

September 13, 1999

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VIACOM

How Mel will shape newest media giant



Viacom's Summer Redstone (l) and CBS' Karmazin announce \$36 billion merger

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TOP OF THE WEEK / 4
BROADCASTING / 27
CABLE / 31
TECHNOLOGY / 38
INTERNET / 40

y!

Head Competition, es "Millionaire"!

**Who Wants
To Be A
Millionaire**

DMA HH RTG/SHR

7.7/13

**Phoenix
KNXV/ABC
M-F 7:30-8PM**

**Wheel of
Fortune**

DMA HH RTG/SHR

8.3/14

**Phoenix
KTVK/IND
M-F 7:30-8PM**

...SORRY In Its Only Head-To-Head "Wheel" Outrattle

*...And Wheel of Fortune
Was In Repeats!!!*

WHEEL OF FORTUNE

*The Undisputed
Game Show Champion!
...but then you knew that.*

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COLUMBIA TRISTAR



DISTRIBUTION AND
MEDIA SALES BY

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Source: Nielsen/WRAP/Overnights: Average of 8/18, 8/19, 8/20, 8/24, 8/25, 8/26/99.
*Dates of direct head-to-head competition among all markets.
Subject to qualifications available upon request.
Nielsen Media Research confirmed data and data descriptive text.

What is the #1 Prime Time Game Show?

● **A:** The Price Is Right

● **B:** Who Wants To
Be A Millionaire

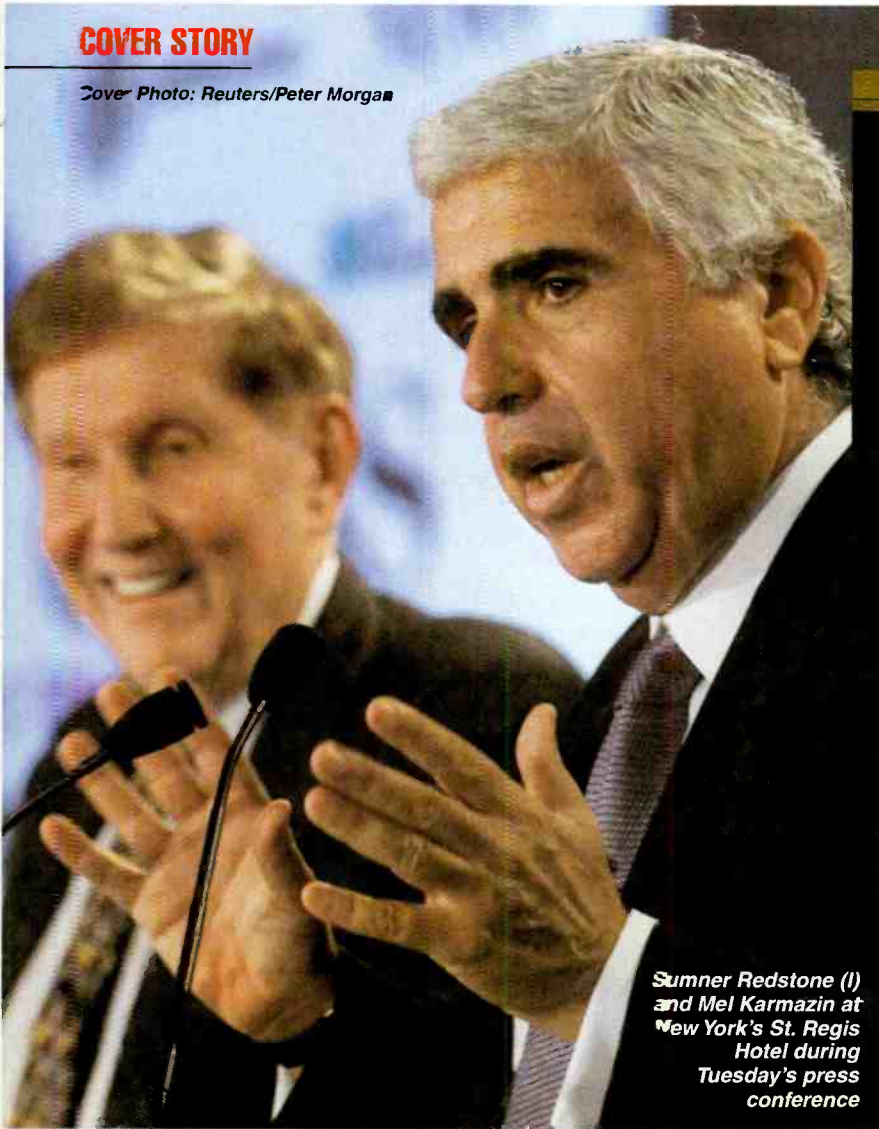
● **C:** Wheel of Fortune

● **D:** Jeopardy!

Is That Your Final Answer...?

COVER STORY

Cover Photo: Reuters/Peter Morgan



Sumner Redstone (l) and Mel Karmazin at New York's St. Regis Hotel during Tuesday's press conference

TOP OF THE WEEK / 6



The Mel-ding of Viacom and CBS Karmazin expected to put inimitable stamp on the combined companies; Viacom leaves UPN fate to FCC; CBS affiliates in 11 markets are at risk of losing affiliation; Dauman and Dooley are mergers' first casualties. / **14-24**

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Odd ads in, says FCC TV, radio stations may no longer reject odd-length political spots out of hand / **26**

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Clayson

Clayson is 'Early' favorite ABC correspondent moves to morning gig with Gumbel as co-anchor of new show. / **27**

CNN's syndicated synergy TV stations to get branded news inserts from 'Parenting' magazine. / **27**

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Is cable ready for Y2K? Small operators catching up; majors in final phase of Year 2000 readiness. / **31**

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NBC, Paxson in mating dance

Sources: After Viacom blockbuster, ABC-Diller and NBC-Sony also join duopoly party

By Steve McClellan

Merger talk is spreading faster than the Asian flu in winter. In the wake of last week's mega-merger announcement between Viacom and CBS deal (See coverage beginning page 14), other major networks started talks or closed in on more focussed deals designed to take advantage of the FCC's TV duopoly ruling last month.

Sources at NBC confirm it is close to buying a 32% stake in Paxson Communications, for about \$400 million. Insiders said that, barring any unanticipated glitches, the deal will be announced this week.

Word surfaced last week that Disney and USA Inc., are discussing a strategic television alliance. It was difficult to gauge how far along those talks were last week. "[USA chairman] Barry Diller has been talking to all the majors for a long time about some sort of alliance," reported one network insider.

The *New York Post* reported that a deal may be announced as early as this week. But sources disputed that interpretation. Diller and ABC Inc. Chairman Bob Iger did meet last week and had what was described as a "general conversation," about opportunities that might be explored in some form of alliance. But no specific deal was discussed. "It's very early in the process



For about \$400 million, Lowell 'Bud' Paxson will sell 32% of Paxson Communications, according to sources.

and it is very unclear whether anything will come of it," said a source familiar with the talks.

There was no comment from USA, ABC or Disney.

Diller has also talked in recent months to NBC about a possible alliance, while Sony and NBC have also had talks.

But the Paxson-NBC deal seemed to be nearest to completion last week. That deal would give NBC access to the largest TV station group—Paxson, with 49 outlets, covers 58% of the U.S. The FCC counts it as 29% because the stations are all UHF. NBC is taking a less-than-one-third stake so that the Paxson stations won't be attributable to NBC's station ownership interests as far as the FCC is concerned.

There also were conflicting reports last week on what was holding up the deal. One source said the two sides were still debating the value of the digital spectrum. But others said the price was pretty much settled on.

Last week, sources said that one of the things NBC wants to do with Paxson is put home shopping programming on part of the day and somehow tie it to the network's existing stake in ValueVision, a separate home shopping service. The network could also repurpose some of its existing network programming on the Paxson stations.

While the ratings on the Paxson stations are low, on a cumulative basis each additional rating point the network can generate for its network shows could be worth millions more in advertising time.

The Paxson group might also give NBC leverage in dealing with its affiliates in future negotiations, although how much leverage was the subject of debate, since NBC is taking just a minority stake.

Meanwhile, NBC continues negotiations with its affiliates on the future of their business relationship. "The talks are going well," said Alan Frank, chairman of the NBC affiliate board of governors and general manager of WDIV-TV Detroit. "There are difficult issues that have to be resolved but the talks are moving forward." ■

Capitol office supports digital must-carry

A strong must-carry rule for broadcast digital TV signals may be necessary if the government is to get analog spectrum back by the 2006 deadline, the Congressional Budget Office said this week.

"The availability of DTV programming on cable systems, which is crucial to meeting the goal, is an unsettled question," CBO said last week in a published report. "It now appears likely that the transition [from analog to digital signals] will extend beyond 2006 in most markets."

Broadcasters have been battling for FCC rules that would require cable companies to carry both digital and analog signals of local stations during the transition. The cable industry argues that such a rule would unfairly bump many cable channels from carriage.

Another alternative, CBO said, would be to relax the 85% household-penetration rate for digital signals that must be achieved before broadcasters are required to return their analog spectrum to the government. Finally, CBO suggested that the government might delay plans to auction the returned spectrum in 2002.

Broadcast groups hailed CBO's apparent support for digital must-carry rules. "Broadcasters' efforts alone will not ensure that DTV will succeed," said the Association for Maximum Service Television. Cable executives vowed to maintain the fight against new carriage rules. "Digital must carry is bad public policy, bad for consumers and unconstitutional," said a spokesman for the National Cable Television Association. — *Bill McConnell*



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TV ads seen booming in 2000

TVB projects potential double-digit percentage jumps in local and network revenue

By Richard Tedesco

A confluence of events, including the Summer Olympics and next fall's national election, is likely to spur TV ad sales of millennial proportions in 2000.

That's not counting federal government ads to promote the 2000 census to the tune of \$20 million.

This is the consensus among industry analysts and the Television Bureau of Advertising, which offered its own

upbeat millennium projections last week. TVB estimated growth of 8%-10% in network and spot sales next year.

TVB expects both local TV ad sales and syndication to range between 7% and 9% in annual growth. Cable should gain 14% to 16% in ad revenues.

Ave Butensky, TVB president, noted that TVB's projected 3% to 5% growth in local ads last year was close to the actual growth of between 4% and 5%. But it overestimated a 2% to 4% increase in spot revenues, with actual

1999 figures thus far closer to 1.5%.

Spot TV sales, national and local, totaled \$15.65 billion in 1998, according to TVB figures.

A panel of financial experts at TVB's annual forecast event last week offered their own bullish perspectives on the millennium year, with the Olympics, political ad campaigns, as well as government advertising to promote next year's census seen as prime events pushing TV ad revenue increases into the double-digit percentages. (See chart left.)

Jessica Reif Cohen, managing director for Merrill Lynch, predicted 10% to 12% increases in national TV ad revenues, with 7% to 9% for local. Citing last week's acquisition of CBS by Viacom, she said, "We think the big will get bigger."

Leland Westerfield, a PaineWebber analyst, said he expected stations to land a "whale" of political campaign money, pointing out that national campaign coffers are already at record levels.

Automobiles will also drive advertising, with car dealers possibly committing even more than the 17% of their ad budgets spent on TV this year, according to James Willingham, chairman of the National Automobile Dealers Association. Some 16.5 million vehicles are expected to be purchased in 1999, with sales of 16 million vehicles foreseen for 2000.

He also projected a quantum leap in Internet ad sales, at the expense of other media. Dealerships spent approximately \$876 million online in 1998, compared to \$438 million in 1997.

Willingham said General Motors is reconsidering its abandonment of local cooperative ad support for local dealerships: "You can't run the same ad in Boston that you do in sunny Southern California. It just doesn't work," he said.

As for cable, Aaron Cohen, executive vice president and director of broadcast for Horizon Media, warned that local broadcasters will have to overcome ratings surges from HBO and TNT original programming as cable ratings shares continue to rise.

"Local cable growth is going to bedevil you," he told the TVB audience, noting that the Internet is dampening overall TV viewership by 7% to 10%. ■

Forecast 2000

TV industry analysts all project an exceptionally strong year for ad sales in 2000. The chart compares the Television Bureau of Advertising projections, released last week, with estimates from a cross section of financial analysts.

	LOCAL	SPOT	NET.	SYND.	CABLE
TVB	+7-9	+8-10	+8-10	+7-9	+14-16
Bear Stearns	+6-8	+6-8	+8-10	+8-10	+15-20
BTM Trust	+10	+10	+5	+5	+15
DLJ Corp.	+8	+7	+8	+7	+13
First Union Capital	+9	+8	+8	+5	+18
ING Barings	+7-9	+6-8	+10	+10	+14
Lazard Frères	+7	+7	+8	N/A	N/A
Merrill Lynch	+7-8	+8-10	+8	+10	+20-25
Morgan Stanley	+7.5	+7.5	+7.3	+7.5	+15
PaineWebber	+6	+9	+10	+7	+18
Prudential Securities	+5	+5	+6	+8	+15
Salomon Smith Barney	+7-8	+6-7	+10	+5-6	+15
Sandler Capital	+6	+9	+13	+10	+15
Schroder & Co.	+7	+7-8	+10	+7-8	+15
Standard & Poor's	+8.6	+11	+13	+11	+22
Wasserstein Perella	+12	+8	+10	+10	+15
McCann Erickson	+7.5	+8	+9	+10	+15
Veronis Suhler	+9.4	+8.8	+13.6	+6.8	+14.5
Horizon Media	+6	+7.5	N/A	N/A	N/A

Source: Analyst's reports

This summer's been tough on garden-variety talk.

Regis &
Kathie Lee

Oprah

Ricki

Rosie

Jenny

Montel

**Obviously, Maury's
garden-**



s not your variety talk show.

+32% Maury's growing strong!

HH Ratings July '99 vs. July '98

Regis & Kathie Lee -3%
 7/98 7/99
3.3 3.2

Rosie -14%
 7/98 7/99
3.6 3.1

Jenny -20%
 7/98 7/99
4.5 3.6

Ricki -5%
 7/98 7/99
3.8 3.6

Maury +32%
 7/98 7/99
2.8 3.7

Oprah -5%
 7/98 7/99
6.2 5.9

Montel -18%
 7/98 7/99
3.9 3.2

Source: NSS; Explorer; 7/6-8/4/99 vs. 7/9-8/5/98 (HH rating, GAA% where applicable)

The field has all but wilted, but *Maury* continues to grow, posting an incredible 32% gain versus last year. With success like this, it's definitely his day in the sun.

maury

STUDIOS
USA
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Bornstein, the Web wiz

Experts: ESPN chief chosen to lead Buena Vista to focus Disney's Internet assets

By Richard Tedesco

Setting a course for creating a cohesive Web strategy, Disney last week named Steve Bornstein chairman of the Buena Vista Internet Group.

But Bornstein's appointment, after just five months as president of ABC Inc., leaves that post unsettled and raises questions about other potential management shifts at ABC.

Bornstein, 47, also will be named president of Go.com, the Internet tracking stock Disney plans to create from its pooled Web assets after it completes the acquisition of Infoseek later this year.

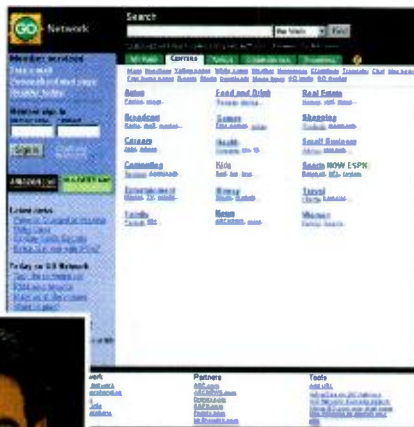
Bornstein already serves on the Infoseek board of directors, but says the current move was not contemplated when he took the ABC post.

His successor in that job will be named at a later date, Disney said last week.

Bornstein established an enviable track record spanning 19 years at ESPN, where he had been president and CEO since 1990. "I am very impressed with the similarities between the early days of cable programming and Internet programming today," he says. "There is experience I can draw on."



Bornstein: 'I am very impressed with the similarities between the early days of cable programming and Internet programming today. There is experience I can draw on.'



ized Web operation that has been in need of strategic focus.

The imperative to articulate a Web strategy was heightened by the recent departure of Jake Winebaum, head of the Internet group. Winebaum departed when Disney's plan to buy the 57% of Infoseek that it didn't already own was unveiled in July.

Bornstein effectively replaces Winebaum and Harry Motro, Infoseek CEO, who steps down when that Disney acquisition is consummated later this year.

"Disney has poured a lot of cash into these Internet assets without it paying off," says Josh Bernoff, principal analyst for Cambridge, Mass.-based Forrester Research. "They need to set a strategy."

Bernoff thinks Disney tapped Bornstein as an experienced executive for "a position that needs a spark."

Disney's Internet strategy centers on the Go Network, which was created through last year's Infoseek deal. Go serves as a portal that provides ready access to Disney's diverse Web properties, including Disney sites ESPN.com and ABCNews.com.

Bornstein offered no immediate clue to any new directions for Disney's Web unit. But he did offer his perspective on the future of the business: "The Internet and the television will meld. That's one of the reasons I was picked to do this job. At the end of the day, these will be the same businesses." ■

FINANCIAL WRAP-UP

Week of September 6-10

WINNERS

	9/10 midday	% change
dick clark	\$14.88	17.81
Cox Radio	\$59.75	9.63
Granite	\$11.88	6.17
Westwood One	\$48.81	6.11
Echostar	\$93.94	5.55

LOSERS

	9/10 midday	% change
Salem	\$27.38	(8.22)
MediaOne	\$66.50	(4.71)
Shop at Home	\$9.06	(3.53)
Gannett	\$70.00	(3.20)
Lee Enterprises	\$28.88	(2.80)

BROADCASTING & CABLE / BLOOMBERG STOCK INDEXES



Week ending 9/10

Close	268.50
High	286.50
Low	273.90

2.0%



Week ending 9/10

Close	310.99
High	310.99
Low	303.19

2.6%



Week ending 9/10

Close	758.80
High	758.80
Low	715.24

6.1%

Week ending 9/10

Close	11028.40
High	11079.40
Low	11028.40

0.1%

Week ending 9/10

Close	2887.03
High	2887.03
Low	2808.74

1.5%

Week ending 9/10

Close	1351.66
High	1357.24
Low	1344.15

0.4%

The show with TV's best demo
now has golf's best brand and the
nation's best broadcasters...

CLEARED IN OVER
80% OF THE U.S.

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Hearst-Argyle

Clear Channel

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NBC O&C's

Chris Craft

Raycom

Gannett

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Duggan to leave PBS

By Paige Albinaki

On the same day last week that the Corporation for Public Broadcasting submitted a report on the controversial list-swapping practices of public TV stations, PBS President Ervin Duggan abruptly resigned.

PBS sources, including several presidents of major stations, said the timing was mere coincidence.

"I don't think the timing has any meaning," said Bill Baker, president of WNET-TV New York (one of the stations listed in the report). "As far as I know, five years is a long time to do a job like that."

"We didn't even know the...report was coming out yesterday," said one PBS source. "PBS had nothing to do with the list-swapping. No blame was ever apportioned to Ervin or PBS," said another PBS source.

The report found that 53 PBS stations—nearly double earlier estimates—had exchanged or rented lists with political organizations or campaigns. Duggan was not mentioned in the report.

Duggan will leave PBS on Oct. 31, to "move on to new challenges," but has not said what those might be.

"My principal objectives have been achieved. A strategy to create greater financial security and enduring value for PBS and its member stations is now in place, enabling our system to deepen and extend its public-service mission," Duggan said in a statement. Duggan chose not to speak to the press.

PBS board member John Swopes, ex-president of Chubb Life Insurance Company, becomes interim president.

Presidents of the major public TV stations said they were sorry to see Duggan go after 5- Ω years. During that time, PBS increased its revenues from \$182 million to a projected \$309 million in 2000, according to PBS Board Chairman Colin Campbell. Duggan also launched new ventures such as PBS Online, PBS Records and the PBS Kids Channel. Last week, PBS won 10 daytime Emmy awards for its news programming. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

Trinity seeks FCC inspiration

Trinity Broadcasting is asking the FCC to rule quickly on a \$34 million deal between the Christian network, National Minority TV and two companies challenging their licenses in four cities. Trinity is asking that the deal go through as soon as possible to simplify a related case pending in federal court. Glendale Broadcasting and Maravillas Broadcasting are being offered the cash to drop their challenges to Trinity's licenses in Monroe, Ga.; Poughkeepsie, N.Y.; and Santa Ana, Calif.; and National Minority's license in Portland, Ore. The deal is intended to replace a \$55 million settlement for the four stations and another in Miami. The earlier settlement was thrown out April 15, when the FCC revoked Trinity's Miami license for lying to regulators. Trinity is challenging the revocation in court and wants the settlement to go through before pleadings begin Sept. 29 or soon thereafter, in order to pare down the number of parties involved in the case.

Show us the money

Sources say that over the past two weeks, CBS has renewed its push for industry contributions to a fund that would help minorities and underrepresented interests buy TV, radio and new media properties. CBS and Clear Channel, who are taking the lead in creating the fund, are shooting for a goal of \$250 million, 40% of which they want to come from industry, 20% from investment banks and 40% from pension funds, according to a memo from CBS to industry leaders. CBS and NAB each have said they will commit \$10 million to the fund, but the rest of the industry is not rushing to add the remaining \$80 million. Chase Manhattan Bank also plans to contribute, but the amount remains unclear. If and when CBS and Clear Channel manage to gather all the money, they expect the fund will generate \$500 million to \$1 billion in aggregate buying

power for minority and underrepresented investors. The memo also notes that the fund would remain at "arms length from industry participants who invest," and would not be an "instrument of larger industry investors...or any governmental or political body." It also would not be a charitable organization, aiming for an 8% return for all investors.

DENVER

Read all about it

While AT&T has been at ground zero in the cable-access debate, key executives from other companies have been quietly presenting cable's view to newspaper editorial boards across the U.S. Essentially, cable's position is that forcing operators to open their networks to outside Internet service providers will chill cable investment in its network and, thus, slow the spread of the Internet. Last week, Cox Communications President-CEO Jim Robbins carried the industry gospel to a number of newspapers in Virginia. While it's unclear whether Cox has been pitching any of its own newspapers—it does not own any in Virginia—an initial search found no instances of such editorials in Cox papers. Virginia is an important state for Cox and the cable industry in general, given the area's visibility to federal lawmakers and regulators. Moreover, Dulles, Va., is the headquarters of America Online, the cable industry's arch nemesis in the access scuffle. Part of cable's challenge to the access furor is that the AOL-led OpenNet Coalition got off to a fast start in choosing "open access" as its banner motto. AT&T fought back with responses such as "forced access," but as National Cable Television Association officials acknowledge, the access issue is a complex one and the cable perspective requires some explanation. How effective have cable executives been in getting the industry message across? A quick sampling of newspaper editorials indicates that the majority of opinion writers favor leaving things be, at least for now.

A USA NETWORK AND HALLMARK ENTERTAINMENT EVENT

AT&T PRESENTS
TREAT WILLIAMS IN

JOURNEY TO THE CENTER OF THE EARTH

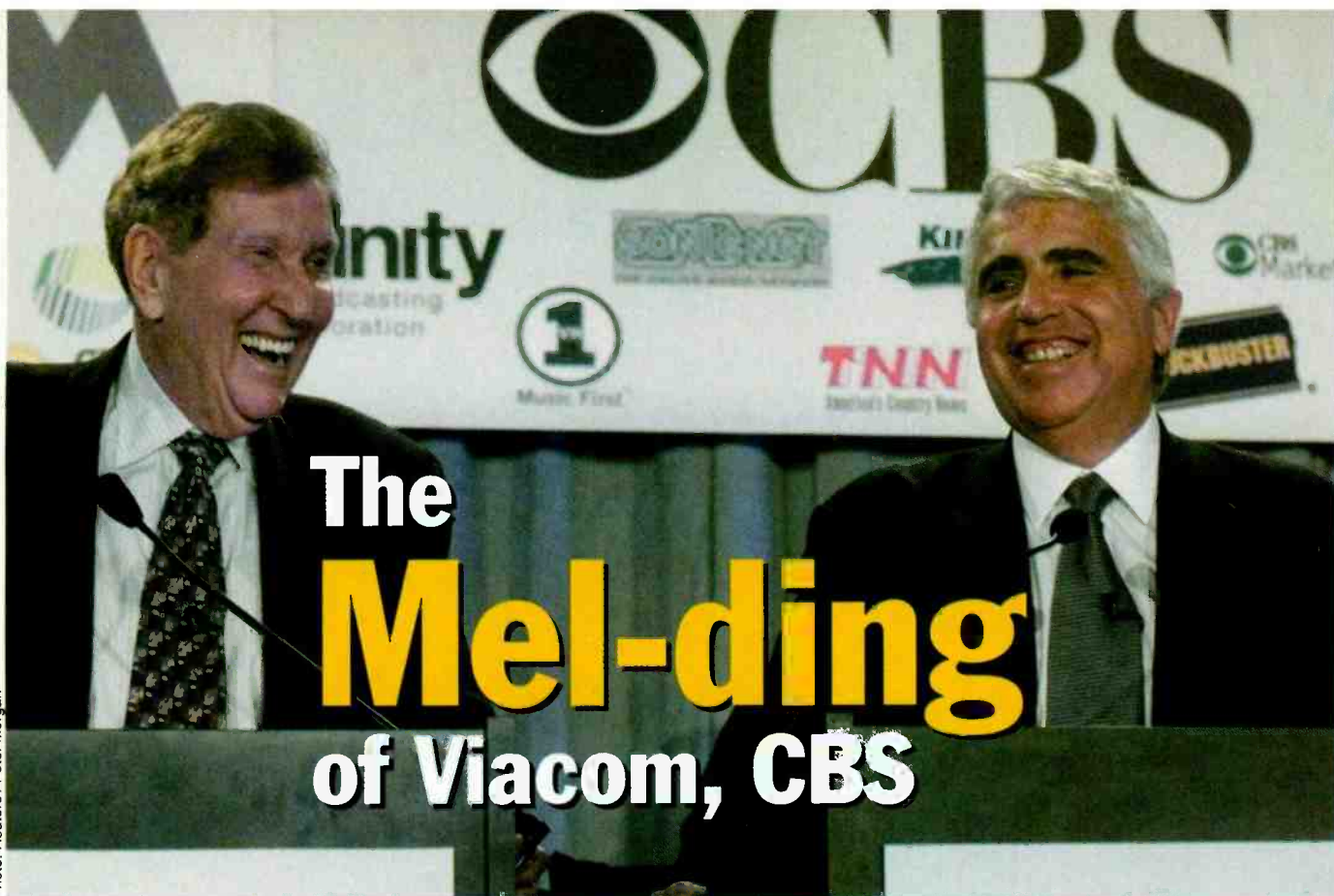
JEREMY LONDON
AND BRYAN BROWN



PREMIERES
TUESDAY, SEPTEMBER 14 8 PM/7C

USA PICTURES PRESENTS A HALLMARK ENTERTAINMENT EVENT PRODUCTION TREAT WILLIAMS IN
"JOURNEY TO THE CENTER OF THE EARTH" JEREMY LONDON AND BRYAN BROWN
PRODUCTION IN ASSOCIATION WITH RTL TELEVISION EXECUTIVE PRODUCERS ROBERT THOM, JR. AND V. PICKER PRODUCED BY GEORGE MILLER & CONNIE COLLINS
SCREENPLAY BY THOMAS SAHM BASED ON THE NOVEL BY JULES VERNE DIRECTED BY GEORGE MILLER
THE "LARGE SPIN" TRUCK APPEARED ON "WHEELS: SIX WHEELS" COPYRIGHT DISNEY

USA
NETWORK



The Mel-ding of Viacom, CBS

Not too long ago, Mel Karmazin took time to review a station manager's operating expenses. The CBS Corp. chairman and CEO wanted to know more about a \$25 restaurant tab submitted for reimbursement. The manager explained he had taken one of the station's interns out to lunch.

Karmazin shot back a note to the manager: "Don't you have anything better to do with your time?"

A CEO of a \$36 billion corporation. A mid-level executive's \$25 expense account. That's the Mel Karmazin Viacom executives are bracing for as they prepare to call him boss when Viacom's takeover of CBS is complete. Karmazin will become president and COO of the combined companies and is slated to succeed Viacom's 76-year-old Chairman and CEO Sumner Redstone.

Karmazin freely acknowledges that he's a hard-nosed operations guy who loves to get involved in the day-to-day details of his businesses, sometimes to minute levels that other executives would find inconsequential.

"Things will change radically at Viacom under Mel Karmazin," says Porter Bibb, who runs the New York-based media

"Things will change radically at Viacom under Mel Karmazin. It's going to be like electroshock therapy."

—Porter Bibb, Technology Partners LLC

merchant bank, Technology Partners LLC "It's going to be like electroshock therapy."

Given that they only started negotiating three weeks before the signing the deal last week, Karmazin and Redstone haven't finalized plans for the new entity as yet.

But Viacom executives expect some upheaval, given that Karmazin has already squeezed out Redstone's two top lieutenants, Philippe Dauman and Tom Dooley (see story, page 22). Karmazin's track record suggests that he tends to focus intensely on the things at which he's best—sales and restraining costs—while giving executives in areas

like programming wider berth.

"He doesn't think he's going to come in here and reprogram MTV," said one Viacom executive who has met with Karmazin.

But insiders at both companies expect a number of developments as the merger takes shape:

- A greatly expanded role for CBS President Leslie Moonves, including possible oversight of the entire Paramount Studio. Moonves had an opportunity to succeed Warner Bros. Studios co-chiefs Robert Daly and Terry Semel when they announced their departures two months ago. Speculation inside CBS and Viacom is that part of Karmazin's pitch to keep him was that he'd have a studio to oversee in due time.

- A merged Viacom-CBS station group where current Paramount Stations Inc. President Anthony Cassara is considered a strong candidate to run it. Insiders say Cassara is well regarded. CBS sources say the word circulating inside is that newly hired TV stations President John Severino may head back to retirement or possibly reduce his role to general manager of KCBS-TV Los Angeles.

- Consolidation of CBS' somewhat dowdy The Nashville Network and CMT: Country Music Television and always-hip MTV

By Steve McClellan and John M. Higgins

Networks, despite the obvious culture clash.

- A struggle to cross-pollinate Viacom cable networks and the CBS broadcast network. Karmazin is expected to push it, but Viacom executives don't see much match between the lucrative demographics of MTV Networks' cable outlets and CBS, which skews to the over-50 crowd.

- Expansion of CBS Plus, which would sell national advertising across all of the companies' media outlets.

- Consolidation of many back-office functions, such as accounting, legal and human resources divisions, at a potential savings of \$300 million or more. One of the first things Karmazin did after merging his Infinity radio group with CBS in 1996 was to consolidate the back-office functions.

- An out-of-the-box ratcheting up of revenue targets across all divisions. Karmazin told reporters and analysts last week that revenue expectations will be higher going forward. He's also expected to put more salesmen on the street to reach the goals. That's been the model at Infinity, and at CBS after Karmazin took over.

- Ramp up production at Paramount Television. The studio has cranked out some gems of late, including *Frasier* and *Spin City*, but isn't as prolific as rivals Twentieth Century Fox Television, Warner Bros., Columbia and even CBS Productions.

Karmazin's move to Viacom's will be much different from his rise at CBS after it acquired Karmazin's Infinity. At the time, CBS was in a deep financial slump, particularly at the TV station group. "This is not a troubled company," Karmazin said of Viacom.

CBS executives say Karmazin's reputation as a demanding boss who pays strict attention to costs is well deserved. At the same time, Karmazin motivates people in positive ways. "I've done my best work under him," says one executive at the company.

Managers who don't do well under Karmazin are people who resist change without good cause. "He loves to argue, but he also listens to reason," says one CBS executive. "If you resist a goal or a strategy, your reasoning better be damned good, or you'll be miserable."

Karmazin also gets results. "People are just awed over here that he has tripled this company's stock price in two years," says one company department head. "The place is awash in greed. People are talking about selling

Viacom leaves UPN fate to FCC



'Moesha' is among the minority-oriented programs that might disappear were UPN to be shuttered.

With the fate of UPN emerging as the most immediate question in Viacom Inc.'s takeover of CBS Corp., Viacom will not fight for FCC permission to continue owning its loss-ridden broadcast network.

According to Washington sources and a CBS lobbyist, Viacom executives are worried that asking regulators to keep a half-interest in the network may be asking too much. They have a higher priority: relaxation of the rules limiting the number of TV stations a single company can own. Raising that cap would allow Viacom-CBS to keep more of Paramount's 19 TV stations.

FCC rules prohibit any of the Big Four networks from

owning each other or The WB or UPN. Without a waiver, Viacom will have to fold UPN or spin it off in order to complete its CBS purchase by early 2000, as planned.

The company, Washington sources said, has made it clear to regulators that it has no compelling financial interest in keeping the network a though it's still holding out hope that its investment in the money-losing operation will eventually pay off.

"We would very much like to keep our 50% stake in UPN, but we're not asking for a waiver," said CBS lobbyist Martin Franks. "We're saying to the FCC they need to decide what the public policy should be."

That's a different tune from the one Viacom's Sumner Redstone and CBS' Mel Karmazin sang last Tuesday when announcing the deal. Karmazin in particular declared that concerns about network ownership concentration are moot in an era with seven broadcast networks, 140 cable networks and thousands of Internet outlets. "It's very important that UPN survive and be financially healthy," Karmazin said. Both insisted they would seek a rule change.

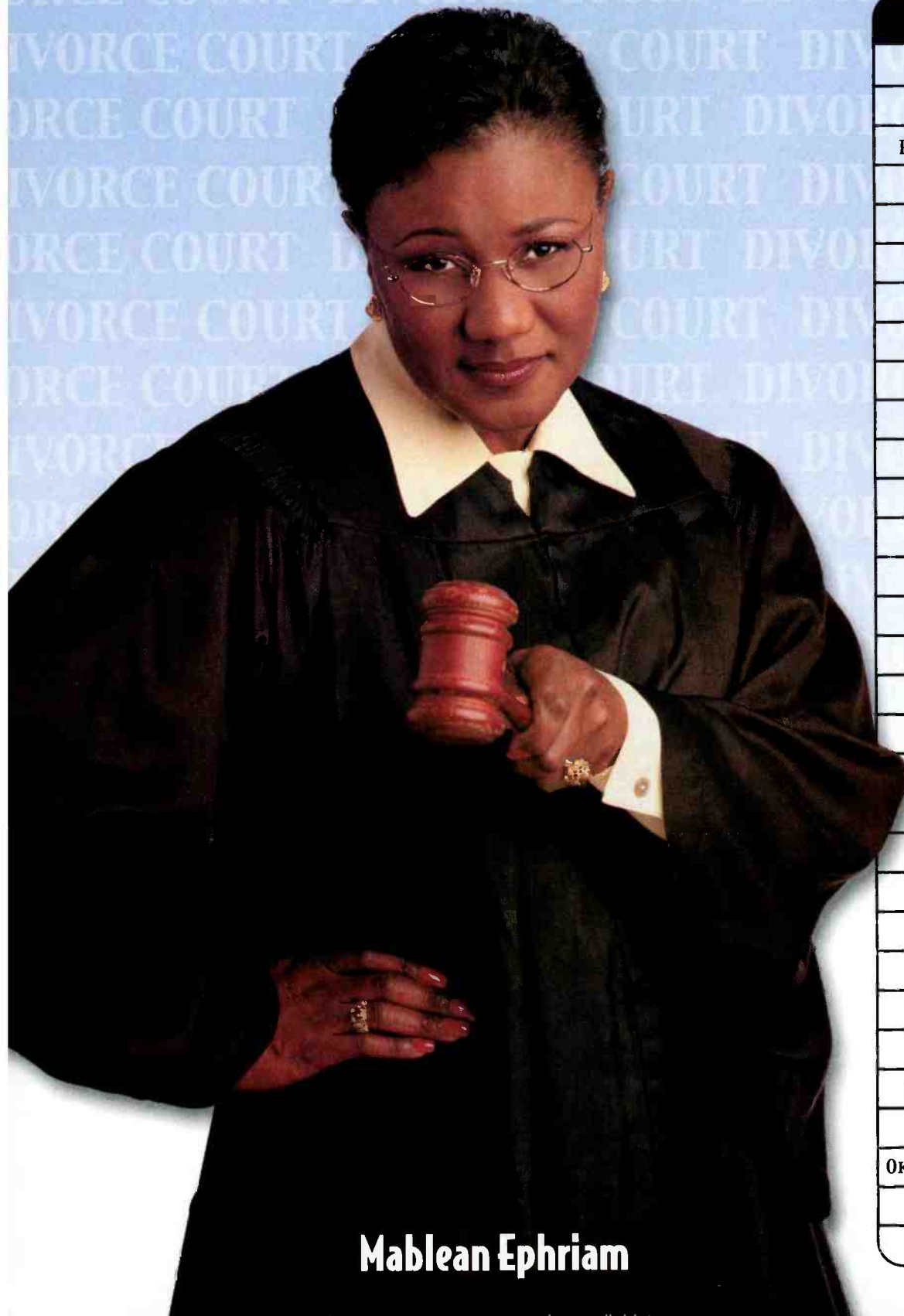
Leaving UPN's fate to the FCC may be a shrewd lobbying tactic. Traditionally, the FCC has been reluctant to take any step that results in the shuttering of a station or programming service. Its goal is to promote diversity of programming. The agency may be especially reluctant to cause the demise of UPN because of its heavy slate of minority-oriented programming.

UPN, a 50-50 venture of Viacom and broadcaster Chris-Craft Corp., has run up a \$500 million tab, losing \$178 million last year alone. Although Redstone boasts that the network's ratings are picking up and 1999's loss should lessen, UPN is still expected to lose \$90 million.

Even if Redstone somehow secured federal approval, he'd still have to deal with his partner, Chris-Craft Inc.'s Herb Siegel, a notoriously cranky and hard-nosed negotiator. The UPN partnership agreement includes a non-compete clause limiting Viacom's ability to buy another broadcast network. But it also contains a buy-sell clause allowing Viacom to force Siegel to either take the burden of UPN on himself or exit.

Sanford Bernstein & Co. media analyst Tom Wolzien had a mixed assessment of Viacom's UPN stance. "If it gets in the way of the deal, it's expendable," he said. However, with digital broadcasting about to give each station six channels—12 in duopoly markets—demand for TV programming could explode. Shutting UPN "is akin to Sears shutting down its catalog two years before the Web," Wolzien said. —John M. Higgins

The Judgement Is In.



Mablean Ephriam

MARKET	STATION
NEW YORK	WNYW
CHICAGO	WFLD
PHILADELPHIA	WTFX
DALLAS	KDFW
DETROIT	WJBK
ATLANTA	WAGA
HOUSTON	KRIV
MIAMI	WSVN
PHOENIX	KSAZ
DENVER	KDVR
PITTSBURGH	WNPA
SACRAMENTO	KMAX
ST. LOUIS	KTVI
ORLANDO	WRBW
BALTIMORE	WUTB
INDIANAPOLIS	WNDY
HARTFORD	WTXX
CHARLOTTE	WAXN
RALEIGH	WLFL
NASHVILLE	WUXP
CINCINNATI	WXIX
KANSAS CITY	WDAF
COLUMBUS	WWHO
SAN ANTONIO	KABB
BIRMINGHAM	WBRC
NORFOLK	WGNT
NEW ORLEANS	WVUE
MEMPHIS	WHBQ
OKLAHOMA CITY	KAUT
GREENSBORO	WGHP
JACKSONVILLE	WTEV

Divorce Court's A Hit!

TIME PERIOD	PERCENTAGE INCREASE
10:30 AM	+15*
10:00 AM	+57*
10:30 AM	+140*
11:00 AM	+286*
11:30 AM	+250*
12:30 PM	+43*
7:00 PM	+24*
7:00 PM	+45*
11:30 AM	+47*
8:00 AM	+38*
8:30 AM	+62*
3:00 PM	+8*
3:30 PM	+2*
2:00 PM	+15*
1:00 AM	+71*
11:30 AM	+38*
6:00 PM	+140*
6:30 PM	+100*
9:30 AM	+10*
10:00 AM	+62*
9:30 AM	+30*
3:00 PM	+240*
3:30 PM	+183*
3:00 PM	+8*
3:30 PM	+29*
6:00 PM	+75*
6:30 PM	+85*
6:00 PM	+70*
6:30 PM	+108*
4:00 PM	+56*
4:30 PM	+25*
12 NOON	+36* *
12:30 PM	+45* *
2:30 PM	+23*
10:00 AM	+23*
10:30 AM	+17*
10:30 AM	+114*
11:00 AM	+300*
10:00 AM	+23*
10:30 AM	+58*
11:30 AM	+35* *
12 NOON	+209* *
12:30 PM	+300* *
5:30 PM	+49*
9:30 PM	+24*
1:00 PM	+130*
1:30 PM	+135*
1:30 PM	+67* *
12:00 AM	+250* *
9:30 AM	+130*
4:00 PM	+150*
4:30 PM	+159*



DIVORCE COURT

Divorce Works!



SOURCE: NSI Overnights, WRAP, 8/30-9/7/99 vs. 8/27-9/23/98, HH Rtg, all markets, all runs wtd avg, where avail
* HH Rtg, 8/30-9/7/99 vs. 10/29-11/25/98 where Sept '98 not available

their houses and buying Viacom stock.”

But his frugal image can sometimes be deceiving. Karmazin chided his new boss/partner, Redstone, about his fondness for flying the company's private jet, a habit multibillionaire Redstone didn't pick up until he acquired the Paramount movie studio in 1996. Mentioning a lobbying trip to Washington with Redstone last week, Karmazin joked, “He's flying his plane; I'm going on the shuttle.”

That annoyed Viacom executives. “Don't kid yourself,” said one senior Viacom executive of Karmazin. “He charts.”

On the broadcast side, two big questions loom—the future of UPN and how the merged entity's TV syndication units will be organized. Karmazin and Redstone last week insisted that they wanted to keep UPN going and that they would try to persuade the FCC to let them do that.

But curiously, the executives are telling commissioners they would not seek a waiver of the dual-network rule that bars one company from owning two networks. That position essentially puts the burden on the FCC to revise the rules, or possibly see the folding of UPN, which CBS offi-

cial pointed out last week has a strong minority audience (see story, page 15).

In their syndication units, Viacom and CBS arguably have the strongest collection of assets in the business, including *Entertainment Tonight* at Paramount and *Oprah*, *Wheel of Fortune* and *Jeopardy!* at King World, soon to be acquired by CBS. (King World delayed a shareholder vote on its sale for a week because of the Viacom deal.) CBS' Eyemark Entertainment syndicates the early fringe hit *Judge Judy*, as well as *Martha Stewart*.

Karmazin said he might just let the

Some CBS affils at risk?

In as many as 11 markets, Viacom seen likely to convert its stations to CBS outlets

By John M. Higgins

The players facing the biggest risk in Viacom Inc.'s planned takeover of CBS Corp. may not be rival broadcast networks or studios supplying sitcoms, but CBS's own affiliates in markets where Viacom owns stations.

Industry and Wall Street executives said that even if Viacom's 50%-owned UPN network survives the transaction, Viacom is likely to try to convert its stations in some markets to CBS outlets—leaving existing CBS affiliates out in the cold.

The CBS network would be cramped by losing a strong affiliate, particularly if a VHF affiliate were replaced by a weak-signaled UHF station. But since O&O stations are the real source of a broadcast network's earnings, owning a weak-signaled station may prove more lucrative than a strong CBS affiliate.

“It's harrowing to make an affiliation switch,” said Victor Miller, media analyst at Bear Stearns & Co. “But it's an equation they'll go through.”

An adviser to Viacom was more firm. “There's no question this will happen in some markets,” he said.

Viacom's Paramount Stations Group owns 17 stations, while CBS owns 14. There's no problem in six markets where the groups have overlapping stations. But 11 markets remain,

including Seattle, Tampa and Indianapolis. A.H. Belo & Co. owns the CBS affiliate in two of those markets, Houston and New Orleans. Station groups, including Cox Enterprises Inc., Gannett Corp. and Tribune Co., own the remainder.

While some CBS and Viacom executives privately acknowledged that the question is a legitimate one, spokesmen for the companies said they have no plans to shuffle CBS affiliates. “A strong affiliate base is very important

to us,” said a CBS spokesman.

“That would be tantamount to CBS declaring war on their affiliates,” said the CEO of one broadcast group. Affiliates have many ways to retaliate, such as pre-empting network programs in other markets where they own CBS affiliates. “They'd risk 30% of their marketplace,” the CEO said.

If Viacom decides to attempt some switches, it's far too early to tell where the company would turn. Viacom may be forced to sell or trade stations away to meet federal ownership restrictions. Further, expiration dates of affiliation agreements vary. Belo's, for example, run through 2007, according to one Wall Street executive.

Meanwhile, some CBS affiliates are stepping up to buy local Viacom stations to create duopolies. Paul Karpowicz, executive vice president, LIN Television and chairman of the CBS affiliate board, last week offered to buy Viacom's WNDY-TV Indianapolis, where LIN owns CBS affiliate WISH-TV.

“We'd be happy to own the UPN station in the market and help them get under the ownership cap,” said Karpowicz. He added that CBS affiliate relations head Peter Schrueth, “sort of smiled” and said he had several similar offers last week. ■

—Deborah A. McAdams and Steve McLellan contributed to this report.

Endangered species

Viacom's 17 TV stations overlap with CBS stations in only six markets. That means there are 11 markets where the combined Viacom-CBS might be tempted to abandon current CBS affiliates and put CBS programming on its own stations. Not all 11 affiliates are threatened because Viacom-CBS will probably spin off some stations to comply with the FCC ownership limits.

Market	CBS Affiliate	Owner
Washington	WUSA	Gannett
Atlanta	WGNX	Tribune
Houston	KHOU	Belo
Seattle	KSTW	Cox
Tampa	WTSP	Gannett
Sacramento	KOVR	Sinclair
Indianapolis	WISH	Lin
Columbus, Ohio	WBNS	Dispatch
Norfolk, Va.	WGNT	NYT
New Orleans	WWL	Belo
Oklahoma City	KWTV	Kelley

syndication companies operate independently of one another, pending a review of the operations. But few inside or outside the company believe he can resist trying to eliminate some of the duplication. It is unclear who would come out on top.

Viacom was created 25 years ago when the FCC ruled that networks could not own and syndicate their own programming. Viacom still counts among its wares such vintage CBS shows as *I Love Lucy*, *Gunsmoke* and *The Andy Griffith Show*. Indeed, the driving force behind the merger is the ability of networks to produce and syndicate their own programming now, with the repeal of the financial interest and syndication rules in the early 1990s. The new TV duopoly rules, which permit the common ownership of two TV stations in certain large markets, ease the merger's divestiture requirements, but apply to no more than six Viacom-CBS markets.

Karmazin is expected to reshape and toughen up Viacom's Paramount station group as he has the CBS-owned TV stations. When he took over CBS two years ago, one of his first moves was to put all the local TV sales people on straight commission. But he also expanded, and in some cases doubled, the size of the sales staffs. Since then, most of the general managers at the CBS group have been replaced.

"If I were a general manager at a Paramount station I'd be worried," said one station executive.

Sources within the Paramount station group say they expect all-commission sales departments, as Karmazin has instituted at CBS stations and in radio before that. "This is a job for someone who hustles," notes a former sales exec. who had worked for Karmazin. "A great salesperson would much rather work on commission."

Indeed, hustling for Karmazin does pay off. CBS sources say Karmazin has made millionaires of some of the people operating his stations.

But while Karmazin's management style is likely to dominate the newly merged station group, a Paramount station executive suggested the culture shock would be minimal because Paramount and Karmazin share the same bottom-line philosophy. "The only thing I read about the merger that I disagreed with was that Mel Karmazin said he'd make our stations more profitable. I don't see how he can do that. We're already very profitable, and we have very aggressive budgets."

Paramount has already taken a leader-

Coming together

The combination of Viacom and CBS had 1998 annual revenues of \$18.9 billion, making it the third-largest media conglomerate behind Time Warner and Disney. Here are the pieces that will make up the new whole.

Viacom Inc.

1998 Revenues: \$12.1 billion

EBITDA: \$1.53 billion

Operating income: \$751.6 million

TV

Paramount Station Group (19 TVs covering 25.6% of the national viewing audience), United Paramount Network, Paramount Television (includes Spelling Television, Spelling Entertainment, Big Ticket Television, Viacom Productions), The Paramount Channel

Film

Paramount Pictures, Nickelodeon Movies, MTV Films, United International Pictures (33%)

Cable

MTV Networks (MTV, M2, VH-1, Nickelodeon, Nick at Nite, TVLand, MTV Europe, MTV Latin America, Nickelodeon Latin America, Nickelodeon Nordic, VH-1 UK, and jointly owns MTV Asia, MTV India, MTV Mandarin, MTV Brasil, Nickelodeon Australia, Nickelodeon UK, VH-1 Germany, licenses MTV Japan, MTV Australia), joint venture in The Comedy Channel, Sundance Channel, Showtime, The Movie Channel

Home Video

Blockbuster, Paramount Home Video

Publishing

Simon & Schuster, MTV Books

Theme Parks

Paramount Parks, Nickelodeon Studios Florida, Universal Studios, Universal Studios Florida

CBS Corp.

1998 Revenues: \$6.8 billion

EBITDA: \$1.09 billion

Operating income: \$645 million

TV

16 TV Stations covering 33.7% of the national viewing audience, CBS Television Network (CBS Enterprises, CBS Entertainment, CBS New Media, CBS News, CBS Sports), Eyemark Entertainment, CBS Broadcast International, \$2.5 billion purchase of King World pending

Cable

The Nashville Network, Country Music Television, Midwest Sports Channel, Home Team Sports (majority owner), Group W Network Services

Radio

Infinity Broadcasting (82%) (163 radio stations), Westwood One (radio programming, minority investment), TDI Worldwide Inc. (outdoor advertising)

Internet

CBS.com, Country.com, Broadcast news alliance with America Online, Jobs.com (38%), MarketWatch.com (38%), Office.com (33%), Medscape (35%), SportsLine USA (21%), StoreRunner Inc. (50%), Switchboard.com (35%), ThirdAge.com (33%), Wrenchhead.com (22%)

Source: Company data

This is no small claim.



**Judge Joe Brown is the
#1 new first-run strip
of the 1998-99
season in households,
W18-34 & W18-49.**

**That's a lot of
bench strength
heading into his
second season.**

Source: NTL, Lighting, 1998-99 PTD through 8/29/99. GAA% where available, includes ties with Hollywood Squares and Change of Heart.

**JUDGE Joe
Brown**

TM



A VIACOM COMPANY

ship role in consolidating station resources and minimizing costs. In 1997, it moved the master control of its West Palm Beach, Fla., station, WTVX-TV, 120 miles away to WBFS-TV Miami to run both stations out of the single facility. Since that time it has implemented that strategy elsewhere, and plans to program all the owned-and-operated stations out of one facility by about 2005.

Paramount and CBS have different attitudes about local TV news. Like the network, CBS stations' news departments are integral to their local images. Paramount has only featured news at a handful of the 19 stations it owns or runs, and over the last year and a half. It has cut or eliminated news at KSTW(TV) Seattle, WTOG(TV) Tampa/St. Petersburg and WSBK-TV Boston. Among Paramount-owned stations, only WKBD-TV Detroit and KMAX-TV Sacramento, Calif., retain news departments, the latter having been pared.

CBS' Detroit station WWJ-TV is the only station in the CBS group without a news operation. According to sources, WKBD-TV staffers are excited about becoming part of CBS' fabled news operation, although the CBS station once turned down an approach from WKBD-TV to produce its news.

Other Paramount station staffers sug-

One thing leads to another

Mel pushed.

That's why Viacom Inc.'s takeover of CBS Corp. is happening. CBS Chairman Mel Karmazin abruptly turned from buyer to seller and didn't give Viacom Chairman Sumner Redstone too much trouble in the process.

The talks for the \$36 billion sale commenced just days after the FCC agreed Aug. 5 to relax rules prohibiting a broadcaster from owning two stations in the same market. Initially, Karmazin invited Viacom Chairman Sumner Redstone over to his apartment overlooking New York's Central Park for a chat about combining their TV station groups, which would create duopolies in six markets. According to the media chiefs and other executives familiar with the deal, Karmazin made an offer to buy Viacom, which Redstone immediately rejected. Karmazin just as quickly offered to sell—provided that he become Redstone's No. 2 and eventually succeed him as chairman of the combined companies.

Most important, Karmazin didn't demand a premium price. The stock swap was based on the closing prices of the two companies' shares of the Friday before the deal was signed. CBS shareholders will receive 1.085 non-voting Viacom Class B shares for each CBS share. Based on Viacom's closing price of \$45.06, CBS' shares are valued at \$48.89 each. "We want this to be a terrific deal for Viacom because that in turn makes it a great deal for CBS shareholders," Karmazin said. —John M. Higgins

gest that—although it's merely speculation—other stations in markets where the new Viacom has a duopoly might share newscasts or newsgathering resources.

And as big as the new company will be, Karmazin told analysts last week the company's balance sheet almost

demands that it make future acquisitions. "We'll be able make acquisitions, buy back our stock and still keep the [debt-to-cash-flow ratio] down and within investment-grade level." ■

—Dan Trigoboff and Joe Schlosser, and contributed to this story.

Before deal, two shown door

The ink on the Viacom/CBS deal wasn't even wet—much less dry—before CBS Chairman Mel Karmazin made his first power play, forcing out the two top lieutenants and heirs apparent to Viacom Chairman and CEO Sumner Redstone.

Karmazin crossed Viacom's deputy chairmen Philippe Dauman and Tom Dooley out of the deal in the middle of the negotiations, insisting that there was no room for any kind of group executive suite at the top floor of Viacom's headquarters, said sources familiar with the talks. The two executives will go away wealthy, but despite years of closely advising Redstone, they will play no major role in the new Viacom they helped create.

"It was necessary to get the deal done," said one Viacom executive.

A securities filing shows that each executive will receive \$29 million to buy out his contract plus a \$5 million bonus. In addition, Dooley and Dauman get to hang on to their stock options, which are worth about \$60 million each. They will leave once the deal is closed, but remain on Viacom's board.

Some Viacom executives said they were startled at how readily Redstone allowed the executives to be eliminated. "Sumner said 'If you want to stop this, you can,'" said one senior Viacom executive. But that would have put them in the position of halting a multibillion-

dollar deal to protect their roles in the company. "It doesn't look like he fought very hard to make room for them."

Dauman was a close counselor to Redstone for years, first as an attorney at New York firm Sherman & Sterling, and later as a Viacom executive. For now, Dauman is designated in Redstone's will as the chairman's successor.

Dooley was at Viacom before Redstone acquired the company in 1987 and rose through the ranks as a financial engineer, who was of particular service in drafting the plans to grapple with Viacom's massive debt from its 1996 takeover of Paramount Communications and Blockbuster Entertainment.

Among other things, the Dauman-Dooley duo was instrumental in the 1997 ouster of Viacom President Frank Biondi, who, sources said, often clashed with the pair. Karmazin's contract with Viacom now names him as successor to the CEO slot, while Dauman may be able to become chairman of the board, a non-executive slot.

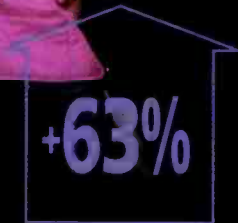
Redstone praised the executives as he announced their pending departures. Despite Viacom's strong collection of assets, "Ultimately the business is about its people," Redstone said, adding that without Dooley and Dauman, "This company would not be more than a dream today. I will continue to have the benefit of not just their friendship, but of their counsel." —John M. Higgins

Who's Laughing Now? Not the Competition!

THE NEW UPN MONDAY NIGHT IS A HIT!



Moesha

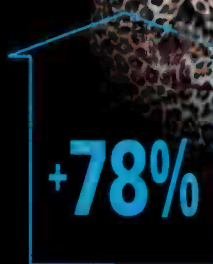


HHL D

MONDAYS ARE UP
VS LAST YEAR!*



R A
18-34



R A
18-49



The Parkers



R TEENS
12-17

AFFILIATES LEADING THE WAY! **



*Malcolm
& Eddie*

MARKET	HH RATINGS	SHARE	8-10 MKT. RANK
HOUSTON	8.7	12	#2
MIAMI	7.1	10	#2
RALEIGH-DURHAM	7.6	11	#1
MEMPHIS	8.8	13	#1
NORFOLK	9.2	13	#1

Beat NBC, CBS, FOX, WB
Beat NBC, CBS, FOX, WB
Beat NBC, ABC, CBS, FOX, WB
Beat NBC, ABC, CBS, FOX, WB
Beat NBC, ABC, CBS, FOX, WB



*Grown
Ups*

*Source: Nielsen Television Index, 8/23/99 and 8/30/99 vs 10/5/98 and 10/12/98.

**Source: Nielsen Station Index, Market Share Ratings, 8/23/99, 8/30/99 and 9/6/99 versus 10/5/98, 10/12/98 and 10/19/98.



UNITED PARAMOUNT NETWORK

No favors, no waivers

FCC not hot on exceptions; Viacom likely to shed stations

By Bill McConnell

Sumner Redstone and Mel Karmazin should start picking the TV stations they want to put on the block, because it's clear the FCC is in no mood to lift audience-reach restrictions in time for the companies to merge by an early 2000 target date.

Combined, Viacom and CBS TV stations would reach 41% of U.S. households; current rules limit one company's reach to 35%.

Karmazin last week said the rules were "really not relevant" in a world of increasing media convergence and fracturing audiences, and is urging the FCC to raise or remove the cap. But, in an unusual move, the companies are not asking for any special waivers that will help allow them to circumvent the restrictions.

Why not?

When the FCC loosened the local ownership restrictions last month, the agency made clear it was no longer in the business of regulation by waiver. In addition, Viacom has put a premium on closing the deal by first quarter 2000 and would rather divest than fight or ask for special treatment.

"We are going to be in full compli-

ance with what regulators require," Redstone said in announcing last week's mega-deal.

At that time, FCC staffers said that while they are reconsidering the audience restrictions, they are in the early stages of their review and no changes are likely until next summer. Further, agency staffers have already recommended that the commission hold the line when similar cable ownership caps are reconsidered next month.

If the panel follows that recommendation, it is unlikely to change course when it tackles the broadcast side a few months down the road.

The cap was set as part of the 1996 Telecommunications Act, but FCC staffers say Congress gave them authority to lift the limit if the agency felt a change was appropriate. Still, the FCC is unlikely to ignore the hard-fought compromise brokered by lawmakers.

"The 35% cap was set statutorily, and the politics are clear," says media analyst Scott Cleland of Legg Mason's Precursor Group. "During the debate of the 1996 Act, that was the *numero uno* veto issue for the Clinton administration. It would be naive to think the FCC can ignore that political fight. The number is set."

Broadcasters themselves are deeply divided over the cap, and the networks can expect a furious intra-industry battle for the commissioners' votes. Most non-network station groups, fearful of losing negotiating clout with key program suppliers, oppose any change that would lessen their importance to the networks and diminish their bargaining position.

The FCC is in no mood to loosen the audience cap so soon after relaxing restrictions on TV duopolies, added Michael McCarthy, lobbyist for Belo Corp. "The commission wants to move slowly on further relaxation," he said.

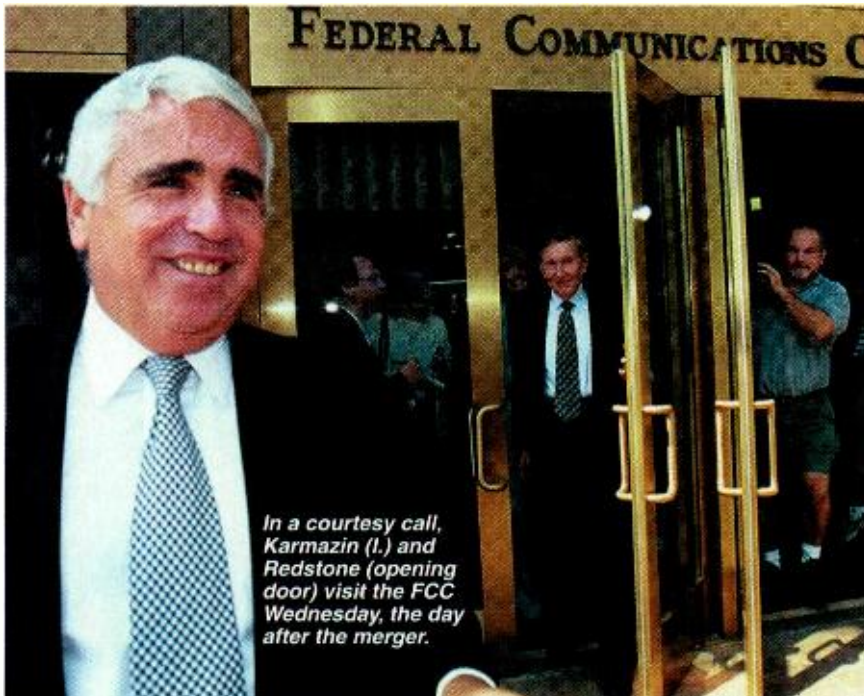
Other rules are likely to force station sales as well. After the deal, Viacom would have TV duopolies in six markets. Under the new rules, Viacom appears to be OK in four of those locales: Philadelphia, Dallas, Boston and Miami. But in two markets, Detroit and Pittsburgh, there is only room for one or two duopolies, and there will almost certainly be competing applications. (The new rules allow a company to establish a duopoly only if eight separately owned stations remain after the deal.)

Finally, regulators are likely to balk at the new company's radio/TV duopoly combination in Dallas, where Viacom's two TV stations would be paired with eight radio outlets. The new rules governing radio/TV combos allow a duopoly owner to control up to six radio stations in the same market. To preserve the more valuable TV stations, Viacom would be forced to sell two radio stations in the city.

Meanwhile, advertising industry sources said they may ask the Justice Department to decide whether some stations should be divested because they give Viacom too much power to dictate ad rates in specific markets.

On Capitol Hill, lawmakers said they would call for hearings on the deal—customary in the case of large mergers—but they were measured in assessing its impact.

"The deal isn't really all that surprising, given the FCC's recent loosening of TV ownership rules," said Sens. Mike DeWine (R-Ohio) and Herb Kohl (D-Wis.), the chairman and ranking Democrat, respectively, on the Antitrust Subcommittee. House Telecommunications Chairman Billy Tauzin (R-La.) predicted that "old regulatory barriers limiting TV ownership are soon going to fall." ■



In a courtesy call, Karmazin (l.) and Redstone (opening door) visit the FCC Wednesday, the day after the merger.



100 Emmys.

Once again,

National Geographic

takes television

to places

few have ever been.

For more than a century, the National Geographic Society has ventured deep into the unknown in search of visually compelling stories that help explain the world around us. The National Geographic Channel continues this tradition, building upon the Society's vast resources to produce innovative and entertaining family programming of unparalleled quality and accuracy. Today as we celebrate our 100th Emmy, 47 million homes in 56 countries can tune in to the National Geographic Channel. Soon millions more will join them as we bring the National Geographic Channel to the U.S.

 **NATIONAL
GEOGRAPHIC**

Magazine, says Meade Camp, senior vice president of CNN NewsSource. "I think parents and viewers in general will be

BROADCASTING

interested in the stories that we have to tell and that the information provided will be influential in the way parents go about taking care of their children. And teaming up with CNN is the kind of quality news provider we would want to be in business with on this kind of venture."

Susan Grant, the president of CNN Newsource Sales, would not say which Time Inc. magazines will be next in this new form of syndicated news segments, but she says there will be more to come from the CNN division. Among Time Inc.'s high profile titles that suggest news insert possibilities are *People*, *Fortune*, *Sports Illustrated*, *Life* and *Entertainment Weekly*. ■

Minding the kids

DIC Entertainment and nonprofit organization Mediascope are teaming up to review existing guidelines for children's programming and help set up new ones for the 21st century. Along with representatives from the National Education Association, the PTA and a number of top educators, DIC and Mediascope have organized a forum to discuss voluntary guidelines for children's TV and Internet content providers. Coined "The Children's Media Summit: Developing Guidelines for Creative Professionals," the two-day summit will be held in Los Angeles this week. Five years ago, DIC, the producers of such children's series as *Where on Earth is Carmen Sandiego* and *Archie's Weird Mysteries*, along with a number of children's experts, held a similar summit on "eliminating inappropriate content and gratuitous violence in children's programming." Robby London, executive vice president of creative affairs at DIC, says those guidelines need some updating. —Joe Schlosser



GET WITH THE PROGRAM

By Joe Schlosser

Talent agents talk diversity

Hollywood talent agency William Morris is conducting a forum on diversity in Hollywood during the upcoming Congressional Black Caucus Legislative Conference in Washington. Titled "Diversity in Entertainment," the two-hour forum will be moderated by state Sen. Kevin Murray (D-Calif.) and will include a number of William Morris executives. The forum will take place Sept. 16. Three weeks ago, NAACP President Kweisi Mfume called talent agencies "the worst example of diversity we have found in Hollywood." A spokesman for William Morris said that the forum was planned long before the NAACP began attacking the networks and others over a perceived lack of diversity.

Women 2 Women News makes debut

New CBS Television Stations President John Severino is wasting little time

making changes at KCBS-TV Los Angeles. Severino last week unveiled plans for a new daily newscast devoted to female viewers, *Women 2 Women News*. The newscast is scheduled to launch on the CBS owned and operated stations today (Sept. 13). Author and journalist Kelly Lange, formerly an anchor at KNBC-TV Los Angeles, has been hired as a correspondent for the one-hour newscast.

Tribune's *Andromeda* said to be a 'firm go'

Tribune Entertainment executives have announced a "firm go" for the upcoming syndicated action series, *Gene Roddenberry's Andromeda*. The series, which stars former *Hercules* star Kevin Sorbo, has secured two-year deals from the Tribune and Sinclair station groups. *Andromeda* is already cleared in over 60% of the country for its fall 2000 launch. Tribune executives also said last week that Toronto-based

Fireworks Entertainment has agreed to co-finance the series.

Haskell heading William Morris TV

Veteran talent executive Sam Haskell was named worldwide head of television at The William Morris Agency, overseeing all TV operations. Haskell, who started out in William Morris' mailroom 22 years ago and rose to head the agency's West Coast TV operations, will remain an executive vice president and board member.



Haskell, a 22-year William Morris veteran, rose from mailroom to head of television worldwide.

Among the 50 or so network, syndicated and cable shows the agency is associated with are *Cosby*, *Everybody Loves Raymond*, *Live With Regis and Kathie Lee*, *People's Court*, *V.I.P.* and *Who Wants to be a Millionaire?*

Carlton buying balance of Hamdon

London-based Carlton Communications is buying the 50% stake it didn't already own in Hamdon Entertainment, the Los Angeles-based producer and distributor of TV movies including titles from *Oprah Winfrey Presents...* and ABC's *And the Beat Goes On: The Sonny & Cher Story*. Hamdon is being rechristened Carlton America and will average 12 made-fors per year.

Queen Latifah adds executive producer

Terry Murphy has been added as an executive producer on the upcoming syndicated talk show, *Queen Latifah*. Murphy, who has been working as a consultant on the Telepictures talk show, joins executive producers Queen Latifah, who is also the host, and Sha-Kim Compere. *Queen Latifah* debuts Monday, Sept. 20.



STATION BREAK

By Dan Trigoboff

Frog walks, parrot talks in Tampa, Fla.

After getting the word last year that it would be losing its WB affiliation, Tampa, Fla.'s wwb-TV was looking not only for a new set of call letters, but a new mascot to replace Michigan J. Frog.

The new WMOR-TV found its answer in an old associate of Popeye. Employing the kind of synergy that's becoming more and more evident these days, the Hearst-Argyle-owned station looked to other corporate assets, particularly the characters owned by King Features. "We had a year to prepare," said Frank Biancuzzo, Hearst-Argyle's vice president of promotion. "We did not immediately stop running Michigan J. Frog, but we slowed it down in the summer." In test groups, the station tried out several King characters—including Popeye himself—and some created from scratch by Hearst animators. The favorite was a Popeye character from the 1960s, Salty the Parrot. It might be because parrots are indigenous to the area, but, Biancuzzo says, "I can't tell you why people in that key demographic, 12-34 year olds, gravitated to that parrot." But, he notes, the dilemma of replacing corporate symbols might be

faced by more newly independent stations in the expected wave of station deals after the FCC's loosening of ownership rules.

Democracy in action saves Ga. newscast

For a change, a TV station took stock of a troubled newscast and decided not to pull the plug. Nielsen, by its ratings numbers, appeared to be telling WAGT(TV) Augusta, Ga., to yank its six-month old nightly 7 p.m. show. The show was pulling ratings of 2-3, with shares ranging from 4-6—"pretty bad," in the words of news director Ed Kral. The Schurz Communications-owned NBC affiliate does two-and-a-half hours of news a day, and was targeting the late commuter market, with some stiff competition from *Wheel of Fortune* and *Entertainment Tonight*. Kral says feedback from the community had always been strongly supportive of the newscast. So rather than go strictly by the numbers, the station turned to its viewership for an answer. After a couple of days of on-air promos and newspaper ads, the station asked viewers to phone in their votes. Nearly 1,000 did, the station reports, and the polling went 4:1 in favor of the newscast. "It was a

heavily discussed topic," says Kral. "It was ratings vs. response. We'd always gotten good feedback. Nielsen tells us otherwise, but we believe people are watching."

A slip without spin, says Denver anchor

There were many calls to KUSA-TV Denver after weekend anchor Anita Lopez commented. "At least she's lucky she wasn't harmed" following a report on a gang rape in Boulder. When the mistake in judgment was brought to her and her producer's attention via viewer comments, she quickly apologized and said that what she meant to say was that at least she wasn't killed.

But, her news director says, that apology wasn't what she meant to say either. News director Patti Dennis said that after a review of the tape she determined that Lopez' comment about escaping harm referred to another woman in a sidebar to the story who said she frequently walked alone at night in Boulder. The specific reference to the other woman could be seen on the tape, Dennis said, but was not caught by the microphone. Lopez agreed, and came in after her weekend report and contacted people who had complained to explain. The on-air apology was done hastily, Dennis said, before a review of the facts.

But Dennis was disturbed after a local paper quoted an unnamed staffer

calling Dennis' explanation "spin" "There was no spin," she said. "I've been in the business of telling the truth for 23 years. I'm so certain of the technical explanation for the on-air gaffe," she said, "I would put my job on it."

Ind. fly-along gets criticized, defended

Evansville, Ind., newsmen believe they crossed no journalistic lines when they brought police along for a ride on a leased news chopper as police searched for a jail escapee. WFIE-TV allowed police to ride with them for three hours, ending in the filmed capture of the fugitive.

But *The Evansville Courier & Press* contacted some nearby journalism school faculty members, who wondered whether the media can maintain their independence if participating in an event on the side of law enforcement. News organizations frequently battle subpoenas for information, noting the importance of maintaining that independence.

WFIE-TV General Manager Lucy Himstedt, herself a longtime news director, said there was no ethical dilemma, and compared the situation to a ride-along. "Sometimes we ride in their cars," said Himstedt, a past chair of the Radio-Television News Directors Association. "Sometimes they ride in ours." Noting widespread public support for her station's actions, Himstedt suggested the biggest problem might be explaining the extra rider to her insurance company.

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dtrig@erols.com, or fax (202) 463-3742.



Polly want a job? Salty the Parrot replaces Michigan J. Frog as the new mascot at Tampa's WMOR-TV.

AUGUST 30-SEPT. 5

Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

CBS had just three shows—Monday's 'Everybody Loves Raymond' (1), 'King of Queens' and '48 Hours'—in the top ten, but still won Week 50.

Week 50	abc	CBS	NBC	FOX	UPIN	WB	
	9.1/16	7.4/12	6.3/11	5.7/9	2.7/4	2.6/4	
MONDAY	8:00		23. King of Queens 7.0/12	82. Suddenly Susan 3.5/6	58. That '70s Show 5.1/9	99. Moesha 2.3/4	
	8:30	1. NFL Pre-Season Football—San Francisco 49ers vs. Oakland Raiders 9.1/16	46. Thanks 5.5/9	76. Veronica's Closet 4.6/8	37. That '70s Show 6.0/10	88. The Parkers* 2.9/5	85. 7th Heaven 3.3/6
	9:00		3. Ev Lvs Raymd 8.5/14	21. Law & Order 7.1/11	39. Ally McBeal 5.9/9	88. Grown-Ups* 2.9/5	103. Movie Stars 2.0/3
	9:30		9. King of Queens 7.9/13			92. Malcolm & Eddie 2.7/4	109. Katie Joplin 1.7/3
	10:00		10. 48 Hours 7.7/13	12. Dateline NBC 7.6/13			
10:30							
TUESDAY	8:00	6.1/11	6.6/12	7.0/12	4.1/7	2.0/3	1.7/3
	8:30	43. Spin City 5.8/11	26. JAG 6.7/12	39. Just Shoot Me 5.9/11	63. Guinness World Records 4.7/8	103. Summer Music Mania '99 2.0/3	103. Buffy the Vampire Slayer 2.0/4
	9:00	60. It's Like Y Know 5.4/10		39. 3rd Rock fr/Sun 5.9/10			
	9:30	24. Dharma & Greg 6.8/12	12. 60 Minutes II 7.6/13	31. Will & Grace 6.4/11	82. Fox Files 3.5/6		111. Felicity 1.5/2
	9:30	33. Spin City 6.2/10		28. Will & Grace 6.6/11			
10:00	35. NYPD Blue 6.1/11	46. 48 Hours 5.5/10	3. Dateline NBC 8.5/15				
10:30							
WEDNESDAY	8:00	7.1/13	5.9/10	7.3/13	4.7/8	1.8/3	2.6/5
	8:30	45. Two Guys, A Girl 5.6/11	51. Cosby 5.4/10	19. Dateline NBC 7.3/14	63. Fox Summer Movie Special—High School High 4.7/8	110. 7 Days 1.6/3	102. Dawson's Creek 2.1/4
	9:00	55. The Norm Show 5.2/9	37. CBS Wednesday Movie—The Man Without a Face 6.0/10	24. World's Most Amazing Videos 6.8/11		103. Star Trek: Voyager 2.0/3	87. Charmed 3.0/5
	9:30	20. Drew Carey 7.2/12					
	9:30	26. Two Guys, A Girl 6.7/11					
10:00	2. 20/20 9.0/16		10. Law & Order 7.7/13				
10:30							
THURSDAY	8:00	4.5/8	5.8/10	8.2/15	4.5/8	3.7/7	2.4/4
	8:30	79. Whose Line Is It 3.9/7	51. Diagnosis Murder 5.4/9	8. Friends 8.1/15	74. World's Wildest Police Videos 4.1/7	81. WWF Smackdown! 3.7/7	100. Wayans Bros 2.2/4
	8:30	63. Whose Line Is It 4.7/8		12. Jesse 7.6/13	60. World's Scariest Police Chase 4.9/8		97. Jamie Foxx 2.4/4
	9:00	55. Bloopers 5.2/9	28. 48 Hours 6.6/12	6. Frasier 8.3/14			94. Steve Harvey 2.6/4
	9:30	76. Nightline in Primetime: Brave New Wrld 4.0/7		7. Frasier 8.2/14		97. For Your Love 2.4/4	
10:00			3. ER 8.5/16				
10:30							
FRIDAY	8:00	6.2/12	5.2/10	5.1/10	2.9/6	1.3/3	
	8:30	44. Home Imprvmt 5.7/12	62. Kids/Darndest 4.8/10	35. Dateline NBC 6.1/13	88. 1999 Teen Choice Awards 2.9/6	114. Redhanded 1.4/3	
	9:00	51. The Hughleys 5.4/11	66. Candid Camera 4.6/9			115. Redhanded 1.3/3	
	9:30	39. Sabrina/Witch 5.9/11	46. World's Greatest Pets 5.5/11	66. NBC Movie of the Week—Diana 4.6/9		119. Arnold's Rock 'n' Roll Bodybuilding II 1.2/2	
	9:30	55. Boy Meets Wrld 5.2/10	46. Nash Bridges 5.5/11				
10:00	18. 20/20 7.5/15						
10:30							
SATURDAY	8:00	3.8/8	6.1/13	2.8/6	5.0/10	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 994,000 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	
	8:30	92. Champions of Magic 3 2.7/6	66. Early Edition 4.6/10	85. National Geographic Special 3.3/7	76. Cops 4.0/9		
	9:00				59. Cops 5.0/11		
	9:30	73. ABC Saturday Night Movie—Angel Flight Down 4.4/9	31. Martial Law 6.4/13	94. NBC Saturday Night Movie—When We Were Kings 2.6/5	46. AMW: America Fights Back 5.5/11		
	10:00		21. Walker, Texas Ranger 7.1/15				
10:30							
SUNDAY	7:00	4.5/9	7.6/15	5.5/11	3.3/7		1.7/4
	7:30	66. Wonderful World of Disney—Dennis the Menace 4.6/10	12. 60 Minutes 7.6/17	66. Dateline NBC 4.6/10	94. World's Funniest! 2.6/6		115. Rescue 77 1.3/3
	8:00		12. Touched by an Angel 7.6/16	66. You Asked for It 4.6/9	91. King of the Hill 2.8/6		111. Sister, Sister 1.5/3
	8:30				76. The Simpsons 4.0/9		108. Smart Guy 1.8/4
	9:00	74. John Stossel Special 4.1/8	12. CBS Sunday Movie—All the Winters That Have Been 7.6/14	30. NBC Sunday Night Movie—Drop Zone 6.5/12	80. Futurama 3.8/8		100. Steve Harvey 2.2/4
9:30				84. The X-Files 3.4/6		103. Unhap Ever After 2.0/4	
10:00	60. The Practice 4.9/9						
10:30							
WEEK AVG	5.8/11	6.4/12	6.0/11	4.2/8	2.3/4	2.2/4	
STD AVG	7.4/13	8.3/14	8.2/14	6.2/11	1.9/3	2.9/5	

Is cable ready for Y2K?

Small operators catching up; majors in final phase of Year 2000 readiness

By Price Colman

After spending tens of millions of dollars to identify and eliminate Year 2000 problems, cable operators are moving into the final phase of their Y2K strategies: preparing for circumstances they can't control.

The core Y2K issue is whether date-sensitive computer hardware and software will, on Dec. 31, flip over to Jan. 1, 2000, or mistakenly revert to Jan. 1, 1900. Like other sectors of the telecommunications industry, cable uses computers in various mission-critical areas.

The industry's focus on Y2K sharpened in 1998 as operators recognized they had potential problems and formed task forces to identify them. Those task forces then began an inventory of systems to determine where the problems might be. They discovered vulnerabilities in switching devices, commercial insertion equipment, satellite video playback equipment, addressable set-top box controllers and billing and accounting systems.

At AT&T Broadband & Internet Services (formerly TCI), Y2K watchdogs have painstakingly inventoried several million lines of computer code used in internal applications in an effort to identify potential problems.

"What needed to be fixed was probably less than 10%," says John Gabbert, vice president of the Y2K program management office and Y2K project manager.

This year, the work has largely focused on testing and remediation and stressed close and constant cooperation between operators and equipment vendors such as General Instrument and Scientific-Atlanta. Cable equipment vendors are the fulcrums of Y2K, because it's often their hardware and software that may be most vulnerable.

Much of the testing and remediation work is done or will be completed by the end of the third quarter, according to various industry sources and financial filings.

Now, confident that they have fixes in place, operators are moving into contingency planning: what to do if the outside power grid or phone system

shuts down.

"Operators are always prepared for outages," says Andy Scott, director of engineering at the National Cable Television Association and the trade organization's point man on Y2K issues. "Now we're seeing operators stocking up on propane for backup generators and having extra software in place.

"When all is said and done, I don't think we'll have catastrophic, shut-off-the-lights sorts of problems. But there may be some scattered problems," he says.

Not if cable executives have anything to say or do about it. Many companies plan to have additional staff on duty or on call New Year's Eve. Leo Hindery, president-CEO of AT&T BIS, will spend the holiday at the National Digital Television Center in suburban Den-

ver with his 16-member top executive team. All told, AT&T BIS expects scores of employees ordinarily off on New Year's Eve to be on duty, as do a number of other cable operators. At the same time, some operators decline to discuss Y2K, citing potential liability issues.

For larger operators, spending on Y2K preparations ranges from about \$3 million at Cox to as much as \$70 million at MediaOne Group. Cable operators' filings with securities regulators indicate that companies accelerated their spending in the first half of 1999.

Cable operators are now filing updated Y2K preparation information with the FCC, which will incorporate that data in an update of a broad telecommunications sector survey issued in

Dollars to divert disaster

Cable's Y2K spending and preparation

Adelphia: In the final stages of remediation, according to the company's second-quarter 10Q. Adelphia says six of eight financial systems are compliant; expects all to be compliant by the end of September. All telecommunication plant remediation should be done by October. Adelphia so far has spent about \$868,000; projects total spending of about \$3.7 million.

AT&T BIS: The company plans to disclose selected information on Y2K spending and preparations shortly after the end of the third quarter. The company expects to be mostly done with those preparations by then, a spokeswoman says.

Cablevision Systems: The company expects to be done with the first four phases of its six-phase program by the end of the third quarter. Cablevision so far has spent about \$26.5 million and expects to spend \$40 million to \$60 million total.

Charter Communications: Charter expects to have Y2K remediation and testing completed by the end of September. So far, the company has spent about \$4.9 million and projects the final total will be roughly \$7 million.

Comcast: As of June 30, Comcast was in the testing and implementation phase. As of the same date, Jones Intercable, which is controlled by Comcast, was in the conversion and testing phase. Comcast reports spending about \$9 million as of June 30 and expects to spend as much as \$13 million more through December.

Cox: Cox is in the later stages of preparations and focusing primarily on contingency plans—what to do if systems outside its control fail. As of August 1, the company had spent about \$2.1 million and expects the final total to be less than \$3 million.

Insight: The company expects to be done with substantially all of its preparations, including contingency planning, by the end of the third quarter. It does not anticipate costs to be significant and has not specified its projections.

MediaOne: MediaOne had completed readiness in 90% of its mission-critical applications by the end of June and expects to be substantially done with other preparations by the end of the third quarter. After having spent \$40 million by the end of the second quarter, the company estimates it will spend a total of about \$70 million.

Time Warner Cable: The company hasn't disclosed specifics of spending, but says in its second-quarter 10Q ended June 30 that 72% of Time Warner Entertainment's divisions are compliant; 28% are in remediation or final testing. The company expects 90% of its divisions to be ready by the end of the third quarter. At the same time, TWE plans to impose a "quiet period" on preparations sometime in the fourth quarter.

April. The update is expected in the fall.

For cable, increased spending and a higher confidence level have moved in tandem.

"When we first started working on this, people were unclear about the issues," says Bill Tompkins, director of worldwide telecommunications at General Instrument. "Now that those issues have been clarified and identified, the comfort level is much higher."

Nonetheless, smaller cable operators remain an area of concern. Although cable operators big and small face similar Y2K problems, for smaller operators, the challenge comes in having fewer human and financial resources to devote to fixing problems.

But industry-wide efforts at disseminating information have helped raise awareness and improve preparedness among smaller operators, industry experts say.

"We're seeing some smaller operators wake up, and we're seeing an awful lot more testing," says the NCTA's Scott.

Since the initial FCC Y2K survey in April, Cable Television Laboratories, the industry's research and development consortium, has opened up its Y2K Web site to nonmembers. In addition, the NCTA, the American Cable Association—the trade group representing smaller operators—and many state and regional cable associations also have added Y2K sites or links to their main sites, says Matt Polka, president of the American Cable Association.

Polka acknowledges that smaller operators' preparedness is "a mixed bag," but adds, "If my phone calls are any indication of the level of [concern], I'm not hearing a lot of problems and complaints. I don't perceive it as a huge issue." ■

Charter disputes survey

By Price Colman

Charter Communications is far from satisfied with this year's J.D. Power and Associates Cable/Satellite TV Customer Satisfaction Study.

After ranking sixth out of 15 participants and scoring 100—right at the industry average—in the 1998 study, Charter fell to 13th and scored 91, well below the industry average of 103 in the 1999 study.

Sensing something out of whack, Charter executives took a closer look at the hefty \$38,500 study. Their chief complaints:

- The total sample of 10,266 respondents included only 141 Charter customers, a relatively small number in statistical terms.

- At least five of the respondents claiming to be Charter customers were from states where Charter has no operations.

- Charter executives also questioned whether the "weights" ascribed to certain respondents skewed the results, citing one supposed Charter respondent in Gadsden, Ala. (where Charter has no operations), who was given the "weight" of 36 customers.

In Charter's eyes, what it added up to was one big question mark about the validity of the study.

"The thing that's most troubling to us is what I call the law of incrementalism," says Mary Pat Blake, senior vice president of marketing and programming at Charter. "When you have many small problems with a piece of research and its methodology, it can build exponentially and threaten the validity of the research. I don't think this is representative of how Charter customers feel."

In the course of two lengthy phone conversations, Charter officials said Power conceded a small amount of bad data in the study—but declined Charter's offer to participate in a joint press release acknowledging the problems.

The misidentified customers don't have "a material effect on [Charter's]



CABLE'S TOP 25

PEOPLE'S CHOICE

The force has been with 'Star Wars' all summer, and last Sunday's TBS presentation was no exception. The legendary, Jar Jar-free film ranked No. 4 with a 7.6 share/4.0 rating.

Following are the top 25 basic cable programs for the week of August 30 - September 5, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	NASCAR/Southern 500	ESPN	Sun	1:00P	253	4.6	3.6	3563	12.0
2	WCW Monday Nitro Live!	TNT	Mon	10:00P	64	4.5	3.4	3421	7.4
3	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	4.2	3.2	3228	6.3
4	Movie: 'Star Wars'	TBS	Sun	8:00P	164	4.0	3.1	3123	7.6
4	Real World VIII	MTV	Tue	10:00P	30	4.0	2.9	2913	6.6
6	Auto Racing: Rain Delay	ESPN	Sun	5:45P	45	3.5	2.7	2722	8.4
7	WWF Entertainment	USA	Mon	11:00P	60	3.4	2.7	2640	6.7
8	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.3	2.5	2534	5.3
8	WWF Entertainment	USA	Mon	12:00A	65	3.3	2.5	2530	9.0
10	Rugrats	NICK	Sun	9:30A	30	3.1	2.4	2358	10.3
11	NASCAR Shop Talk	ESPN	Sun	5:13P	32	3.0	2.3	2313	7.5
12	Spongebob	NICK	Sun	10:00A	30	2.9	2.2	2194	9.0
13	Rugrats	NICK	Sat	9:30A	30	2.8	2.1	2113	9.3
13	Movie: 'D. Steel's Changes'	LIF	Sun	2:00P	120	2.8	2.1	2081	7.1
15	Hey Arnold	NICK	Sun	10:30A	30	2.7	2.1	2077	8.4
15	Movie: 'Above Suspicion'	LIF	Sun	4:00P	120	2.7	2.0	2025	6.6
15	Movie: 'D. Steel's star'	LIF	Sun	8:00P	120	2.7	2.0	2017	5.0
18	Wild Thornberrys	NICK	Thu	8:00P	30	2.6	2.0	1962	4.6
18	Movie: 'Deceived By Trust'	LIF	Sun	6:00P	120	2.6	1.9	1936	5.7
18	Law & Order	A&E	Tue	11:00P	60	2.6	1.9	1936	5.4
21	NCAA/Oregon @ Michigan State	ESPN	Thu	7:57P	206	2.5	2.0	1954	4.4
21	WWF Sunday Night Heat	USA	Sun	6:30P	60	2.5	1.9	1933	5.8
21	Movie: 'Kickboxer'	TBS	Wed	10:10P	125	2.5	1.9	1926	4.7
21	Rugrats	NICK	Mon	4:30P	30	2.5	1.9	1907	6.9
21	Law & Order	A&E	Fri	11:00P	60	2.5	1.9	1901	5.3
21	Rugrats	NICK	Mon	7:30P	30	2.5	1.9	1899	4.4
21	Spongebob	NICK	Sat	10:00A	30	2.5	1.9	1892	8.1
21	Rugrats	NICK	Sun	9:00A	30	2.5	1.9	1886	9.0
21	Law & Order	A&E	Mon	11:00P	60	2.5	1.9	1868	4.9

This OTG Hero is one of the most colorful



"I love to color, and **Mom always tells me it's important to be on time,**" says Tiffany Hall, age 9, the newest On-Time Guarantee (OTG) Hero, when asked why she entered AT&T Cable Services' (formerly a Time Warner Cable system) OTG coloring contest.

The coloring contest capped the system's efforts to promote the OTG. "The goal was to ensure our customers understood our commitment to excellent service," says Greg Wells, Area Director of Marketing. "We put OTG info on everything – banners, flyers, patches, TV spots, leave-behind cards, bill inserts, hats, magnets, license plate frames – and the strategy paid off. **Customer surveys show that OTG awareness went from 50% to 72% in just one year!**"

AT&T's colorful approach to marketing the OTG paid off for the company, and for Tiffany, who won a toy shopping spree and a role in a television commercial.



If you would like more information about the On-Time Customer Service Guarantee or have an OTG success story, contact Rachel Vallieres at the NCTA, 202-775-3629 or visit our Web site, www.ncta.com.

ranking or on their score," says Pete Marlow, director of corporate communication at J.D. Power. "It's within the acceptable 95% confidence level." As for the sample size, though small, it could have gone as low as 100 respondents and still been statistically valid, Marlow says.

But at least one consumer-research expert thinks Charter's complaints are valid.

Mark Cooper, director of research for

the Consumer Federation of America, says the sample of 141 Charter customers is "very small. That's a legitimate complaint." For the 95% confidence level that has become a de facto standard, J.D. Power should have surveyed at least 300 customers, Cooper contends.

Moreover, Cooper says, he never uses "weights" in the national public opinion surveys he conducts annually because, "Once you have weights, the

statistical validity goes way off."

In issuing a press release lambasting the study, Charter may have taken the only opportunity it had to remove any tarnish to its reputation. "There are no survey police," Cooper says.

As for J.D. Power, "They're better off leaving it be," Cooper contends. "There's a puff of smoke, maybe a little acid rain, but then it's gone."

Until the 2000 study, of course. ■



EchoStar inks deal with Castle Cable

EchoStar Communications Corp. and private cable operator Castle Cable Services announced a joint agreement under which Castle Cable will offer EchoStar's Dish Network to the roughly 20,000 multiple-dwelling units Castle Cable serves. The agreement marks an expansion of EchoStar's focus on the multiple-dwelling unit market. EchoStar in February announced a similar deal with Optel, one of the larger private cable and competitive residential phone service providers in the U.S. The agreement with Optel covers 400,000 units. Dish Network's push into MDUs is a tacit acknowledgement that the MDU market is largely untapped by DBS providers. The Carmel Group's "DBS Investor" newsletter projects 75,000 MDU subscribers to either DirecTV or Dish Network with the "overwhelming majority" DirecTV subs. Private and public franchise cable operators have long pursued the MDU market, often signing 10- to 15-year contracts. DBS operators, with larger channel offerings, are

seeking to step in when cable contracts with MDUs expire or to partner with cable operators unlikely to upgrade systems and offer more channels. The MDU market is challenging for DBS providers, however. Because they typically must share revenues with MDU owners and secondary DBS providers such as Pegasus, subscriber acquisition costs for MDUs are far higher than for single-family homes—about \$400-\$700.

Liberty buys stake in UnitedGlobal

AT&T tracking stock Liberty Media Corp. is purchasing 4.93 million class B shares of UnitedGlobalCom (formerly United International Holdings) at \$100 per share in cash, for a total of \$493 million. Liberty is acquiring 4.26 million shares from Apollo Cable Partners and the remainder from Larry F. and Larry J. DeGeorge. Liberty intends to assign 50% of its interest in UnitedGlobalCom to Microsoft Corp. Liberty and Microsoft are forming a 50-50 joint venture with UnitedGlobalCom's European subsidiary United

Pan-Europe Communications. The joint venture will hold the 4.93 million Liberty/Microsoft-owned UnitedGlobalCom shares as well as 2.78 million class A shares owned by United Pan-Europe. Liberty will receive \$287 million of redeemable preferred shares in the joint venture to balance ownership stakes. Once consummated, the joint venture will own 14.5% of the total outstanding shares of UnitedGlobalCom. Also, Liberty Chairman John Malone and Microsoft CFO Greg Maffei will join UnitedGlobalCom's board. Denver-based UnitedGlobalCom is one of the largest international broadband communications providers, with operations in 20 countries.

Sie to speak at NAMIC luncheon

John Sie, founder-chairman-CEO of Encore Media Group, will deliver the keynote address at the Sept. 14 National Association of Minorities in Communications (NAMIC) luncheon at the Millennium Broadway in New York. Sie will discuss his views on the future of digital cable deployment and

programming services in urban markets and multicultural city centers.

Playboy TV inks Hedonism deal

Playboy TV and SuperClubs have entered into a yearlong promotional sponsorship agreement, it was jointly announced recently. Under terms of the new agreement, Playboy TV will provide a variety of promotional services to SuperClubs' new Hedonism II resort in Jamaica, primarily through Playboy TV's *Night Calls*. Starting Wednesday, Sept. 15, viewers will learn how to enter for a chance to win free vacation prizes as well as special discounted trip packages to Hedonism II.

Calif. fires prompt animal rescue

Animal Planet's 80-foot disaster relief vehicle, Animal Planet Rescue, has been dispatched to help animals affected by the fires raging in California. This is the second year the cable network has sponsored a relief team run by the American Humane Association. The Animal Planet Rescue vehicle was expected to arrive in San Bernardino County, Calif., over the weekend. The vehicle is equipped with a mobile vet clinic, specialized animal rescue equipment, water tanks, animal feed, kennels and corrals.



ORIGINAL CABLE PROGRAMMING

These days it pays to be original. From epic movies to new series, cable is spending large sums on original programming. And the payoff is huge. Not only are audiences and advertisers booming, the profits have been immense.

On October 11, *Broadcasting & Cable* will take a comprehensive look at the latest productions in an Original Cable Programming Special Report. Our must read guide will examine all the various shows being made for cable.

Your message in *Broadcasting & Cable* will reach every television executive who creates, buys and sells cable programming. Call your representative today to reserve space and show off your originality.

ISSUE DATE:

Monday, October 11, 1999

CLOSING DATE:

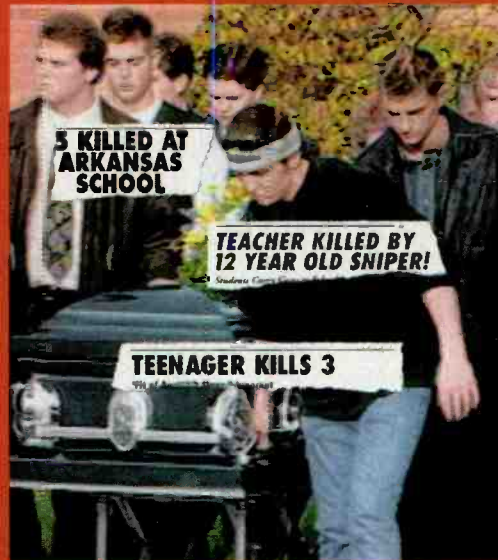
Friday, October 1, 1999

**Bonus Distribution:
Atlantic Cable Show**

Plea.

“Critics contend that TV plays a role in making children more violent. But at least one media outlet is working to help teens turn away from violence – Court TV.”

Ladies' Home Journal
September, 1999



“I watch Court TV and congratulate you on a remarkable program. Choices and Consequences is very important. What you are doing can have a profound impact on the future of America.”

Senator John McCain
Chairman, Senate Commerce Committee

“Court TV... America owes you a debt of gratitude.”

Congressman Billy Tauzin (R-LA)
Chairman, House Subcommittee on Telecommunications

Bargain.

300% growth
in prime time ratings
this year.¹



#1 cable network
for women 18-49
in prime time.²

JULY '99
M-Su 7-11PM

RANK	ORIGINATOR	WOMEN 18-49 VPVH(000)
1	COURT TV	436
2	VH1	427
3	CMT	415
4	LIF	410
5	TVGC	406
6	FOOD	402
7	CMDY	398
8	SCIFI	396
9	ENT	395
10	BET	387

"Court TV has proven that there is a significant demand for the network to be carried on major cable systems."

Thomas C. Feige
President/LA Division, Time Warner Communications

"There's never been a better time to launch Court TV."

Steve Burke
President, Comcast Cable

In the last eight months, COURT TV has accomplished one of the most extraordinary turnarounds in cable history: we've executed the fastest ratings improvement of any ad-supported entertainment network in the past five years;³ moreover, we're #1 in concentration of Women 18-49; and we've created one of the most honored, socially responsible and relevant public affairs programs, *Choices and Consequences*, actually proven to help decrease teen violence. New local ad sales success stories are building daily, and recent COURT TV launches have created record new subscriber acquisitions.

We are now an informative and entertaining network to the viewer, a demographically appealing network to the advertiser and a distinctively helpful addition to you, the cable operator. As you go into your budget planning sessions, consider and then launch COURT TV. Call Bob Rose at (212) 973-3348.

Listen to our PLEA...while we're still a BARGAIN.

COURT TV

Inside crime and justice

1. Source: Nielsen Media Research, 12/21/98-8/29/99, weekly M-Su, 8-11PM household ratings. Subject to qualifications upon request. 2. Source: Nielsen Media Research, July 1999, M-Su 7-11PM. Ad-supported networks with sub base above 30 million households. Subject to qualifications upon request. 3. Source: Nielsen Media Research, 9/5/94-7/25/99. Household coverage ratings are based on M-Su 8-11PM. Excludes 24-hour news networks: CNN, FOXNC, HLN, MSNBC and TWC. Subject to qualifications upon request.

Sony hops on TiVo train

Media giant joins others in taking stake in high-tech VCR company; will make own unit

By Glen Dickson

Sony is the latest media powerhouse to stake its claim in the burgeoning world of personal video recorders, announcing a strategic alliance with Sunnyvale, Calif.-based TiVo.

Sony Corp. of America will take a minority stake in TiVo, which already counts CBS, NBC, Disney, Discovery, Comcast Communications, Cox Communications, Philips, America Online and DirecTV as investors, and gain a seat on its board. The consumer electronics giant will make its own version of the TiVo personal video recorder, which has previously been made solely by Philips.

In exchange, TiVo will promote Sony's original content through its personalized TV service, which allows viewers to time shift programming and perform "smart recording" of content based on preprogrammed preferences.

"This relationship is quite unique and different in many respects, cover-

ing the entire spectrum of activities from the consumer electronics side to the entertainment and content side," says TiVo President and CEO Mike Ramsay of the Sony deal.

TiVo subscribers will be able to access a gateway that will feature television shows and movies from Sony Pictures Entertainment, as well as possible content from Sony Music Entertainment and Sony Online Entertainment. But TiVo and Sony executives hint that TiVo will do more than simply showcase Sony programming on TiVo's electronic program guide, such as the deal TiVo struck with NBC [B&C, June 14, 1999].

"It gives us an opportunity to showcase motion picture and TV content through the TiVo device," says Yair Landau, executive vice president of corporate development & strategic planning for Sony Pictures. "And we're excited about the TiVo relationship in developing interactive gaming applications for *Wheel of Fortune*, *Jeopardy*

and the Game Show Network, [allowing] the consumer to interact with games in new and unique ways."

Landau pointed to the interactive gaming application that Sony is launching with WebTV on Oct. 4, which will allow *Wheel of Fortune* and *Jeopardy* viewers to play along with the shows. "That's a live online connection synched up with the off-air broadcast," says Landau. "With TiVo, we could probably do delayed scoring. You could download scores overnight that would synch up the game play with watching the show on TV."

TiVo's Ramsay also spoke of delivering Sony content through a "much broader broadband capability" than TiVo's existing phone-line connection, but gave no technical details.

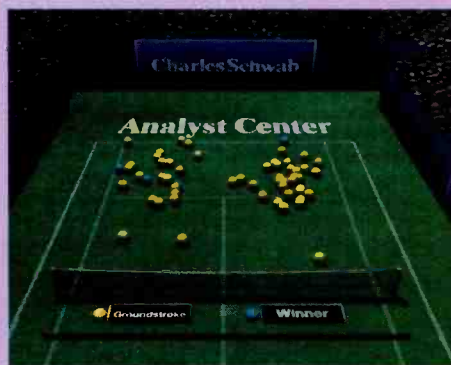
Josh Bernoff, principal analyst at Forrester Research, is skeptical that TiVo will deliver broadband content anytime soon, since that would require a deal with a telco or cable operator. He is more sanguine about Sony and TiVo's interactive gaming prospects.

"The game show stuff is real," says Bernoff. "*Wheel of Fortune* on WebTV is an interesting idea, that people will play the games and come back day after day. The idea that you can put that functionality into one of these boxes is pretty realistic." Since TiVo is already partnering with America Online, Bernoff says he wouldn't be surprised to see a combined Sony/TiVo/AOL box that would offer real-time gaming.

Sony Electronics VP Jim Bonan says Sony will have a TiVo product available sometime next year. In the meantime, retailer Best Buy has begun selling a Philips' TiVo unit that stores 14 hours of programming and sells for \$499. The TiVo service costs \$9.95 per month, or \$199 for a lifetime subscription.

TiVo hopes to raise some \$60 million from an IPO to further promote its service and develop new products. The company, which has an accumulated deficit of \$21.9 million, has filed documents with the SEC to offer 5.5 million shares of common stock at an initial price of between \$11 and \$13. ■

CBS has Edge in U.S. Open



Sponsored by Charles Schwab & Co., CBS dubbed its virtual replay system the Charles Schwab Analyst Center.

CBS Sports pepped up its coverage of the U.S. Open tennis championship last week by adding computer-generated, 3-D animated graphics replay using a system developed by Coach's Edge. The system allows sports analysts to create graphics based on match trends.

The network has been working with Coach's Edge since 1997 to enhance its NCAA football and basketball, NFL and NASCAR coverage. This marks the first time the system is being used for tennis.

"It's a way of demonstrating something to an audience or a fan that they may not know about the sport," says CBS Sports Executive Producer Terry Ewert. "And the nice thing about Coach's Edge is that every sport we've thrown at them, they've actually done a very nice job of demonstrating the technology."

During the U.S. Open, the system was used to follow the players' actions on first and second serves, backhands and forehands. The material was then fed to CBS' on-site LVS Event Management System, based on the Grass Valley Profile video server, for playout-to-air. —Karen Anderson



CUTTING EDGE

By Karan Anderson and Glen Dickson

C-Cube slices and dices HDTV

C-Cube has developed an improved high-definition chip for video production and broadcast, it was announced last week. The new chip, dubbed DVx-HD, supports all ATSC high-definition and standard-definition compression formats and is based on C-Cube's HD image processing technique, HDSCan. Most encoding/decoding, or codec, chips handle video processing by "tiling" the image—that is, dividing the bit rate into six equal tiles. Existing codec chips divide the 19.4 Mb/s HD signal into six individual tiles, each about 3.2 Mb/s, says C-Cube Marketing Manager Bob Saffari. The tiling technique can lead to artifacts and less-efficient compression, he says.

C-Cube's HDSCan processing divides the image into nine "slices" that "talk" to each other and determine the bit allocation based on the amount of data present in each slice, says Saffari. This creates more "uniform, crisp, clean, artifact-free images." C-Cube plans to make the new chip available to manufacturers in the third quarter of 1999. C-Cube's chips are endorsed by Avid, NDS, General Instrument and C-Cube subsidiary DiviCom.

DiviCom creates new SD encoder

While C-Cube is tackling HDTV, subsidiary DiviCom has developed a new standard-definition encoder, the MediaView



DiviCom's new MV45 encoder uses advanced noise filtering techniques.

MV45. The MV45 uses three C-Cube DVxper compression chips for a new noise-filtering technique called ClearMotion. ClearMotion was developed to handle the noisy analog sources that the majority of cable networks and satellite providers still use to generate compressed digital signals, says Eric Norton, director of DiviCom's encoder product line. "ClearMotion is motion-compensation filtering during the encoder process that differentiates noise from motion," Norton explains. He expects the new technique to greatly improve encoding efficiency. "We think for a lot of customers, this will give them an extra channel per transponder. ... There are a lot of noisy sources that take up a lot of bits."

High on the roof in the Windy City

Crown Castle Broadcast USA has finalized a two-year agreement with Chicago's John Hancock Center to manage its rooftop wireless and broadcast services. Crown Castle will offer services to stations converting to DTV and

will be responsible for maintaining and leasing space through its rooftop division, Spectrum Site Management. The top Chicago stations were supposed to be on air with DTV in May, but have been stalemated by several factors, including building owners who, some broadcasters believed, were seeking exorbitant prices for leased space. Most major Chicago broadcasters have opted for the Sears tower. Fox O&O WFLD-DT, the only Chicago DTV station on-air, is in on Sears' tower. Last month three more stations—NBC's WMAQ-DT, ABC's WLS-DT and WPWR-DT—signed contracts with Sears.

Peak to use Pilot for turnkey solutions

Graphics company Peak Software Technologies and graphics management software provider Pilot Broadcast Systems have merged to form Peak Broadcast Systems, which will offer a turnkey solution for real-time 2-D and 3-D graphics, virtual sets, asset management and playout control. Peak's software development team will be headquartered in Schwaz, Austria. Pilot's North American arm will become Peak Broadcast



Ikegami's HDK-79D portable companion camera delivers 1080i, 720p and 480p with no external converters.

Systems USA, a subsidiary of Peak Broadcast Systems. Isaac Hersly will continue as president and CEO of the North American operations, and Ron Witko will serve as vice president of the North American organization. Peak/Pilot systems are installed at QVC, Turner Entertainment, CBS News and CBS Sports as well as a number of European broadcaster outlets.

ATC gets signed by the Home Team

Home Team Sports (HTS) is going digital with ATC Teleports Inc. The regional cable sports network serving the Middle Atlantic States, has signed a contract with ATC Teleports for a digital simulcast transmission that will replace its analog signal. ATC Teleports, a wholly owned subsidiary of American Tower Corp., is providing HTS compressed digital video services in addition to its analog services.

WBGU-TV taps Ikegami for HD

Noncommercial WBGU-TV Bowling Green, Ohio, has purchased three Ikegami HDK-79D HDTV cameras to help it make the transition to digital television. The PBS member station will use the new Ikegami units, which retail for \$137,600 each, for current NTSC and future HDTV production. The HDK-79D supports the 1080i, 720p and 480p digital television formats, by using a 1080i camera chip with internal converters, and also outputs NTSC signals in 4:3 aspect ratios.

Health sites get shots in the arm

AOL deal with Medscape leads list of latest alliances

By Richard Tedesco

As health-related Web sites continue to draw a burgeoning audience of surfers seeking informal consultations, partnerships with online medical services also are on the rise.

America Online's deal with Medscape last week is a prime example of the trend: a strategic alliance that has Medscape paying AOL \$33 million over three years and lending its medical content from a consumer site to be launched this month. That site, CBS Medscape, reflects the recent \$150 million deal CBS struck for a 35% stake in the online medical information provider.

The deal gives AOL warrants to take a stake in Medscape while the two companies develop co-branded content sites. Medscape's CBS deal also gives AOL and Medscape cross-promotional opportunities on the network, which is also AOL's broadcast news partner.

It's the second such alliance AOL has struck in as many months, coming on the heels of a content deal with drkoop.com that will pay AOL \$89 million over four years. And it's a further indication of the ascendancy of the health information category online that crosses over all Web demographics.

"They're hot properties," says Emily Meehan, analyst for the Boston-based Yankee Group. "They cover every demographic because everyone needs medical information."

So alliances with medical sites have become a basic part of any Internet portal play, according to industry observers.

That's particularly true for a general-

interest online service such as AOL, which draws more than half of its traffic from women, the heaviest users of health sites.

"It's really critical for [AOL]," says Peter Krasilovsky, analyst for the Princeton, N.J.-based Kelsey Group. "It drives traffic to other [AOL] sites."

Last week, prominent women's portal iVillage struck a strategic pact with PlanetRx.com, an online source of health information and prescriptions. PlanetRx will pay \$22.5 million over three years to be part of the health channel on iVillage, which made a \$7.5 million equity investment in PlanetRx.com.

"Women have long come to iVillage.com and particularly to our All-Health.com site to find solutions for their health concerns," says Candace Carpenter, iVillage co-chairwoman and CEO.

AOL's health channel is among its most popular destinations, drawing 3 million individual visitors in July, according to online ratings service Media Metrix, which also listed drkoop.com among its top 20 fastest growing sites in Web traffic for that same month.

Dr. C. Everett Koop, the former surgeon general, is under a cloud for conflict of interest for receiving payments from sponsors in return for lending his name to the site. Meanwhile, drkoop.com and AOL struck a three-year deal to sponsor a series of U.S. Tennis Association events last week.

AOL and CBS aren't the only major media players in the online medical business: CNN has a deal in place with AccentHealth.com, and Discover Communications recently launched its own site, Discoveryhealth.com. ■



Medscape's deal with AOL starts with the launch of a consumer site.

SITE OF THE WEEK
www.ksan.com



KSAN(FM)
San Francisco
107.7 MHz, classic rock

Site features: Live 24-hour streaming of Bay area's classic rock station, with mix of vintage and contemporary musical stand-outs; from Creedence Clearwater Revival to Smashing Pumpkins; audio Webcasts of taped concerts and artist interviews; links to music news, concert tour dates, audio Webcasts, artist sites

Site launched: March 1998

Site director: Leonard Nelson, KSAN Web director

Number of employees: 6

Site design: Aspen Media

Streaming technology: Windows Media

Traffic generated: Averaging 50,000 page views monthly

Advertising: Banner ads

Revenue: N/A

Highlights: Streamed first live video Webcast of Bay area group, America, drawing strong response for afternoon concert billed as KSAN's cubical concert; it was a kick-off event for KSAN, which is preparing a schedule of live video events.

—Richard Tedesco

RADIO

HELP WANTED MANAGEMENT

Help Wanted: Ohio AM/FM station looking for a sales oriented *General Manager* with a proven track record. Reply to Box 01590. EOE.

General Manager/Tulsa Shamrock Communications seeks an experienced leader for our two Class C FM's in Tulsa, Oklahoma. If you have a background in growing revenue, increasing ratings and surpassing cash flow goals, this may be an excellent opportunity for you. We are looking for a GM who can attract, retain, and nurture top talent throughout all departments of our organization. Shamrock Communications is a family owned media company in radio for over 75 years. Do you have the vision, drive, and entrepreneurial spirit to take this successful cluster to the next level? All applications must be received by September 17. No phone calls please. EOE. Bill Nish, Human Resources Director, Shamrock Communications, 149 Penn Avenue, Scranton, PA 18503. Fax: (570) 346-6038.

HELP WANTED SALES

Sales and sales management candidates needed for over 150 positions in 30 states. Research, Marketing, Traffic & Billing, Technical positions also available nationwide. Apply at www.birschbachmedia.com. Free service to candidates. Confidential. Fax resume to 303-368-9675 or email to jbirsch@birschbachmedia.com. birschbach media sales recruitment.

HELP WANTED SHOWS

Your show in Long Island, New York. Big Market. Radio station with excellent signal. Cost-Effective. Generate Qualified Leads. Call Stefan Rybak at 516-845-5400.

LEASED PROGRAMMING

Produce, host your own radio show, and generate hundreds of qualified Leads 50,000 watt NYC radio station. Call Ken Sperber 212-760-1050.

TELEVISION

HELP WANTED SALES

abc27 WHTM-TV, an Allbritton Communications station, has an immediate opening for a National Sales Manager. Position requires strong organizational, research and leadership skills. Successful candidate will have a proven ability to sell sports and specials. Individual must also be highly motivated, self-disciplined and goal oriented. Minimum of 3 years broadcast sales experience required. abc27 WHTM-TV is the ABC affiliate in the 46th market, and offers an excellent benefits plan. Send resume, cover letter and salary history to Rob Saylor, abc27 WHTM-TV, 3235 Hoffman Street, Harrisburg, PA 17110. No phone calls, please. EOE M/F.

National Sales Manager: The nation's 40th market has an excellent opportunity for a dynamic individual who is self-motivated and understands inventory control. The position requires a candidate who has strong organizational skills, is detailed oriented and has superior negotiating abilities. Minimum 4 years rep experience or major market sales experience. Current National Sales Managers are encouraged to apply. Submit resume: Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. Closing date: September 24, 1999. WVEC-TV is an Equal Opportunity Employer.

HELP WANTED SALES

Marketing Account Executive

ABC7 Los Angeles is seeking an Account Executive for Developmental New Business. The ideal candidate will have 3-5 years of broadcast sales experience with an extensive quantifiable non-traditional business development track record. Requires vendor-based sales background along with excellent organization, creative writing and presentation skills. PowerPoint, desktop graphics and Internet proficiency are necessary.

Please send your resume to: ABC7 Los Angeles, Attn: Kimberly Castillo, Dept. MAE/BC, 4151 Prospect Avenue, Los Angeles, CA 90027. No phone calls please. Equal Opportunity Employer.



National Sales Manager: WTIC Television in Hartford, a FOX affiliate, has an immediate opening for a National Sales Manager. The right candidate will possess equal parts enthusiasm and strong working knowledge of the national column...looking for good communication, presentation, negotiation and people skills. Please send resume to: Human Resources, WTIC Television, One Corporate Center, Hartford CT 06103. Fax: 860-560-3066. EOE

Media General Broadcast Group www.mgbg.com **General Sales Manager:** WNCT-TV, CBS. Beautiful southeast market looking for an ideal candidate with minimum 5 years broadcast sales management experience. Excellent motivation and training skills. Must be computer literate (Word, Excel, Powerpoint, NSI Advantage, TapScan, Columbine traffic system) and have a proven track record of creative selling and new business development. Candidate must possess excellent communication and presentation skills. Internet sales experience a plus. EOE M/F Drug Screen. Send resume to HR Dept. PO Box 898, Greenville, NC 27858

General Manager: Are you a general sales manager who is ready for new challenges, responsibilities and the next step up? Group with NBC affiliate in a single station market is looking for a GSM with a proven track record in all facets of sales. Applicants must have 8-10 years experience in broadcasting and possess good leadership qualities and interpersonal skills. Great station staff and opportunity. Please send resume to: Benedek Broadcasting Corporation, 100 Park Ave., Rockford, IL 61101.

HELP WANTED SALES

Account Executive: South Florida NBC O&O is seeking an experienced, dynamic account Executive with TV sales experience. Must be strong in new business development as well as handling agencies. Knowledge of NSI, Donovan, Scarborough and media watch required. Send resume to WTJV-NBC6, Attn: Employee Relations, 316 N. Miami Ave, Miami FL 33128. We are an Equal Opportunity Employer.

HELP WANTED TECHNICAL

Assistant Chief Engineer: WPPX-TV, PAX61, Philadelphia, PA has an immediate opening for an Assistant Chief Engineer with min. 3 yr full time broadcast exp. Working knowledge of TV engineering systems, operations and FCC regulations as well as hands-on UHF transmitter exp. a plus. FCC license or SBE cert. desired. Troubleshooting skills to component level and computer literacy a must. For confidential consideration, fax a current resume w/ cover letter, references and salary requirements to 215-923-2677, attn: Chief Engineer. EOE.

Maintenance Engineer: Fox O&O in New York is seeking a Maintenance Engineer. Candidate should have extensive knowledge of NTSC and DTV transmitters, RF systems, microwave systems, fiber optic systems, serial digital video, digital audio, DS3 links, video server technology, non linear edit system, and automation systems. Experience with digital transmission technologies is a plus. BSEE and SBE certification is also a plus. 5 yrs. experience in the installation, operation, and maintenance of professional broadcast equipment. The candidate must also possess the ability to troubleshoot and repair analog/digital video, audio and graphics equipment to component level. Candidate must have working knowledge of computer systems, software installation and programming. Project management, AutoCad and system design skills is a plus. Send resumes and cover letter to Fox Television Station Human Resources - Maint, 205 East 67th Street, NY NY 10021. EEOC.

The Victory Television Network, The Christian Voice of Arkansas, seeks an Engineer/Operations Manager for our full-power UHF station in Jonesboro, AR. This station covers NE Arkansas, portions of Missouri and Tennessee, including Memphis. Successful candidate needs solid work track record in TV broadcast engineering and transmitter maintenance. Duties include full maintenance of the main transmitter site and associated microwave repeater sites, along with other duties as the network expands. Send resume to Ron Brown, Director of Engineering, The Victory Television Network, 701 Napa Valley Dr., Little Rock, AR, 72211. Fax to (501)221-3837 or e-mail to ron.brown@kvtn.org.

Send Blind Box responses to:
Box
BROADCASTING & CABLE
245 W. 17th St.
7th Fl.
New York, NY 10011

HELP WANTED TECHNICAL

Broadcast Engineers

STUDIO MAINTENANCE ENGINEER-

Must be able to perform the following duties: install and maintain studio transmission equipment including video switchers, audio consoles, DVE, CG, SS cameras and robotics. Familiarity with automation systems and master control environment. Should possess a general computer/networking systems and master control environment. Must be able to work on a rotating shift schedule. Position Code SME

IT ENGINEER- Must be able to install and maintain broadcast computer based equipment. Applicants should have a basic knowledge of video/audio systems in a television environment. Experience working with Tektronix Profiles, Avid Media Composer and HP Mediastream systems is essential. Must be proficient with PC hardware, server and network architecture. Possess knowledge of Newsroom computer systems and non-linear editing. Expertise in various operating systems for MAC and PC based platforms. Please include salary history/requirements. Position Code ITE

RF MAINTENANCE ENGINEER-

Must be able to perform the following duties: install and maintain RF related equipment in a studio, transmitter and remote site environment. Must be able to work on VHF/UHF solid state transmitters and all associated transmitter equipment. Ability to align and repair microwave TX/RX and all wireless equipment such as microphones and IFB. Knowledge of FCC rules and regulations. You must possess knowledge of analog/digital systems and a minimum of five years broadcast television experience. Applicants must be able to do component level repair and work well under pressure. Position Code RFM

Candidates should have an engineering degree or equivalent technical training. SBE/FCC certification is a plus. If you want to be a part of the exciting transition to HDTV in the most exciting city in the world, please send your resume and cover letter (with position code) to Kurt Hanson, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.



FOR SUBSCRIPTIONS
Call - 800-554-5729

HELP WANTED INTERNET

INTERNET EDITOR

ABC7 Los Angeles has an opportunity for an Internet Editor who will be responsible for assessing and formatting content on-line with an emphasis on news, sports and weather information. The successful candidate will have previous Internet content experience, a passion for news and the ability to work in a fast-paced environment. Requires a self-starter with strong writing/editing skills and computer proficiency.

Please send your resume to: ABC7 Los Angeles, Attn: Kimberly Castillo, Dept. IE/BC, 4151 Prospect Avenue, Los Angeles, CA 90027. No phone calls please. Equal Opportunity Employer



HELP WANTED PRODUCERS

Western New York's #1 morning show is looking for a producer. Candidate must have solid news judgement, great people skills, the ability to work with little supervision, and be a quick-thinker who can make decisions under pressure. 2-3 years experience as a writer/producer is required. This is the ideal opportunity for someone looking to move up in market size. Knowledge of Newstar for Windows is a plus. College degree preferred. Rush resume, Non-returnable tape to Chris Musial, News Director, 2077 Elmwood Avenue, Buffalo, NY 14207. WIVB is an EOE.

Television Producer: KACT-TV, a small leading edge facility, is looking for an experienced Producer/Director. Must be able to handle multiple projects simultaneously & have 3 years experience in both single & multi-camera directing. Needs strong writing, technical, & video editing skills. Bachelor's degree required. Outstanding benefits package. Apply (post marked) by 9-24-99. City of Aurora, Human Resources, 1470 S. Havana St., Aurora, CO 80012. Fax: 303-739-7243.

Creative Services Producer: KWBA-TV, Tucson - America's #1 sign-on WB station wants you! Can you produce, write and edit great promos, work on commercial production when needed and be part of an award winning team? Come live in the great southwest, winter is right around the corner. We're all digital with steadicam, Avids, 3D animation and more. Send tape & resume to Gene Steinberg, VP Creative Services, KWBA-TV, 3481 E. Michigan, Tucson, Arizona 85714. E.O.E.

HELP WANTED NEWS

SBG

SINCLAIR BROADCAST GROUP

SINCLAIR BROADCAST GROUP TV stations cover over 25.9% of the U.S. and its top ten radio division operates in 10 separate markets. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

- **Nashville - WZTV (FOX) / WUXP (UPN) Account Executives**
Immediate openings for experienced Account Executives. A college degree in broadcasting, marketing, or a related field and at least 3 years in television sales experience preferred. We are looking for aggressive self-starters who know how to work agencies as well as develop new business. This is an excellent opportunity to work in the 30th market and get on board with great stations that are growing each year! The ideal candidate will possess excellent communication and relationship-building skills, be a team player, and have a winning attitude. Please send resume. Box #373
 - **Nashville - WZTV (Fox) / WUPN (UPN) Web Master**
Live in Music City and work for two growing television stations as Web Master. We are looking for a team player who is proactive and able to coordinate needs and activities on the local level as well as with corporate staff. The ideal candidate should have at least 2 years experience actually maintaining and designing web pages using one or more of the following: HTML, JAVA, Perl, CGI Script and SQL. Must also be experienced with URL's, Browers, FTP and E-mail. Send resume. Box #374
 - **Nashville - WZTV (Fox) / WUXP (UPN) Research Director**
Seeking a full-time Research Director. Must have experience in Sales Marketing including collecting and analyzing data, preparing written and graphic presentations and coordinating special marketing projects. Position requires extensive knowledge of computer techniques and methodology. Bachelors degree in Marketing or Public Relations preferred, or equivalent experience. Send resume. Box #375
 - **Nashville - WZTV (FOX) / WUXP (UPN) Master Control Operator**
Fox 17 and UPN Nashville has an immediate opening for the position of Master Control Operator. Primary responsibilities include switching on-air programming as logged. Transferring programming and commercials. Monitoring stations technical performance within FCC specifications. This position required familiarity with videotape equipment, personal computer as well as video and audio measurement techniques. Send resume. Box #376
 - **Portland, ME WGME (CBS) Account Executive**
Seeking a self-motivated Account Executive with a passion to win! The successful candidate will be aggressive, smart, eager to learn and possess outstanding communication and presentation skills. To be a part of our team, creativity and the ability to develop new business are required. A college degree is preferred. Marketing and/or Sales experience is desired. Media Sales/Marketing is a plus. Basic computer skills are required. Box #377
 - **Winston-Salem WXLV (ABC) / WUPN (UPN) Reporter**
Are you the best reporter in your market? Can you step up to the anchor desk and really connect with the viewers? If so and you can write and produce compelling visual TV with a strong live presence, this may be the job for you. Two years experience and college degree required. Send VHS tape of your reporting, anchor work and a resume which includes references. Box #378
 - **Winston-Salem WXLV (ABC) / WUPN (UPN) Weekend Meteorologist / Reporter**
Produce and anchor weekend weather segments. Fill-in mornings and Monday through Friday, 6pm & 11pm. Report three days a week. One-year television experience required. Meteorology degree and AMS seal preferred. Send resume and VHS tape of weather presentation and reporting samples. Box #379
 - **Various Locations Account Executives**
Must be able to handle agency business and develop new business. Strong negotiations and communication skills, thorough knowledge of ratings/research tools and working knowledge of computers a must. Send resume. Box #380
- Mail your resume in confidence immediately to:
Broadcasting & Cable, 245 W. 17th Street,
NY, NY 10011, Attn: Box # _____
- Sinclair is proud to be an
EQUAL OPPORTUNITY EMPLOYER

HELP WANTED NEWS

EDITORIAL APPRENTICE TRAINING PROGRAM

The Editorial Apprentice Training Program at WLS-TV/ABC is a twelve-month, salaried, on-the-job training program providing exposure to several key areas of television news gathering. The ideal candidate will have some television news background. College degree preferred. Women and minorities are encouraged to apply.

For immediate consideration, forward your resume to WLS-TV News, Attn: **R. Robinson, Executive Producer, 190 N. State Street, Chicago, IL 60601.** No phone calls, please. ABC 7 is an Equal Opportunity Employer.

Videotape Editor: KTRK-TV News has an opening for a full time Videotape Editor*. Candidates should have experience in the editing of videotape for a news broadcast in a deadline intensive environment. Serious candidates should have a working knowledge of BetaCam editing equipment, should be able to edit in deadline situations, be creative and be able to work fast. Editing will be done for the early morning newscast. If you would like to work for an ABC Owned station in a large market for the top-rated news station, this job is for you. Interested applicants should send a resume, references and cover letter to: Phil Grant, News Operations Manager, KTRK-TV, 3310 Bissonnet Street, Houston TX 77005 *Internal candidate being considered. No phone calls. Equal Opportunity Employer M/F/V/D

TV News Reporter: Eastern Iowa's 24 Hour News Source is looking for a reporter who can shoot. We have all the toys (four live trucks, live news helicopter and satellite truck) we need someone to play with them. One year experience required. Send Tape and resume to Personnel Coordinator, KCRG, P.O. Box 816, Cedar Rapids, IA 52406. EOE.

Promotion Producer/Writer: The award winning Creative Services Department at NBC6/WCNC-TV, the Belo station in Charlotte, NC, is looking for a creative, aggressive Writer/Producer, who is passionate about news. We are looking for a dynamic, self-motivated person, with a minimum of two years experience in news promotion and who thrives under pressure. Ability to write and edit compelling special report and topical promotions that sell our newscasts and excite our viewers. Please send your tape and resume with salary history to: (No phone calls please) NBC6, Human Resources Department, RE: 99-33, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H

News Staff Wanted: If you're a talented journalist with a college degree we want to hear from you. We need Reporter/Videographers, Assignment Editor and more. Full details on www.wfxb.com or rush your VHS tape and resume to Joel Schedtler, News Director, WFXB FOX 43, 3364 Huger St., Myrtle Beach, SC 29577 EOE/MF

HELP WANTED NEWS

Photojournalist: Strong NPPA shop looking for a photojournalist who understands the NPPA philosophy of photographic journalism and who has good storytelling skills. We want a self motivated team player who can work well under pressure, who wants the challenge of working in one of the most exciting and fastest growing markets in the country, who has a minimum of two years experience as a news photojournalist and who can set up and operate microwave live vans. KLAS-TV is an equal opportunity employer. Rush non-returnable tape, resume and references to: Rocky Bridges, Chief Photographer, KLAS-TV/Las Vegas One TV, 3228 Channel 8 Drive, Las Vegas, NV 89109

Overnight Reporter: Hours: Lousy. Opportunity: Great! We need a reporter with strong live skills for our hot new morning show in Minneapolis/St. Paul. You'll start work just after midnight, spend the night developing your story and go live once or twice an hour while we're on the air 5:30 - 9am. A terrific opportunity for someone ready to make their first move into a major market. Position is available immediately. Rush tape & resume to "Morning Reporter", KMSP-TV, 11358 Viking Dr., Eden Prairie, MN 55344. No phone calls. KMSF is an equal opportunity employer.

News Videotape Editor: KXAS-TV seeks a strong editor who can handle the high tape count demands of a top 10 market news department. Duties will include editing pkg's, vosots, and teases under deadline pressure and some special projects. Applicants should have a minimum of three (3) years news editing experience. Applicant should also have good interpersonal skills and be a dependable, quick thinker, who has an eye for detail and production techniques. Working knowledge of Avid newscutter and DVC Pro a plus. Please send resume and tape to Director of Employee Relations, KXAS-TV, 3900 Barnett Street, Fort Worth, TX 76103. KXAS-TV is an Equal Opportunity Employer.

News Operations Manager: ABC 7/Chicago is seeking an Operations Manager for the number one rated newsroom in Chicago. You will be responsible for all aspects of photography and editing. We are looking for an experienced photojournalist who has worked as an editor in a television newsroom. Qualified candidate must be able to listen as well as critique an experienced staff. Previous news management experience and planning live news events are also desired. If you are dedicated, confident and are looking for a challenge send your resume to: Eric Lerner, News Director, WLS-TV, 190 North State Street, Chicago, IL 60601. No phone calls please. ABC 7 is an Equal Opportunity Employer.

Univision 23, leading Spanish Language Broadcasting Network, is seeking 2 news reporters for the Dallas/Ft. Worth area. Must be an experienced journalist with at least 2 years of reporting experience. A bachelor's degree in journalism or related field and fluency in Spanish and English are also required. Must possess excellent writing, storytelling, and live reporting skills. Must be willing to work evenings and additional required overtime. Send resumes to: News Director, 2323 Bryan Street, Suite 1900, Dallas, TX 75201. EOE

Main Anchor, Growing FOX Affiliate in Toledo OH is looking for a main anchor to compliment our established female anchor. You need to be a conversational writer and anchor, aggressive and able to handle multiple assignments in a growing newsroom. If you are up to this challenge rush your tape to Gary Brown, News Director, WUPW FOX 36, 4 Seagate, Toledo, OH 43604. EOE. No phone calls please.

HELP WANTED NEWS

News Director: Prefer candidates with journalism degree and 2-3 years new management experience. News producers and assignment editors encouraged to apply. Send cover letter and resume to: KDLT-TV, Gary R. Bolton, General Manager, 3600 S. Westport Avenue, Sioux Falls, SD 57106. F/M, EOE.

News Director: It's a whole new era in local television news for Southeast Texas and we need a leader to make it work. The New NBC affiliate in Beaumont is looking for a News Director to take over this brand new operation inside the local mall. We need the right leader who can make viewers not only shop our newscasts but ultimately buy them. Candidate must have at least 3 years news management experience. Send resume, references and news philosophy to: Nextstar Broadcasting Group, Attn: Susana Schuler, Corporate News Director, 200 Abington Executive Park, Clarks Summit PA 18411. EOE.

Join a Winning Weather Team WVUE-TV is the weather authority along the Gulf coast. FOX 8 is seeking an experienced meteorologist to join our weather team. Candidates must be excellent communicators with at least three years broadcasting experience. We are serious about weather, so all candidates must have meteorology degree and AMS seal. Experience with Gulf/Atlantic hurricanes and Kavouras graphics preferred. No phone calls. Send resume and non-returnable tape to Keith Esparros, VP/News Director, WVUE-TV, 1025 S. Jefferson Davis Pkwy. New Orleans, LA 70125.

Chief Photographer/News Operations Manager: WTNH TV, the ABC affiliate in Connecticut, is looking for a team leader who wants to work with some of the best photojournalists in the country. The qualified candidate must be able to manage a staff of 26 photographers, editors and truck operators. Candidate must be an exceptional photojournalist who has the technical knowledge to manage a fleet of news vehicles, two microwave trucks, two satellite vehicles and a live helicopter. We want someone with passion who is organized, responsible and wants to make this the NPPA Station of the Year. Other responsibilities include: working with NABET, hiring staff, critiquing, inventory, budgeting, special project planning, vehicle and equipment ordering and maintenance. Candidates must be able to operate microwave and satellite equipment, fly in a helicopter and operate linear and non-linear formats. Please rush tape and resume to: Tom Manning, News Director, WTNH News Channel 8, 8 Elm Street, New Haven, CT 06510. No phone calls. WTNH is an EOE.

News Executive Producer: The "jewel of the South," WBRZ-TV, has an immediate opening for the #2 leadership position in its acclaimed news department. Duties include overseeing day-to-day editorial content and management of dynamic special projects unit. Applicants must have top journalistic abilities, editorial vision, outstanding people and coaching skills, extensive production knowledge, and at least five years experience managing or producing news. Our broadcasts set the standard for people, pacing and pictures. Send resume and non-returnable resume tape to Jamie Politz, Director of HR, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821 Smoke-free and drug-free work environment, EOE.

TAKE A LOOK:
www.broadcastingcable.com

HELP WANTED NEWS

Internet MSNBC Producer: KXAS-TV seeks a creative, energetic, internet producer with strong journalistic skills to make our website the place to turn for local news on-line. Candidate must have excellent writing, spelling, and editorial judgment and be able to work under deadline pressure. Applicant should also have working knowledge of HTML, audio/video editing for the internet and Adobe Photoshop or similar graphics/photo software. Should have good interpersonal and communications skills to work closely with newsroom staff. Please send resume and example of work to Director of Employee Relations, KXAS-TV, 3900 Barnett Street, Fort Worth, TX 76103. KXAS-TV is an Equal Opportunity Employer.

Reporter-Are you among the best storytellers in the business? Do you know how to find and convey the emotion of the stories you tell? If the answer is "yes" and you also know how to enterprize and turn a really good LIVE shot, you may be right for this job. You also get extra credit if you have anchor experience. Please send your non-returnable tape, resume, cover letter with salary history to: Donna Kersten, Newsroom Administrator, KXAN-TV, 908 W. MLK Blvd. Austin, Texas 78701. Please don't call us. KXAN-TV is an Equal Opportunity Employer.

HELP WANTED PROMOTION

Promotion Producer: for #1 CBS affiliate in the 76th market. You'll write, edit, & produce news, programming, & special event promos, including daily topicals and image campaigns. If you're comfortable producing on-location as well as in analog and digital suites we want to hear from you. We need a team player who is highly motivated and creative. If you have strong writing skills, are organized and can work on multiple projects under tight deadlines, and have 1 to 3 years broadcast promotion experience, send your resume and demo reel to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702. Successful candidate must pass drug test and possess good driving record. Equal Opportunity Employer.

Graphic Artist: Creative Night Owl needed for cutting edge news & promotions graphics. If you have excellent design & illustration skills and want the chance to drive a HAL Express, the live music capitol of the world is the place to be. 1-2 years paintbox experience and knowledge of post production a plus. Send resume and non-returnable tape by October 1, 1999 to: Box 01592 EOE.

Senior Promotion Director/Editor: Want to expand your horizons while still showing off your editing skills? NBC33's promotion department is looking for a creative individual that likes to think outside the box and wants to be an integral part of the creative process. It's a flexible position in a promotion-only department. We've got the latest tools (including a digital newsroom) and an aggressive attitude to match. This job is more than just x's & o's! Non-linear editing experience is required. Send resume and VHS tape to Personnel, NBC33, 2633 W. State Blvd., Fort Wayne, IN 46808. EOE.

HELP WANTED OPERATION

Master Control Operator: WTVD-TV, an ABC owned station in Raleigh-Durham is looking for an applicant with two years experience in all phases of television control room operations. Must be able to work any shift: day, night, and weekends. Send resume to: Glenn Powell, 411 Liberty Street, Durham, NC 27701. No phone calls. EOE.

HELP WANTED RESEARCH

Research Director: Devise ratings estimates for television station. Perform periodic update of database of Nielsen ratings, Scarborough research and CMR. Prepare sales pieces for presentation to local and national clients. Train account executives in use of research sales tools. Accompany sales personnel on client calls as necessary. Must be computer literate. Knowledge of Nielsen, Scarborough, TV Scan, Data Tracker, CMR, Market Manager. Microsoft Excel and Powerpoint. Must possess oral and written presentation skills. Send resume and cover letter to Human Resources. FOX-7/UPN-13, 119 E. 10th Street, Austin, TX 78701, Ref: position title on envelope. No phone calls please. EEO Employer.

Research Director: WKCF-TV, Orlando, one of the top award winning WB affiliates in the country is looking for an experienced Research Director. If you're comfortable with qualitative and quantitative research including TV Scan, Scarborough, CMR, Qualitap and Microsoft Office, Nielsen, Galaxy, Navigator, etc., this could be right for you! Please send resume to: WKCF-TV, 31 Skyline Drive, Lake Mary, FL 32746. Attn: HR/RD, Fax: 407-647-4163. No phone calls please. EOE.

HELP WANTED PRODUCTION

Television



PRODUCTION ASSISTANT

Speedvision Network is seeking experienced production personnel. Background (1-3 years) in remote and studio production (sports related a plus). Experience in off-line and on-line editing helpful, strong communication and organizational skills are needed. The ability to handle multiple projects simultaneously, perform independently and under deadline is necessary. Flexible hours, including nights and weekends are required. Degree in communications or related field desired. Competitive salary and benefits.

Please send cover letter, resume & tape to:

Speedvision Network

Attn:

HR Job Code 9902

Two Stamford Plaza

281 Tresser Blvd., 9th floor

Stamford, CT 06901

NO PHONE CALLS ACCEPTED



EOE M/F/D/V



Former Network TV News Producer sought for lucrative (\$75K+) NYC, DC, SF, Charlotte, LA-based position as a consultant to an expanding, high-powered SF-based TV publicity firm with national clients and contracts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with influential contacts at the network TV news and new media editor level. Must be e-mail and internet savvy. Work from your home year-round, on a relatively easy sched. Send resume plus general outline of areas of media influence to: Primetime Publicity, 30 Hamilton Lane, Mill Valley, CA 94941.

HELP WANTED PRODUCTION

Production Manager: Fox O&O in New York is seeking a Production Manager. Coordinate all aspects of production at WNYW-NY and serve as the chief liaison between various departments. Oversee and maintain the on-air operations. Responsible for all set changes and implementation. Coordinate the airing of all special programs and events. Troubleshoot and resolve personnel and production issues. Create, administer and track department budget. 3 yrs. Production Manager or Director exp. for a television network or show is necessary. Must have knowledge of Studio and Control Room equipment and operations. News background preferred. Send resumes and cover letter to Fox Television Stations, Human Resources - FMGR, 205 East 67th Street, NY NY 10021. EEOC.

Production Manager: Seeking a highly motivated individual to lead a team of broadcast television production and print graphics professionals. Individual will preside over and participate in the production of programs and projects for broadcast and non-broadcast. Must have demonstrated understanding of and capabilities with linear and non-linear editing systems; studio and field production techniques; budgeting; and personnel management including hiring, scheduling, and evaluation. Knowledge of pre-press graphics a plus. Should be familiar with the following hardware and software applications: Panasonic MII format; Ross 630 Video switcher; Media 100 non-linear editing; Adobe Photoshop and After Effects. Highly rewarding position as leader of an award-winning team. Located in the beautiful Shenandoah Valley of Virginia. Send resume and cover letter to Executive Secretary, WVPT-TV, 298 Port Republic Road, Harrisonburg, VA 22801. EOE/AA.

HELP WANTED FINANCIAL & ACCOUNTING

KSAT-TV, a Post-Newsweek Station in San Antonio has an opening for *TV Credit/Collection Administrator* Ability to resolve problems & maintain good PR with clients by phone and letter. Keen attention to detail & excellent record keeping skills. Advanced PC skills: superior spreadsheet & word processing ability necessary; ability to use Internet for credit research. 3 yrs. collection/accounting exp; preferably in media. Excellent verbal & written skills. Ability to lift 20 lbs. College degree in related field desired. Mail resume to Marie Medina, ABM, KSAT-TV, 1408 N. St. Mary's, San Antonio, TX 78215. Please no phone calls. Any job offer contingent upon results of pre-employment physical, including drug screen; verification of references and education. EOE/M-F/DV/ADA

**FAX YOUR AD TO
212-206-8327**

HELP WANTED CREATIVE SERVICES

Graphic Designer, Creative Services: Disney owned ABC affiliate in beautiful top 30 southeast market looking for up-and-coming graphic superstar. Work here, and you'll produce graphics for a hard-hitting, award-winning, as-good-as-it-gets local News product. You'll work with dual Avids, HAL, and one of the best-run News rooms in the business. Interested? Rush your tape and resume to Director of Creative Services, WTVD, 411 Liberty Street, Durham, NC 27701. EOE.

HELP WANTED ALL POSITIONS

Senior Director, Senior Audio Operator, Graphic Artist, Graphics Operators, Production Staff, News Eng Coordinator: Fox-18, Charlotte's First All-Digital Television Facility, is starting "The News at Ten". We're looking for experienced broadcast professionals up to the challenge of starting a newscast. If you're a progressive team player who can think "Outside of the box", then we'd like to hear from you. Please send cover letter and resume with salary requirements to: Mr. Bob Davis, Operations Manager, WCCB-TV Fox 18, One Television Place, Charlotte, NC 28205. No phone calls accepted. EOE. M/F.

Samaritan's Purse, an International Christian Relief Organization located in Boone, NC seeks a *****Producer:** A talented producer with strong broadcast quality writing and creative skills to write and produce programs, promos, psas, direct response, features, and corporate videos. Must be willing to travel and able to direct field shoots. Minimum 3-5 years experience required. *****Associate Producer:** An individual with broadcast quality writing and creative skills to write and assist in producing programs, promos, psas, direct response, features, and corporate videos. Must be willing to travel and able to direct field shoots. Minimum 3-5 years experience required. *****Videographer:** An individual with broadcast quality skills. Minimum of 3-5 EFP/ENG experience needed. Looking for field experience in shooting stories and features. Must show creative abilities and be able to tell a story with camera shots and angles. Must be able to travel extensively with short notice. *****Editor:** The Broadcast Department is looking to immediately hire an experienced Linear Editor who can operate the following top notch digital edit bay equipment: Accom Axial 3000 Editor; Scitex 8150 Digital Switcher; Abekas A72 CG; Graham Patten DESAM 230 Digital Audio Board; Pluto Video Space DDR's; and both Digital and Analog BETA SP decks. 3-5 years minimal experience necessary. Willing to cross into None-Linear a plus. *****Send resume and cover letter to:** Attn: Human Resources, PO Box 3000, Boone, NC 28607.

News Staff: Fox affiliate in Santa Barbara, Ca is launching a primetime newscast, if you think outside the box, have a strong work ethic and are not a beginner, we want you. We're looking for: anchors/videojournalists-reporters/assignment editor/photographer/director-technical director/studio camera operators/floor director/graphic artist/audio director/weather anchors/& sports anchors. KKFX is a Equal Opportunity Employer. Send resume, references, & (where applicable) VHS tape to: (job title you're seeking), KKFX TV, 7000 Hollister Avenue, Goleta, Ca 93117. Minority applicants are encouraged to apply. Sorry No Calls Accepted.

HELP WANTED VIDEOGRAPHER

TV News Videographer: experienced in shooting and editing, as well as ENG truck setup. Sony Beta SX format. Resume work must display creativity and attention to detail. Tapes and resumes to WRIC Personnel, 301 Arboretum Place, Richmond, VA 23236. EOE. Women and Minorities encouraged to apply.

TV RESUME TAPES

Career Videos prepares your personalized demo. Unicue format, excellent rates, coaching, job search assistance, tape critiques. Great track record. 847-272-2917.

CABLE**HELP WANTED NEWS**

Associate Producer: Responsibilities: producing news updates, writing scripts, coordinating editing and post-production. Journalism or related degree. 3 years experience writing and producing television news in major market. Must be willing to learn new technology. Send resume to Dave Willis, Managing Editor, CNN Headline News, One CNN Center, Box 105386, Atlanta, GA 30348. Fax: 404-827-1758.

HELP WANTED TECHNICAL

EIC/Uplink & Maintenance Engineers

COME PLAY WITH OUR TOYS!

Think you know QVC? Think again. Sure, we're a cable shopping channel, but we're also one of the largest live TV studios in the world. Picture yourself providing engineering support to a 160,000 sq.ft. all-digital facility, 6 production studios, a 150 seat studio theatre, and live remote broadcasts (not to mention working on Sony 7000 series video switchers, Hitachi 2600 studio cameras, ADC DV600 series fiber optic link with new MCL MX9000 series HPAs, Peak Everest graphics system running on multiple SGI Onyx 2 computer systems!) Sound fun?

If you've got Broadcast Engineering experience and think you have what it takes to play in our league, then contact us today. Forward your resume to: QVC, Inc., Human Resources - AB/BC/ENG, 1200 Wilson Drive at Studio Park, West Chester, PA 19380. Fax: (610) 701-1150. We are located just outside of Philadelphia in a highly rated suburban area. Visit our website at www.qvc.com. Equal Opportunity Employer. Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.

QVC
a great place to work

HELP WANTED TECHNICAL

Video Technicians (Full & Part Time): Lifetime Television, the dynamic cable network, has immediate opportunities in its Astoria technical facility for candidates with proven experience in a multi-channel master control environment. Applicants must be knowledgeable & proficient in all facets of broadcast & digital video operations including on-air switching, automation systems, digital routing, test and measurement. Shift and weekend work is required. Video server and computer experience a plus. Please mail, fax or e-mail your resume w/salary requirements to: Lifetime Television, Source Code NYT/BC999 (Reference Source Code NYT/BC999 on cover page), Human Resources Department, Video Technician 116, 309 West 49th St., NY, NY 10019. Reference Source Code NYT/BC999 on the cover page or subject line. Fax: 1-800-905-8977; E-mail: lifetv@webhire.com; EOE-M/F.

HELP WANTED SALES**Help Wanted Sales**

Account Executive: National Cable Network looking for seasoned Account Exec. to complete Ad Sales team and who can close business, make client calls, give solid presentations and who would enjoy the entrepreneurial sell. Must be motivated, persistent and have excellent communication skills with a creative outlook on selling. Preferably 3 yrs. of successful experience in Cable Sales. Compensation plan very competitive to the industry.

Ad Sales Coordinator: National Cable Network looking for Sales Coordinator with good communication skills, experience dealing with commercial traffic department and strong with detail and accounting. Develop and maintain relationships with agencies and have the ability to creatively plan and organize tasks under pressure.

Sales Planner: National Cable Network looking for Sales Planner who has a minimum of 3 years media experience. Strong writing and presentation skills and familiar in Cable Research. Must have ability to creatively plan and organize schedules under pressure and handle network inventory intelligently and effectively. Proficient in Excel, Word and Powerpoint.

Fax resumes
(indicating position of interest)
Nancy Cohen - VP Sales at Odyssey,
A Hallmark & Henson Network
Fx. (212) 489-2238

Send Blind Box responses to:
Box _____
BROADCASTING & CABLE
245 W. 17th St.
7th Fl.
New York, NY 10011

HELP WANTED SALES

Advertising Senior Account Executive: The BOX, the world's only interactive music video network is looking for a high-energy, self-starter to develop key advertising accounts and expand our roster of advertisers. Based in Los Angeles, this Senior Account Executive must have 3-5 years of cable/network advertising sales experience, a proven track record in sales, excellent communication skills, agency and client contacts, knowledge of pop culture, music and the ability to package it all for an effective sell. Creativity and an entrepreneurial mindset are essential. College degree required. There is a strong potential for growth within our sales organization. We offer a competitive salary and comprehensive benefits package. Send resume with cover letter to: The Box, "Senior Account Executive", 10635 Santa Monica Boulevard, Suite 305, Los Angeles, CA 90025. Fax # 310-441-8426. *No Phone Calls Please!*

HELP WANTED DESIGN

**graphic
DESIGN**

can you fill
this space?

Court TV is looking for an inspired, versatile designer to join its Broadcast Design department.

Two years work experience with strong knowledge of After Effects, Photoshop and Illustrator. Design or art school required. Must be willing to work in a collaborative atmosphere with very tight deadlines. This is a staff position with a comprehensive benefits package.

FOR IMMEDIATE CONSIDERATION, PLEASE SEND RESUME, PORTFOLIO, AND SALARY REQUIREMENTS TO COURT TV, ATTN: HUMAN RESOURCES - AC, 600 THIRD AVENUE, NY, NY 10016. NO PHONE CALLS PLEASE.

COURT TV

ALLIED FIELDS

HELP WANTED TRAFFIC MANAGER

TBS is a large, independent media management firm with a national roster of clients in need of a traffic manager to develop and run a new traffic department. The ideal candidate will have knowledge of Donovan Data Spot/Network Traffic Systems. Responsibilities include providing traffic materials to radio TV and cable systems, working closely with clients and network contracts, preparing cost estimates, processing vendor bills and working with vendor facilities on dubbing and shipping materials. 3+ years experience preferred. Please submit your resume to TBS Media Management, 888 Seventh Avenue, New York, NY 10106. Fax (212) 245-6591 Attention: Traffic CD or e-mail jobs@tbsmm.com.

HELP WANTED DIRECTOR

**DIRECTOR
School of Journalism
Michigan State University**

The School of Journalism at Michigan State University invites applications for the position of Director of the Journalism School. The appointment will begin in the summer of 2000.

Applicants should submit a letter of interest, a curriculum vitae or resume, and three names of references. The deadline for submission is Nov. 1, 1999, or until the position is filled. Send applications to:

**Professor Jim Detjen
Chair of Search Committee
Room 341 Communication Arts Bldg.
Michigan State University - East
Lansing, MI 48824-1212**

For more information: <http://www.journalism.msu.edu/directorjob.html>

**DIRECTOR
Station/Client Services**

The New York State Broadcasters Association, Inc. is seeking a motivated individual to work with radio and television personnel throughout the state. Potential candidate should have sales experience, a broadcast background, strong communication and organizational skills, be PC and Internet literate. Some intrastate travel required. Salary and benefit package commensurate with experience. Please send resume and earnings history in strictest confidence to: The Office of the President, NYSBA, 115A Great Oaks Blvd., Albany, New York 12203. EOE. No phone calls, please.

**HELP WANTED MANAGEMENT**

Can you make a great presentation? L.A. based entertainment company has a unique opportunity to lead our corporate presentations group into the new millennium. We're looking for an experienced and innovative Manager of Multimedia Production to produce state-of-the-art multimedia presentations. This individual will provide technical support and assist with all A/V needs at trade shows, corporate meetings and special events. Candidate must be proficient with the latest presentation technologies and equipment and must possess extensive knowledge of computer hardware and software. A minimum of five years previous experience is required. If this sounds like you, send resume and salary requirement to Box 01593. EOE.

TAKE A LOOK
www.broadcastingcable.com

HELP WANTED NEWS

Video Writer/Reporter, Mississippi State University Television Center. Mississippi State is seeking an energetic, creative on-camera talent/reporter who can produce, write, and edit video features and packages. Excellent voice and on-camera delivery skills are essential as are writing and video tape editing skills. Teaching opportunities in broadcast journalism or television production may also be available for qualified candidates. A minimum of three years experience as writer/reporter for a television news or sports department or related organization, plus a bachelors degree in broadcast journalism or television news, sports department or related field plus a masters degree in broadcast journalism, television production, or related field. The Television Center at Mississippi State is one of the top university production facilities in the south. Please explore our web site at <http://www.msstate.edu/dept/ute/> for a complete description of our programs and services. This is a professional position with full benefits. The salary range is from \$25-\$35,000 depending on qualifications and experience. Review of applicants will begin on October 16 and continue until an acceptable candidate is found. Finalists will be asked to submit resume tape on VHS. Interested applicants should send resume and three letters of reference to: Chairperson, Video Writer/Reporter Search Committee, P.O. Box 6101, Mississippi State, MS 39762. Mississippi State is an equal opportunity, affirmative action employer.

HELP WANTED FACULTY

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CHANGING HANDS

The week's tabulation of station sales

FMS

KLUK(FM) Laughlin, Nev.

Price: \$9.5 million plus KZZZ(FM) (estimated value \$1 million)

Buyer: Mag Mile Media LLC, Chicago (Bruce Buzil, president); owns/is buying 36 AMs and 72 FMs including KAAA(AM) Kingman, Ariz.

Seller: H&R Broadcasting Inc., Los Angeles (Billy Williams, president); owns KBAS(AM) Bullhead City, Ariz., and KNKK(FM) Needles, Calif.

Facilities: KLUK: 107.9 MHz, 17 KW, ant. 1,866 ft.; KZZZ: 94.7 MHz, 46 KW, ant. 2,492 ft.

Format: KLUK: classic rock; KZZZ: AC
Broker: Norman Fischer & Associates

90% of WKJ(FM) Chillicothe, Ohio

Price: \$1.75 million for stock

Buyer: Frank E. Wood, Cincinnati; no other broadcast interests

Sellers: 45% from Lane Broadcasting Inc., Cincinnati (William N. Lane III, president-chairman-director); no other broadcast interests and 45% from Booth American Co., Cincinnati (John L. Booth II, president); no other broadcast interests

Facilities: 93.3 MHz, 50 KW, ant. 335 ft.

Format: Country

WXGL-FM Topsham, Maine

Price: \$1.3 million

Buyer: Atlantic Coast Radio LLC, Portland, Maine (Joseph N. Jeffrey Jr., principal); Jeffrey also owns two AMs and 10 FMs

Seller: Great Eastern Media, Brunswick, Maine (Christopher M. Outwin, principal); no other broadcast interests

Facilities: 95.5 MHz, 6 KW, ant. 456 ft.

Format: Classic rock

WNKK(FM) Carthage, Ill.

Price: \$1 million

Buyer: Pritchard Broadcasting Co., (John T. Pritchard, owner); owns KKMI(FM) and KDMG(FM) Burlington, Iowa. Pritchard also owns Galesburg Broadcasting Co. (one AM and three FMs).

Seller: Bick Broadcasting Co., Fort Madison, Iowa (Bud Janes, president); owns four AMs and three FMs
Facilities: 92.1 MHz, 25 KW, ant. 328 ft.

Format: Oldies

KAEZ(FM) Amarillo, Texas

Price: \$750,000

Buyer: KXOJ Inc., Tulsa, Okla. (Mike Stephens, owner); also owns one

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$0 ■ 0
Combos ■ \$0 ■ 0
FMs ■ \$15,700,000 ■ 6
AMs ■ \$2,300,000 ■ 1
Total ■ \$18,000,000 ■ 7

SO FAR IN 1999

TVs ■ \$2,512,369,005 ■ 54
Combos ■ \$1,911,357,386 ■ 129
FMs ■ \$1,050,527,189 ■ 190
AMs ■ \$146,306,189 ■ 137
Total ■ \$5,620,559,769 ■ 510

AM and six FMs

Seller: John Gay, Dallas; no other broadcast interests

Facilities: 105.7 MHz, 6 KW, ant. 236 ft.

Format: AC

Broker: John W. Saunders

KOJO(FM) Lake Charles, La.

Price: \$400,000

Buyer: Radio Maria Inc., Landsdale, Pa. (Joe Bertels, president); owns/is buying two AMs and seven FMs

Seller: Family Life Broadcasting Inc., Tucson, Ariz. (Randy Carlson, president); owns six FMs

Facilities: 91.7 MHz, 3 KW, ant. 328 ft.

Format: Christian

Broker: Satterfield & Perry Inc.

AMS

KBZO(AM) Lubbock, Tex.

Price: \$2.3 million

Buyer: Entravision Holdings LLC, Los Angeles (Walter F. Ulloa, chairman); owns eight TVs, two AMs and four FMs

Seller: Paisano Communications Inc., Lubbock (Albert Benavides, principal). Benavides owns a construction permit for KAWD(FM) Tahoka, Texas, and is applying for a new FM in Idalou, Texas

Facilities: 1460 KHz, 1 KW day, 250 W night

Format: Spanish

—Compiled by Alisa Holmes

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DATEBOOK

MAJOR MEETINGS

Sept. 27—Interface XIII. Ronald Reagan International Trade Center, Washington. Contact: Steve Labunski (212) 337-7158.

Sept. 29-Oct. 2—Radio-Television News Directors Association Conference and Exhibition. Charlotte Convention Center, Charlotte, N. C. Contact: Rick Osmanski (202) 467-5200.

Oct. 12-14—Mid-America Cable Telecommunications Association Mid-America Show. Overland Park International Trade Center, Overland Park, Kan. Contact: Patty O'Connor, (785) 841-9241.

Oct. 26-28—1999 Eastern Show, Cable Conference and Exhibition presented by the **Southern Cable Telecommunications Association.** Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Nov. 8—9th annual Broadcasting & Cable Hall of Fame Reception and Program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

Nov. 19-20—Society of Motion Picture and Television Engi-

neers 41st Technical Conference and Exhibition. Jacob Javits Convention Center, New York. Contact: (914) 761-1100.

Dec. 14-17—The Western Show Conference and Exhibition presented by the **California Cable Television Association.** Los Angeles Convention Center. Contact: (510) 428-2225.

Jan. 17-18, 2000—University of Las Vegas and Television News Center World Television Journalism Conference. Tropicana Hotel and Resorts, Las Vegas. Contact: Herb Brubaker (310) 340-6160.

Jan. 24-29, 2000—36th annual National Association of Television Programming Executives Conference and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: (310) 453-4440.

April 10-13, 2000—National Association of Broadcasters Annual Convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

May 7-10, 2000—Cable 2000, 49th annual National Cable Television Association Convention and Exhibition. Ernest N. Morial Con-

THIS WEEK

Sept. 10-14—International Broadcasting Convention Annual Conference. Savoy House, Amsterdam, Netherlands. Contact: Hilary Robinson 44-171-240-3839.

Sept. 13-15—National Association of Minorities in Communications 13th Annual Urban Markets Conference. The Millennium Broadway, New York. Contact: Michael Stiver (212) 838-2660, ext. 21.

Sept. 13-15—eTV World Broadband, Internet, TV Conference and Exposition. The Jacob Javits Center, New York. Contact: (914) 723-4464.

Sept. 16—SkyFORUMXII, direct-to-home satellite TV business symposium presented by the **Satellite Broadcasting and Communications Association** The Marriott Marquis Hotel, New York. Contact: Carrie Cole, (703) 549-6990.

Sept. 16-19—National Lesbian and Gay Journalists Association 8th Annual Convention. Sheraton Hotel, Atlanta. Contact: (202) 588-9888.

Sept. 16-18—Tennessee Association of Broadcasters 52nd Annual Convention. Holiday Inn Choo-Choo, Chattanooga, Tenn. Contact: Jill Green (615) 399-3791.

SEPTEMBER

Sept. 20-Oct. 2—Radio-Television News Directors Association International Conference and Exhibition. Charlotte Convention Center, Charlotte, N. C. Contact: Carolyn Wilkins (202) 429-5366.

Sept. 21—Virtual Media Symphony 2.0 Seminar. Virtual Media, New York. Contact: Ruth Ellison (212) 490-9730.

Sept. 22—HRTS Newsmaker Luncheon Network Entertainment Presidents. Century Plaza Hotel, Los Angeles. Contact: (818) 789-1182.

Sept. 22—Parker Ethics in Telecommunications 17th Annual Lecture, Luncheon and Awards. National City Christian Church, Washington. Contact: William C. Winslow (212) 870-2137.

Sept. 23—HRTS Newsmaker Luncheon Local TV: Buying and Selling. The Waldorf Astoria Hotel, New York. Contact: Marilyn Ellis (212) 867-6650, ext. 306.

Sept. 24—Audio Engineering Society 107th Convention. Jacob Javits Convention Center, New York. Contact: (212) 661-8528.

Sept. 25—Television News Center Reporter Training. Ventana Productions, Washington. Contact: Herb Brubaker (301) 340-6160.

Sept. 25-27—National Association of Broadcasters TV Hundred Plus Conference. Marriott Hotel, Nashville. Contact: Carolyn Wilkins (202) 429-3191.

Sept. 26-28—National Religious Broadcasters Eastern Regional Conference. Sandy Cove Bible Conference Center, Baltimore. Contact: Bill Blount (401) 737-0700.

Sept. 28—The Carmel Group Convergence '99: The Five Burning Questions. The Westin Hotel, Santa Clara, Calif. Contact: (831) 645-1055.

Sept. 29—Virtual Media Xpress Road Show. Virtual Media, New York. Contact: Ruth Ellison (212) 490-9730.

Sept. 29-Oct. 2—Radio-Television News Directors Association International Conference and Exhibition. Charlotte Convention Center, Charlotte, N. C. Contact: Rick Osmanski (202) 467-5200.

Sept. 30—PricewaterhouseCoopers 1999 Global Convergence Summit. The Marriott Marquis Hotel, New York. Contact: Deborah Scruby (212) 259-4250.

Sept. 30-Oct. 1—Iowa Public Television Iowa DTV Symposium 1999. West Des Moines Marriott, West Des Moines, Iowa. Contact: Marcia Wych (515) 242-4139.

Sept. 30-Oct. 2—National Religious Broadcasters Southeastern Regional Convention. Stone Mountain Inn, Stone Mountain, Ga. Contact: Regina McGraw (404) 728-6727.

OCTOBER

Oct. 3-5—National Religious Broadcasters Western Regional Convention. Antlers Adam's Mark Hotel, Colorado Springs, Colo. Contact: Gary Curtis (818) 779-8400.

Oct. 3-6—Video Transport Services Annual Conference. Hilton Universal City and Towers, Los Angeles. Contact: Sunny Despain (212) 465-6780.

Oct. 4-6—Southern Cable Telecommunications Association Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Oct. 4-7—National Association of Broadcasters Satellite Uplink Operators Training Seminar. NAB Executive Conference Center, Washington. Contact: Courtenay Brown (202) 429-5341.

Oct. 5-13—Telecom '99 8th World Telecommunications Exposition and Forum. PALEXPO, Geneva, Switzerland. Contact: +41 22 730 5111.

Oct. 12-14—Atlantic Cable Show East Coast Cable '99. Waterfront Convention Center, Baltimore. Contact: (609) 848-1000.

Oct. 13-14—Television Bureau of Advertising 7th Annual Research Conference. McGraw-Hill Conference Center, New York. Contact: (212) 486-1111.

Oct. 14-16—National Religious Broadcasters Midwestern Regional Conference. Lied Conference Center, Nebraska City, Neb. Contact: Martin Jones (402) 464-6440.

Oct. 18—Broadcasters' Foundation Fall Classic Golf Tournament. Manhattan Woods Golf Club, West Nyack, N.Y. Contact: Gordon Hastings (203) 862-8577.

Oct. 21—National Association of Broadcasters

14th Annual Bayliss Media Roast. The Pierre Hotel, New York. Contact: (831) 624-1536.

Oct. 22—National Academy of Television Arts and Sciences/Southern Region Silver Circle Awards. Grand Hyatt Hotel, Atlanta. Contact: Marilyn Ringo (770) 414-8777.

Oct. 24-26—National Association of Broadcasters European Radio Conference. Sheraton Hotel, Brussels, Belgium. Contact: Mark Rebholz (202) 429-3191.

Oct. 26-28—1999 Eastern Show, Cable Conference and Exhibition presented by the **Southern Cable Telecommunications Association.** Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Oct. 28—HRTS Newsmaker Luncheon Jupiter Communications. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

NOVEMBER

Nov. 8—9th annual Broadcasting and Cable Hall of Fame Reception and Program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

Nov. 17-19—The International Council of the National Academy of Television Arts and Sciences United Nations Television Forum. The United Nations, New York. Contact: (212) 963-9670.

Nov. 19-20—The International Council of the National Academy of Television Arts and Sciences iEMMY's Nominee Festival. The United Nations, New York. Contact: (212) 594-5351.

Nov. 19-20—Society of Motion Picture and Television Engineers 41st Technical Conference and Exhibition. Jacob Javits Convention Center, New York. Contact: (914) 761-1100.

Nov. 22—The International Council of the National Academy of Television Arts and Sciences 27th International Emmy Awards Gala. The New York Hilton Hotel, New York. Contact: (212) 489-6969.

Nov. 30—Cabletelevision Advertising Bureau Traffic and Billing/Sales Automation business interest group regional workshop. Wyndham Los Angeles Airport Hotel, Los Angeles. Contact: (212) 508-1229.

DECEMBER

Dec. 1-3—DTV4, Digital TV Forum and Conference Presented by **World Research Group.** Hotel Inter Continental, Los Angeles. Contact: (800) 647-7600.

Dec. 13—DBS Digest DBS 2K: Pathways to Profits Conference. Barnaby's Hotel, Manhattan Beach, Calif. Contact: (719) 552-5285.

—Compiled by Nolan Marchand
(nmarchand@cahners.com)

Belo's standard-bearer

It was several weeks after Marty Haag had decided against airing Mike Wallace's *60 Minutes* piece showing an assisted suicide that he ran into the formidable Wallace at a journalism panel.

Haag, A.H. Belo Corp.'s vice president for news, was negative about showing Dr. Jack Kevorkian administering death—to a 52-year-old man suffering from the degenerative Lou Gehrig's disease—on Belo's CBS-affiliated stations.

"He was smiling," Haag recalls of Wallace. "And he said, 'Oh, you're the one.'"

Haag's decision on the Kevorkian story last November came after a weekend of advance screening and conference calling. He watched the controversial piece at his home Saturday morning, then conferred with other managers and with CBS about possible alternative ways to present the piece. "They chose not to let us tamper with their material," Haag says. "I have no quarrel with that."

For Haag it was an issue of standards. "Our feeling was that seeing a death on television wasn't appropriate. It was not particularly gory or gruesome. We just thought the story could be told without showing the death. One man's edit is another man's censorship."

Haag flashed to one instance when he was news director at Belo's flagship station in Dallas, WFAA-TV. "There was a man in a standoff at a 7-Eleven," he recalls. "We were live. He came out in silhouette. He was shot. We could hear the gunshot; we could see the body slump to the ground. I said, 'We're not going to do that again.'"

Haag has been setting such standards at Belo stations for more than 25 years, and the company's reputation for news is unrivaled among station groups. As longtime news director at WFAA-TV, he was later upped to corporate overseer of Belo's current roster of 17 stations and two cable news operations.

Haag credits a company rooted in the newspaper business and committed to journalism. Others credit Haag.

"He's terrifically bright," says A. Rabun Matthews, president and general manager of WLWT(TV) Cincinnati. Matthews met Haag in the 1970s when Haag was assistant news director at WCBS-TV New York and Matthews was a writer for Walter Cronkite at CBS News. Matthews later became Haag's assistant news director at WFAA-TV. "In his day he had more reporters going more places to cover the news—local and



"One man's edit is another man's censorship."

Herman Martin Haag Jr.

Senior vice president for news, A.H. Belo Corp., Dallas; b. May 27, 1934, Washington; B.A. in Journalism, University of Missouri, Columbia, Mo., 1956; U.S. Army, 1956-1958; reporter, San Angelo Standard-Times, San Angelo, Texas, 1958-1959; reporter, Dallas Morning News, 1959-1960; reporter, WBAP(TM), Fort Worth, Texas; 1961; M.A., Columbia University Graduate School of Journalism, New York, 1963; news assistant, news writer, field coordinator, NBC News, New York, 1963-1967; overnight news manager, NBC News, New York, 1967; news director, WKYC-TV, Cleveland, 1968; news director KTTV(TV) Los Angeles, 1968-1970; assistant news director, WCBS-TV, New York, 1970-1973; news director, WFAA-TV, Dallas, 1973-1989; vice president for TV news, A.H. Belo Corp. 1989-1994; current position since 1994 m. Susan Chattaway, Oct. 31, 1981; children: Richard, 32; Andrew, 17; Matthew, 14.

otherwise. Marty was always the impetus."

At a dinner earlier this year, the Radio-Television News Directors Association honored Haag with its First Amendment Service Award. The award was presented by another former Haag hire, CBS correspondent Scott Pelley, who spoke admiringly of Haag's influence on his own career and those of others.

"He's hired a lot of good people," said Matthews. "And he's a terrific manager of people. He inspires great loyalty."

But Haag is concerned that too many people are being let go, and more for cost-savings than competence. "I'm concerned about the direction that local news is taking," he says. "There's pressure on news departments to make money. In most news budgets, 70%-80% is for salaries. When you're making cuts in a budget, you cut back on overtime, travel less, then you let people go. That's the sad thing."

"Cutting expenses means cutting people. It's easier to do crime stories, and to hire younger reporters based more on their looks than their intelligence, and not worry about keeping reporters and producers for a long time."

Broadcast journalism, he says, "brings the added dimension of emotion" with live television.

Haag's own inclination is toward specialization and expertise. "You need to have people assigned to beats" in government, education, health, consumer affairs, technology, religion and law, "to develop sources, to have the background to tell a story with some context."

"My complaint about general assignment reporters is that we expect an awful lot. We expect them to cover the Roman Catholic Church one day, and the Genome Project the next. We need to build reservoirs of sources. When something breaks it's better not to call somebody cold from the newsroom."

Haag says one of the few good signs in broadcast journalism is that more television stations are going back to investigative reporting. "It clearly sets a station apart," he notes. "Unfortunately, the majority of it is quick and spectacular—and highly promotable."

"In news organizations like *The New York Times*, they ask the question, 'What do we need to know?' At the supermarket tabloids they ask, 'What we want to know?' I think you have to balance them, and that's what I've tried to do."

—Dan Trigoboff

BROADCAST TV

Arturo Interian, manager, television movies and miniseries, CBS Entertainment, Los Angeles, named director.

Vickie Storm, general manager, WNCN-TV Tampa, Fla., named VP and general manager.

Appointments, WGME-TV Portland, Maine: **Mike Pendergast**, sales manager, WFSB-TV Hartford, Conn., joins as general sales manager; **Ron Wolfe**, news director, KFTY-TV Santa Rosa, Calif., joins in same capacity.

James Smith, news director, KPLC TV, Lake Charles, La., joins WWAY-TV Wilmington, N.C., as VP and general manager.

Randall Smith, director, sales, WSAZ-TV Huntington, W.V., joins WSET-TV Lynchburg, Va., as general manager.



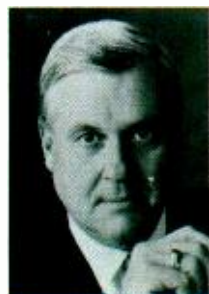
Fraim

Jill Fraim, marketing director, Midwest Regional Medical Center, Oklahoma City, joins KFOR-TV there as director, sales and research/marketing.

Sandra Graver, controller, WTMJ-TV Milwaukee, named regional controller for parent company Journal Broadcast Group, Milwaukee, for operations in Omaha, Neb., Lansing, Mich., and Knoxville, Tenn.

Heather Karsko, promotions assistant, KLFY-TV Lafayette, La., named marketing director.

PROGRAMMING



Petrovich

Appointments, Columbia TriStar Television, Culver City, Calif.: **Jon Petrovich**, president, Turner Broadcasting System Inc., Latin America, Atlanta, joins as executive VP, international channels; **Nicholas**

Grad, director, comedy development, named VP; **Danielle Stokdyk**, director, drama development, named VP;

Jennifer Gwartz, director, drama development, named VP.

Clancy Collins, VP, development, Paramount Domestic Television, Los Angeles, joins MGM Television Entertainment, Santa Monica, Calif., as senior VP, creative affairs.

JOURNALISM



Castillo

Derek Castillo, host, *10 Sports XTRA*, KGTV San Diego, joins WCAU-TV Philadelphia as sports anchor/reporter.

David Beazer, staff editor, foreign desk, *The New York Times*, New York, joins

MSNBC.com, Secaucus, N.J., as producer/editor.

Jennifer Lewis-Hall, business and general assignment reporter, WPHL-TV Philadelphia, joins CNBC, Fort Lee, N.J., as general assignment reporter.

Alex Benes, managing director, The Center for Public Integrity, Washington, joins WXTV-TV New York as news director.

Tom Manning, chief photographer and director, special projects, WTNH-TV New Haven, Conn., named news director.



Shively

Dann Shively, pilot, reporter and anchor KXTV(TV) Sacramento, Calif., joins KGW-TV Portland, Ore., as pilot and reporter.

Christy Henderson, meteorologist, WVUE-TV New Orleans,

joins WAGA-TV Atlanta as meteorologist, *Good Day Atlanta* and *FOX5 News at Noon*.

RADIO

Bill Hurwitz, corporate national sales manager, Milwaukee Radio Alliance, Milwaukee, named director, sales.

CABLE

Tom Karsch, senior VP-general man-

ager, Turner Classic Movies, Atlanta, named executive VP.



Champagne

Michel Champagne, area general manager, South Florida, Comcast Corp., West Palm Beach, Fla., joins Encore Media Group, Englewood, Colo., as VP, affiliate marketing.

Liz Manne, senior VP, programming and creative marketing, Sundance Channel, New York, named executive VP.

Mark Kozaki, director, operations, Animal Planet, Bethesda, Md., named VP, operations and administration, of co-owned Discovery Networks, U.S.

Appointments, CNBC, Fort Lee, N.J.: **Marian Caracciolo**, manager, direct response and paid programming, named director; **John Henderson**, manager, Eastern sales, named director.



Hummel

Ruth Hummel, project manager, business affairs, Gaylord Entertainment, Nashville, Tenn., joins CBS Cable there as director, business affairs and administration, interactive media.

Appointments, Showtime Networks Inc., New York: **Stephanie Gibbons**, VP-senior creative director, creative and marketing services division, named VP, advertising; **Taylor Adams**, director, direct-to-home division, named account VP, DBS.

Michael Price, sales executive, Mirror Group/City Television Network, London, joins Regional News Representation, the regional news sport advertising sales division of Cable Networks Inc., New York, as sales manager, New York team.

David Deitch, VP, associate general counsel, Cablevision Systems Corp., Bethpage, N.Y., joins Rainbow Media Holdings there as general counsel and senior VP, legal and business affairs.

Michele Robertus, print and video specialist, Time Warner Cable, Englewood, Colo., named manager, public affairs.

**ADVERTISING/MARKETING/
PUBLIC RELATIONS**

C. Eric Wright, director, business development and client relations, North American Network, Bethesda, Md., joins DS Simon Productions Inc., New York, in same capacity.



Volek

Appointments, Manheim Advertising, Cleveland; **Bob Volek**, senior VP, creative director, named executive VP, creative director; **Steven Hacker**, creative director, video services, named VP, broadcast

services; **Debra Bozich**, media buyer, named media director; **Pat Hylkema**, media buyer, named media director.



Munchel

Appointments, Susquehanna Media Co., York, Pa.; **Jim Munchel**, senior VP-operations, named president and chief operating officer, Susquehanna Communications; **Steve Phy**, VP, named

senior VP/controller.

Mae Lyn Woo, VP and chief financial officer, American Champion Entertainment, San Jose, Calif., named chief operations officer.

TECHNOLOGY

Robert Secontine, VP, sales, North America, Indigo, New York, joins RT-SET there as VP, sales worldwide.

INTERNET

Gregg Lindahl, president and chief operating officer, Eagle Research Group, Atlanta, joins co-owned Cox Interactive Media there as president and chief operating officer, Mp3radio.com

Valery Gilbert, president, WebChoice, Seattle, joins BuySellBid.com Inc., Longview, Wash., as executive VP,

Internet business development.

Peter Chernin, president and chief operating officer, News Corp., and chairman and chief executive officer, Fox Group, New York, named to board of directors, Tickets.com

Appointments, Newstream.com, New York; **Les Blatt**, senior producer, ABC-NEWS.com, New York, joins as managing editor; **Lilian Y. Huang**, writer-producer, ABCNEWS.com, New York, joins as senior producer.

ASSOCIATIONS/FIRMS

Nancy Logan, senior director, media licensing, BMI, Los Angeles, elected president, American Women in Radio and Television, and chair, foundation of AWRT, Washington.

Margaret Bustell, manager, Midwestern Advertise-/Agency Services, Arbitron Co., Chicago, named manager, Eastern Advertise-/Agency Services, New York. She will relocate to New York.



Winston

Pegeen Winston, branch manager, Pace Network, Seattle, joins Brad Marks International, Los Angeles, as senior associate.

Terri Santisi, executive VP and general manager, EMI-Capitol

Music Group, North America, New York, joins KPMG LLP there as national industry director and partner-in-charge, media practice.

ALLIED FIELDS

Bob Johanson, senior colorist, Princzco Productions, New York, joins NFL Films, Mount Laurel, N.J., as colorist.

—Compiled by Mara Reinstein
mreinstein@cahners.com

Smile, he gave us 'Candid Camera'



Funt was usually on hand at the end to make sure there were no hard feelings.

Allen Funt, 84, the creator, producer and host of *Candid Camera* and a pioneer of reality television (or quasi-reality, since it also involved actors), died Sept. 5 of complications from a 1993 stroke. Before *America's Funniest Home Videos* or *Cops*, there was *Candid Camera*. The show filmed people "caught in the act of being themselves," when confronted with talking mailboxes, trick coffee cups and motorless cars. The avuncular Funt was almost always on hand at the end to make sure there were no hard feelings. "Smile! You're on *Candid Camera*!" was Funt's punchline revelation and became a part of the popular culture vernacular. He appeared in many of the gags, although the tables were

never turned on him. Among the more memorable segments were those featuring Funt and children. The TV program originated from *Candid Microphone*, a radio show the New York native hosted after his World War II Army service. Funt told the Associated Press in 1987: "I got my hands on an old wire recorder that was the forerunner of tape recorders. That's how it began. In those days, we had to lug around these enormous recorders and camera equipment and find a place to conceal them." *Candid Microphone* (later *Candid Camera*) had its TV premiere on ABC in 1948 and ran on all three networks and in syndication over the next 40 years. At the peak of its popularity during the 1960-1961 season on CBS, the show ranked No. 7. In 1992, CBS revived the show with Funt's son Peter as host. He and Suzanne Somers currently co-host the show Fridays at 8:30 p.m. Allen Funt will be remembered in a tribute on Sept. 24. He is survived by five children and four grandchildren.

—Mara Reinstein

BROADCASTING & CABLE MAGAZINE PRESENTS

INTERFACE XIII

IN WASHINGTON SEPTEMBER 27

Starring

MILLENNIUM III

*The Future of Telecommunications in Two Superpanels,
as seen by 18 of its Principal Architects*



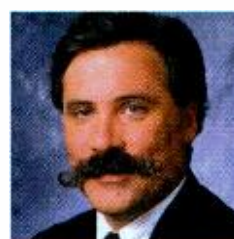
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'Judy' leads pack in '99

Judge Judy had quite a year; the outspoken TV jurist was one of the few bright spots among all nationally syndicated programs during the just-completed '98-'99 TV season. Only one talk show (*Maury*) showed any ratings improvement during the year, and nearly every game show, newsmagazine and weekly action series dropped off in the national ratings, according to data provided by Nielsen Media Research.

TALK SHOWS	'98-'99	'97-'98	CHG
	HH	HH	
The Jerry Springer Show	6.3	6.5	-3%
Oprah	6.3	7.0	-10%
Sally Jessy Raphael	3.7	4.0	-8%
The Montel Williams Show	3.6	4.2	-14%
The Rosie O'Donnell Show	3.6	4.2	-14%
Live With Regis/Kathie Lee	3.5	3.8	-8%
Ricki Lake	3.3	3.4	-3%
The Jenny Jones Show	3.1	3.9	-2%
Maury	3.1	3.0	+3%
Forgive or Forget	1.8	—	—
The Roseanne Show	1.6	—	—
Donny and Marie	1.5	—	—

NEWSMAGAZINES	'98-'99	'97-'98	CHG
	HH	HH	
Entertainment Tonight	5.7	5.8	-2%
Extra	3.7	4.1	-10%
Inside Edition	3.3	4.2	-21%
Access Hollywood	2.3	2.3	Even

COURT SHOWS	'98-'99	'97-'98	CHG
	HH	HH	
Judge Judy	6.7	4.3	+56%
Judge Joe Brown	3.2	—	—
Judge Mills Lane	2.9	—	—
The People's Court	2.6	2.7	-4%

GAME SHOWS	'98-'99	'97-'98	CHG
	HH	HH	
Wheel of Fortune	10.9	11.1	-2%
Jeopardy!	9.1	9.4	-3%
Hollywood Squares	4.0	—	—

OFF-NET SITCOMS	'98-'99	'97-'98	CHG
	HH	HH	
Friends	6.4	—	—
Seinfeld	6.1	7.0	-13%
Frasier	5.3	5.0	+6%
Home Improvement	5.0	7.5	-33%
The Simpsons	3.8	5.6	-32%

WEEKLY SERIES	'98-'99	'97-'98	CHG
	HH	HH	
The X-Files	5.1	6.3	-19%
ER	4.1	—	—
Xena: Warrior Princess	3.8	5.1	-25%
Star Trek: Deep Space Nine	3.8	4.4	-14%
Hercules: The Legendary Journeys	3.6	4.8	-25%

NEW WEEKLY SERIES	'98-'99	'97-'98	CHG
	HH	HH	
V.I.P.	2.9	—	—
StarGate SG-1	2.8	—	—

Gary E. Knell has been elected to be the new CEO and president of The Children's Television Workshop. Knell will succeed David Britt, who has announced he will retire from CTW next summer. Knell, who had previously served as the non-profit company's executive vice president and COO, has also been elected to the Board of Trustees at Children's Television Workshop.

Mel Harris is back at Sony Pictures Entertainment as the studio's co-president and chief operating officer. Harris, who was president of Sony Pictures Entertainment Television Group from 1992-1995, will share his title with Bob Wynne. Harris will have responsibilities for Sony's worldwide television operations, while Wynne will manage the corporate and financial divisions.

UPN has signed new long-term affiliation agreements with stations in San Diego, Lexington, Ky., and four other markets. The network has also added WASV-TV Greenville/Spartanburg/Asheville, S.C., as a primary affiliate. WASV-TV was formerly a secondary UPN affiliate in the nation's 35th largest market. The new UPN affiliates include XUPN-TV San Diego; WBLU-TV Lexington, Ky.; WHDF-TV Huntsville, Ala.; XHRIO-TV Harlingen/McCallen/Brownsville/Weslaco, Texas; WAOE Peoria, Ill.; and WWSW-TV Columbus, Ga.

Little Rock, Ark.'s KKKV-TV cancelled its two-year-old 'News at Nine' due to low ratings. A dozen staffers have reportedly been laid off. Anchor and news director Doug

Krile, who left an anchor position at KARK-TV two years ago to launch the low power station's newscast, will stay on as director of public relations for Channel 22's owner, Equity Broadcasting.

Competing applications to form broadcast station clusters in a single market would be processed by using a lottery, under an FCC proposal issued last week. Lotteries would be necessary when the agency receives applications on the same day for markets in which the number of multistation combos is limited by an FCC "voice" test. New rules passed Aug. 5 allow TV duopolies and radio/TV combos in markets where a specific number of independent media outlets remain. For duopolies, a market must have eight separately owned TV stations remaining; for radio/TV combos, up to six radios and two TVs are allowed if 20 separate broadcast, newspaper and cable voices remain. The FCC called a lottery "the most prudent, easy to administer, and fair method" for determining which same-day applications have priority. Under the plan, each conflicting application would be assigned a number picked from a forced-air blower full of numbered Ping-Pong balls. The requests would then be processed in ascending order of their assigned numbers. The FCC said a pure first-come, first-served basis would be too difficult to administer because it would require application filings to be tabulated on a second-by-second basis.

The FCC will allow TV networks and other U.S.-based Intelsat

Source: Nielsen Media Research; national household ratings from Aug. 31, 1998 - Aug. 29, 1999.

users to contract directly with the international satellite consortium rather than purchasing access through Comsat, the organization's U.S. signatory. Though Intelsat users have been clamoring for the change, new rules expected to be approved Wednesday will not please them entirely. For starters, the agency is expected to placate Comsat by requiring U.S. companies that contract directly with Intelsat to pay Comsat a 16% surcharge. (Currently Comsat's markup averages 67%.) Also, it's unclear how much capacity will be available to direct users because Comsat has been trying to lock up as many of the U.S.-designated transponders as possible and the FCC still plans to bar foreign signatories from offering access to U.S. companies. Industry sources said the FCC will impose the restrictions as a sweetener for Lockheed Martin, which is seeking to buy 49% of Comsat. The acquisition is considered a key step in privatizing the entire Intelsat system.

Saban Entertainment's 'Power Rangers' are getting a major promotional push on Campbell's cans. Images of the popular *Power Rangers* characters, who regularly appear on the Fox Network, start appearing on 10 million cans of Campbell's Franco-American brand this week. Campbell's is paying an undisclosed licensing fee, marking the second time it

has used animated characters to sell soup.

Vince McMahon's World Wrestling Federation Entertainment Inc., intends to make its public debut as a \$1 billion company. The Stamford, Conn., company filed its IPO disclosure with the Securities and Exchange Commission Friday, offering 10 million shares of Class A common stock at between \$14 and \$16 per share under the symbol WWFE on the Nasdaq. In addition, the company will maintain 56.7 million Class B shares, which, at \$15 a share, would put the initial market capitalization at \$1 billion. According to the filing, the WWF generated net revenues of \$251.5 million in

1999, compared to \$81.9 million in 1997. During that same period, EBITDA increased to \$59.3 million in 1999 from a loss of \$5 million in 1997. 1999 revenues were generated in part by 5.4 million pay-per-view buys totaling more than \$150 million and sales of licensed merchandise totaling \$400 million. Under the offering, McMahon will retain 98% voting control of the company.

Look for pay-per-view network Viewer's Choice to begin touting a new name—In Demand—this week, the company says. The actual name change is effective Jan. 1, but Viewer's Choice intends to raise awareness well in advance. The switch is an

effort to create a strong brand identity for the PPV category as its presence increases with the digital cable launches, network executives say. The network's MSO owners include AT&T Broadband & Internet Services (formerly Tele-Communications Inc.), Time Warner Entertainment-Advance/Newhouse Communications, Comcast Corporation, MediaOne and Cox Communications. All were involved in the re-branding move and all have agreed to switch to the In Demand brand at the local level, according to Viewer's Choice. Gavin Harvey, senior VP-marketing/brand director at Viewer's Choice, orchestrated the re-branding effort.

Former NAB President Wasilewski dies

Former National Association of Broadcasters President Vincent T. Wasilewski, 76, died of heart failure last Thursday at the Washington Hospital Center in Washington. Wasilewski was president of the NAB from 1965-1982 and was awarded NAB's Distinguished Service Award when he left the association in 1982. Wasilewski started working at the association's legal department in 1949. He was named NAB chief counsel in February 1953; manager of government relations in August 1955; vice president of government affairs in June 1960; and executive vice president in August 1961. He was born in Athens, Ill., in 1922. He began attending the University of Illinois in 1940 as an engineering student, but left when World War II started in 1942 to serve in the Air Force. He returned to school at the end of the war, switching his studies to political science. He received a BA in 1948 and a JD from the same school in 1949. After his tenure at the NAB, he went to the law firm of Dow, Lohnes and Albertson and then retired in 1989. "Vince was a good friend, an honest and decent man, and a voice for good in broadcasting. He will be missed," said Rep. John Dingell (D-Mich.). "His unparalleled service to free over-the-air radio and television will never be forgotten," said NAB President Eddie Fritts, who immediately succeeded Wasilewski in 1982. Wasilewski's first wife, Patricia, died in 1989. They had six children: Jan, Susan, Cathy, Terese, Thomas and James. He also is survived by his second wife, Marjorie; five brothers and sisters; three stepchildren; and 11 grandchildren. The family is holding a funeral mass Tuesday at 10 a.m. at Church of the Little Flower at 5607 Massachusetts Ave. in Chevy Chase, Md.



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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Combining strong suits

Viacom may be buying CBS, but Mel Karmazin looked more cat than canary last week as he joined Sumner Redstone in what has now become a familiar press conference ritual—Eisner and Murphy, Turner and Levin, Armstrong and Malone. The clash of titans turns in a Wall Street minute to smiles and the clink of glasses. Fate (or more appropriately, karma) seemed to play a hand in this pairing, since it was a reunion of sorts.

It was the government that stripped Viacom from CBS in the early 1970s, fearing CBS' power in programming and potential in cable. In the meantime, the network business became a financial wash and cable and non-network programming distributors got rich, frequently on programming that had once run on the networks. It is now that same government, concluding the networks have spent enough time running the race with a governor on the engine, that has made possible their reunion, first by eliminating the financial interest and syndication rules and then by relaxing the duopoly (two TVs per market) prohibition.

No one can know what the course of history would have been without that intervention, but we've had enough of it. We await the day when Washington will have wisdom enough, and guts, to defer entirely to the marketplace and the antitrust laws on ownership. Government says it needs to regulate media ownership because of media's powerful influence in society; we say it needs to be free of government fetters for the same reason.

We think this merger is the right move. It's like getting to the moon; you have to achieve critical mass for the breakthrough. That need not, and must not, lead to a communications system in which all thought, direction and innovation comes from the top. The marketplace—and, more important, the nation—demands diversity. The great power that comes with such

media structures demands even greater responsibility.

Big deals are the currency of the broadcasting business these days, and with good reason. The convergence of technology, the importance of being horizontally and vertically integrated (and diagonally, if that's possible) and the need to compensate for time and revenue lost while others reaped the rewards, argues for broadcaster/studio marriages as a way to insure the survival of the major over-the-air networks.

As with any deals this size, there are loose ends. Among them is UPN, the money-losing netlet that Viacom's Paramount and Chris-Craft started in 1995. Redstone and Karmazin seem inclined to keep it on the air, despite projections of another \$90 million in losses this year. But they don't want to spend any of their precious Washington chits to get a waiver of the ban against owning two networks. They shouldn't have to.

UPN may not be the hottest ticket in town, but it provides a unique programming alternative—more diversity, in winkspeak—and much of it features minority casts with minority sensibilities. As the NAACP has been pointing out, such qualities are in short supply around the broadcast and cable tuners these days. Besides, with a little CBS marketing and branding help here, and some more MTV attitude there, it might be better equipped to go head to head with young-skewing networks. Meanwhile, CBS would be free to serve its large, but older, audience without the pressure to abandon it for more lucrative demos.

Instead of seeing the Viacom-CBS merger as another threat, the FCC should see it as an opportunity to save a struggling network. All the agency needs to do is vote the waiver. If it doesn't, it may find itself party to snuffing out diversity through the rigid enforcement of a rule designed to promote it.

Speaking of parties, we wonder when NBC is going to arrive.

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