyer for a large broadcasting organization; excellent negotiation and communication skills; and proficiency in using the Nielsen Station Index (NSI). Ability to build long-term positive relationship with clients a must. If you meet the listed criteria and share our vision and purpose call our 24-hour line (800) 888-7894 to request and application.

Account Executive - Television advertising sales. Responsibilities include achieving monthly sales goal and developing new business. Media sales background with college degree preferred. Computer skills helpful. Send resume to Al Blanks, KAIT-TV, P.O. Box 790, Jonesboro, AR 72403-0790. EOE.

HELP WANTED MARKETING

NewsChannel 8 Marketing and Promotion Director. Still haven't found the right person! Regional 24-hour cable news channel serving metro Washington D.C. seeks an enthusiastic and dynamic Marketing and Promotion Director to oversee all Marketing, Promotion and Community Relations functions as well as supervision of on-air look. The ideal candidate will have a Bachelor's degree in Broadcast Communications, Marketing or related field and five years of progressively responsible cable or broadcast experience, preferably in the area of marketing, promotion or research. Please send or fax (703-912-5599) resume and salary history to: NEWSCHANNEL 8, HR Dept., 7600-D Boston Blvd, Springfield, VA 22153. EOE No phone calls please.

Creative Services Director. Live in the beautiful intermountain west and enjoy a great lifestyle. KTVX-TV/ABC, (A United Television Inc. Station) the #1 affiliate in Salt Lake City, is looking for a dynamic individual to develop and execute overall marketing strategy. If you are a person who has a keen understanding of strategic planning and brand development and understand how to create tactical plays for an affiliated television station, this is a tremendous opportunity for you. We are looking for someone to coordinate not only on-air promotion, advertising, graphics, publicity and media planning, but also long-term product development. Metered market experience preferred. Send non-returnable tape and resume to Peter Mathes, General Manager, KTVX-TV, 1760 Fremont Drive, SLC, Utah 84104. No phone calls please. EOE.

Telemundo, a U.S. Spanish-language television network, seeks two positions for its Business Development and Marketing Research Department based in NYC. Both positions will interact with sales offices, ad agencies and advertisers in US and Puerto Rico. Marketing Coordinator and Marketing Research Analyst. Responsibilities include: Compiling and analyzing research data from various sources (SMRB, Yankelovich, Polk, Census); Preparing marketing presentations; Using geo-demographic system to highlight market potential. Ideal candidates possess: Proficiency in Windows programs (Word 6.0, Harvard Graphics 3.0 and/or Powerpoint, Excel or Lotus); Use of syndicated research software and Claritas Compass GIS system, but will train; Excellent verbal/written communication, organization and presentation skills, strong analytical abilities. Knowledge of Hispanic market and fluency in Spanish a plus, but not required. Qualified applicants, send resume to: Human Resources Department, Telemundo Group, Inc., 1740 Broadway, NY, NY 10019 or Fax to: 212-459-9498. EOE.

HELP WANTED TECHNICAL

ASSISTANT DIRECTOR OF ENGINEERING

Seeking an individual with strong technical and management experience to assist our engineering director to oversee the station's technical ops. Successful candidate must possess superior technical & interpersonal skills and strong budget management experience. Required minimum of 5 years major market TV engineering experience in design, maintenance, operations & testing. FCC general class radiotelephone license required.

Rush resume to:



KTIA-TV

HRD-Dept. 1

**5800 Sunset Boulevard
Los Angeles, CA 90028**

To place an ad in the Broadcasting & Cable
Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@B&C.CAHNERS.COM