

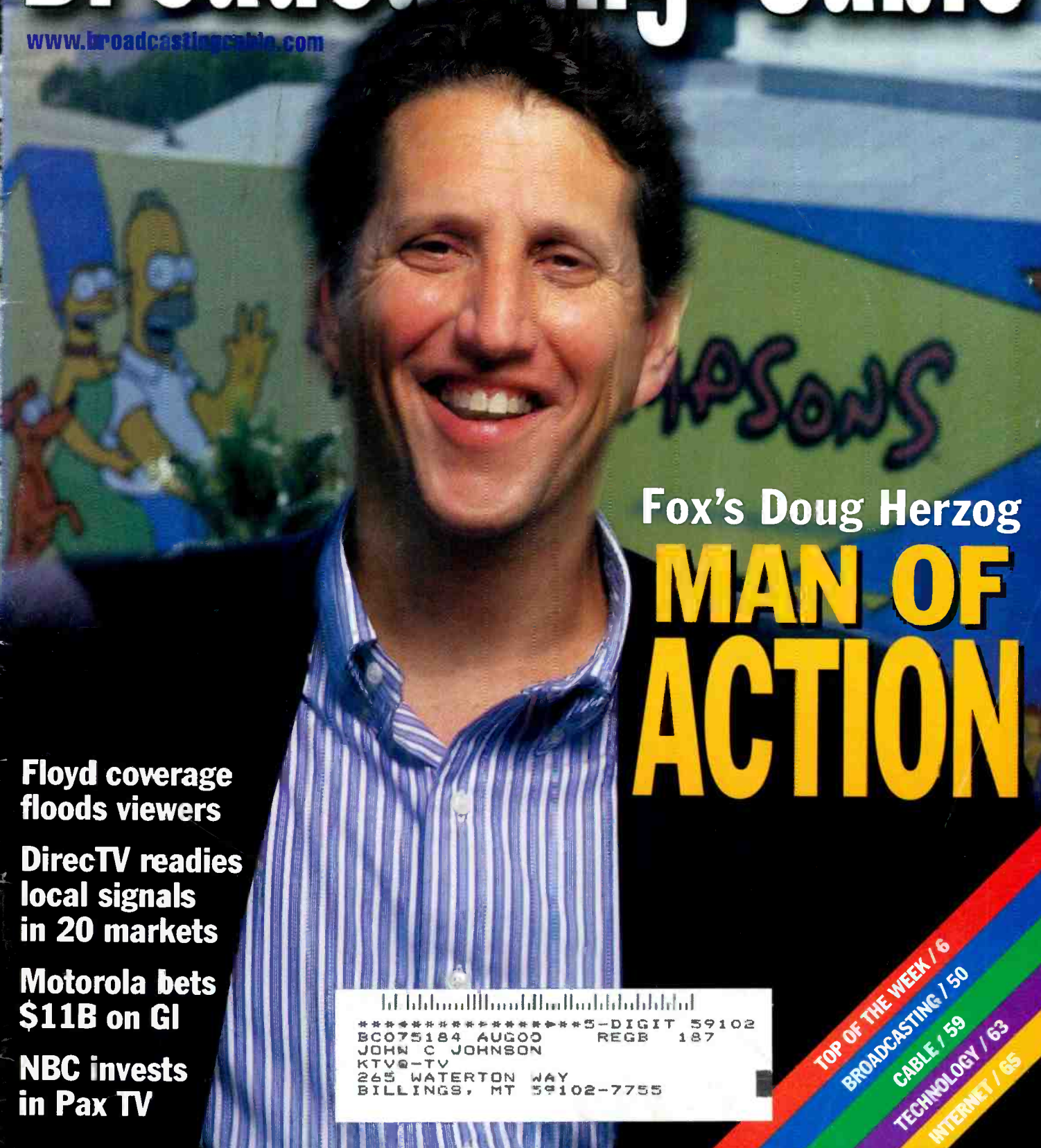
September 20, 1999

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Fox's Doug Herzog

MAN OF ACTION

Floyd coverage floods viewers

DirecTV readies local signals in 20 markets

Motorola bets \$11B on GI

NBC invests in Pax TV

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TOP OF THE WEEK / 6
 BROADCASTING / 50
 CABLE / 59
 TECHNOLOGY / 63
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Cover Photo:
Robbie Caponetto
Photography



Man of Action
Doug Herzog is looking to make things happen at Fox. / **24**

Special Report Top 25 Media Groups

Once again, Time Warner takes the top honors, and Disney comes in at No. 2. The third spot, however, goes to the new Viacom-CBS. Mega-radio groups and multimedia powerhouses, such as MGM and Bloomberg, are new to the list, and reflect the changing face of the industry today. / **32**

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Big Apple braces for broadband battle Time Warner's Road Runner vs. Bell Atlantic's Infospeed. / **65**

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“Last week’s adults 18-49 results were: ABC, a 3.4 rating, 11 share (up in rating by 6% vs. results for the same week last year); NBC, a 3.3/11 (down 21%); FOX, 2.6/9 (down 19%); CBS, 2.5/8 (down 11%); **UPN, 1.3/5 (up 44%)**; WB, 1.1/4 (down 8%); PAX TV, a 0.3 rating.”

Daily Variety, 9-9-99



UNITED PARAMOUNT NETWORK

Peacock takes piece of PAX

NBC gets what amounts to second network; Paxson gets cash, clout, programming

By Steve McClellan

Forget about owning two stations in a market. NBC wants nothing less than two broadcast networks.

Or so it would seem from its deal last week with Paxson Communications, which owns PAX TV, a struggling year-old network committed to family programming, and 72 stations. For \$415 million, NBC gets 32% of Paxson and an option to take control in 2002, if the FCC's cap on TV station ownership is relaxed.

NBC will be able to repurpose and cross-promote some of its increasingly expensive programming on PAX TV as well as to operate duopolies (two stations) in some markets and programming partnerships in others.

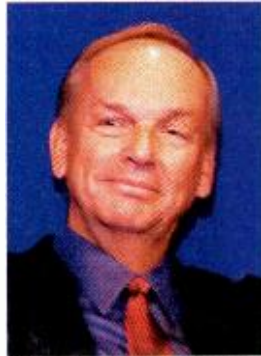
For Paxson, the deal means badly needed cash as well as programming reinforcements and other resources. And PAX TV gets a little breathing room to make its family-friendly format stick. For now, NBC has agreed to support the concept, which means that shows such as *Saturday Night Live*, *Tonight* and *Conan O'Brien* will not be seen on PAX TV.

That could change, when and if NBC acquires control of PAX in 2002. "We'll work through the programming issues slowly," said NBC President Bob Wright. "PAX TV has only been up a year and it has a 60% awareness factor. In a world with 100 channels of ad-supported programming that's quite a feat."

NBC and Paxson began talking in February, but the negotiations broke off over price. The FCC decision to permit common ownership of two TV stations in large markets in early August helped get the talks back on track, said Paxson Chairman Bud Paxson.

NBC owns 13 TV stations, and 11 of them are in markets where Paxson owns stations. Should NBC take control of Paxson, it would operate two stations in six of the markets.

In five of the 11 markets, however, TV duopolies are still



Bud Paxson (l) and NBC's Bob Wright first discussed a strategic partnership in February. The talks got back on track after the FCC's duopoly ruling in August.

banned. (The rules permit duopolies only in markets with at least eight separately owned stations.) In four of those five markets—Miami; Birmingham, Ala.; Raleigh, N.C.; Hartford, Conn.—NBC and Paxson said they will ask the FCC if NBC may supply the Paxson outlet with 25 hours of non-network programming each week. In the other market, Providence, R.I., the partners will seek a broader agreement including programming and sales.

Specifics have to be worked out, but the local programming could be a mix of news or locally originated fare, and syndicated programs to which the NBC stations have rights, and even paid long-form programs—infomercials and religious shows.

Paxson President Jeff Sagansky says he expects "a lot" of NBC's programming resources will be brought to bear on PAX TV early on. It will start, he said, with movies, specials and mini-series that NBC spends millions to produce and promote. "Those are fantastic assets that are under-exploited," said Sagansky. "They run once after a lot of

awareness is created. We'd love to be the beneficiary of a second run." Currently, it is CBS that is getting at least a promotional push from second-run shows on PAX TV, since two-thirds of PAX TV's prime time lineup consists of reruns of off-CBS *Touched by an Angel* and *Diagnosis Murder*.

Other programming resources will be tapped as well, he said, including NBC Studios, CNBC and NBC News. "Those are all avenues that we will explore," Sagansky said. "And there may even be opportunities in terms of

sharing series as well. From our standpoint, we want as much input into our sales and programming as we can get."

Sagansky will meet with NBC's top Hollywood executives Scott Sassa and Garth Ancier this week to explore possibilities for PAX TV.

NBC will also help in advertising sales and budgeting. The NBC TV network sales department will begin selling PAX TV advertising early next year. At the local station level, NBC owned stations in Washington and Providence will enter joint sales agreements with the Paxson stations in those markets. In effect, they're considered test markets, with similar arrangements in other markets to follow. It's also anticipated that NBC and PAX TV will cross promote each other on the air.

"We have budget and program rights that give us a fair amount of input, oversight and consent rights over a lot of areas," said NBC Cable and Business Development President Tom Rogers.

Asked if he needed to cut the deal, or one like it, to survive, Paxson said "absolutely not. We always wanted a strategic partner. We spent the entire summer of 1997 looking for one. What a strategic partner does is give us the strength to complete the overall business plan."

Many in the industry are betting NBC will still follow ABC (Disney) and CBS (Viacom) in merging with a Hollywood studio to achieve vertical integration of production and distribution. "We've been hear-

Ready, set, duopoly

On Nov. 16, the FCC will begin accepting applications from broadcasters seeking to own two TV stations in a market. New rules approved Aug. 5 eased restrictions on duopolies, but the FCC was waiting until the rules were published in the *Federal Register* before setting an application date.

ing that talk for a long time," said Rogers. "We have continually shown that we can grow our business, strategically integrate our business, preserve great programming options without doing that kind of deal. We certainly don't feel any pressure in that regard."

NBC wants its affiliates to enter local programming and sales ventures with the PAX stations in their markets and has negotiated a right of first refusal for all of them to do so.

"Conceptually, it could be a positive," said Alan Frank, chairman of the NBC affiliate advisory board and vice president and general manager, WDIV-TV Detroit. "Bob Wright said he hopes to use it to build on the network-affiliate relationship both for digital and analog."

The affiliates having the right to try to craft a local venture first is a good thing, Frank said. "Everything obviously depends on the details. If you repurpose, do it on a channel where we are a partner. It looks like that's what they're doing here."

NBC is buying an initial 32.2% interest in Paxson, given that station ownership stakes are not attributable in cases where the interest is less than one-third, according to current regulations. Thus, Paxson's ownership—in whole or in part—of 72 stations covering 76% of the U.S. won't be attributable to NBC, which now owns stations covering 26.6% of the U.S. As defined by the FCC, which counts UHF stations as half, Paxson reaches 34%-plus of the U.S., just under the current cap of 35%.

After Feb. 1, 2002, NBC has the option to acquire up to 49% of Paxson Communications, but in order to exercise that option, the local TV station ownership cap has to be raised to 50%, the partners said last week. NBC would gain control by buying the 8.3 million shares of "super-voting stock" held by Bud Paxson, which would give NBC 67% voting control.

At the current market value (as of last Thursday) NBC would spend a total of \$1.2 billion to gain control of Paxson. But that price would escalate were Paxson's stock to rise. Control would be acquired in four phases, the last of which would be the acquisition of Paxson's super-voting stock at a cost of \$22.50 per share, or market price (which ever is higher) from Feb. 1, 2002 to Sept. 1, 2002. After that, the floor drops to \$20 or market price, whichever is greater.

Paxson stock fell almost \$3 last week to \$13 following the announcement of the deal. ■



"We want to make sure the climate is so hot that...[NABOB] will be the handkerchief to wipe the sweat from their brow."

Sharpton vows to make media sweat

Minority organizations fire rhetorical volleys at industry

By Bill McConnell

Mel Karmazin, meet Al Sharpton. The architect of Viacom's largest-ever media merger with CBS may soon find his deal tossed in the unpredictable seas of presidential politics, thanks to the efforts of the flamboyant, controversial minority activist and those of Jesse Jackson, head of the Rainbow/PUSH Coalition.

Both minority leaders, stumping separately in New York and Washington last week, made it clear they will fight to push media mergers onto the list of hot buttons for the 2000 campaign.

Their fiery rhetoric capped a week of high profile events highlighting the need for more participation by minorities in all levels of the industry. Those events included conferences by the National Association of Minorities in Communications in New York and the National Association of Black Owned Broadcasters' and the Congressional Black Caucus in Washington.

Besides consolidation, minority groups also built support for their two-week boycott of the Big Four broadcast networks and renewed their calls for greater ad dollars for minority-owned media.

Sharpton pledged to harangue presidential candidates, media giants and even regulators into making sure that those expanding media companies counterbalance the decline in media diversity by making available more corporate board seats and investment banking contracts for minorities and by funneling greater ad revenue to urban radio stations.

"We want to make sure the climate is so hot that they are sweating when you go to them, and that you will be the handkerchief to wipe the sweat from their brow," Sharpton told African-American station executives attending the NABOB's Washington conference last Thursday.

Even Jackson raised the prospect of good old-fashioned civil rights demonstrations to protest media consolidation and the dearth of minority owners.

"We should go to jail," he told a NABOB audience the day before Sharpton's appearance. Jackson said it is outrageous that the only black-owned talk radio station in Chicago (a city of a million and a half black residents) is WVON(AM), a tiny 1000 watt only on the air from midnight to 1 p.m.

"A civil disobedience fight about 'VON would force so much exposure

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1

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The Invasion is a Success!

3rd Rock From The Sun

3.9

Rating 8 share

The Drew Carey Show

3.5

Rating 6 share

Unhappily Ever After

1.5

Rating 4 share

Source: NSI Overnight (WRAP) 9/13/99. Unweighted average, primary, secondary.
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until people said 'My God, that's true?'"

Jackson lamented that African-American audiences have remained silent as radio consolidation has harmed broadcast diversity. "The masses must become educated and aroused," he said.

The first skirmish in their media campaign will be the Viacom/CBS merger. Jackson is urging the FCC to grant no waivers that would let the merged company circumvent local and national audience-reach caps. Besides selling stations, the company should be forced to shed the UPN network to comply with dual-network restrictions.

Jackson said he already has minority-controlled buyers "lined up" to buy UPN and broadcast stations.

He also urged the FCC to take a "long, hard look" at the merger to make sure that minorities are hired in upper management, program development and production departments within the company.

Jackson said he'll be meeting with the FCC on the matter, and that he spoke briefly with CBS head Mel Karmazin last week. Karmazin has agreed to meet with him, a CBS spokesman confirmed.

Karmazin, who is already spearheading a media industry minority-invest-

ment fund effort, made a point of saying when the merger was announced that he prefers to see any broadcast property spin-offs go to minorities.

Sharpton said minority groups will ask the FCC to block the Viacom-CBS merger unless the new company pledges to put more minorities on its board and agrees to include minority investment bankers in financing the deal. "They need to say to the government how they will offset the negative impact of the merger on the minority community." ■

—Steve McClellan contributed to this story.

The color green

Networks: Money is key to minority under-representation

By Paige Albiniak

Minority leaders last week raised the stakes in their drive to push broadcast networks to do a better job of putting minorities in front of and behind the camera.

"It's not about adding more black or brown faces, it's an issue of economics," said Kweisi Mfume, president of the National Association for the Advancement of Colored People, during a panel session sponsored by the Congressional Black Caucus.

The NAACP and other civil rights groups continued to recruit for their two-week boycott of the Big Four networks—which began last week—to protest the paucity of lead minority characters on this fall's new lineup. One sign-up was FCC commissioner Gloria Tristani, who pledged to honor the "brownout" until next week. "While the networks are free to exercise their First Amendment right to decide what to broadcast, we are free to exercise our First Amendment right to tell them that we do not approve of their choices," she said in a written statement.

The NAACP last month launched an effort to induce the networks to include more minority characters in its prime time programming after it noted that no minority actor would have a prominent role in any of the 26 new shows.

Network representatives attending the panel agreed that the issue was economic and said that they often found that advertisers wouldn't support minority-oriented shows because they weren't

getting ratings. "If you don't draw enough of a national audience, you can't maintain the program," said Martin Franks, senior vice president of CBS Corp. To that, members of the audience responded that the networks don't leave the shows on long enough to grow their ratings and that Nielsen and Arbitron often don't measure black households.

The networks can't shrug off the blame by attributing it to advertisers' pressure, Catherine Sandoval, general counsel for Z-Spanish Radio, told the National Association of Black-Owned Broadcasters at a separate event. "The networks say they couldn't get any advertising support for shows with minority characters, but advertisers won't own up," she said.

However, Mfume said he was more concerned that minorities have opportunities to be "decision-makers" at the broadcast networks, rather than just being "decision-recipients," left only to react to what the networks do.

Franks also told the audience that the industry has a three-facet plan to address the dearth of minority representation in broadcasting:

1) lobby for legislation prepared in both the House and Senate that would revive a program that granted tax credits to any company that sold telecommunications properties to a minority-owned entity;

2) create a \$250 million equity fund to provide capital for minorities who would like to get into the broadcasting business;

3) increase minority training and education programs. ■

Cable in black & mostly white

Last Wednesday 1,700 cable executives packed a New York City hotel ballroom to celebrate and raise money for the Walter Kaitz Foundation, the industry's biggest charity, which was established to promote hiring of minorities by cable operators and networks.

AT&T Broadband & Internet Services President Leo Hindery told the crowd that studies show the industry does fairly well in overall employment of minorities, but they are found most often in low-level telephone sales and technician jobs. A National Association of Minorities in Cable study found minorities in just 5% of slots above senior vice president.

Bresnan Communications Chairman Bill Bresnan, who was honored at the dinner, surveyed the number of nonwhite faces in the audience. "This is pretty much how we looked five years ago."

One positive industry program already underway is the Telecommunications Diversity Network and its Internet job bank, www.cablecareersnetwork.com, through which several MSOs have pledged to post all open slots and workers can post resumes as well.

NAMIC President Joe Lawson said he's not looking for quotas. "When you look at the best companies, the two things they have in common are recruiting programs and mentorship," he said.

—John M. Higgins

3 cheers for **FX**



"Makes talk show history..."

"If you're laughing as hard as I did, you're a potential fan."

—People

"Witty, astute, charming. A deliciously twisted piece of cartoon satire..."

—Variety

"Boffo... a cheeky treat."

—Entertainment Weekly

"Subtle wit. 8 out of 10."

—TV Guide

"Thoroughly clever new series. Very funny, heavily ironic... Dry, sometimes twisted."

—Sacramento Bee

"Sly, sophisticated wit."

—The Hollywood Reporter

"The writing is clever and the delivery is perfect."

—Courier-Journal



"Now that's must-see TV!"

—The Hollywood Reporter

"The X Show understands the male mind."

—San Francisco Examiner

"The X Show is groundbreaking."

—Boston Herald

"...the best of the new guy's-guy entries."

—Entertainment Weekly

"Unabashed... astutely mirrors guyhood."

—Associated Press



"A winner... inspired madness."

—Stuff Magazine

"Perfect. just perfect."

—Orange County Register

"Wickedly offbeat. A wild new program. Good greasy fun."

—Pittsburgh Post-Gazette

"Viewers will fall in love."

—UltimateTV News Daily



please watch responsibly

Motorola snags GI for \$11B

Stock deal fails to impress Wall Street; analysts wonder about value to shareholders

By Glen Dickson and Price Colman

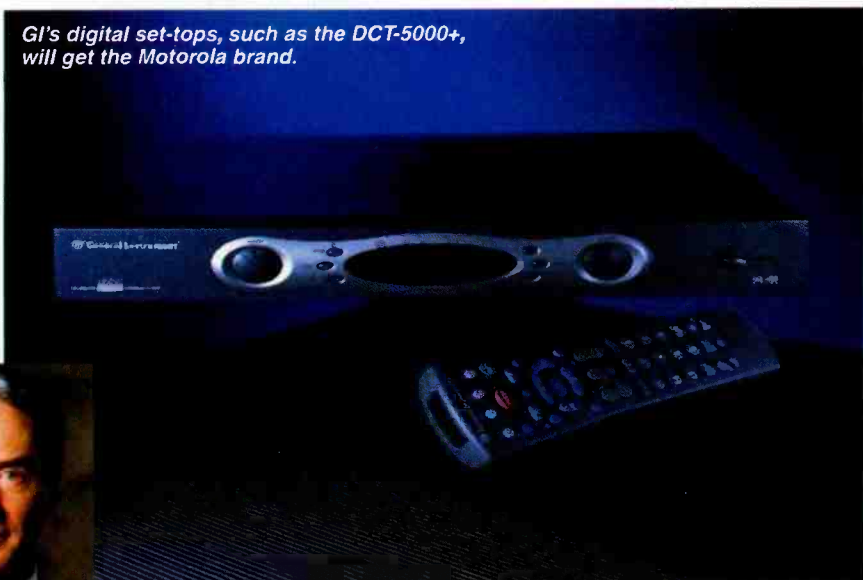
Motorola made good on its rumored acquisition of cable equipment giant General Instrument last week, announcing a definitive agreement to acquire GI for \$11 billion in stock. The deal will give the semiconductor supplier and cellular phone maker a large foothold in the emerging market for new broadband services such as Internet data and IP telephony; GI gets a global brand for expanding into retail sales.

"There will be an insatiable demand for bandwidth as we go forward," said Motorola Chairman and CEO Chris Galvin last week. "This is the most strategic move our company has ever made," added GI CEO Ed Breen, who will head a new Motorola business unit that combines GI's assets with the cable business of Motorola's Internet and Networking Group. "We'll be doing a lot of things for GI to lead in the exciting, converging world of voice, video and data."



Motorola's Galvin says consumer's 'insatiable need for bandwidth' is driving the acquisition of GI.

GI's digital set-tops, such as the DCT-5000+, will get the Motorola brand.



Wall Street, however, wasn't impressed by the merger, which will dilute Motorola's earnings in 1999. Motorola stock fell 6 7/16 to 86 3/4, and GI's shares fell 3 15/64 to 47 9/32 last Wednesday after the deal was announced. Stocks of both companies rebounded slightly on Thurs-

day after Motorola COO Bob Growney told analysts the company expected to earn \$3 a share in 2000 following the GI acquisition, due to additional sales of cable equipment.

Analysts raised questions about the merger on several fronts, including whether the two companies can effectively execute a retail strategy for OpenCable set-top boxes and whether the consolida-

Cablevision, Sony make set-top deal

In the latest redefining moment for the cable TV industry, Cablevision Systems selected Sony Corp. of America to supply digital set-top boxes for a massive rollout in Cablevision's core New York market.

The Cablevision-Sony partnership, which includes cooperative development of new digital services, underscores the cable industry's dramatic shift from a video-only business to a broadband distribution system for data and voice services in addition to video.

As part of that shift, cable is racing to offer cable modems and digital set-top boxes in retail outlets. To ensure success at the retail level, cable operators increasingly are bringing big-name consumer electronics firms such as Sony and Motorola into their vendor mix.

"Today marks the beginning of a most important television entertainment initiative in our company's history," said Cablevision President-CEO James Dolan. "It's a giant step forward that offers the most advanced home information and entertainment experience over the best fiber broadband system in the nation's most important market."

Said Sony Corp. of America Chairman-CEO Howard Stringer: "We are redefining digital dating and creating digital bonding."

Dolan stressed that consumer services such as video-on-demand, Web-enabled TV, games and other interactive services are at the driving force of the partnership, not hardware. Nonetheless, a \$1 billion order for 3 million Sony-made set-tops is a key ingredient of the deal. Cablevision expects to begin offering Sony set-tops to its 2.7 million New York-area subscribers next summer, as well as to the roughly 1.3 million non-cable subscribers its lines pass in the New York metropolitan area.

Cablevision's distribution system, programming business and retail operations (The Wiz) complement Sony's technology expertise, broad content holdings and strong brand recognition, analysts said.

"Anything that improves retail distribution and anything that improves functionality makes sense," says PaineWebber analyst Thomas Eagan. —Price Colman

tion enhances shareholder value.

Analysts also noted that Motorola is buying GI near the top of its recent stock performance, and questioned what kind of new efficiencies Motorola can extract from GI. Under the deal, which is expected to close by first quarter 2000, GI stockholders will receive 0.575 shares of Motorola stock for each GI share, or \$53.58 per share based on Motorola's Tuesday closing price.

John Corcoran, an analyst with investment banking firm Stephens Inc., notes that GI stock was trading at \$20 in July 1997 and has been as high as \$52 this year. "Motorola's getting in right near the top," says Corcoran. "We've always been concerned whenever a major acquisition goes off at a high price. When you give up the pricing discipline at the front end, you better run the company better than it's

being run and hope new customers buy all of your new products and services.... I can't tell two years from now whether Motorola shareholders will be smiling or crying."

GI shareholders will own roughly 17% of Motorola. AT&T subsidiary Liberty Media Group Inc., the largest GI shareholder with 36 million shares, or a 20% stake, has agreed to vote all of its outstanding shares in favor of the deal. GI's largest customer, AT&T Broadband Services, also supports the deal, says AT&T BIS President and CEO Leo Hindery. Hindery says the "wonderful brand of Motorola" should help drive the retail availability of digital set-top boxes."

PaineWebber analyst Tom Eagan says the Motorola/GI deal, and Sony and Cablevision's set-top partnership (see sidebar) are signs that the much-awaited retail rollout of cable set-tops

will become a reality and reduce the expense of set-tops on MSO's balance sheets. "What drove cable stocks up for the last couple of years were a lot of events," says Eagan. "I've been waiting for more signs that the migration to retail is happening. Whether it's the Motorola/GI deal, which is definitely a catalyst to retail, or the Sony/Cablevision deal, they all accelerate the migration to retail."

Motorola and GI executives also spoke of integrating wireless applications with cable's hybrid fiber-coax infrastructure, but didn't give any details of how that will be accomplished. Analysts speculate that Motorola will use its wireless transmission expertise to create wireless home networks within cable households, allowing a PC in one room to access a cable modem in another over a RF connection. ■

DirecTV: local TV on the way

Satellite TV operator to offer signals in 20 markets, if Congress, broadcasters cooperate

By Richard Tedesco

DirecTV is technically ready to deliver the signals of local network-owned or affiliated TV stations to subscribers in the top 20 markets.

But before the leading satellite TV operator goes to market with the new service, it must wait for passage of federal legislation that permits retransmission of local broadcast signals within market and for retransmission consent from the station owners. It may not have to wait long.

DirecTV President Eddy Hartenstein told a SkyForum audience in New York last Thursday that he was optimistic the legislation and the retrans deals would get done by the end of October. He said DirecTV is deep into retrans negotiations with the networks and station groups that have stations in the top markets.

Although DirecTV envisions offering four or five signals in each of the top 20 markets, the inability to reach retrans agreements with some owners could leave some stations behind, Hartenstein said.

DirecTV would charge subscribers around \$7 per month for their local signals via satellite, about what it charges for a package of distant local signals.



DirecTV President Eddy Hartenstein hopes to have retransmission consent deals in place by the end of October.

senior VP, CBS. "But I have no reason to think we won't reach an agreement."

Hartenstein scoffed at reports that DirecTV was talking about paying as much as 80 cents per subscriber per month for the retrans rights to each signal. Plus, he said, the talks involve more than cash. Also on the table: carriage of other broadcast and cable signals owned by some of the broadcasters and treatment of the programming services on DirecTV's electronic program guide.

Jimmy Schaeffler, of The Carmel Group, a media research firm, said it

Under current law, satellite TV companies may sell the distant signals only to subscribers who cannot receive local signals off air.

Representatives of ABC and CBS acknowledged retransmission negotiations with DirecTV. "We don't have done deals," said Martin Franks,

was "critical" that DirecTV offer a range of options to broadcasters to get the retransmission deals done. "In the next three-to-five years, local-to-local service will put satellite on a level playing field with cable."

DirecTV plans to broadcast the 80-100 broadcast signals from an array of satellites in its orbital slot at 101 degrees west longitude. The addition of the channels is made possible by advancements in the digital compression technology. The new compression allows DirecTV to squeeze even more signals through its 32 satellite channels at 101 degrees. What's more, it will not require any hardware changes in the satellite receiver of DirecTV's more than 7.5 million subscribers.

The launch of a new, higher-power replacement satellite at 101 degrees later this year will facilitate the addition of the signals, Hartenstein said, but is not critical.

The introduction of the so-called local-into-local service beyond the top 20 will depend on how the must-carry obligations are imposed by the pending satellite legislation. "The fewer channels we have to carry [in each market], the more fringe markets we could serve," Hartenstein said. ■

Television's A

Ally McBeal™



Emmy
Award Winner,
Outstanding
Comedy

Coming Soon From

Finest Hours

The Practice



Emmy
Award Winner,
Outstanding
Drama

Twentieth Television



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Frantically following Floyd

Stand-ups become lean-ins as industry tracks—and endures—drenching hurricane

By Dan Trigoboff

For NBC anchor Tom Brokaw, getting to Hurricane Floyd was relatively easy. Getting back was another story.

After flying into Raleigh, N.C., on Wednesday, Brokaw was able to drive into Wilmington, N.C., and report from an early peak of Floyd's fury. But as the storm wended its way north, toward New York, the network wanted its lead anchor home, said David Doss, executive producer for NBC Nightly News. But the same problems of washed out roads, canceled flights and massive traffic jams Floyd brought to millions along the Eastern Seaboard last week plagued Brokaw as well. Although still in Raleigh mid-afternoon Wednesday, Brokaw made it to Washington by broadcast time.

CBS anchor Dan Rather was also in the thick of the storm, last week. Rather anchored the evening news Monday from Los Angeles, and relocated to Savannah, Ga., Myrtle Beach, S.C., and Wilmington, N.C., before week's end. As the images of a soaked



This picture from The National Hurricane Center shows Floyd's progress last Monday evening.

Rather aired nationally, one CBS official commented, "Dan enjoys covering hurricanes, as everybody knows."

It was forecast as a storm of near-apocalyptic proportion—especially for Florida. But if Hurricane Floyd's fury fell short of predictions, it was still a killer, and its geographic terror broadened with each new predicted landfall. By week's end, the entire Eastern Seaboard had been struck or threatened by Floyd,

although by the time it hit the Jersey Shore and New England Thursday, Floyd was no longer a hurricane but a tropical storm.

Many felt the threat of the storm was overblown. *USA Today* noted that the fact that Floyd shifted ever so slightly and spared many of the coastal cities that forecasters had warned were in the hurricane's path has prompted a spate of questions about the way the preparations for Floyd were made."

But up the coast, WECT(TV) Wilmington, N.C., assignment manager Raeford Brown—after working 30 hours straight—commented that "I feel good about our role. Yes, the evacuation was bumper to bumper. I had not seen that before. But if this storm had maintained those 150 mile per hour winds, there would have been severe damage. No one overreacted in this case. People were cautious."

WRC-TV Washington Vice President for News Bob Long said Thursday that news coverage at such a time was "pure public service. Things are changing rapidly with this storm. It's still a volatile situation with the possibility of flash flooding. There is still reason for caution."

The danger seemed very real to MSNBC's Gregg Jarrett. He watched the heavy winds that hit Charleston, S.C., take down a tree about 40 feet from him, while he was setting up for a shot. The tree's fall was followed quickly by a piece of the Town and Country Hotel roof, which landed on an empty car. All over the hotel there were pieces of Sheetrock flying.

Fox News correspondent Bret Baier, who has earned the nickname "Hurricane Bret" for covering six hurricanes in little more than a year, found himself standing in 80 mph winds in downtown Wilmington, "but not standing well." Noting that Hurricane Gert, which seemed to be on Floyd's tail, was looking like less of a threat than originally thought, Baier commented, "If Gert turns out to sea, that's OK with us." ■

Floyd record storm for TWC

**THE
WEATHER
CHANNEL**

As Hurricane Floyd roared up the Eastern Seaboard last week, ratings at The Weather Channel soared along with advertisers' exposure. On Tuesday evening, as the Category 4 storm skirted the coast of Florida and headed toward Georgia and South Carolina, more than 2.5 million households tuned to TWC—8 p.m.-8:15 p.m.—making for an all-time peak cable rating of 3.4 for the network. Overall for

the day, the network averaged a 1.9 representing 1.4 million households.

Those ratings are a boon for TWC advertisers, said Aaron Cohen, senior vice president of cable and a media buyer for Horizon Media in New York. "They sell a normal schedule of advertising at what is an average rating, and these are the bonuses."

Cohen buys TWC primarily during the upfront. The typical format is a regular cycle of reports, except during extraordinary weather events such as Hurricane Floyd.

Terry Connelly, senior vice president of programming and production for TWC, said that during crucial periods, such as when a hurricane is predicted to strike land or evacuation orders are given, the commercial break schedule is "loosened" so forecasters can stay on the air.

—Deborah McAdams

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Week of September 13-17

WINNERS

	9/17 midday	% change
Emmis\$65.387.60
Sony\$146.257.10
AMFM\$57.386.20
Time Warner\$65.325.77
Chris-Craft\$58.635.75

LOSERS

	9/17 midday	% change
Paxson\$12.93(21.70)
Sinclair\$16.00(13.30)
Liberty Media\$34.34(9.90)
Cumulus\$28.88(9.50)
Citadel\$35.69(9.30)

BROADCASTING & CABLE / BLOOMBERG STOCK INDEXES

BROADCAST TV (9/16/98-9/17/99)



Week ending 9/17	
Close282.43
High286.73
Low278.28

1.4%

CABLE TV (9/16/98-9/17/99)



Week ending 9/17	
Close307.04
High311.96
Low301.61

1.3%

RADIO (9/16/98-9/17/99)



Week ending 9/17	
Close763.09
High763.09
Low746.77

0.6%

DOW JONES

Week ending 9/17	
Close10803.60
High11030.30
Low10737.50

0.1%

NASDAQ

Week ending 9/17	
Close2869.64
High2887.06
Low2806.72

0.6%

S&P 500

Week ending 9/17	
Close1335.42
High1351.66
Low1317.97

1.2%

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GOP pushes ownership dereg

But Democrats want to see results of loosened local broadcast ownership rules first

By Paige Albiniak

Republicans on Capitol Hill last week pushed the FCC to increase the cap on TV station ownership and to lift a ban that prevents newspapers from owning broadcast properties.

During a hearing last week, House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) called on the FCC to reconsider both rules "in order to allow for maximum growth of the industry. By relaxing these remaining ownership limitations, we can ensure the continuation of free, over-the-air broadcast programming for Americans in the years to come."

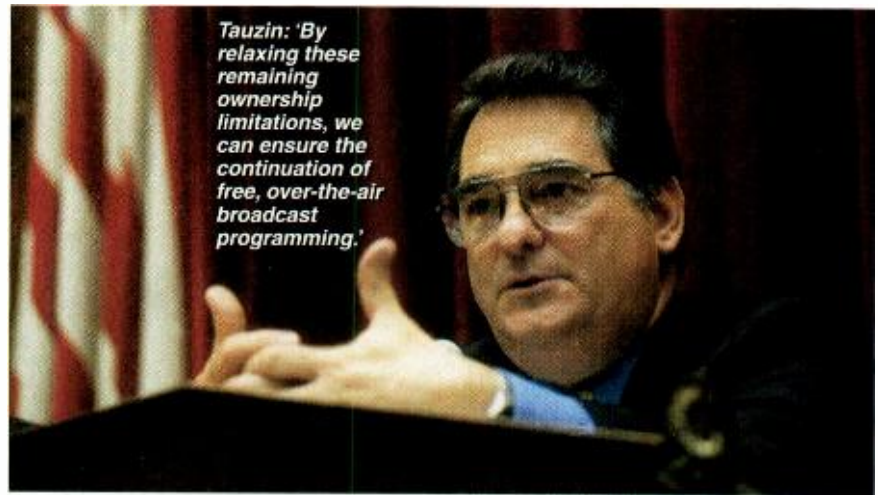
Senate Commerce Committee Chairman John McCain (R-Ariz.) last week also introduced legislation that would lift the cap, allowing TV groups to own stations covering 50% of the national TV viewing audience, up from 35%. McCain's bill also would permit broadcast/newspaper crossownership. "The proliferation of alternative sources of electronic news and entertainment hasn't just made the old ownership rules useless—it's actually made them harmful," McCain said in a statement.

Rep. Cliff Stearns (R-Fla.) introduced a bill earlier this session that would increase the TV ownership cap to 45%, while Rep. Mike Oxley (R-Ohio) has offered a bill that would eliminate the newspaper/broadcast crossownership ban.

Democrats, meanwhile, said Congress and the FCC should wait to see how the commission's new relaxed broadcast ownership rules would affect consumers before loosening them further. According to the commission's new rules, broadcast groups can own two TV stations in one market subject to certain conditions and as long as one of them is not affiliated with a top-four network. The commission also now will allow broadcasters to own two TVs and up to 8 radio stations in a market.

Rep. Ed Markey (D-Mass.), ranking minority member on the telecommunications subcommittee, called the new rules "the worst decision the FCC has made since repealing the children's television rules in the early 1980s."

Rep. John Dingell (D-Mich.), rank-



ing minority member on the full Commerce Committee, was less forceful in his written statement. "I do hope the industry will take advantage of the rules in a way that proves these concerns to be without foundation," Dingell said. "But that proof will take some time. Until then, further relaxation of the rules—at either the local or national level—would be premature."

The broadcast networks have been pushing hard for Congress and the FCC to increase the ownership cap since the passage of the 1996 Telecommunications Act. In that bill, Congress lifted the cap to 35% from 25%, but it didn't take long before the networks were asking Congress to boost that number still higher. Without such a change, the networks say, they will be unable to survive cable competition.

"In 1998, 15 television program services generated cash flow in excess of \$100 million," said Peter Chernin, president and chief operating officer of fox parent News Corp. at last week's hearing. "Fourteen of those 15 networks were cable networks. Only one was a broadcast network. In fact, each and every one of those 14 cable networks generated more cash flow than all four of the major broadcast networks combined."

The issue of raising the cap has caused a substantial rift between the networks and their independent affiliates, who fear that the networks would have too much power if they could own enough stations to cover 45% or more of the national

viewing audience.

"[The networks] are diverting profits by investing—as is their absolute right—in cable networks, radio expansion and the Internet," said Andrew Fisher, chairman of the Network Affiliated Stations Alliance and executive vice president of television for Cox Broadcasting, Atlanta. "But sooner or later their 'sky is falling' rhetoric must be seen for what it is: an insatiable appetite for more and more help from the government at the expense of free over-the-air broadcast diversity and localism."

While the networks push for a cap increase, newspaper conglomerates want the FCC to let them participate in the buying spree that is expected to start as soon as the FCC's recent rule changes go into effect.

"A belated repeal of the ban would offer scant consolation to newspaper publishers," said John Sturm, president of the Newspaper Association of America. "The nation's largest broadcast group owners are poised to enhance their holdings in a private but intense game of musical chairs. Yet without immediate relief, the newspapers' sole role in this broadcast land rush will be to report on it from the sidelines."

The FCC is considering the broadcast ownership cap and the newspaper/broadcast ownership ban in its biennial review, which was due to have been completed by the end of last year. The Mass Media Bureau plans to have a report on the review ready for commissioners by the end of this year. ■

FCC OKs direct Intelsat access

Move seen saving U.S. users 10%-71%; Lockheed Martin buys 49% of Comsat

By Bill McConnell

TV networks can skip the middleman when they buy satellite time, thanks to an FCC ruling last week.

U.S. Intelsat customers will for the first time be permitted to purchase satellite transmission capacity from the international consortium rather than relying on Comsat, the U.S. signatory to the satellite organization.

"Direct access may benefit U.S. carriers and users of Intelsat services, and in turn, U.S. consumers," FCC Chairman William Kennard wrote in a letter to House Commerce Committee Chairman Thomas Bliley (R-Va.) just hours before the agency's Sept. 15 vote.

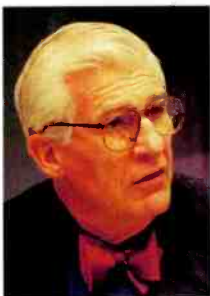
The move is expected to slash anywhere from 10% to 71% off Intelsat users' costs, but regulators handed Comsat a sweetener to partially compensate for the lost business. Intelsat's U.S. customers will be required to pay a 6% fee to Comsat to help the Bethesda, Md., company cover administrative and insurance costs it incurs as an Intelsat signatory.

The fee was much lower than the 16% surcharge recommended by FCC staff, but satellite customers said any charge is too high. "We aren't happy with anything that raises costs," said one network source.

"This surcharge is out of line and will harm American consumers and businesses," said a spokesman for Satcom, a consortium of satellite telecommunications companies.

The move brings the U.S. more or less in line with the 94 countries that permit direct access to Intelsat. The consortium, which has 143 member countries, first permitted direct access in 1992. None of the other countries that permit direct access requires a surcharge for their signatories, however.

Satellite users also were disappointed that the FCC will not permit them to break long-term contracts with Comsat to receive better rates. In addition, they are upset because the FCC won't let them hang on to capacity they are now using when their contracts with Comsat expire. They argue that they will not be able to take advantage of the direct-access rule because Comsat has locked



Bliley: The FCC's approval of the Lockheed Martin deal is 'regrettable.' It may give the defense contractor control of Comsat.

up Intelsat's U.S.-designated capacity and there won't be room for any other direct users.

FCC officials counter that there is no evidence that Comsat has a stranglehold on capacity but promised to revisit the portability request if direct access proves to be difficult.

To prevent foreign signatories from undercutting Comsat, the FCC also decided to bar British Telecom and other Intelsat resellers that control 50% of their home country's designated capacity from offering U.S. transmission aimed at their homelands to U.S. customers.

FCC officials defended their efforts to prevent a quick exodus of Comsat customers on the grounds that the company's sole business is reselling satellite capacity. Most foreign signatories



Kennard: 'Direct access may benefit U.S. carriers and users of Intelsat services, and in turn U.S. consumers.'

also hold a monopoly on long-distance telephone and other retail telecommunications services in their homelands.

In a related move, the FCC also approved Lockheed Martin Corp.'s request to buy a 49% stake in Comsat.

The FCC's actions drew mixed reviews from Capitol Hill. Senate Communications Subcommittee Chairman Conrad Burns (R-Mont.), who has ushered his Intelsat privatization bill through the Senate, endorsed the FCC's moves but warned that they should not be considered a substitute for further Intelsat reform. Bliley, who hopes to move a similar bill through the chamber, called the Lockheed Martin approval "regrettable" and warned that the deal may give the defense giant de facto control of Comsat. ■

MAP blasts low-power radio tests

Industry groups are trying to mislead regulators and the public with false warnings about low-power radio, a public advocacy group said last week. Media Access Project accuses the National Association of Broadcasters and the Consumer Electronics Manufacturers Association of skewing the results of industry interference studies to show that the airwaves are too crowded for new low-power stations to be squeezed into the FM band. "The NAB has self-servingly attempted to present low-power radio as a dangerous scheme that will destroy broadcasting as we now it," says MAP's Cheryl Leanza. MAP says that, at most, 1.6% of radio listeners will experience interference and that simply repositioning their radios can solve their problems. "In exchange for asking a few citizens to move their radios, the FCC can provide much-needed diversity in the local radio broadcasting market," Leanza said. The NAB overstated the number of people who would suffer interference by assuming that every radio that experienced problems would be owned by a separate individual rather than recognizing that households will have several radios. An NAB spokesman called the assertion ridiculous. "We did not inflate any numbers," he said. "We took what FCC proposals suggested and did thorough scientific testing." He added that it is unreasonable to suggest that people reconfigure their furniture to accommodate low power.

—Bill McConnell

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WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

Congress urges family friendliness

The House of Representatives last week passed a unanimous resolution encouraging TV programmers to create and air more "family-friendly programming." The vote was 396-0. According to the resolution's language, which does not carry the force of law, TV programmers are expected to cooperate with the leadership of the television networks, studios and production companies; focus on the importance of family programming at industry events; hold an annual awards ceremony for family-oriented fare; establish a fund to develop family-friendly scripts; and underwrite scholarships to encourage students' interest in family-oriented programming. Reps. Rob Portman (R-Ohio) and Ed Markey (D-Mass.) sponsored the "Sense of Congress" resolution.

McCain floats tax certificate draft

Staffers for Senate Commerce Committee Chairman John McCain (R-Ariz.) last week were float-draft legislation for McCain's proposed revival of a tax certificate program to aid minorities and others. The legislation would grant tax breaks to telecommunications entities that sell properties to minorities, small businesses and new entrants. Unlike the previous program, which Congress repealed in 1995, McCain's bill applies to all telecommunications busi-

nesses, including TV, radio, cable, satellite, wireless and Internet properties. New buyers would have to hold on to their purchases for three years to discourage "flipping," a practice in which qualified buyers purchase a property to get the tax break and then immediately sell it. The bill gives the Secretary of Commerce authority to determine who qualifies for the program and at what level. McCain expects to introduce the bill late this month.

Markey, Krasnow to be feted in D.C.

V-chip progenitor Rep. Edward Markey (D-Mass.) and veteran Washington attorney Erwin Krasnow are being honored. Markey on Sept 22 will receive the Everett C. Parker Award for his leadership in enacting V-chip legislation requiring TV sets to include technology allowing parents to block objectionable programming. The Parker award, sponsored by the United Church of Christ, the National Council of Churches and the Telecommunications Research and Action Center, is given to individuals whose work furthers the public interest in telecommunications. Krasnow will receive the Donald H. McGannon Award from the same groups. Krasnow, former general counsel of the National Association of Broadcasters, is being recognized for devising the tax certificate program, which from 1978 until 1995 allowed broadcasters to defer capital gains when they sold broadcast stations

to minority buyers. The McGannon award is given to individuals who have made special contributions to advancing women and minorities in the media.

Cable ownership rules get Oct. date

The FCC's special meeting to vote on new cable ownership rules is still planned for Oct. 8, though the date is still tentative. Chairman William Kennard is pushing to move forward on the rules as soon as possible, but it's unlikely that the meeting date will be officially set until Oct. 1. Currently, FCC rules limit multiple system operators to 30% of all U.S. homes passed by cable. The Cable Services Bureau is proposing to hold the cap at 30%, but would deepen the market pool by basing the cap on a company's share of all multichannel subscribers, including satellite customers.

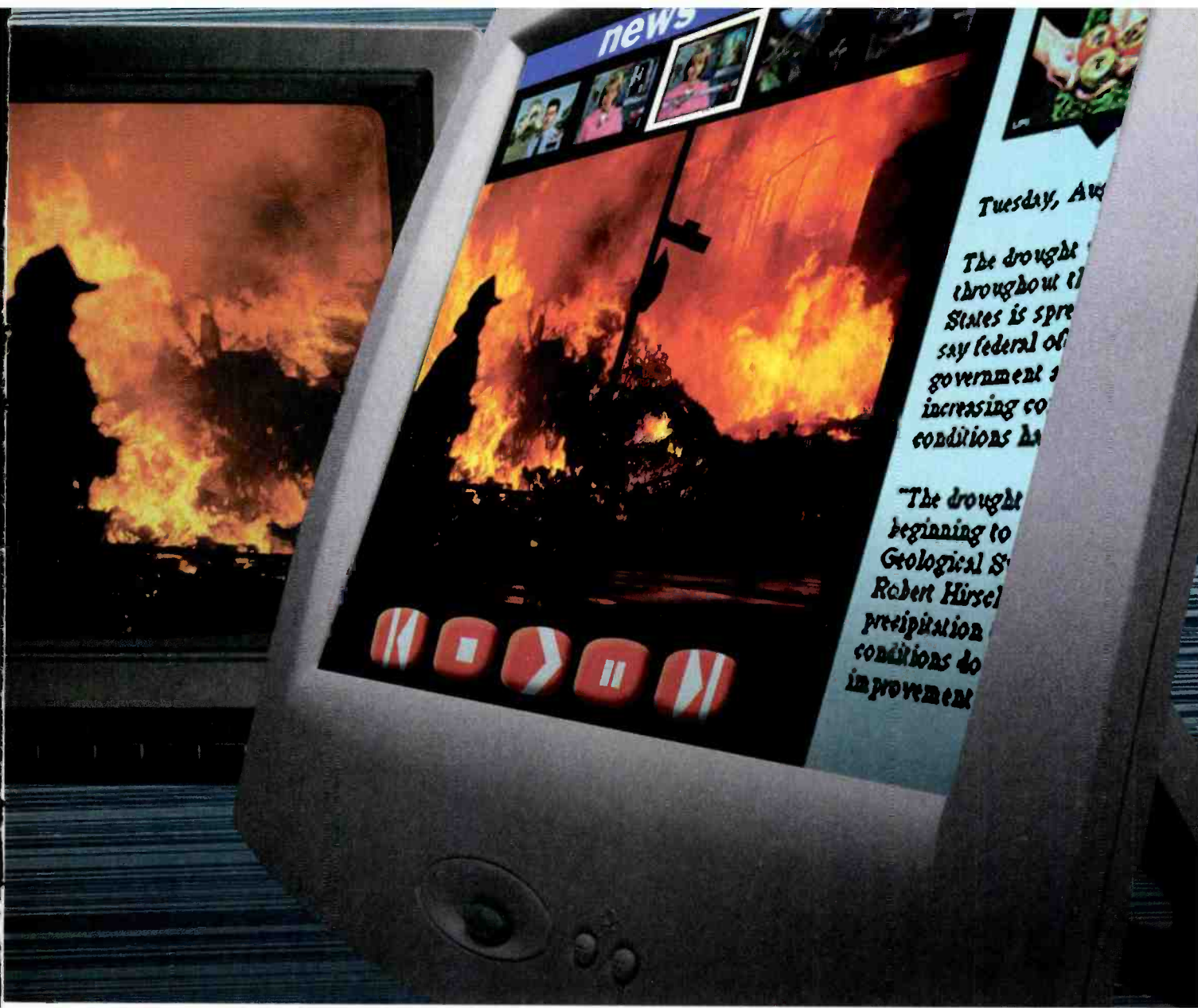
PBS elects 10 pro, lay directors

PBS has elected six station executives and four lay directors to its 35-member board of directors. Serving as professional directors will be Rod Bates, GM, Nebraska Educational Television and Radio Networks; Elizabeth Christopherson, executive director and CEO, New Jersey Network; Patrick Fitzgerald, GM, WBGU Bowling Green State University; Tom Howe (incumbent), GM, University of North Carolina Center for Public Television; Maynard Orme, president, Ore-

gon Public Broadcasting; and Joanne Winik, president and GM, Alamo Public Telecommunications Council (KLRN), San Antonio, Texas. Elected as lay directors: Louise Henry Bryson (incumbent), representing Community Television of Southern California (KCET), former SVP of Fox Inc.; Russell Meyer, Jr., (incumbent), representing Kansas Public Telecommunications Services (KPTS Wichita, Kan.), chairman and CEO of Cessna Aircraft Company; John Swope, retired president of Chubb Life Insurance Co. and EVP of The Chubb Corp representing New Hampshire Public Television (he will serve as interim president of PBS starting Nov. 1); and Sidney Topol (incumbent), representing WGBY Springfield, Mass., president of The Topol Group and former chairman and CEO of Scientific-Atlanta. Their three-year terms begin Oct. 26.

Hill budgeters ignore own bad news

The transition to digital TV will not be completed by the 2006 deadline and, consequently, auctions of to-be-returned analog spectrum now scheduled for 2002 won't generate anywhere near the \$6.1 billion included in budget estimates, the Congressional Budget Office says. But CBO isn't ready to let that prediction get in the way of politicians' carefully crafted revenue projections. Despite a report this month warning that the spectrum auction will be indefinitely delayed unless the FCC imposes controversial must-carry rules on cable operators, a House Budget Committee spokesman said CBO did not recommend any changes to the government's revenue projections.



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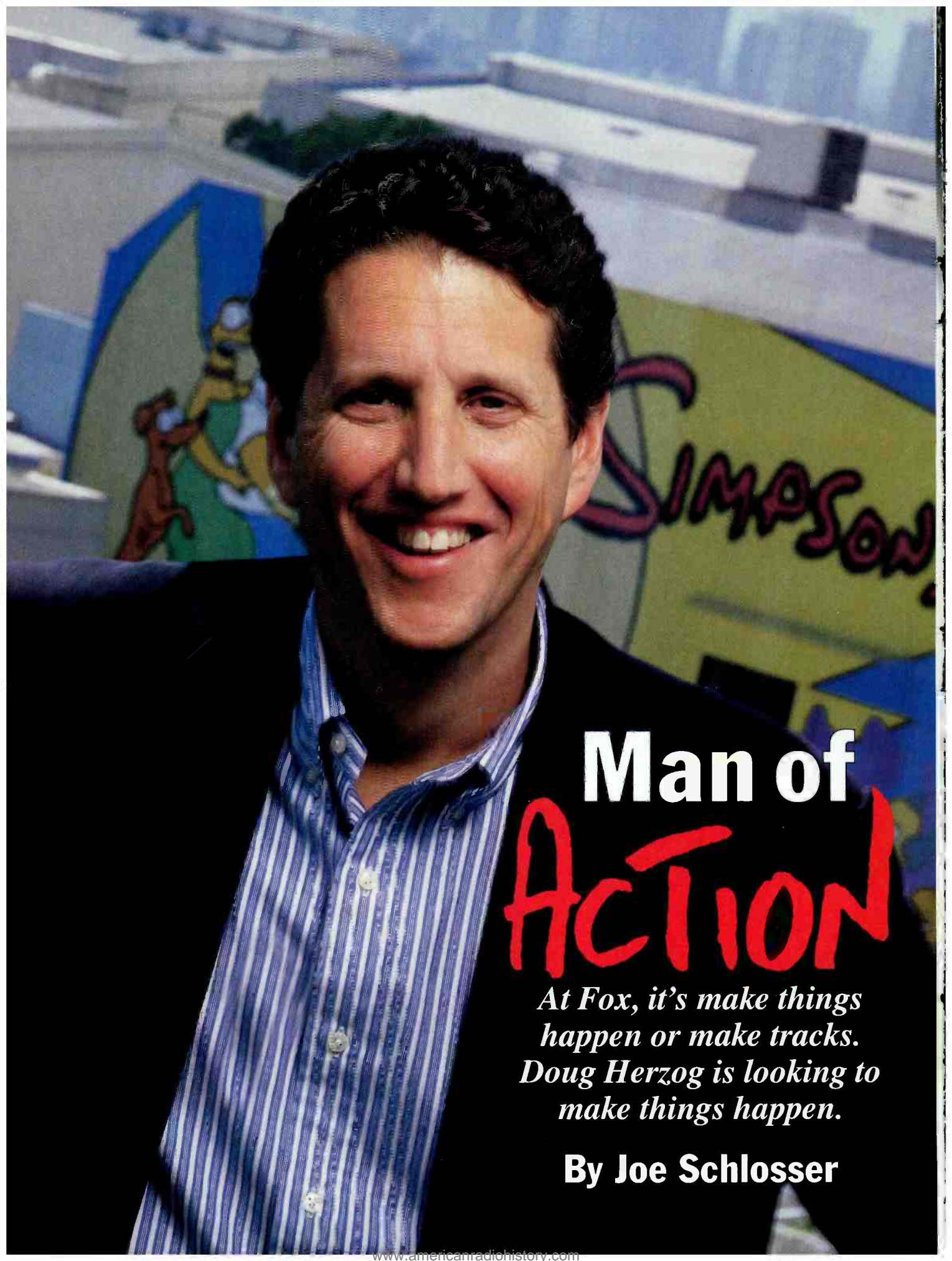
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Man of **ACTION**

At Fox, it's make things happen or make tracks. Doug Herzog is looking to make things happen.

By Joe Schlosser

It's just after 10 a.m. in West Los Angeles and new Fox Entertainment President Doug Herzog is assembling his staff for the weekly programming meeting on the 20th Century Fox lot.

Herzog, tieless in a blue polo shirt, sits down at the end of a long table surrounded by 50 or so Fox executives to discuss the network's debuting and returning series. Herzog, who replaced Peter Roth at Fox late last year, is only weeks away from launching his first prime time slate. Early September should be a nerve-racking time for Herzog, but the 39-year-old newcomer seems to be enjoying the rush.

As programming executives go through each of the Fox programs, Herzog seems to get looser and looser, interjecting with a joke, a marketing or production idea on almost every show. Lance Taylor, vice president of Fox's comedy division, asks Herzog if he received a copy of the sitcom *That 70's Show*, which should have been delivered to his home the previous evening. Herzog says he didn't see it.

"Did the kids tape over it?" Taylor asks. "I don't know," Herzog wonders aloud. "They probably did." The roomful of 30-something network executives begins to laugh in unison.

Herzog, the father of three kids, shrugs and continues with the meeting. After going over the status of returning shows including *Beverly Hills 90210*, *The X-Files* and *Ally McBeal*, Fox's new comedy *Malcolm in the Middle* finally comes up. Herzog says he has already read five or six of the sitcom's scripts, and they all have been hilarious. "The last one was the funniest," he says. "I just couldn't stop laughing. There is a scene where the husband comes home and says, 'We're late honey, let's go.' She says, 'All right, I'll shave my legs in the car.'" Everyone in the room gets a good laugh once again.

Herzog's relaxed, laissez-faire attitude belies the immense pressure he faces. Herzog's days of success in New York with Comedy Central and his previous 10 years at MTV are now behind him, and his new pals in the broadcast business don't care too much about what he did in the past. Starting this month, Herzog's first-ever network gig goes public. Herzog has added five new dramas, two new sitcoms and a unique half-hour version of *Ally McBeal* from Emmy-winning producer David E. Kelley.

Herzog knows that Fox's top executive suite has been a revolving door,

with once-promising network chiefs quick shuffling out.

More personally, Herzog has to live up to his billing as a cable wunderkind crossing over to save a broadcast network. Certainly, as president of Comedy Central, Herzog helped transform the network with breakthrough hit, *South Park*. The cable channel also increased its audience for 14 consecutive quarters under his guidance.

But in the ratings lowlands of cable, a CEO can turn a network around with just one or two good shows—repeated several times a week. Fox needs multiple hits and needs them quickly.

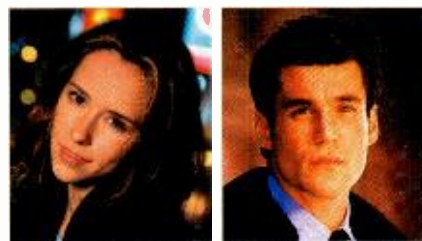
A number of the Fox shows, especially sitcom *Action*, generated quite a buzz in Hollywood for their disregard of the usual network rules (see sidebar). *Action* features a lead character (Jay Mohr), who often uses expletives that are bleeped out, and sexual references that only HBO has gotten away with in the past. The first episode of *Malcolm in the Middle* features a man getting his back shaved in the kitchen. And there's a lot more where that came from.

If his new schedule doesn't increase Fox's prime time standing, Herzog acknowledges that he could be looking for another job in the not-too-distant future. Many of the previous entertainment presidents at Fox lasted between two and three years, including Roth, whose tenure was but two years.

"It's 16 months and counting for me," Herzog says with a laugh in his spacious new office. "I didn't come out here for a two-year job, I came out here to be in a company that has a ton of resources and likes to take some risks. But I also came into this with my eyes wide open, knowing that it's a high-wire act and that quite frankly this could be the first job I ever get fired from. If it doesn't work out, we'll go back to the Big Apple. The planes go in both directions I'm told."

Sandy Grushow, who served previously as Fox's entertainment president and is now the president of 20th Century Fox studios, says he is optimistic Herzog will make it.

"Doug came to Fox with a very specific point of view creatively, particularly as it relates to the half-hour comedy format," notes Grushow, whose studio is supplying Fox with a number of new series this fall, including the drama *Get Real*. "Thus far he has demonstrated the strength and conviction to see that through. In terms of dramas, that side has been all new to him.



'Time of Your Life'

'The Badlands'

FOX	
MONDAY	8:00 Time of Your Life Columbia TriStar
	8:30 Ally McBeal Twentieth
	9:00
	9:30
	10:00
TUESDAY	8:00 Ally Twentieth
	8:30 That '70s Show Carsey-Werner
	9:00 Party of Five Columbia TriStar
	9:30
WEDNESDAY	8:00 Beverly Hills 90210 Spelling
	8:30
	9:00 Get Real Twentieth
	9:30
THURSDAY	8:00 Manchester Prep (tentative) Regency Television
	8:30 Family Guy Twentieth
	9:00 Action Columbia TriStar
	9:30
FRIDAY	8:00 The Badlands Regency Television
	8:30
	9:00 Harsh Realm Twentieth
	9:30
SATURDAY	8:00 COPS Barbour-Langley/ Twentieth
	8:30 COPS Barbour-Langley/ Twentieth
	9:00 America's Most Wanted: STF
	9:30 America Fights Back Productions
SUNDAY	7:00 Malcolm in the Middle Regency Television
	7:30 King of the Hill Twentieth
	8:00 The Simpsons Twentieth
	8:30 Futurama Twentieth
	9:00 The X-Files Twentieth
	9:30
	10:00

KEY

New show



New time period

He was very honest and forthright about his inexperience in that area, which certainly was the right approach.

"And I think being a network president requires having a variety of certain skills, and I think Doug brought a number of those with him. He certainly has the ability and intelligence to develop those skills that he didn't bring with him."

Paintings and boxes full of sports memorabilia still line the floor of Herzog's office, as he waits to move into an even bigger office—that of former Fox Entertainment Chairman David Hill. Hill, who helped launch Fox's NFL coverage in 1994, is going back to the network's sports division in the coming weeks.

Herzog, who lived out of a hotel room for his first several months and only moved his wife and family out from New York eight weeks ago, says the biggest surprise so far at Fox has been the absence of people watching over his shoulder.

"I was literally thrown in the deep end of the pool here and told to swim and I've just jumped in with both feet," he says. "And what has surprised me the most about this place, for a big giant corporation like this, is how sort of top heavy we aren't, which I think is great.

"Peter [Chernin, Fox's president and COO] is in the loop. Rupert [Murdoch, the chairman and CEO of Fox parent News Corp.] is flying around the world. But no one is standing right over me. And people are always saying to me that it must be terrible, and there are all those people looking over your shoulder. No, it's actually kind of cool. The biggest disappointment has been clearly the cafeteria, which hasn't changed its menu since Barry Diller was here."

There are other bumps Herzog's not talking about, however. Some Herzog associates say he's complained of difficulties adjusting to the process at Fox. Because less was at stake with any given show at MTV or Comedy Central, Herzog was accustomed to making decisions and getting shows through quickly. "He's found the Fox bureaucracy thicker than he thought," says one former colleague of Herzog.

Also, what was supposed to be a hot new drama, *Manchester Prep*, has

Lights, camera, Herzog

Action, the controversial new Fox sitcom starring comedian Jay Mohr, doesn't waste any time letting the viewer know it's going to be an edgy half hour. It's the edge that Fox Entertainment President Doug Herzog hopes to bring to Fox.

Mohr, who plays an arrogant Hollywood producer named Peter Dragon, opens the show's premiere episode driving onto a movie studio lot, talking on his cell phone and telling someone to "eat me."

He then parks his Jaguar convertible in a spot reserved for the studio cafeteria's "Employee of the Month," Manny Sanchez. The Hispanic cafeteria worker sees Mohr parking in his spot and attempts to stop the movie mogul from taking the space he has earned. "Excuse me, I'm the employee of the month," the cafeteria worker explains as he chases after Mohr. Mohr pulls down his sunglasses, puts down his cell phone and calmly responds: "That's fantastic Manny. What is that, some kind of an award for not peeing in the Cobb salads." Mohr adds, "I'm employee of the f-ing century around here."

The sitcom, which debuted last Thursday night at 9:00, is produced by Chris Thompson (*The Larry Sanders Show*) and Joel Silver (*Lethal Weapon*, *The Matrix*) and definitely inspired the most buzz in Hollywood of any network show coming to the small screen this fall. It also helped generate some heat in Washington (see story, page 28).

Action did well in the Nielsen data available at press time Friday, but was no blowout. The first episode at 9:00 p.m. ET did a 5.7 household rating, but the second episode at 9:30 p.m. dropped to 5, once NBC's repeat of the season finale of *Frasier* came on. The first half-hour *Action* built strongly on its lead-in, *World's Wildest Police Videos* by 18%-33% in all demo categories, drawing best among men 18-34. The two episodes drew 10%-11% more than *Fox Files* did in that time slot last year.

Each episode of *Action* has the feel of a short feature film, and it should—given

that it's produced by some of the movie industry's biggest names and features cameo appearances in nearly every episode by such film stars as Keanu Reeves and Sandra Bullock. Mohr himself made his name in the Tom Cruise film *Jerry Maguire*, and co-star Illeana Douglas has appeared in numerous roles, including the film *To Die For*. The show also stars Buddy Hackett as Mohr's uncle and limousine driver.

But it's not only the stars and top-name producers that have generated the buzz. It's also the language, sexual references and attitude that appears to separate it from everything else on the schedule.

"We are either going to change the face of TV or get canceled on the first night," Mohr says. "I've been doing stand-up [comedy] for 15 years, and it's the funniest show I have ever seen."






Herzog agrees, saying that *Action* will be the biggest hit of all the new shows across all the networks. "I hate to play favorites because we have a number of shows that could break out this year, but *Action* is the biggest departure for network television in a long time. It's all in the name of fun and it will be [clear] that it's for mature audiences only."

—Joe Schlosser



'Action' got off to a good start with back-to-back episodes last Thursday night (9-10 p.m.). It did a 5.7 rating in the first half-hour, but dropped to a 5 in the second.

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chilled. The debut of the Columbia Tri-Star Television show was put off until December. Fox and Columbia executives are currently looking to bring in an additional producer for the show, which is described as an updated *Dangerous Liaisons*. Sources say Fox executives were not happy with the direction the show was taking and wanted a veteran show-runner attached to the series. The show has been out of production for the last three weeks and is expected to resume production at the beginning of October. Only one episode besides the pilot has been shot, according to sources, and there is some doubt that the show will work out at Fox after all. Neal Moritz, Roger Kumble and Charles Pratt Jr. are the show's executive producers, and Fox executives say they are still attached. But sources say Pratt may be taken off the show in the near future.

Herzog is also trying to play catch-up in the network business. "I didn't know too many people in this side of the business before I got out here," he says matter-of-factly. "I didn't know a lot of suppliers, I didn't know most of the agents, I didn't know a lot of the studio heads and I certainly didn't know any of the writers and producers."

Herzog says most of his time lately has been spent reading scripts. In the hallways, in the elevators and at home, he has been reading nearly everything that will air on Fox this fall. Sitcoms he can "burn through" pretty quickly, but the dramas are a different story. Coming from Comedy Central and MTV, comedy is second nature to him. The one-hour dramas are a different story. With five new dramas, Herzog says the reading "can sort of be overwhelming at times."

Herzog says he is relying on skills and instincts that allowed him to succeed elsewhere when it comes to drama development. "I'm hopeful that will apply here," he says. "Some of it has to do with taking chances and not doing what everyone else is."

So what is Herzog's master plan? That's simple he says. It just has to be "relevant."

"I think one of the biggest problems with television today is that it's really not relevant and live," he says. "Not that good, plain entertainment will be ignored. It won't. But we just want to be watercooler. We want to be the thing that you are talking about at work."

Herzog's new position with Fox in Los Angeles was not the East Coast native's first tour of duty in Hollywood. After graduating from Boston's Emer-

Fox's TV lineup: In the sewer?



Lieberman presents the Silver Sewer Award to Fox for 'cultural disgrace.'

Fox's new lineup is already an award winner. Last week, the network was given the third annual "Silver Sewer Award" for "cultural disgrace" from media critics Sen. Joseph Lieberman (D-Conn.) and former U.S. Secretary of Education William Bennett. Past winners include CBS and Seagram.

While the award might not find a place on the mantel, Fox's name was spelled correctly (the first tenet of good publicity), and the news increased the buzz about a new season that was intended to test the boundaries of TV.

Calling it a Lifetime Achievement award but focusing on Fox's upcoming fall season, Lieberman and Bennett last week singled out Fox for what they said were its "tireless, tasteless and ongoing efforts to drag down network programming standards and for its cutting-edge contribution to the coarsening of our culture."

Lieberman and Bennett were particularly offended by three new Fox shows: *Action*, a cutting-edge spoof on Hollywood culture starring comedian Jay Mohr (see story, page 26); *Get Real*, a family drama/comedy that was excoriated by *Washington Post* critic Tom Shales for being not only crude but boring; and *Manchester Prep*, a teen drama.

Lieberman and Bennett singled out News Corp. CEO Rupert Murdoch for putting such programs on his network.

"Through hard work, substantial financial investment and critical editing decisions, Mr. Murdoch has led one of America's largest, most successful, most powerful TV networks into the gutter," Bennett said.

But Lieberman and Bennett also argued that Fox has never really been out of the gutter after launching the network with programs such as "the family raunch of *Married with Children*" and sustaining it with the "soft-porn soap of *Melrose Place* and the lurid voyeurism of *When Animals Attack*."

Fox said that *Action* will receive a TV rating of TV-MA and also will carry a warning to parents before each episode.

—Paige Albinia

son College in 1981 with a B.A. in communications, he tried his luck in television out West. He started as an intern and was quickly hired as an associate producer at just-launched CNN.

"I worked there for three years; it was like graduate school for me," Herzog says of his days at CNN's Los Angeles bureau. "It was a bunch of 20-something college graduates, completely wet behind the ears with a bunch of burnt-out alcoholic news directors who couldn't keep their jobs in whatever local market they were from."

Herzog says he did everything from making coffee to directing segments of the news. He worked on three different versions of celebrity talk shows and covered various Hollywood parties for the cable network. His Hollywood coverage helped lead to CNN's daily program *Showbiz Today*, he says. But after being transferred to the network's hard news division, which Herzog says he

"deplored," he began looking elsewhere for his next stop. He landed down the street on the Paramount Pictures lot, working as a segment producer on the new syndicated series *Entertainment Tonight*. Herzog shared an office with the show's move critic Leonard Maltin for a year and learned the syndication game.

In 1984, Herzog was hired by then-Turner Network Television executive Scott Sassa to head a planned Turner music cable channel. Sassa, now the president of NBC's West Coast division, had met Herzog a few years earlier when Sassa was working as a publicist in Hollywood. Sassa would bring celebrity guests to the CNN building for shows Herzog was producing.

"I accepted the job from Scott for one day and then jumped to MTV," Herzog says. "I had already turned MTV down for the Turner job, but the MTV people came back to me and convinced me that the Turner thing was going to go down. I

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got lucky and jumped on the right horse.”

From 1984 to 1995, Herzog worked his way up the MTV ladder at the network's New York headquarters. He started as news director and quickly rose to vice president of MTV News and the network's special programming division. Eventually he was named executive vice president of programming at MTV, where he oversaw production of such MTV staples as *The Real World*, *Unplugged* and *The MTV Video Music Awards*.

But MTV and its partner in Comedy Central, Home Box Office, had greater needs. The network's heavy load of stand-up comic shows had never found footing with an audience, so in 1995 they turned to Herzog to pull the network out of the swamp. Just as he successfully steered MTV away from dependence on music videos, Herzog used news-based shows *Politically Incorrect* and *The Daily Show* to pull Comedy Central toward an audience.

Then the network found *South Park* being pitched by two starving animators from Colorado. Herzog bought virtually all rights to the series and budgeted a mere \$25,000 per episode. At the time, Herzog would have been happy for shows with a 0.6 cable Nielsen rating. The bold and sometimes abrasive cartoon generated 10 times that, galvanizing not only the rest of the network's schedule, but also driving distribution on cable systems.

That caught the attention of Fox executives who last November were in their biannual search for a new president to generate breakthrough shows for them. Herzog wrestled with the high risk of failure and loss of the autonomy he had at Comedy Central, but made the move to take on a new challenge.

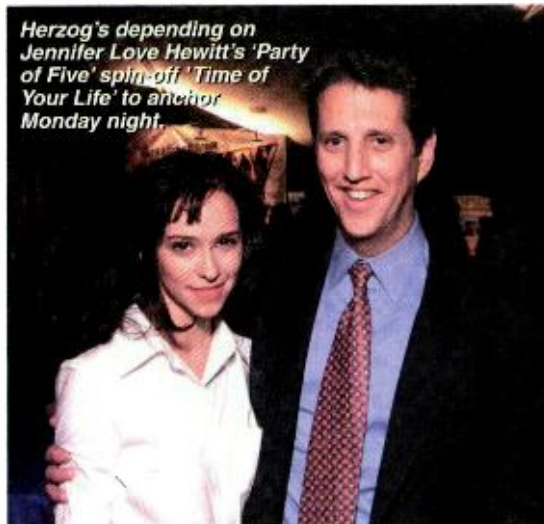
A few months into his new job and feeling “pretty good about [himself],” Herzog says he was on his way into the office one morning last spring when he decided to check his voice mail. On his machine was an urgent message from producer David E. Kelley's agent, Marty Adelstein.

“So I called him and he started to go into this thing about how David Kelley wants to turn *Ally McBeal* into a half-hour series and I started thinking ‘Oh, my God, he wants to turn our highest-rated show into a half-hour and I literally almost drove off the road,’” Herzog says laughingly. “I thought if I just turn around and drive back to New York

now, everything will be all right.”

Well it turned out Kelley didn't want to take this year's Emmy Award-winning series off the air at all—he just wanted to add another half-hour of it to Fox's prime time lineup. Herzog said once he caught his breath and realized that *Ally McBeal* was not going anywhere, he was open to “anything David had to say.”

A few weeks later, Kelley, Herzog and Grushow hashed out the idea and quickly added it to Fox's 1999-2000 lineup. And starting Tuesday, Sept. 28, *Ally* will debut as a half-hour sitcom and Tuesday night's anchor series at 8 p.m. *Ally* will feature footage and



Herzog's depending on Jennifer Love Hewitt's 'Party of Five' spin-off 'Time of Your Life' to anchor Monday night.

scenes that do not fit into the regular one-hour episodes, but footage Kelley believes can stand alone strongly.

The critics have charged that the idea is “cheap” and that it wastes a half-hour time period that could have been given to an original series. Herzog, in his usual unflappable manner, says we will have to see.

Ally is just one example of Herzog's push to be relevant and different in his first full season. Besides offering new controversial series such as *Action* and *Malcolm in the Middle*, Herzog has even changed the way Fox is launching its shows this fall. The network introduced the new 20th Century Fox drama *Get Real* during the first week of September and will continue presenting its new and returning series over the next few months. Fox executives say it may not be until mid-December that *Malcolm* premieres.

Herzog says he is seriously looking into producing original programming on a year-round basis—a cable strategy that Fox has half-heartedly attempted over the last few years.

Herzog says he is sticking with Fox's

popular reality series. “I think it fits in the Fox canon. We are guilty of putting too much on the air and maybe it has colored our brand and our image a little too much, but I do believe there is a place for it.” Fox's Saturday night lineup this year will remain all reality—with two episodes of *Cops* followed by an hour of *America's Most Wanted: America Fights Back*.

The biggest change in the network television business over the last few years has been the push by networks to greenlight projects from their own studios. Fox and co-owned 20th Century Fox have had the most success producing in-house with shows such as *The X-Files*, *The Simpsons* and *Ally McBeal*.

That means big syndication money for the company. But 20th Century Fox has also had a lot of success outside of just selling to Fox, with hits such as *NYPD Blue* and *The Practice* at ABC. The notion of forcing 20th Century Fox to produce just for the network alone seems a long way off, according to Herzog and Grushow.

“There is no question that the big win is for the studio to produce shows for the network,” Herzog acknowledges. “But ultimately we are not going to sacrifice the potential growth and success of the network for one show. I've only been here a couple of months, but I see no indication that we are going to do that. But the great news is 20th Century Fox is currently having a great run, and they have a great team delivering good stuff. And that's a big part of the reason we are not having the kind of problems that our competitors are.”

Grushow says 20th Century Fox is open to all comers, but says Herzog's edgy and relevant style has made it easier for his studio to identify potential projects for Fox.

“I think one of the things Doug has done, which is helpful from the studio standpoint, is create a specific target for us to try and hit,” says Grushow. “That's a good thing. It's better than a moving target for us.”

Although it is only September 1999, Herzog is already planning for fall 2000. “It's going to be really complicated because we have the baseball playoffs, the World Series, the presidential election, the Olympics will be going on, etc.,” he notes. “So we are looking at a different kind of an approach, similar to this year's staggered rollout but likely to an even larger degree.” ■

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Top 25 Media Groups

- 1 Time Warner
- 2 Walt Disney Co.
- 3 Viacom CBS
- 4 Sony Corp.
- 5 News Corp.
- 6 AT&T BIS
- 7 Seagram Co. Ltd.
- 8 Cox Enterprises Inc.
- 9 NBC
- 10 Comcast Corp.
- 11 Gannett Co.
- 12 McGraw-Hill
- 13 Cablevision Systems
- 14 Tribune Co.
- 15 New York Times Co.
- 16 USA Networks
- 17 Hearst Corp.
- 18 Washington Post Co.
- 19 DirectTV
- 20 Bloomberg L.P.
- 21 E.W. Scripps Co.
- 22 Belo Corp.
- 23 Clear Channel Comm.
- 24 AMFM Inc.
- 25 Metro-Goldwyn-Mayer

New media moguls

Content providers, radio powerhouses debut on list

By Paige Albinak

With content coming from all directions these days, media increasingly is becoming difficult to define.

Until this year, BROADCASTING & CABLE's annual ranking of the Top 25 Media Groups featured only companies with significant holdings in TV, radio, cable or satellite. But in 1999, it was impossible to ignore multimedia powerhouses such as Bloomberg and MGM that produce influential electronic programming but do not own distribution outlets. Also in that category is Discovery, which, with an estimated \$1 billion in revenue in 1998, barely missed the cut.

These content providers have an undeniable influence on the media, but as delivery systems take on new forms and as the Internet makes its mark, the list may broaden further in the years ahead.

Time Warner remains king, and Disney again comes in at No. 2, but third place goes to the new Viacom CBS, based on combined 1998 annual revenue of the two companies. Sony Corp.'s entertainment holdings earn the conglomerate fourth position followed by News Corp., AT&T Broadband and Internet Services (formerly Tele-Communications Inc. and including Liberty Media and the pending deal for Media One) and Seagram Inc. (Universal).

Mega-radio groups are also new to the rankings. When data was compiled last year, merger deals were pending for what is now AMFM Inc. (formerly Chancellor Media) and Clear Channel, and they were not included.

What will the Top 25 look like in 2000? Another wave of media consolidation, unleashed by FCC changes in broadcast ownership rules, is likely to make big companies even bigger while clearing the way for new players in the media marketplace.

1 Time Warner

New York (NYSE: TWX)

TIME WARNER

Fiscal year ends:

Dec. 31, 1998

Gerald Levin,
chairman/CEO

Revenue: \$26.838
billion

Operating cash

flow: \$4.462 billion (EBITA)

Operating income: \$3.22 billion

TV: Warner Bros. Television, The WB Television Network (75% with Tribune Co.), Warner Bros. Television Animation (Looney Tunes, Hanna-Barbera), Kids' WB!

Cable: Time Warner Cable (serving 12.6 million cable subscribers), Local News Channels, TWE-Advance/Newhouse (65%), Road Runner (25%), Turner Broadcasting, (Turner Network Television, TBS Superstation, Turner Classic Movies,



TNT Europe, Cartoon Network Europe, TNT Latin America, Cartoon Network Latin America, TNT & Cartoon Network/Asia Pacific); Cartoon Network Japan (joint venture)
CNN Networks—CNN Headline News, CNN+, CNN International, CNNfn, CNN/Sports Illustrated, CNN en Espanol, CNN Airport Network, CNNRadio, CNN Radio Noticias, CNN Interactive, CNN Newsource; Court TV (50%)
Home Box Office—HBO, HBO Plus, HBO Signature, HBO Family, HBO Comedy, HBO Zone, Cinemax, MoreMAX, ActionMAX, ThrillerMAX, HBO en Espanol, Comedy Central (50%), HBO Ole and Brasil, HBO Asia, HBO Central Europe

Feature films: Warner Bros. Pictures; New Line Cinema: New Line Cinema, Fine Line Features, New Line Home Video, New Line International, New Line Television; Castle Rock Entertainment, Telepictures Productions
Home video: Warner Home Video
Publishing: Selected publications—*Time*; *People*; *Sports Illustrated*; *For-*

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tune; Life; Money; Entertainment Weekly; Warner Books; Time Life Inc.; Book-of-the-Month Club; Little, Brown and Co.; Oxmoor House; Leisure Arts; Sunset Books; Media Networks Inc.; Time Inc. Custom Publishing; Targeted Media Inc.; Time Inc. New Media; Time Distribution Services; Warner Publisher Services; DC Comics; Mad magazine
Music: *Warner Music Group*—The Atlantic Group, Elektra Entertainment Group, Rhino Entertainment, Sire Records Group, Warner Bros. Records, Warner Music International, Warner/Chappell Music (Warner Bros. Publications), WEA Inc. (WEA Corp., WEA Manufacturing, Ivy Hill Corp.), Warner Special Products, Alternative Distribution Alliance, Giant Merchandising
Joint ventures—Columbia House, 143 Records, Maverick, Tommy Boy Music, Qwest
Interactive: Warner Bros. Online
Retail: Warner Bros. International Theaters (90 theaters), Warner Bros. Studio Stores (180 locations), Warner Bros. Worldwide Licensing, Warner Bros. Recreation Enterprises
Sports: Atlanta Braves (Major League Baseball), Atlanta Hawks (National Basketball Association), World Championship Wrestling, Goodwill Games, Atlanta Thrashers (National Hockey League)

2 The Walt Disney Co.

Burbank, Calif. (NYSE: DIS)



FYE: Sept. 30, 1998

Michael Eisner,

chairman/CEO

Revenue: \$22.976 billion

Operating cash

flow: \$5.025 billion

Operating income: \$4.015 billion

TV: 10 stations (24% of national viewing audience), ABC Television Network, Walt Disney Network Television, Buena Vista Television (in process of consolidation with ABC), Touchstone Television, Imagine Television, Walt Disney Television Animation, Walt Disney Television International

Cable: ESPN (80%, ESPN2,



ESPNEWS, ESPN Classic, ESPN Regional Television, ESPN International), Disney Channel, Toon Disney, Lifetime Entertainment (50%), A&E (37.5%, joint venture with

NBC), The History Channel (37.5%, joint venture with NBC), E! Entertainment Television (37.5%, joint venture with Comcast)

Radio: 30 stations reaching 14 million listeners, Radio Disney, ABC Radio Network, ESPN Radio

Feature films: Miramax Films, Buena Vista Filmed Entertainment, Walt Disney Feature Animation, Buena Vista International, Touchstone Films

Theater: Walt Disney Theatrical Productions

Home video: Disney Video Premieres, Buena Vista Home Entertainment

Internet, interactive: Buena Vista Internet Group—43% investment in InfoSeek (Go Network), Disney Store Online, Disney Internet Guide, ESPN.com, ESPN Store Online

Publications: Fairchild Publications—fashion magazines including *Jane*, *Los Angeles Magazine*, *W*, *Women's Wear Daily*, *Daily News Record* and other trade publications; *ESPN-The Magazine*; *Family Fun*; *The Disney Magazine*; *Discover Music*

Music: Buena Vista Music Group (encompassing Hollywood Records, Walt Disney Records, Mammoth Records, Lyric Street Records and Walt Disney Music Publishing), Walt Disney Music Publishing

Book publishing: Buena Vista Publishing, Hyperion, Disney's Children's Books

Retail/shopping/restaurant: Disney Regional Entertainment: Club Disney, ESPNZone, DisneyQuest; Disney Consumer Products; Disney Interactive (children's software); The Disney Store; ESPN-The Store

Sports teams: Anaheim Angels (Major League Baseball) and Edison International Field, Mighty Ducks (National Hockey League)

Theme parks and resorts: Walt Disney World (Animal Kingdom, Epcot Center, Magic Kingdom, Disney-MGM Studios), Disneyland, Tokyo Disneyland, Disneyland Paris, Disney Cruise Line, Walt Disney Imagineering

Miscellaneous/investments: Celebration (city in Florida)

3 Viacom CBS

New York (NYSE: VIA)



Redstone

Sumner Redstone,

chairman/CEO;

Mel Karmazin,

president/COO

Revenue: \$18.9 billion

Operating cash

flow: \$2.626 billion

Operating income: \$1.397 billion

TV: *Viacom*—Paramount Station Group (17 TVs and 2 LMAs covering 13.6% of national viewing audience), United Paramount Network, Paramount Television (includes Spelling Television, Spelling Entertainment, Big Ticket Television, Viacom Productions), The Paramount Channel

CBS—16 TV stations covering 33.7% of 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

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

Cable: *Viacom*—MTV Networks (MTV, M2, VH-1, Nickelodeon, Nick at Night, TVLand, MTV Europe, MTV Latin America, Nickelodeon Latin America, Nickelodeon Nordic, VH-1 U.K., 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

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

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

Music: Famous Music Publishing

Home video: Blockbuster, Paramount Home Video

Publishing: Simon & Schuster (34 imprints including Nick Jr. Books, Pocket Books), MTV Books



1936

First Television Broadcast



1954

First Color Broadcast



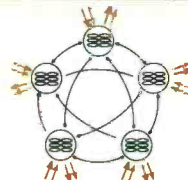
1956

Video Tape Introduced



1962

First Satellite Transmission



1998

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*Barry Fox
Vice President and General Manager
Group 4
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*Craig D. Bury
Director of Engineering and Technology,
United Pan-Europe Communications, N.V.*



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*Ralph Turk
Chief Engineer
KVOA*

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Internet: CBS.com, Country.com, broadcast news alliance with America Online, Jobs.com (38%), Market-Watch.com (38%), Office.com (33%), Medscape (35%), SportsLine USA (21%), StoreRunner Inc. (50%), Switchboard.com (35%), ThirdAge.com (33%), Wrenchhead.com (22%)
Theme parks: Paramount Parks, Nickelodeon Studios Florida, Universal Studios, Universal Studios Florida
Retail/consumer: Viacom Consumer Products

4 Sony Corp.

(only including Sony Computer Entertainment, Sony Music Entertainment and Sony Pictures Entertainment; not including electronics manufacturing and other businesses such as insurance) Tokyo (NYSE: SNE)

SONY

FYE: Dec. 31, 1998
Norio Ohga, chairman/CEO; Nobuyuki Idei, president/co-CEO
Revenue: \$16.853 billion

Operating cash flow: \$2.185 billion

Operating income: \$1.77 billion
TV, filmed features: Sony Pictures Entertainment—Columbia Pictures Group, Columbia TriStar Home Video, Columbia TriStar Television, Loews Cineplex Entertainment



Ohga

Corp., 50% investment in Telemundo network, 25% investment in Telemundo TV stations group
Games, interactive: Sony Computer Entertainment
Music: Sony Music Entertainment

5 News Corp.

Surry Hills, Australia (NYSE: NWS)



FYE: June 30, 1999
Rupert Murdoch, chairman/CEO
Revenue: \$13.6 billion

Operating cash

flow: \$1.998 billion

Operating income: \$1.717 billion

TV: Fox Television Stations (23 stations covering 40.6% of national viewing audience), Fox Broadcasting, Foxtel, Channel [V] Asia

Cable: Fox News, Fox Family Channel, The Health Network, Fox Sports Net (includes stake in Liberty Media and 40% stake in Rainbow Sports), FX, Fox Sports Latin America

Feature films: 20th Century Fox, Fox 2000, Fox Studios, Fox Searchlight, Fox Animation Studios

Satellite: SkyPerfectTV!, Star TV (Phoenix in China, ESPN Star Sports in Asia), BskyB, Sky Latin America (NetSat in Brazil, Innova in Mexico), Vox (Germany)

Music: Fox Music, Mushroom

Records, Festival Records
Home video: Fox Home Entertainment
Publishing: HarperCollins, Regan-Books, HarperCollins UK, Zonder-van, HarperCollins Australia, pending: Hearst Book Group including William Morrow & Co. and Avon Books

Newspapers: *The Times, The Sun, The Sunday Times, Post-Courier, News of the World, New York Post, The Australian, The Daily Telegraph, Herald Sun, Independent Newspapers*

Magazines: *SmartSource, Times Literary Supplement, The Weekly Standard, Times Education Supplement, News America Marketing, Times Higher Education Supplement*

Sports teams: Los Angeles Dodgers, National Rugby League

Internet/interactive: Fox Interactive, ChinaByte, epartners (\$300 million investment)

Other: NDS, Kesmai PLD Telecom

6 AT&T Broadband & Internet Services

(including holdings of AT&T Broadband & Internet Services, MediaOne [merger pending], Liberty Media)



AT&T

Englewood, Colo. (NYSE: T)

FYE: Dec. 31, 1998

C. Michael Armstrong,



Armstrong



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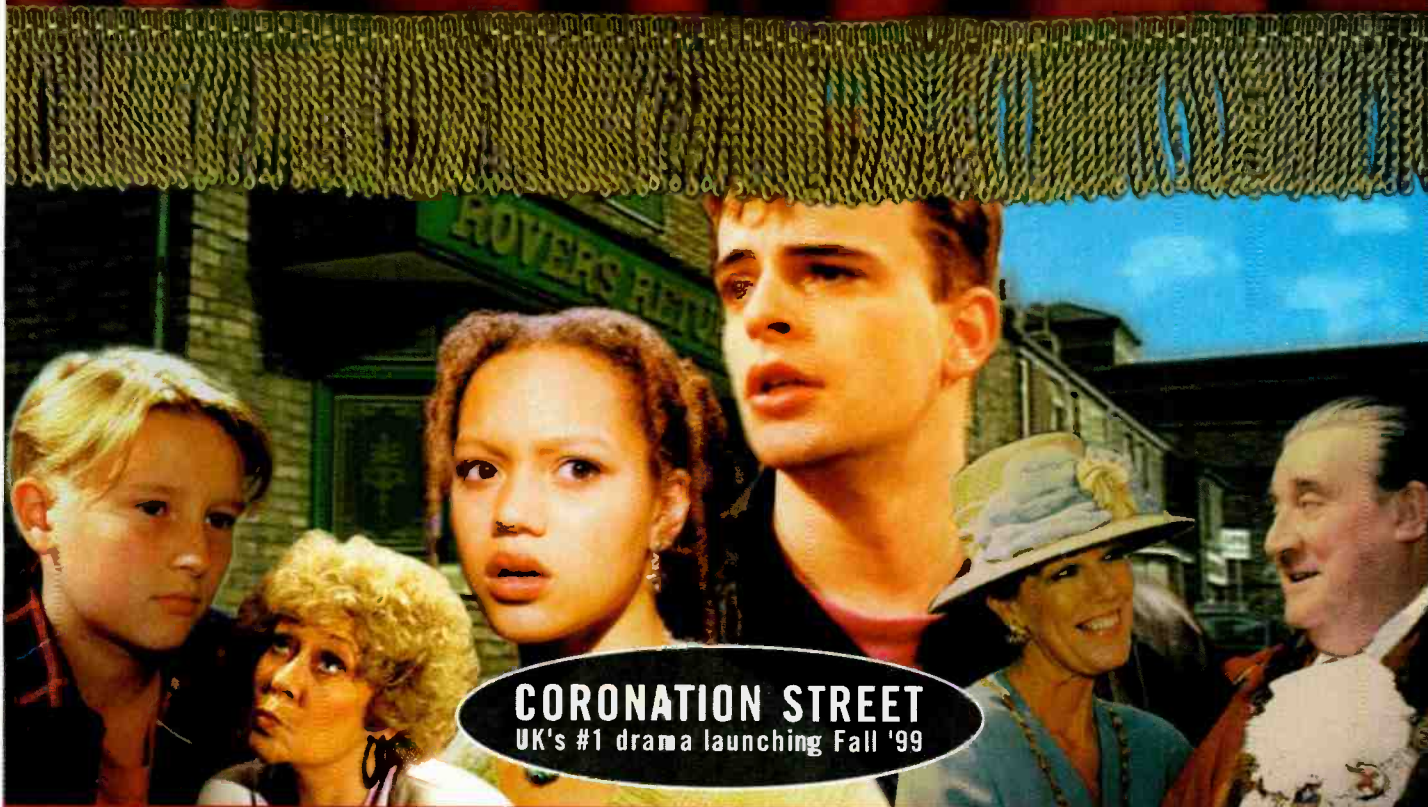
www.cjds.com/automation.htm

www.drake-automation.com



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Top
25
Media
Groups

chairman/CEO; Leo J. Hindery Jr., president/CEO, AT&T BIS

Revenue: \$10.412 billion
Operating cash flow: \$2.797 billion

Operating income: \$1.843 billion

Cable: Cable systems with 15.7 million subscribers; plus attributed systems including Cablevision (33%), Intermedia, Bresnan (50%), Falcon (46%), Insight (50%), Lenfest (50%), Peak Cablevision (67%).

Programming—Encore Media Group

(100%) (25 channels of cable and satellite-delivered premium movie channels); Discovery Communications (49%) (Discovery Networks: Analog: Discovery Channel, The Learning Channel, Animal Planet, The Travel Channel; Digital: Discovery Science, Discovery Civilization, Discovery Home & Leisure, Discovery Kids, Discovery Health, Discovery Wings), Discovery International, Discovery Retail (The Nature Company Stores, Discovery Channel

Stores, Discovery Channel Destination Store), BBC America; News Corp. (8%), Time Warner Inc. (9%), Time Warner Entertainment (25.5%), QVC Inc. (43%); USA Networks (21%); BET Holdings (35%); Canales (100%); Court TV (50%); E! Entertainment Television (10%); International Channel (90%); Odyssey (33%); MacNeil/Lehrer Productions (67%); TV Guide Inc. (44%); USA Networks (21%); Telemundo Network (50% with Sony Pictures Entertainment); Telemundo Station Group (25%); Torneos y Competencias (40%, Argentina); The Premium Movie Partnership (Australia, 20%); Pramer SCA (100%, Argentina)

Cable and Telephony—Association Group (100%, 41.7% interest in Teligent, pending merger); Bresnan International (100%, Chile); Cablevision SA (30%, Argentina), Jupiter Telecommunications (40%, Japan); Princes Holdings Ltd. (40%, Ireland); Sky Latin America (10%); TCI Cablevision of Puerto Rico (100%); Telewest Communications plc (52%, UK); Sprint PCS Group (24%, in a trust to be sold by May 23, 2002); plus Media One's international cable and wireless holdings

Internet—Excite@Home (26.7%); Road Runner (34.6%); Liberty Digital (95%); DMX, MTV Online (10%), IVillage (3%), SportsLine USA (3%), priceline.com (2%), Academic Systems Corp. (5%), ACTV (12%), Quokka (2.5%), Interactive Pictures, Tivo/Replay; Digital Health Group (100%); drugstore.com (2%); HomeGrocer.com (2%); iBeam Broadcasting Corp. (7%); Interactive Pictures Corp. (4%); KPCB Java Fund (5%); The Lightspan Partnership (8%); Total Entertainment Network (19%)

Equipment—General Instrument (21%), ANTEC (19%)

7 The Seagram Co. Ltd.

(92% owner of Universal Studios) Montreal (NYSE: VO)



FYE: June 30, 1999
Edgar Bronfman Jr., chairman/CEO
Revenue: \$9.54 billion
Operating cash



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am·fm



66 million listeners*
[PER WEEK]

*Source: Arbitron Spring, 1999

flow: \$784 million
Operating income: (\$161 million)

TV: 13th Street (Germany), Sci-Fi Channel Europe, Studio Universal (Italy), USA Brazil (joint venture), USA Latin America

Cable: USA Networks (45%)

Filmed entertainment: PolyGram Film International, Universal Pictures, Working Title Films

Music: *Universal Music Group*—Decca Records, Def Jam, Deutsche Grammophon, Impulse!, Interscope Records (50%), Lond Records, MCA Nashville, MCA Records, Philips Music Group, Polydor, Universal Records, Verve/GRP, Britannia, DIAL, MCA/PolyGram Music Publishing Companies, GetMusic (joint venture), Universal Music Austria, Switzerland, Brazil, France, Germany, Japan

Theme parks, resorts: Islands of Adventure, Port Aventura (37%), Universal Studios Escape (50%), Universal Studios Hollywood, Wet 'n' Wild (in development: Universal Studios Experience Beijing, Universal Studios Japan)

Retail/consumer goods: Spencer

Gifts, DAPY, Glow
Other: Brillstein-Grey Communications (50%), Loews Cineplex Entertainment (26%), SEGA GameWorks (27%)

8 Cox Enterprises Inc.

Atlanta (privately held)



FYE: Dec. 31, 1998

James C. Kennedy, chairman/CEO

Revenue: \$5.355 billion

Operating cash

flow: NA

Operating income: NA

TV: 11 stations (9.8% of national viewing audience); Rysher Entertainment—TV production and syndication

Cable: Cable systems serving 3.74 million subscribers, Multimedia Cablevision (pending sale from Gannett), Discovery Communications (24%)

Radio: 70 radio stations (including pending acquisitions in Miami, Jacksonville, Atlanta, Connecticut) (70%)

Newspapers: 16 daily newspapers, including flagship *Atlanta Journal-Constitution*; 15 weeklies and shop-pers

Internet: *Cox Interactive Media*—network of 27 online city sites, Internet access to nearly 70,000 customers

Look Smart Ltd.—Internet search engine (26% stake)

Other: Val-Pak Direct Mail Marketing, Manheim Auto Auctions (more than 80 traditional and Internet auto auctions), Cox Target Media, Cox Direct, CustomMedia, Info Ventures (50%), Longstreet Press Inc., Mary Engelbreit's Home Companion (40%), PAGAS Mailing Service, Trader Publishing Co. (50%)



billion

Operating cash flow: NA

Operating income: \$1.35 billion

TV: 13 stations (28% of national viewing audience), NBC Television Network

Cable: MSNBC (with Microsoft), CNBC (with Dow Jones), CNBC Asia (50%), CNBC Europe (50%), A&E Networks (25% with ABC and Hearst), Rainbow Programming (25%), Value-Vision International (40%)

Internet: NBC Internet, Snap! Internal portal (60%), CNET (5%), Inter-tainer (6%), iVillage (8%), Talk City (10%), Telescan (14.2%)

10 Comcast Corp.

Philadelphia (Nasdaq: CMCSA)



FYE: Dec. 31, 1998

Ralph Roberts, chairman; **Brian Roberts,** president/CEO

Revenue: \$5.145 billion

Operating cash flow: \$1.497 billion

Operating income: \$557 million

TV: QVC (57%)

Cable: Systems serving 4.5 million customers, investment in Prime Cable, \$700 million investment in Jones Inter-cable

Programming: QVC (57%), Comcast@Home, E! Entertainment Television (joint venture with Disney), Comcast SportsNet (46%), CN8, The Golf Channel, Outdoor Life, Speedvision, Viewer's Choice (11%)

Sports: Comcast-Spectacor (66%), includes the Philadelphia Flyers [National Hockey League], Philadelphia Phillies [Major League Baseball] and two arenas, the First Union Spectrum and the First Union Center

Network: Sunshine Network (13%)

Internet: Comcast@Home



Brian Roberts

9 NBC

(owned by General Electric)
New York (NYSE: GE)



FYE: Dec. 31, 1998

Jack Welch, chairman/CEO, GE;

Bob Wright, president/CEO, NBC

Revenue: \$5.269



Wright

11 Gannett Co.

Arlington, Va. (NYSE: GCI)

FYE: Dec. 28, 1998

John J. Curley, chairman/CEO

Revenue: \$5.121 billion

Operating cash flow: \$1.898 billion

Operating income: \$1.443 billion

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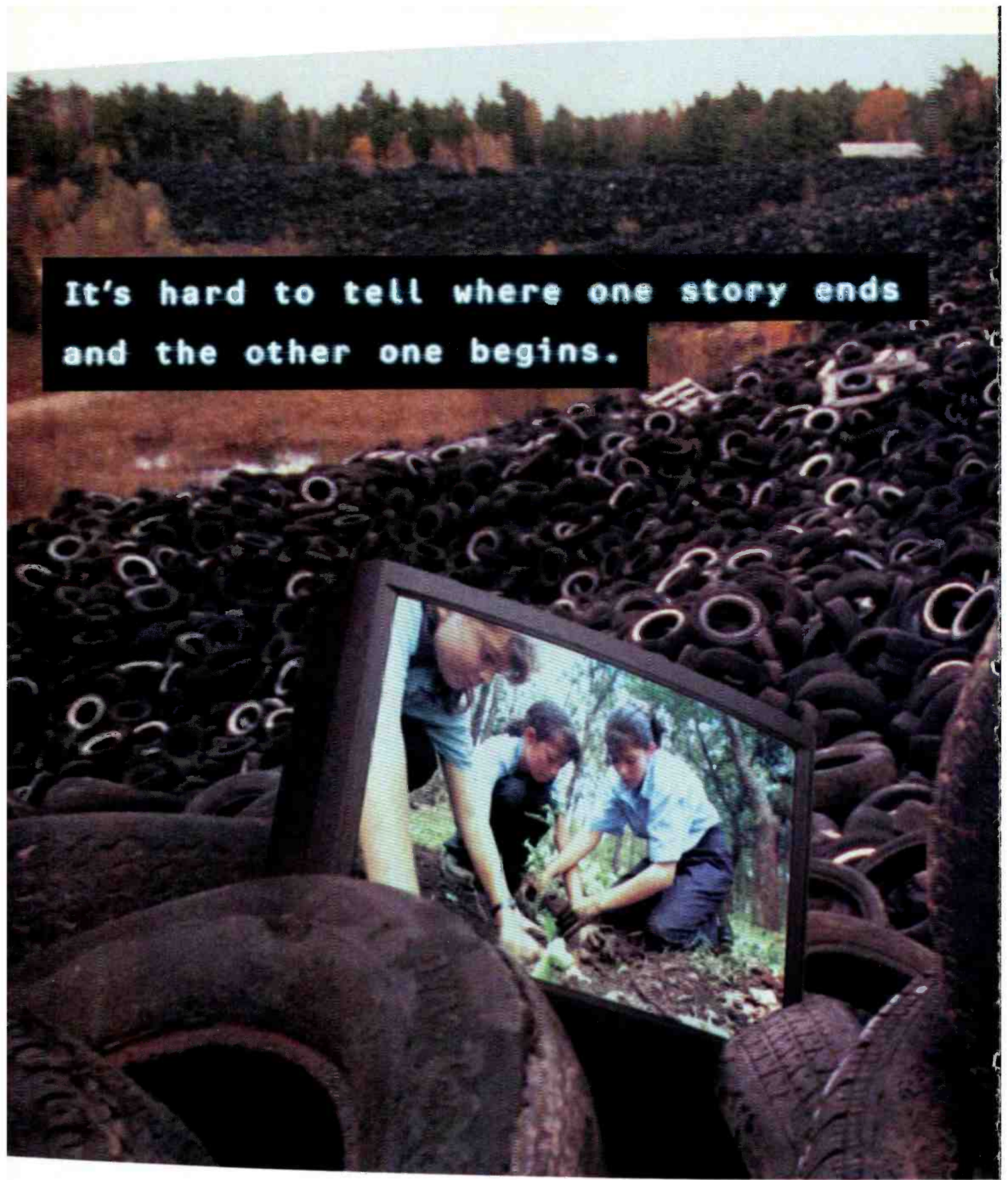
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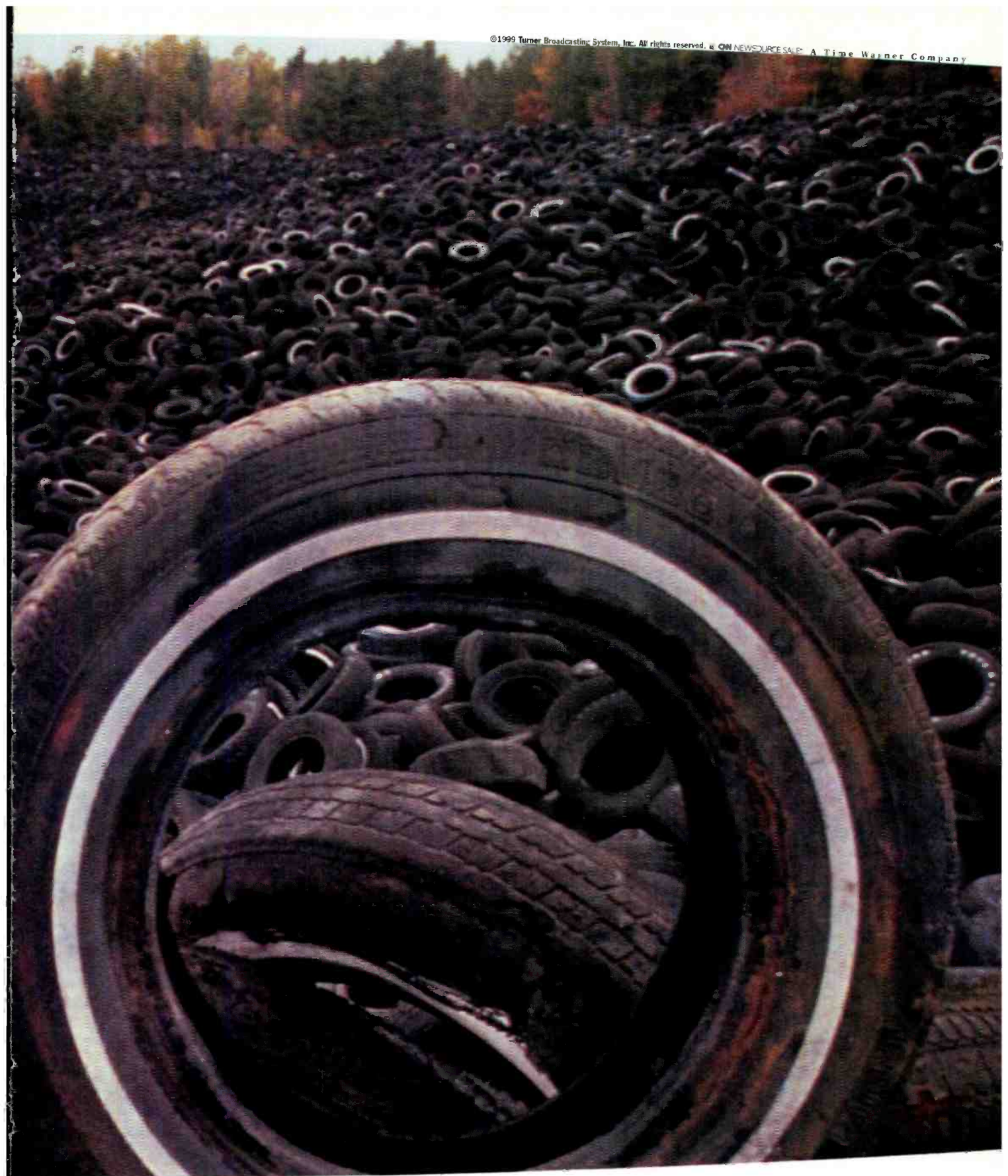
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A large pile of discarded tires, some with white circular markings, dominates the foreground and middle ground. In the background, a line of trees is visible under a clear sky. A black rectangular box with white text is positioned in the upper left. A framed photograph is placed on top of the tires, showing three people in a forest setting, engaged in planting or environmental work.

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TV: 21 stations serving 17.2% of national viewing audience

Newspapers: 90 newspapers, including flagship *USA Today*



TOP
25
Media
Groups

W. "Terry" McGraw III, president/CEO
Revenue: \$3.729 billion
Operating

cash flow: \$975 million

Operating income: \$678 million

TV: 4 stations (4% of national viewing audience)

Publishing: Educational Publishing, Higher Education, Professional Publishing

Magazines: Business Week Group, Publication Services Group, McGraw-Hill Construction Services Group



McGraw

Financial services: Standard & Poor's Financial Information Services, S&P's Ratings Services
Other: Tower Group International (import, export)

13 Cablevision Systems Corp.

Woodbury, N.Y. (ASE: CVC)



FYE: Dec. 31, 1998
James Dolan, CEO

Revenue: \$3.265 billion

Operating cash flow: \$722.3 million

Operating income: (\$11.3 million)



12 McGraw-Hill Cos.

New York City (NYSE: MHP)

The McGraw-Hill Companies

FYE: Dec. 31, 1998

Joseph Dionne, chairman; Harold

Broadcasting & Cable SPECIAL REPORT



Music television

Music programming rocks more than ever before. On October 25, see how it's taking over the airwaves in a Music on Television special report. We'll take a closer look at video channels vs. music lifestyle channels as well as talk with Frances Preston, BMI President/CEO, about the business of music licensing. From demographics to revenues, we've got the best compilation of TV music information around.

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Cable: Systems serving 3.4 million subscribers

Programming—Rainbow Media Entertainment and Sports, American Movie Classics, Bravo, Bravo Latin America, The Independent Film Channel, MuchMusic (50%), Romance Classics, National Sports Partners including Fox Sports Net (50%), Rainbow News 12, National Advertising Partners *Madison Square Garden Co.*

(96.3%)—Fox Sports New York, Madison Square Garden arena, Madison Square Garden Network, MSG MetroChannels, Radio City Music Hall

Sports: New York Knicks (National Basketball Association), New York Rangers (National Hockey League), New England Seawolves (arena football), New York Liberty (Women's National Basketball Association), Hartford Wolf Pack (hockey)

Telephony: Lightpath (LEC), North-Coast Communications (PCS, 49.9%)

Retail: Clearview Cinema Group (65 theaters), The Wiz (consumer electronics chain)

14 Tribune Co.

Chicago (NYSE: TRB)

FYE: Dec. 31, 1998

John W. Madigan, chairman/ president

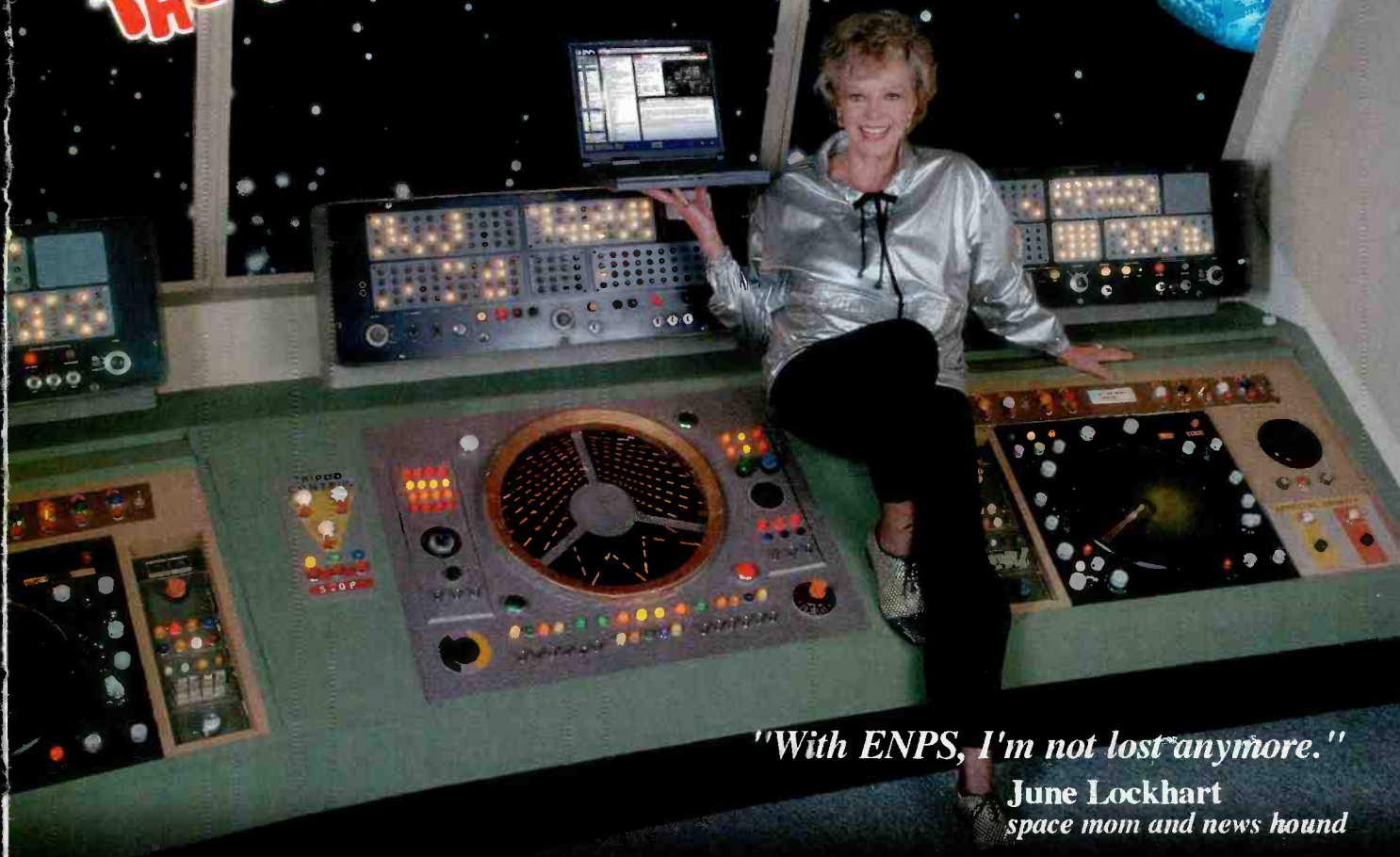
Revenue: \$2.98 billion

Operating cash flow: \$898 million

Operating income: \$702 million

TV: 20 stations (27% of national

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space mom and news hound

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What is this photo? It's real, too. For this ad, actress June Lockhart returned to the flight deck of the spacecraft that was her television series "home" from 1965-1968. We found the now privately-owned set on Long Island, New York, and she hadn't seen it since leaving the studio more than 31 years ago. In the series, her voyage began in 1997 - the year ENPS was launched. Ms. Lockhart has also been a friend to many of us in the news business, attending various broadcast industry conventions and events.



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TOP
25
Media
Groups

TRIBUNE
BROADCASTING

viewing audi-
ence), Tri-
bune Enter-
tainment, The
WB Television
Network
(25%), Qwest
Broadcasting (33%), TV Food Net-
work (29%)

Cable: Central Florida News (50%),
CLTV News (Chicago)

Radio: 4 stations

Newspapers: 4 daily newspapers
including the *Chicago Tribune* and the
Orlando Sentinel, Knight-Ridder/Tri-
bune Information Services (50%)

Publishing: Tribune Education

Internet: IVillage, Peapod, Career-
Path.com (17%), Digital City (20%),
HomeShark (13%), Lightspan (7%)

Sports: Chicago Cubs (Major
League Baseball)



**Operating
cash flow:**
\$724 million
**Operating
income:**
\$515 million

TV: 8 stations (3.7%
of national viewing
audience)

Radio: 2 stations

Newspapers: 23
newspapers,
including *The New York Times*, *The
Boston Globe* and *The International
Herald Tribune* (50% owned with *The
Washington Post*)

Publications: 3 golf magazines



The New York Times
Company

16 USA Networks Inc.

New York (NYSE: USAI)



FYE: Dec. 31, 1998
**Barry Diller, chair-
man/CEO**

Revenue: \$2.9 billion

**Operating cash
flow:** \$563 million



15 The New York Times Co.

New York (ASE: NYT)

FYE: Dec. 28, 1998

Arthur Sulzberger, chairman/CEO

Revenue: \$2.936 billion

Operating income: \$218 million

TV: 13 stations (31% of national
viewing audience), minority stakes in
4 other TV stations, 26 LPTVs, Stu-
dios USA

Cable: USA Networks (33%), Sci-Fi
Channel, 13th Street (Germany), Sci-
Fi Channel Europe, Studio Universal
(Italy), USA Brazil (joint venture),
USA Latin America

Feature films: USA Films

Home Video: USA Home Entertain-
ment

Internet: USA Networks Interactive;
Ticketmaster Online City Search

Retail: Ticketmaster, Home Shop-
ping Network, America's Store,
Jupiter Shop Channel Co. Ltd. (30%,
Japan), Home Order Television
GmbH & Co. KG (41.9%, Germany),
Home Shopping Network en Espanol
(50.1%, joint venture with Univision),
Short Shopping

17 The Hearst Corp.

New York (privately held)

The Hearst Corporation

FYE: Dec. 31, 1998

**Frank A. Bennack
Jr., president/CEO**

Revenue: \$2.375
billion (Hearst) (esti-
mated)

**Operating cash
flow:** NA

Operating income: NA



TV: Hearst-Argyle Television (56%),
32 TV stations (17.6% of national
viewing audience; 10 stations are
LMAs or satellite stations), Hearst-
Argyle Television Productions,
Hearst Entertainment and Syndica-
tion, TVA (Brazilian pay-TV company
with ABC Inc.), ESPN (20%), A&E
Television Networks (37.5%, partner
with ABC and NBC), Locomotion
(animation with Cisneros Group),
King Features Syndicate

Cable: Lifetime Television (50%),
New England Cable News (with
MediaOne)

Radio: 7 stations

Newspapers: 12 dailies (*San Fran-
cisco Examiner*, *Houston Chronicle*)

Publications: 16 consumer week-
lies (*Cosmopolitan*, *Esquire*, *Town &
Country*, *Harper's Bazaar*), business
publications

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gshugart@emediacapital.com

cobrien@emediacapital.com

Internet: Hearst New Media Center, stake in AOL, Women.com Networks (53%), Talk City (5%)

Real estate: Hearst Realities, San Francisco Realities, Sunical Land & Livestock Division

18 The Washington Post Co.

Washington (NYSE: WPO)

The Washington Post



FYE: Dec. 28, 1998
Donald E. Graham,
 chairman/CEO
Revenue: \$2.11 billion
Operating cash flow: \$518 million
Operating income: \$379 million

TV: 6 stations (7.2% of national viewing audience)

Cable: CableOne Inc.—cable operators in 18 states with 733,000 subscribers

Newspapers: *The Washington Post*, *International Herald Tribune* (50% with New York Times Co.), *Gazette Newspapers* (30 Maryland papers and 10 military papers), *The Daily Herald Co.*, Los Angeles Times-Washington Post News Service, Inc. (50%), Cowles Media Co. (28%)

Publications: *Newsweek*, *Newsweek International*, *Post-Newsweek Business Information*

Internet: Washingtonpost.Newsweek Interactive

Other: Kaplan Education Centers, Bowater Mersey Paper Co. (49%)

19 DirecTV

(owned by General Motors/Hughes Electronics)



El Segundo, Calif.
 (NYSE: GMH)
FYE: Dec. 31, 1998
Eddy Hartenstein,
 president

Revenue: \$1.816 billion

Operating cash flow: (\$125.8 million)

Operating income: (\$228.1 million)

Satellite: Satellite TV serving more than 7 million subscribers

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20 Bloomberg L.P.

New York (privately held)
FYE: Dec. 31, 1998
Michael Bloomberg, president, CEO and founder

Bloomberg
 FINANCIAL MARKETS
 COMMODITIES
 NEWS

Revenue: \$1.5 billion (estimated)
Operating cash flow: NA
Operating income: NA



TV: Bloomberg Television, Bloomberg Interactive Television

Radio: Bloomberg News Radio (news service broadcast to more than 100 affiliates worldwide)

Newspapers: Bloomberg News (worldwide news service syndicated in more than 850 newspapers)

Publications: *Bloomberg Energy*, *Bloomberg Personal* (personal-finance magazine)

Publishing: Bloomberg Press

Internet and interactive:

Bloomberg Tradebook, Bloomberg Service, Bloomberg Push Channel, Bloomberg Online, Bloomberg Data License, Bloomberg Forum

21 E.W. Scripps Co.

THE E. W. SCRIPPS COMPANY

Cincinnati (NYSE: SSP)

FYE: Dec. 31, 1998

William Burleigh, president/CEO

Revenue: \$1.455 billion

Operating cash flow: \$380 million
Operating income: \$276 million

TV: 9 stations (9.9% of national viewing audience)

Cable: Home & Garden Television, Home & Garden Television Canada (33%), The Food Network (59%), Fox Sports South (12%)

Newspapers: 19 daily newspapers (*The Rocky Mountain News*, *Boulder Daily Camera*), 8 community newspapers, United Media, Scripps Howard News Service

Other: Yellow Pages directories in 4 Southern states (60%)



22 Belo Corp.

Dallas (NYSE: BLC)
FYE: Dec. 31, 1998
Robert Dechard, chairman/president

AH **BELO**
 CORPORATION

Revenue: \$1.407 billion
Operating cash flow: \$443 million
Operating income: \$259 million



TV: 22 stations (including 5 LMAs, covers 14.3% of national viewing audience)

Cable: Texas Cable News, Northwest Cable News

Newspapers: 7 daily newspapers (*The Dallas Morning News*)

Sports: Dallas Mavericks (12%, professional basketball)

23 Clear Channel Communications Inc.



San Antonio (NYSE: CCU)

FYE: Dec. 31, 1998

L. Lowry Mays, chairman

Revenue: \$1.351 billion

Operating cash flow: \$546 million
Operating income: \$241 million

TV: 18 stations (covering 7% of U.S., including 8 LMAs and satellites)

Radio: 484 stations, Hefel Broadcasting (29%), Clear Channel Sports, Australian Radio Network (50%), Virginia Radio Networks, Florida Radio Network, Alabama Radio Network, Kentucky News Network, Oklahoma News Network, Penn State Sports Network, Tennessee Radio Network, University of Florida Sports Network, University of Miami Sports Network, Voice of Southwest Agriculture Network, Grupo Acir Comunicaciones, SA de CV (40%), New Zealand Radio Network (33%), Radio Bonton (50%)

Outdoor: More than 300,000 billboards in U.S., Adshel Street Furni-



ture (50%), Capital City Posters (30%), Dauphin OTA (50%), Expoplakat AS (40%), Hainan White Horse Advertising Media Investment Co. (50%), Master & More Co. (32%), Plakanda Holdings (82%), Sirocco International (50%)

24 AMFM Inc. (formerly Chancellor Media)

am·fm

Dallas (NYSE: AFM)
FYE: Dec. 31, 1998

Thomas O. Hicks, chairman

Revenue: \$1.274 billion

Operating cash flow: \$555 million

Operating income: \$108.8 million

Radio: 460 stations, AMFM Radio Networks

Advertising: Katz Media Group, Chancellor Marketing Group, Chancellor Outdoor Group: 42,500+ billboards and outdoor displays



25 Metro-Goldwyn-Mayer Inc.

Santa Monica, Calif. (NYSE: MGM)



FYE: Dec. 31, 1998

Alex Yemenidjian, chairman/CEO;

Chris McGurk, vice chairman/COO

Revenue: \$1.241 billion

Operating cash flow: \$711.2 million

Operating income: (\$70.8 million)

TV: MGM Worldwide Television Group

Feature Films: G2 Films, MGM Pictures, MGM Distribution, Orion Pictures, United Artists Pictures

Music: MGM Music

Home Video: MGM Home Entertainment and Consumer Products Group

Internet: MGM Interactive



—Compiled by Paige Albinaki

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Emmy sings for HBO

Cable network gets most statues; 'Sopranos' ties with 'The Practice' as most prized series

By Melissa Grego

HBO's *The Sopranos* loomed large going into the 51st Emmy Awards show, packing more nominations—and garnering on-screen praise—than any other series. But the statue for best drama went to David E. Kelley's *The Practice*. In addition, Kelley's *Ally McBeal* won for best comedy series, marking the first time one producer had won both top prizes.

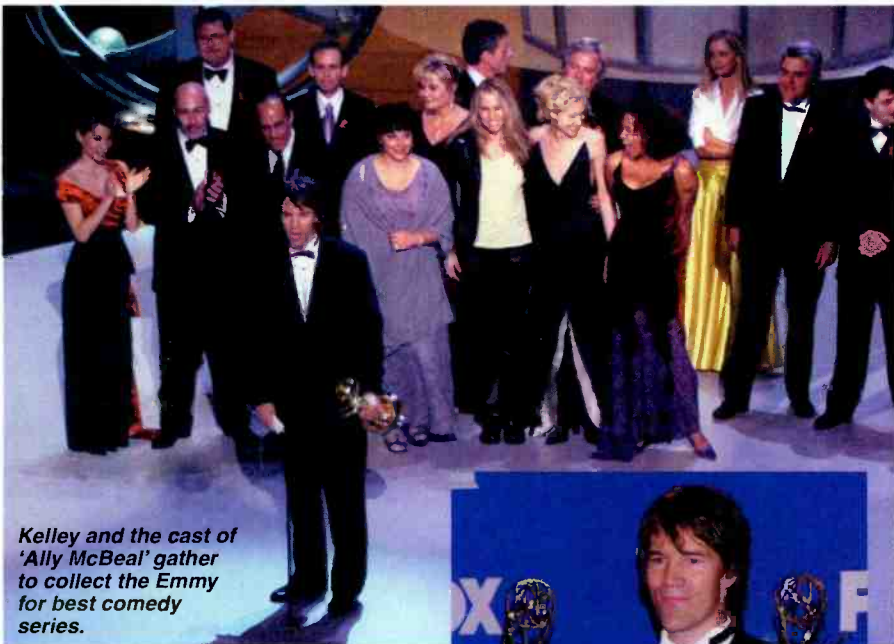
HBO's mafia-themed show walked away with four of 16 awards for which it was nominated, helping propel HBO to its best-ever tally of 23 wins (including awards handed out in a nontelevised ceremony Aug. 28) and the first time a cable network had won more awards than any of the broadcast networks.

Backstage after the Sept. 12 ceremony, Kelley described his reaction to the double-win at Los Angeles' Shrine Auditorium as "good shock." "The competition was so severe in both categories," he said. "I thought it was *The Sopranos*' year.

Kelley also made it clear that he hadn't been banking on a win for *Ally*, which did not add any new statues to its two Aug. 28 nods until the best comedy series award was announced at the end of the show. Even though it was the most-nominated comedy series, Kelley said he wasn't sure the hour-long Fox show would break tradition in a category that has only honored half-hour shows.

NBC came in second overall behind HBO with 17 wins, followed by ABC with 13, CBS with 11, Fox with seven, A&E with five, PBS with four, UPN with two and The WB with two. Despite HBO's big night, broadcasters still nabbed nearly twice as many Emmys as cable.

The Sopranos tied ABC's *The Practice* for the most wins by a series, and was an apparent favorite among many of the winners who came backstage at Los Angeles' Shrine Auditorium. *3rd Rock from the Sun*'s John Lithgow, who won for lead actor in a comedy series, called *The Sopranos* "one of the best shows on TV."



Kelley and the cast of 'Ally McBeal' gather to collect the Emmy for best comedy series.

The Sopranos' Edie Falco, who won for lead actress in a drama, expressed bewilderment at getting the show's only acting nod. "We all arrived here together, and I'm up here by myself and it feels sad and lonely," she said. An Emmy also went to the show's creator, David Chase, and to James Manos for writing in a drama series.



Edie Falco of HBO's 'Sopranos' won for best lead actress in a drama series. It was the only acting award for the much-heralded series.

particular show to be on network television because the rhythm, the poetry, of the way those characters speak involves profanity," Kelley said. "And if you excise profanity from the scripts, they still would have been terrific



Two-fisted television: Kelley has his hands full after 'Ally McBeal' and 'The Practice' won best comedy and drama honors, respectively, the first time one producer has taken home both.

scripts, but I don't think you would have felt you were in that world."

Fox's three-hour telecast received mixed reviews and recorded an 8% drop in rating and 12% dip in share from NBC's coverage last year, according to overnight ratings from Nielsen Media Research. Fox's program scored a 14.7 rating/22 share; NBC's averaged a 16.0/25 in 1998.

Lithgow was one of many Emmy veterans to win. Helen Hunt rang up a fourth consecutive Emmy for lead actress in a comedy, a record for consecutive wins in the category. *Frasier*'s

David Hyde Pierce won his third consecutive award for supporting actor in a comedy series. Dennis Franz, who won for lead actor in a drama series, has won three times before; Helen Mirren (*The Passion of Ayn Rand*), who won for lead actress in a miniseries, won the same award in 1996; and Kristen Johnston won for supporting actress in a comedy for NBC's *3rd Rock* once before. *The Practice* had won best drama series last year; and *The Late Show with David Letterman* reprised last year's win for variety, music or comedy series.

First-time Emmy-winners included Stanley Tucci (HBO's *Winchell*) for lead actor in a miniseries or movie, Michael Badalucco (*The Practice*) for supporting actor in a drama, Holland Taylor (*The Practice*), for supporting actress on a drama, and John Leguizamo (HBO's *Freak*) for performance in a variety or music program.

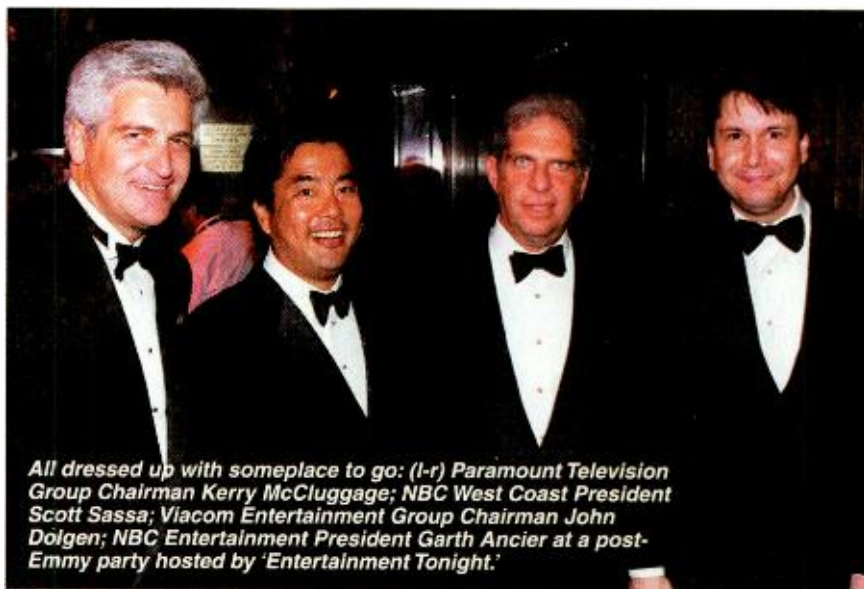
Badalucco and Taylor both pointed out that although they were first-time Emmy winners, they both have been in the business for a long time. Taylor jokingly called her success "overnight" in her acceptance speech and Badalucco said backstage that his first speaking role was in *Raging Bull*. He also said this isn't the first award he's earned: "I got a bowling trophy once in Brooklyn."

Leguizamo also drew backstage chuckles recalling his first lines in the theater: "Right this way" and "Programs, programs." The Latino actor thanked HBO in his acceptance speech, dubbing it Hispanic Box Office. Leguizamo was one of a handful of minority winners, and the dearth of minority actors on prime time network shows was a popular topic backstage at the Emmys last week.

A number of minority producers and stars, including African-American director Paris Barclay of *NYPD Blue*, spoke openly about the subject. "I think there is hope and I support any pressure on the networks for a change," said Barclay, who took home an Emmy for best directing in a drama series.

Barclay is also preparing to produce the midseason drama, *City of Angels*, for CBS with *NYPD Blue* producer Steven Bochco. Barclay called on the networks to get more minority representation in the administrative ranks.

Comedian Chris Rock, whose HBO series won an Emmy for best writing on a variety or music series, said only half-jokingly that "white" TV execu-



All dressed up with someplace to go: (l-r) Paramount Television Group Chairman Kerry McCluggage; NBC West Coast President Scott Sassa; Viacom Entertainment Group Chairman John Dolgen; NBC Entertainment President Garth Ancier at a post-Emmy party hosted by 'Entertainment Tonight.'

tives are keeping minorities out. "White people own [TV]," Rock said. "It's their stuff and they don't want us to own it. So we have to do our own

stuff. I sat around two years ago after I won two Emmys and I was supposedly the hottest guy in Hollywood. I didn't get any scripts." ■

Tribune reups with WB

Will also shoulder its full debt load as 25% owner of net

By Steve McClellan

Tribune Broadcasting has extended its WB affiliation agreements through 2004. Tribune is the single largest owner of WB affiliates and also owns 25% of the network. Its 11 WB affiliates cover 32% of the country over the air, with additional cable coverage provided by WGN-TV.

Additionally, as part of the deal, Tribune said it would assume a share of the network's operating losses in line with the company's 25% equity stake in The WB. Previously, Tribune had negotiated a cap on the losses for which it was liable that represented less than 25% of the actual losses. That cap, which Tribune reached in 1998, now disappears, confirmed Tribune Broadcasting President Dennis FitzSimons, without getting into the actual dollars involved.

"The network is doing real well and is on the way to turning profitable," he said. "It's been a terrific investment," and the amended deal "reflects that spirit of partnership. Raising the cap was the fair thing to do."

Time Warner said that its operating

losses for WB increased in 1998 to \$96 million from \$88 million the prior year, due to "a lower allocation of losses to a minority partner in the network," meaning Tribune. But Time Warner also said revenue gains (which nearly doubled last year to \$260 million) outpaced higher programming costs to expand the network to a fifth night.

Earlier this year, WB had its best upfront sales market ever, raking in almost \$450 million in commitments for the coming season, nearly double what it did in the previous upfront. The weblet got price hikes in the 30%-range.

Tribune's announcement came shortly after Viacom and CBS announced their merger, which raises numerous questions about the fate of UPN. FitzSimons said the timing of its announcement was purely coincidental. "There was no hidden agenda there," he said. Ironically, UPN has come on strong, beating The WB in the weekly household ratings two weeks in a row through Sept. 12. The wins are due largely to UPN's new Thursday night wrestling show, *WWF Smackdown!* ■



GET WITH THE PROGRAM

By Joe Schlosser and Melissa Grego

Feltheimer resigns from Columbia

Columbia TriStar Television Group President Jon Feltheimer resigned Sept. 15, less than a week after Mel Harris was brought back to the studio. Harris, who returned as co-president and COO of Sony Pictures Entertainment, was replaced by Feltheimer back in 1995 after a series of hasty contract negotiations. Under the new alignment, Feltheimer was to report to Harris, with whom sources say there was "a lot of bad blood." Neither Harris nor Feltheimer was talking. Feltheimer first joined the Sony-owned studio in 1991 as president of TriStar Television. He was named president of Columbia TriStar Television after the Columbia Pictures-TriStar Television merger in 1994. Feltheimer has served as CTTG president since 1995, overseeing the studio's worldwide distribution.

NBC's new recipe: Harriott's cooking

Buena Vista Television's syndicated series *The Ainsley Harriott Show* is targeted as a mid-season strip this January, and its arrival may well cause NBC to cancel soap opera *Sunset Beach*. Some sources in NBC say it's likely the show is being positioned to replace *The Roseanne Show*. Last summer, the NBC O&Os decided to not air the second year of *Roseanne* even though they are paying distributor King World for it. Buena Vista executives have cut a

deal with the NBC owned and operated stations for the cooking/celebrity talk show featuring the English personality. All 13 NBC-owned stations signed on for the syndicated series, which was originally slated to hit the airwaves this fall.

Buena Vista executives delayed the launch of the Harriott series last winter and had been working on potential midseason and fall 2000 deals. *The Ainsley Harriott Show* is produced by Merv Griffin Entertainment; Griffin himself signed on as an executive producer. *Live With Regis and Kathie Lee* executive producer Michael Gelman, who produced the pilot episode last year, will work as a consultant on the show. Harriott is known throughout the UK for a series of radio and TV talk shows, including the BBC's *Can't Cook, Won't Cook*. NBC executives had no comment.

25-50 years for 'Jenny Jones' guest

One-time *Jenny Jones* guest Jonathan Schmitz was sentenced to 25-50 years in prison last week for killing the gay acquaintance who revealed his "secret crush" on Schmitz during a 1995 show taping. The sentence was the same as the one he'd received at an earlier trial; that verdict was overturned on appeal. Last month, jurors found him guilty for the second-degree murder of Scott Amedure a few days after the taping, which was never aired. Earlier this

year, the show itself was found civilly liable, with a jury awarding Amedure's family \$25 million in a wrongful death suit.

King World confab on hold again

The King World shareholder meeting to discuss that company's pending merger with CBS Corp. was put on hold again last week so they could bone up on CBS's pending merger with Viacom. The meeting has been moved to Oct. 1. The original shareholder meeting in New York was scheduled for Sept. 7, but was canceled due to that day's announcement of the Viacom-CBS deal. A later meeting also was scrubbed. Both King World and CBS executives say they are moving forward with their deal as planned. Sources say King World shareholders will likely vote to approve the CBS-King World merger sometime in late October.

O'Dell of 'Access' adds NBC's 'Later'

Access Hollywood co-anchor Nancy O'Dell will contribute five-minute weekly entertainment reports to the new NBC News program, *Later Today*. *Access Hollywood*, is produced by NBC and distributed in syndication by Warner Bros. Domestic Television Distribution.

Dvornik becoming a Paramount Sr. VP

Mark Dvornik has been named senior vice president and general sales

manager at Paramount Domestic Television. Dvornik, who has been with Paramount since 1985, was most recently the studio's vice president and regional sales manager of Southwestern sales.

Husband-wife team ink USA drama deal

Studios USA Television has signed husband and wife team Mark Levin and Jennifer Flackett to a multiyear drama development deal. Under the deal, the writing-producing team is creating a drama, *The Mysteries of 71st Street*, which has already been ordered as a pilot by CBS for fall 2000. The series is about a young married couple living in New York.

NATPE tour's next stop to be New York

The next stop for NATPE's New Media Road Tour ETC (entertainment, technology and commerce) is Tuesday, Sept. 28, at the Time-Life Building in New York. The series of seminars deal with programming and promotion in the digital age.

'Divorce Court' ratings on the rise

Twentieth Television's new syndicated series, *Divorce Court*, had a strong second week, improving on its first week in both rating and share, according to Nielsen Media Research. The court series averaged a 2.4 rating/8 share during the week of Sept. 10, up from its debut and previous week's average of a 2.1/7.

Correction

In last week's story about the CBS/Viacom deal, *Judge Judy's* distributor was incorrectly identified. The show is distributed by Paramount.

Broadcasting & Cable

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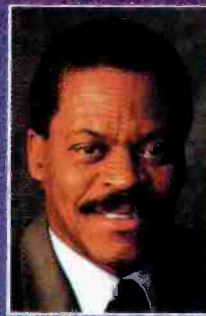
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CBS-Viacom draws fire

Advertising group may mount anti-merger lobbying effort to avert forced ad buys

By Richard Tedesco

The American Association of Advertising Agencies could make a move to lobby against the CBS-Viacom merger this week.

When members of the AAAA's media policy committee convene, they'll consider an initiative to forestall what several of its members consider an anticompetitive local station link between CBS and UPN.

"I don't like the whole thing," says Jean Pool, executive vice president and director of North American media services for J. Walter Thompson. "I think we have to be a real watchdog

where our government doesn't understand."

AAAA members are concerned about the prospect of confronting packaged ad buys in the six markets—Boston, Dallas, Detroit, Miami, Philadelphia and Pittsburgh—where the reconstituted Viacom would pack a dual-station punch.

"The realistic situation is that the most mature markets have eight or ten stations," says Allen Banks, executive media director for Saatchi & Saatchi North America, who chairs the AAAA media policy committee. "You're eliminating a large part of the marketplace."

According to BIA Research esti-

mates of local TV ad revenues for 1998, the CBS and UPN stations would command more than 20% of the ad revenues in each of the six markets where they coexist.

"The real issues are how the CBS and UPN station operations are going to be structured for ad sales," says Joel Kushins, general manager of TN Media, who cited "forced" package buys as the prime concern.

Kushins suggests that the policy committee work with AAAA's legal counsel to express its concerns to the FCC or other government agencies.

Some industry experts doubted that the CBS-UPN tandem resulting from the CBS-Viacom merger would exert a profound impact on the overall TV ad market beyond the six markets where the combination could pay off.

Analysts acknowledged that TV ad rates would likely increase in the six dual-station markets, with CBS and UPN stations exerting leverage. "They will take a bigger share of revenue in those markets," says Jessica Reif Cohen, first vice president and managing director for Merrill Lynch, who calls the potential CBS-UPN combo a "must buy" in any market.

While observers note the potential for packaged ad buys across the CBS and Viacom broadcast and cable networks, they doubt any powerful response in the marketplace.

"Somebody's got to show me how it works. I haven't seen it yet," says Aaron Cohen, executive vice president and director of broadcast for Horizon Media. "You pick and choose. Just because you're using UPN or MTV doesn't mean you'll be buying the CBS network."

While UPN may not be an imposing broadcast player yet, observers foresee the CBS connection improving UPN's programming profile dramatically. "Mel [Karmazin] could easily turn UPN into a real good WB," says Jean Pool. But Allen Banks doubts the potential for cross-media synergies among TV, radio and Internet ad buys: "This idea that we can service every consumer sounds better than it really is in terms of a marketing concept. It just doesn't work." ■

Raleigh heads to Carsey-Werner



Raleigh says he is getting into the first-run business "in a very deliberate and reasoned way."

Former Worldvision Enterprises executive Robert E. Raleigh has been named president of domestic television distribution at Carsey-Werner.

Raleigh, who led the syndication sales campaign for the hit series *Judge Judy* while at Worldvision, replaces the late Joe Zaleski at Carsey-Werner. Raleigh was formerly senior VP at Worldvision Enterprises, which this past summer was acquired by the Paramount Television Group.

Raleigh, who worked for Worldvision for nine years in New York City, says he is looking to not only sell Carsey-Werner's network series in syndication, but also take the studio that created *The Cosby Show* and

Roseanne down a new path with first-run syndicated programs.

"We are going to get into the first-run business in a very deliberate and reasoned way," he says. "I don't think we are going to just throw resources at it just to say we are in it. I have been assured that the company is going to turn its creative efforts to opportunities that may arise on the first-run side. And with our track record on the network side, we should have nothing but positive opportunities there."

Raleigh would not elaborate on which direction Carsey-Werner would attempt on the first-run front, but sources say the company has been looking at a number of potential action hours over the last year.

Not only a TV sales executive, Raleigh also holds a Ph.D. in psychology from Syracuse University. He says some of the experience he gained selling *Judge Judy* to stations will be helpful presenting new Carsey-Werner products down the road.

"Selling *Judy* showed me, and what I think it showed the industry as a whole, is that you have to allow the marketplace to have a shot at a variety of sources of content," he says. "The marketplace has to have a chance to rule on all different sources of content, and that is going to be our goal, to bring as much quality content to the market on both the first-run and off-network sides."

—Joe Schlosser



STATION BREAK

By Dan Trigoboff

Houston anchor quits on newscast

Houston's broadcast community was shaken by the on-air resignation of KHOU-TV anchor Marlene McClinton. McClinton spoke of the "changing face of television," adding that "this is one face that will be changing. . . Suffice it to say I'm very unhappy with the way management has decided to treat people here and has, indeed, done business." She went on to thank viewers for her "11 great years." Station management, including General Manager Peter Diaz, said they were taken by surprise. McClinton had been in negotiations with the station regarding contract renewal, and both sides confirmed there had been an offer with a raise. McClinton told the *Houston Chronicle* her resignation was "about being a journalist." The station said it would not comment on personnel issues, but it did suspend, with pay, producer Camille Scott after concluding she knew about McClinton's plans to depart from the standard newscast and allowed it to go forward.

Remote control in Atlanta standup

WSB-TV Atlanta suspended reporter Shaunya Chavis for doing a standup from near the newsroom while identifying her location as the scene of the story on which she was working. Clearly, the newsroom believed Chavis was reporting the child abuse story from Douglas County

and introduced her as reporting from there, and Chavis herself signed off from Douglas County, about an hour away. But a viewer, who saw Chavis do her setup, called in to report the inconsistency. The station determined she did not intend to deceive, accepted her story that her misidentification of her location was a slip of the tongue, and suspended her for five days. Apparently, had station management determined otherwise, she would have been fired. There are said to be those at her own and other area stations who believe Chavis made a mistake and others who believe her actions were deliberate. Station management said it would not comment on personnel issues.

Chicago anchor Saunders honored

WMAQ-TV, anchor/reporter Warner Saunders was honored last week for his community service with the Jane Addams Medal, awarded by the Jane Addams Hull House Association. Saunders has been active in working with young people at the Henry Horner Boys Club and as the executive director of the Better Boys Foundation.

In other WMAQ-TV news, longtime Chicago broadcast newsmen Phil Walters died last week after lung cancer surgery at the age of 57. Despite his illness, the WMAQ-TV reporter had continued to work until only a few weeks ago. Walters first worked at the NBC station in the mid-1960s,

and then went to CBS, where he worked in Chicago and in Washington. He returned to WMAQ-TV in 1986. News director Frank Whittaker said Walters was "vintage Chicago. He was one heck of a reporter and a brilliant writer. He could be cynical, sensitive, tough or funny."



Peckinpaugh won almost \$4 million in a sex discrimination case earlier this year against her former employer, Post-Newsweek Stations.

N.Y. media to hear Hartford anchor

The New York Press Club this Thursday will present "An Evening with NBC30 Connecticut Anchor Janet Peckinpaugh and Attorney David Golub." Earlier this year, Peckinpaugh won a \$3.8 million gender discrimination award against Post-Newsweek Stations, former owner of Peckinpaugh's then-employer WFSB-TV. The award is under appeal.

Robelot returns, on a CBS affiliate

Jane Robelot, most recently of *CBS This Morning*, was back on CBS last week, debuting on the evening news on Meredith

Corp.-owned Atlanta affiliate WGNX-TV. Robelot is paired at 5-6:30 p.m., and at 11:30 with Calvin Hughes, who had worked at KXAS-TV Fort Worth, Texas.

First lady of New Orleans is a reporter

WVL-TV reporter Michelle Miller married New Orleans Mayor Marc Morial last week. Guests included attorney and TV host Johnnie Cochran and comedian-activist Dick Gregory. Unions between City Hall and the city room are not unprecedented. New York Mayor Rudolph Giuliani is married to local TV and cable personality Donna Hanover. The Beloved New Orleans station has said the city's new first lady will not report on city government or anything that might pose a conflict.

Family matters push a Twin Cities exit

A year after returning to Twin Cities airwaves, popular newscaster Colleen Needles has left KSTP-TV Minneapolis-St. Paul to attend to a family health problem. Neither she nor the station provided details, but the problem has caused Needles to be off the air since early summer. She told colleagues only that it would require too much of her time to continue broadcasting. She said she would likely be able to continue working with her company, Tremendous Productions, which produces shows for Animal Planet. Needles became a fixture at WCCO-TV news, but left in 1997 following settlement of a sex discrimination claim.

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

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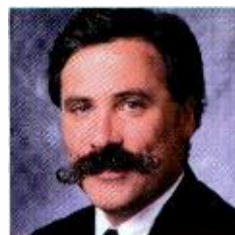
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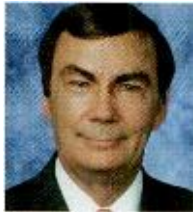
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SEPTEMBER 6-12

Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

Fox came within a tenth of a point of winning Week 51, thanks to its 51st annual Emmy Awards telecast, but CBS still took honors.

Week 51	abc	CBS	NBC	FOX	U/P/N	WB	
	6.8/11	6.5/11	5.6/10	5.1/9	2.5/4	2.1/4	
MONDAY	8:00	19. 20/20 7.1/12	28. King of Queens 6.7/12	86. Suddenly Susan 3.5/6	77. That '70s Show 4.3/8	99. Moesha 2.2/4	90. 7th Heaven 2.8/5
	8:30		70. Thanks 4.7/8	80. Veronica's Closet 4.0/7	68. That '70s Show 4.9/8	94. The Parkers 2.5/4	
	9:00		5. Ev Lvs Raymtd 8.5/14	33. Law & Order 6.4/10	50. Ally McBeal 5.7/9	90. Grown-Ups 2.6/4	109. Movie Stars 1.6/3
	9:30	30. ABC Monday Night Movie—ATF 9.1/16	13. Becker 7.6/12			94. Malcolm & Eddie 2.5/4	113. Katie Joplin 1.3/2
	10:00		45. 48 Hours 5.9/10	23. Dateline NBC 6.8/12			
10:30							
TUESDAY	8:00	54. Spin City 5.6/10	7.9/13	7.3/12	5.7/9	1.1/2	1.7/3
	8:30	63. It's Like Y Know 5.1/9	9. JAG 8.0/14	41. Just Shoot Me 6.1/11	50. Fox Movie Special—The Craft 5.7/9	117. Dilbert 1.1/2	105. Buffy the Vampire Slayer 2.0/3
	9:00	23. Dharma & Greg 6.8/11	3. 60 Minutes II 8.8/14	43. 3rd Rock fr/Sun 6.0/10		117. Redhanded 1.1/2	
	9:30	37. Spin City 6.2/10		35. Will & Grace 6.3/10		117. Star Trek: Voyager 1.1/2	110. Felicity 1.5/2
	10:00	71. Latin Beat 4.6/8	20. 60 Minutes II 7.0/12	20. Will & Grace 7.0/11			
10:30			2. Dateline NBC 9.1/16				
WEDNESDAY	8:00	6.6/12	6.6/11	7.0/12	6.1/11	2.2/4	2.4/4
	8:30	54. Two Guys, A Girl 5.6/10	54. Cosby 5.6/10	17. Dateline NBC 7.4/15	31. Beverly Hills, 90210 6.5/12	103. 7 Days 2.1/4	103. Dawson's Creek 2.1/4
	9:00	67. The Norm Show 5.0/9	23. CBS Wednesday Movie—Philadelphia 6.9/12	48. World's Most Amazing Videos 6.2/10	50. Get Real* 5.7/9	99. Star Trek: Voyager 2.2/4	92. Charmed 2.7/4
	9:30	18. Drew Carey 7.3/12					
	10:00	41. Two Guys, A Girl 6.1/10					
10:30	11. 20/20 7.8/14		13. Law & Order 7.6/14				
THURSDAY	8:00	4.1/7	6.7/11	8.1/14	4.5/8	3.6/6	2.2/4
	8:30	86. Whose Line Is It 3.5/6	23. Diagnosis Murder 6.8/12	8. Friends 8.3/15	71. World's Wildest Police Videos 4.6/8	85. WWF Smackdown! 3.6/6	108. Wayans Bros 1.7/3
	9:00	83. Whose Line Is It 3.7/6		23. Jesse 6.8/11	75. Cheating Death: Catastrophe 4.4/7		99. Jamie Foxx 2.2/4
	9:30	79. More Bloopers 4.1/7	28. Diagnosis Murder 6.7/11	5. Frasier 8.5/14			94. Steve Harvey 2.5/4
	10:00	73. Nightline in Primetime: Brave New World 4.5/8	31. 48 Hours 6.5/11	11. Just Shoot Me 7.8/13		94. For Your Love 2.5/4	
10:30		5. ER 8.5/15					
FRIDAY	8:00	6.1/12	5.4/10	6.5/12	4.0/8	1.3/3	
	8:30	33. Home Imprvmt 6.4/13	(nr) U.S. Open 6.8/14	50. Providence 5.7/11	80. Fox Movie Special—Money Train 4.0/8	113. UPN Special Presentation—Escape from Mars 1.3/3	
	9:00	61. The Hughleys 5.2/10	73. Kids/Darndest 4.5/9				
	9:30	60. Sabrina/Witch 5.3/10	54. Kids/Darndest 5.6/10	13. Dateline NBC 7.6/14			
	10:00	82. Disney Sat Morn 3.8/7	61. Candid Camera 5.2/9	37. Geraldo Rivera Reports 6.2/11			
10:30	9. 20/20 8.0/15	47. Candid Camera 5.8/10					
SATURDAY	8:00	5.9/12	5.9/11	3.5/7	5.2/10	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		69. Early Edition 4.8/10	88. National Geographic Special 3.1/6	75. Cops 4.4/9		
	9:00	43. ABC College Football 6.0/12	47. Martial Law 5.8/11		63. Cops 5.1/10		
	9:30		20. Walker, Texas Ranger 7.0/13	83. Proffler 3.7/7	54. AMW: America Fights Back 5.6/10		
	10:30						
SUNDAY	7:00	5.3/9	7.5/12	5.9/10	11.1/18		2.3/4
	7:30	63. Wonderful World of Disney—Sabrina Goes to Rome 5.1/9	35. U.S. Open Tennis 6.3/13		(nr) NFL Game 2 13.7/26		106. 7th Heaven Beginnings 1.9/3
	8:00		4.60 Minutes 8.6/14	45. NBC Sunday Night Movie—Braveheart 5.9/10	43. Emmy Pre-Show 6.0/11		99. Sister, Sister 2.2/4
	8:30						94. Smart Guy 2.5/4
	9:00	63. Barbara Walters Special 5.1/8	37. CBS Sunday Movie—Logan's War 6.2/10		1. 51st Annual Emmy Awards 11.7/19		89. Steve Harvey 2.9/4
10:00	47. The Practice 5.8/10					93. Unhap Ever After 2.6/4	
10:30							
WEEK AVG	5.7/10	6.7/12	6.3/11	6.6/11	2.2/4	2.2/4	
STD AVG	7.4/13	8.3/14	8.1/14	6.3/11	1.9/3	2.9/5	

Viewer's Choice changes name

Pay-per-view vendor hopes 'In Demand' moniker will stick in consumers' minds

By Deborah D. McAdams

Viewer's Choice is becoming In Demand, a name change intended to bring consumer-level awareness to the predominant pay-per-view vendor. It's also an effort to plant the company flag in the increasingly attractive territory of video-on-demand.

"There's no mistake why we're using the word 'demand,'" said Gavin Harvey, senior vice president of marketing-brand director for the company known as Viewer's Choice until the name change becomes effective Jan. 1, 2000. The company's video-on-demand strategy is still unformed, but Harvey indicated Viewer's Choice would provide VOD in a form yet to be determined by its owners—AT&T, MediaOne, Time Warner, Comcast and Cox. Viewer's Choice is participating in Time Warner's VOD tests, he said.

However, services like Diva and Intertainer are courting and winning many of the remaining MSOs.

"They're good for the interim," said an executive at an MSO with more than 1 million subscribers, referring to Viewer's Choice. "But they are still near-video-on-demand. Our company is committed to the concept of video-on-demand...since they weren't in advance of VOD, many companies have made commitments elsewhere."

Viewer's Choice will undoubtedly survive the competition. Its owners represent nearly half of the entire cable world, and although studio executives say they would prefer to deal with MSOs directly, they recognize the power behind the PPV vendor.

Ed Bleier, president of Warner Bros. domestic pay-TV, cable and network features, is frank about his disappointment with the entire cable industry's handling of pay-per-view movies, particularly the lack of any sort of uniform promotion. Except for in digital homes, where PPV movies can run every 30 minutes over 35 channels, buy rates level out at about 1% in more ubiquitous analog homes where movies may start every two hours.

Movies generate about half of the revenue in the PPV category, which totaled \$241 million in 1998. By comparison, home video is a \$15-billion-a-year busi-



Harvey says In Demand will provide video-on-demand.

ness. Bleier and other studio executives consider video-on-demand a way to improve the return on the PPV window.

"Now I genuinely think the technology and the will is there to change it," he said.

What Viewer's Choice is touting as its biggest initiative ever is the second time the branding iron has been laid to the resistant hide of pay-per-view this year. In July, Warner Bros. pay TV unit rolled out a branding campaign of its own to bring attention to the category. That effort was met with indifference, Bleier said.

The Viewer's Choice branding campaign stands a better chance of success since all member MSOs have agreed to use the In Demand name and logo.

Harvey said the new name will also be used to focus attention on Viewer's

Choice content, which will be expanded beyond movies and events and possibly into original programming in the future.

"We want a network identity," Harvey said. "We're trying to make the [pay-per-view] category synonymous with our brand." ■

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Open access battle heats

AT&T, OpenNet file legal papers; 'friends' file their support for Portland, Ore.

By Price Colman

A diverse collection of officials, advocacy groups and cities jumped into the middle of the cable-access fray last week.

Even as arch rivals AT&T and the OpenNet Coalition were filing required legal documents with the U.S. Court of Appeals in the Ninth Circuit in San Francisco, a host of "friends" quietly stole the limelight.

As expected, San Francisco filed a "friend of the court" brief supporting the legal authority of Portland, Ore., and surrounding Multnomah County to require AT&T to open its cable network to outside Internet service providers.

It was also predictable that San Francisco's filing would be a magnet for other backers of Portland's jurisdictional rights. But what surprised Portland officials was the depth and breadth of that backing.

"AT&T's argument that only a small fraction of cities are interested in this is blown apart by this [filing]," says David Olson, head of the Mt. Hood Cable Regulatory Commission and the official at ground zero in the access debate. "We regard this as part of a tectonic shift in how the issue is progressing."

There is one key distinction: Most of the filings backing Portland contend that local franchising authorities are empowered to impose access conditions. That doesn't necessarily mean Portland's supporters are imposing such conditions themselves.

For example, San Francisco officials recently voted to approve transferring TCI's cable franchise to AT&T without imposing an access provision, though in a related measure officials offered generic philosophical support of cable access.

The main proponent of cable access is the highly vocal OpenNet Coalition, which is backed by America Online, several local and long-distance phone companies and numerous Internet service providers. Portland-Multnomah County and Broward County, Fla., have imposed open access on AT&T and other cable operators.

The legal maneuvering is a precursor to oral arguments in the Portland case, set to begin Nov. 3 in Portland. ■

'Friends' in deed

From elected officials to advocacy groups, Portland, Ore., continues to draw support in its legal fight to require AT&T to open its cable network to outside Internet service providers. They include:

MUNICIPAL ORGANIZATIONS

U.S. Conference of Mayors
National Association of Counties
National League of Cities

CABLE REGULATORS

National Association of Telecommunications Officers and Advisers

ADVOCACY GROUPS

Michigan Coalition to Protect Public Rights of Way from Telecommunications Encroachments

AUTHORITIES

Sacramento (Calif.) Metropolitan Cable Television Commission

San Mateo (Calif.) County Telecommunications Authority; Bell-Cudahy Cable Television Authority

LOCALITIES

Arvada, Colo.	Montgomery County, Md.
Atlanta	New York
Baltimore	Rancho Palos Verdes, Calif.
Boston	San Diego, Calif.
Dearborn, Mich.	San Francisco
Jefferson County, Ky.	San Jose and Walnut Creek, Calif.
King County, Wash.	
Los Angeles	



CABLE'S TOP 25

PEOPLE'S CHOICE

The 1999 MTV Video Music Awards, featuring Mary J. Blige, Diana Ross and a lot of Lil' Kim, ranks as one of the highest-rated cable shows ever. It sang to a tune of 11.1 rating/18 share.

Following are the top 25 basic cable programs for the week of September 6-12, 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	U.S.	HHs	Cable Share
1	1999 Video Music Awards	MTV	Thu	8:00P	193	11.1	8.1	8099	18.0
2	NFL/Steelers/Browns	ESPN	Sun	8:15P	177	9.6	7.4	7372	14.6
3	NFL Prime Time	ESPN	Sun	7:30P	45	5.3	4.1	4086	8.8
4	'99 VMA Post Show	MTV	Thu	11:13P	17	5.1	3.7	3693	10.7
5	WWF Entertainment	USA	Mon	11:00P	60	4.6	3.5	3525	9.3
6	WCW Monday Nitro Live!	TNT	Mon	10:00P	67	4.4	3.4	3386	7.3
7	WWF Entertainment	USA	Mon	12:00A	66	4.2	3.2	3223	12.6
7	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	4.2	3.2	3221	6.3
9	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.8	2.9	2890	6.0
10	Movie: 'Ghost'	TBS	Sun	9:02P	165	3.7	2.9	2866	5.8
10	99 VMA Opening Act	MTV	Thu	6:30P	90	3.7	2.7	2671	7.2
12	NASCAR/Exide Select...	ESPN	Sat	7:30P	204	3.6	2.8	2783	6.9
12	NFL Sportscenter	ESPN	Sun	11:12P	60	3.6	2.8	2739	7.5
14	WWF Sunday Night Heat	USA	Sun	7:00P	60	3.5	2.7	2681	5.8
15	Real World VIII	MTV	Tue	10:00P	30	3.4	2.5	2500	5.5
16	1999 Video Music Awards	MTV	Sat	1:30P	193	3.3	2.4	2413	8.3
17	Movie: 'Dirty Dancing'	TBS	Mon	5:30P	125	3.2	2.5	2533	6.6
17	Rugrats	NICK	Sat	9:30A	30	3.2	2.4	2440	10.4
19	Movie: 'Cruel Doubt Pt. II'	LIF	Sun	6:00P	120	3.1	2.3	2331	5.4
20	Big Ten Football/Pitt@...	ESPN	Sat	12:00P	207	3.0	2.3	2333	8.4
20	Mountain West Football...	ESPN	Thu	7:57P	230	3.0	2.3	2306	5.1
20	Movie: 'Dirty Dancing'	TBS	Sun	7:00P	122	3.0	2.3	2306	4.9
20	Rugrats	NICK	Sun	9:30A	30	3.0	2.3	2282	9.6
20	Movie: 'Cruel Doubt Pt. I'	LIF	Sun	4:00P	120	3.0	2.3	2272	6.0
20	Biography	A&E	Mon	8:00P	60	3.0	2.3	2266	5.1
20	Movie: 'Mrs. Winterbourne'	LIF	Mon	9:00P	120	3.0	2.2	2221	4.7



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**

Source Media, TV Guide settle

Patent battle ends with interactive TV developer winning confidentiality quest

By Price Colman

Avoiding a potentially expensive and protracted legal dispute, Source Media and TV Guide last week settled a \$60 million lawsuit with no money changing hands.

The legal scuffle flared in July after TV Guide alleged problems with certain patents held by interactive television developer Source. The Dallas-based company promptly dumped a pending joint venture with TV Guide in favor of a similar deal with cable operator Insight Communications, then sued TV Guide for violating a non-disclosure clause in their agreement.

TV Guide officials declined to comment on the settlement. Source Chairman-CEO Steve Palley said his company obtained mostly what it wanted

from it.

"Yeah, I would have liked to get money," says Palley, a former King World executive who took over Source earlier this year. "But what we got was an agreement to abide by the confidentiality agreement, and agreement not to disparage each other. Those were important elements to us."

The resolution also removes a key uncertainty for Source and may diminish cable operators' reluctance to deal with a company involved in litigation.

For TV Guide, the settlement ends a distracting and possibly image-damaging court fight in which TV Guide might have used its money and legal power to bulldoze Source, all the while looking like a bully.

"Although [TV Guide] could have gone after them, it would have been the

800-pound gorilla going after a nearly insolvent company," said one source familiar with the situation.

For now, Source has sufficient financing, with Insight's \$25 million capital infusion, to meet debt payments through May 2000. Further, Palley says, stock warrant fees could bring in nearly \$90 million if shares hit \$20 and stay there for a certain period.

But Palley acknowledges things will be tight through the end of the year, because Insight won't begin actively marketing Source's Interactive Channel until early 2000.

"I wouldn't say we're there yet," he says. "But we have a fantastic product, a fantastic partner...I think the product and programming applications make us a lead candidate for success" in interactive TV. ■



EchoStar gets more customers for Dish

EchoStar Communications Corp. added approximately 130,000 net new customers to its Dish Network subsidiary in August, bringing the company's total customer count to 2.84 million. The additions are a 78% increase over August 1998 and a record for the month. In addition, August marks the 11th consecutive month that Dish has added 100,000 or more customers.

VH1 announces Beatle bio pic

Let's say Paul McCartney unexpectedly visited John Lennon at his New York home in 1976. Would they

have fought? Belted out a verse of *Come Together*? Find out what might have happened in *Two of Us*, the latest VH1 original movie, the network announced Tuesday. The fictional film will star Aidan Quinn as McCartney and Jared Harris as Lennon and will be directed by *Let it Be* auteur Michael Lindsay-Hogg. It's scheduled to begin shooting in October.

BV's enhanced football online

ABC and ESPN kicked off "enhanced TV" coverage of Monday and Sunday night National Football League games this week, with Buena Vista Internet Group providing updated game statistics

and an interactive game to viewers via PC. The stats and the game, PrimeTime Player, in which viewers predict the ballplayer on each play, are accessible at ESPN.com, ABC-Sports.com and NFL.com during the telecasts. Synchronized graphics, presenting other game facts and trivia, are also part of the online picture.

Cablevision wins one in Conn.

The FCC sided with Cablevision Systems Corp. last week when it ruled that the state of Connecticut couldn't regulate basic rates in a franchise area that includes Greenwich, Stamford and several other communities. Municipal governments are

typically allowed to regulate basic rates unless an operator can prove it faces effective competition. Cablevision competes with Southern New England Telecommunications Corp. in the contested area.

Recovery Network holding on

The struggling but seemingly unsinkable Recovery Network recently got 93,000 subs from Time Warner Cable in the Midwest and Northeast. Recovery's partial-day programming will be switched on in systems in Marion, Ind.; Dayton, Ohio, and New Bedford, Mass. The network reaches approximately 5 million households and is a component of RnetHealth.com Inc. Recovery targets people affected by behavioral health issues, such as eating disorders, depression, substance abuse, stress, anxiety and teen and domestic violence.

ABC kicks off HDTV season

First 'Monday Night Football' 720p broadcast a success with only a few glitches

By Glen Dickson

ABC broadcast its first live sporting event in HDTV last week with a 720p telecast of *Monday Night Football*. The game between the Miami Dolphins and Denver Broncos was produced with a Panasonic-supplied 720p mobile truck and broadcast by 25 ABC affiliate and owned stations nationwide.

The initial HDTV broadcast of *MNF* was a success, although there were a few minor hiccups, says Mike Keller, director of engineering for affiliate WCVB-DT in Boston. "The first 15 minutes was a little rough around the edges, with a few audio problems and some switching glitches," says Keller. "But after 15 minutes in, you could see [the production] improving and the picture was very good."

Keller says he was particularly impressed by the slo-mo HDTV replays coming from ABC's Pluto disk recorder.

"The slo-mo looked great, and the still frames were outstanding," he says. Keller says that several HDTV viewers contacted the station, saying they'd "never watch TV in narrow screen again." Keller chuckled that 'narrow screen' (referring to 4:3 NTSC) was a new term to him.

Mike Doback, director of engineering for affiliate WXYZ-TV Detroit, says the *MNF* broadcast went well. "It came in good from the network," says Doback. "I think there were a few encoder glitches in New York, but certainly nothing that would detract from the overall success of it."

Greg Johnson, director of engineering for affiliate KITV Honolulu, agreed. "Our part of it went very well. There were some technical problems coming in from the network, either from ABC itself or the uplink. There was some popping in the audio, and breakup in the video toward the end of the game. But all in all, it went well."

Jim Casabella, director of engineering for ABC owned station KGO-TV San Francisco, says he saw some breakup in the feed when ABC switched from a live shot to recorded material, such as the slo-mo replays or upconverted NTSC material coming off tape. He attributed that to the



The 53-foot, \$6 million 720p production truck that Panasonic built for ABC made its live *MNF* debut last week at Mile High Stadium in Denver.

encoder buffer reloading. "But I was very impressed with the pictures," says Casabella, who expects there will be a lot of improvement between now and ABC's Super Bowl HDTV broadcast.

Program underwriter Panasonic showed a high-definition commercial during the broadcast (the rest were 4:3 upconverted spots) and held a promotional party at affiliate KMGH-TV Denver.

The company plans a promotional event at each host city station during the entire *MNF* season, including WFAA-TV Dallas this Monday. WFAA-TV, an A.H. Belo station, plans to convert the 720p broadcast to 1080i, Belo's HDTV format of choice. A Panasonic spokesman noted that 1080i or 720p made no difference to the company, as "we sell both kinds of equipment." ■

Sarnoff, DirecTV team on DTV

Sarnoff Corporation has reached an agreement with DBS operator DirecTV to help create affordable digital set-top boxes that will receive over-the-air DTV signals from local stations and DirecTV programming via satellite.

Sarnoff is creating a reference design for such set-tops based on Motorola's new MCT family of silicon chips {B&C, Aug. 23}, expanding on its November 1997 deal with Motorola to jointly develop DTV technology. Sarnoff's reference design will be aimed at DTV/DirecTV set-tops that will take all 18 ATSC formats and output standard definition pictures that can be displayed on existing analog NTSC sets.

The Princeton, N.J.-based company thinks such set-tops will debut in 2000 for less than \$500, with prices dropping to under \$400 with volume production. Sarnoff plans to create a high-definition version of the chipset in the future, but is focusing on the installed base of legacy NTSC sets for now. Currently, Thomson makes a \$649 HDTV set-top that will decode DTV and DirecTV signals, and Thomson, Hitachi, Toshiba and Mitsubishi are integrating DirecTV capability into their HDTV sets. But no one has yet to pair standard definition DTV and DirecTV capability into a low-cost set-top.

"The strategy is, we have very excellent algorithms that can produce high-quality standard definition for a relatively small amount of memory," says Sarnoff President and CEO Dr. Jim Carnes. "And without having to do HDTV, we can make it cheaper. There are 300 million TV sets out there, so that's a lot of set-tops to be sold."

Sarnoff and Motorola's DTV/DirecTV chipset design could also find its way into mid- to high-end NTSC televisions in 2001, says Ray Burgess, corporate VP and GM of Motorola's Imaging and Entertainment Group. —Glen Dickson



CUTTING EDGE

By Glen Dickson

SkyStream's new deals, software

Data broadcasting supplier SkyStream Corp. had a busy IBC show, announcing partnerships with Philips and Tiernan and introducing a new software suite to help customers insert data into compressed video streams. SkyStream has integrated its DBN-26 Media Router with Philips' CryptoWorks conditional access system, allowing the data-injection system to be installed in any existing DVB-compliant legacy encoder system. SkyStream has also established interoperability between its products and Tiernan's DVB-compliant encoders. The company's new StreamNet software monitors the flow of IP data traffic over compressed video networks, while StreamView provides a real-time view of the data and video transport stream for broadcasters to analyze. StreamSecure is a new fixed-key security system that serves as a low-cost conditional-access system for customers just getting into data broadcasting. "There's a new class of service provider moving Internet content," says SkyStream President and CEO Jim Olson. "They need some security, but they don't need a \$1 million or \$3 million security system."

Tiernan taps idle Bonica as CEO

In other Tiernan Communications news, former Panasonic Broadcast President Steve Bonica has

joined Tiernan as CEO, succeeding company founder Dr. James Tiernan. Dr. Tiernan will remain chairman of Tiernan's board and will focus on strategy. Bonica has been idle in the broadcast industry since he left Panasonic in July 1998. While at Panasonic, he oversaw the company's successful introduction of DVCPRO digital tape and various HDTV products. He previously served as vice president of engineering and technology for NBC and as director of electronic journalism for NBC News.

Microtune unveils reference kit

Microtune has introduced a Designer's Reference Kit for the Microtuner 2000, the company's single-chip broadband tuner that makes its production release this month. The reference kit will allow engineers to integrate the single-chip receiver into a tuner board solution for digital or analog cable set-tops, cable modems and NTSC or DTV receivers.

Featuring the MicroTuner 2000, the complete RF-to-video kit consists of a single board containing all input and output connectors and test points, a demodulator for baseband audio and video, and a Windows-based test application. "We gave them the complete layout, and they can take it and cut and paste it directly to their design," says Microtune President Jim Fontaine. Microtune is also offering a reference

design for PC/TV convergence designs that features the Microtuner 2000 and Conextant's Bt878 PCI video decoder.

PVI has record fourth quarter

Virtual advertising and electronic insertion firm Princeton Video Image reported record revenues for its fiscal 1999 fourth quarter and for the fiscal year ended June 30, 1999. Total revenues for the quarter increased 109% to \$425,835, compared with \$203,610 in the same quarter in 1998. PVI still reported a net loss of \$2.9 million for the quarter, however, citing increased sales and marketing expenses, and a net loss of \$9.7 million for the fiscal year, although annual revenues increased 76% to \$1.2 million. The company provides first-down graphic technology to CBS and virtual advertising solutions to NFL International and Major League Baseball's Philadelphia Phillies, San Francisco Giants and San Diego Padres.

Tektronix's tools for MPEG monitoring

Tektronix has announced two new test and measurement products aimed at the delivery of MPEG-2 compressed video streams. The new \$35,000 Tektronix PQM300 is a real-time monitoring solution that monitors all pixels and all fields continuously, allowing providers of compressed video to identify common MPEG impair-

ments such as blockiness, frozen and repeated frames and Gaussian noise. The MTM300 Series is a low-cost MPEG monitoring solution that continuously monitors MPEG-2, DVB and ATSC transport streams to help identify synchronization, decoding and metadata problems.

Acrodyne nets August sales

Transmitter manufacturer Acrodyne gained more than \$3 million in sales during August, including a \$2 million contract with partner Sinclair Broadcast Group for four 5 kilowatt, solid-state UHF digital television transmitters. Other sales include a \$350,000 contract with Community Television of Atlanta for a 60 kW analog UHF transmitter and an \$800,000 sale to a Mexico City station for a 60 kW Diacode NTSC transmitter.

CNN chooses two for overseas links

CNN has picked Wegener Communications and DiviCom to supply it with transmission gear for CNN video links to Atlanta from London, Moscow and Jerusalem, as well as associated digital satellite newsgathering activities. The order includes Wegener ENVOY encoders/modulators, UNITY4422 integrated receiver/decoders, and DiviCom digital video encoders. "We have successfully used Wegener digital video equipment for several years," said Tony Seaton, Turner Broadcasting VP of corporate technology and standards, in a statement. "We are impressed with the video quality of the DiviCom encoder and Wegener UNITY4422 decoder teamed together."

Big Apple braces for broadband battle

Time Warner's Road Runner vs. Bell Atlantic's Infospeed

By Richard Tedesco

In one corner, it's lumbering Bell Atlantic, weighing in with Internet download rates of several hundred kilobits per second at \$49.95 per month.

Speedier Time Warner Cable stands in the opposite corner, packing its own kind of cable-modem wallop at one or two megabits per second for \$39.95 a month.

As the two broadband contenders start out virtually flat-footed, the New York market could provide the most interesting arena to date for the head-to-head, high-speed Web battle between a telco titan and a cable colossus.



Road Runner is revved up for the race to sign New York's residential subscribers.

It's likely to get a lot more competitive, too. "You're probably going to see a price war," observes Bruce Kasrel, analyst for Cambridge, Mass.-based Forrester Research. "And the speed of roll-out is going to be very, very interesting."

As a test bed for cable modem versus DSL, "you're not going to get much better than that," adds Jim Penhune, analyst for the Boston-based Yankee Group.

Yankee Group forecasts a clear cable lead over telcos in broadband subscribers by 2003, with 4.3 million residential subscribers using cable modems and 2.7 million on digital subscriber lines (DSL). That's due to cable's head start in delivering broadband; Yankee Group consumer research indicates a clear preference for telcos as data service providers.

Bell Atlantic broke into the New York market with its Infospeed DSL

service in mid-July, touting a \$49.95 price for a maximum download speed of 640 Kb/s that includes an Internet service provider. That doesn't include the \$99 modem and a \$99 network connection fee required for the self-installed service. Higher speed DSL is available for monthly rates of \$99.95 (1.6 Mb/s) and \$189.95 (7.1 Mb/s).

Road Runner is available for \$39.95 monthly (including the modem) to cable subscribers and \$59.95 to non-subscribers, for an advertised throughput rate of 10 Mb/s. Installation is \$99.

At this point, Penhune says, price isn't a real issue. He said customers value the high-speed transmission of data as a "luxury service."

Time Warner's selling points in a brief print-and-radio blitz emphasize Road Runner's superior speed and ease of service, sans phone lines. "It's a service that really sells itself," says David Goldberg, vice president of marketing for Time Warner Cable.

Bell Atlantic has a continuing advertising campaign pushing Infospeed in TV, radio spots, print ads and subway posters that will intensify, according to Bell Atlantic spokeswoman Joan Rasmussen. The company is banking on its reputation and quality service to carry it, she adds. "We don't share bandwidth, so there's no degradation of service."

Bell Atlantic also contends that Time Warner faces building-by-building upgrades to deliver Road Runner in New York. Road Runner is being phased in carefully to avoid service problems.

But Jim Chiddix, Time Warner Cable's chief technical officer, downplays any difficulty. "Things are always a little more complicated in New York."

Other observers say they are focusing on which company is quicker in rolling out service. That was a factor in Boston, where Kasrel estimates MediaOne enjoys a 9-to-1 advantage over Bell Atlantic in broadband subscribers. MediaOne has hit double-digit penetration rates in some Boston suburbs after two years in the market. ■

SITE OF THE WEEK www.tsmnews.com



Tri-State Media News Suburban Cable Oaks, Pa.

Site features: Live streaming of 11 hours of daily news, 9 a.m. to 8 p.m., carried on Suburban Cable system in Pennsylvania, New Jersey and Delaware; text of current news stories from tri-state area; five-day weather forecasts for different parts of region; chat link

Site launched: April 1999

Site director: Charles McCurdy, Tri-State Media director of Internet operations

Number of employees: 6

Site design: In-house

Streaming technology: RealVideo

Traffic generated: Averaging 9,000-10,000 hits daily

Advertising: Banner ads

Revenue: N/A

Highlights: Site just relaunched last week; drawing increased traffic since live streaming of Tri-State Media newscasts began last month.

—Richard Tedesco

Broadcasting & Cable CLASSIFIEDS

RADIO

HELP WANTED MANAGEMENT

GM/GSM/Idaho Falls-West Yellowstone (KEZQ/KWYS (AM-FM)) seeks regional manager for tri-state cluster serving Idaho, Montana and Wyoming. Great location and lifestyle. Excellent opportunity for proven, selling GM. Send cover letter, resume and references to Scott Parker, Alpine Broadcasting, PO Box 2158, Ketchum, Idaho 83340. EOE.

HELP WANTED SALES

One of the largest broadcasting companies in America; Clear Channel Broadcasting has immediate openings for account executives who want to make money now!!! If you have a minimum of 2 years sales experience selling direct to businesses and business owners and if you are computer efficient, well-organized, a self starter who possesses great people skills, we would like to hear from you! We offer you all that you will need to succeed, a great benefits package and a challenging career opportunity that enables you to achieve and surpass your financial goals. If you are ready to take your sales career to the next level, please fax your resume today to: Jerry Staggs, Sales Manager at Clear Channel Broadcastings Metro Center Office at 941-275-4669, or email your resume today to staggs@aol.com Clear Channel Broadcasting is an Equal Opportunity Employer!

Need an account executive or sales manager? Over 1,000 candidates with an average of 4+ years of media sales experience available. Over 80% of our candidates are currently employed. Candidates in all 50 states. Total cost \$250. Contact birschbach media sales recruitment at 303-368-5900. Check out our website at www.birschbachmedia.com.

HELP WANTED NEWS

Assistant News Director/Assignment Editor WUFT-FM/Classic 89 has reopened its search for an Assistant News Director for its award winning newsroom. The job involves day-to-day supervision and training of about 20-30 student reporters who report and produce daily newscasts, managing assignments for spot stories and in-depth features, and reviewing and editing scripts and stories for air. At least three years full-time broadcast news reporting and/or producing required, public radio experience helpful. Experience with computers and digital editing is preferred. Bachelor's degree required, Master's or equivalent experience preferred. Salary range \$27,500-\$29,250/yr. Send resume, three letters of reference, and cassette to Chair, A-N-D Search Committee, WUFT-FM, 2206 Weimer Hall, University of Florida, Gainesville, FL, 32611. Materials must be postmarked by Oct. 15th. Women and minorities encouraged to apply. U-F is an Equal Opportunity/Affirmative Action employer.

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.

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.

Local Sales Manager: KTVT-TV, a CBS owned television station in Dallas/Fort Worth, the 7th largest market in the country is looking for a proven performer. Qualified candidates must have a minimum of three years sales management experience, plus the ability to train and motivate sales department to overachieve revenue budgets. New business and new forms of revenue are a key focus. If you want to be part of the hottest company in the industry and believe in your ability to be a winner, this opportunity is for you. Please send resumes to: Human Resources, PO Box 2495, Fort Worth, TX 76113. No phone calls please. We are an equal opportunity employer. www.ktvt.com

Commercial Traffic Coordinator: Working in our traffic/operations/sales service department, you will schedule commercial materials from Ad agencies, assign copy rotations to sales schedules, maintain copy files and media inventory. One year experience in broadcast trafficking and BIAS knowledge desired. You must have the ability to handle pressure, meet deadlines and juggle multiple tasks. Requires computer experience and heavy phone work. Please send resume to: John Nelson, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Account Executive: abc27 in the 46th market seeks our next great sales star. We are looking for a creative thinker that will not be caught up in the way it has always been done. Must be goal-driven, self-motivated, detail oriented and a top communicator. Two years of sales success in media and thorough knowledge of marketing research is a must. College degree strongly preferred. Desire to achieve success in new business development as well as grow existing business required. Send resume and cover letter explaining why you are abc27's next outstanding salesperson to LSM, abc27, PO Box 5860, Harrisburg PA, 17110. EOE.

HELP WANTED SALES/SPORTS

Multi-faceted sports company seeks a take charge, hands on, results oriented, energetic sales leader with a proven track record to train and motivate small sales staff. Successful candidate will be a highly organized, excellent negotiator with good research and communication skills and a knowledge of licensing. Familiarity with international television business a plus. Send letter and resume with salary expectation and history to: HR, P.O. Box 81163, Boca Raton, FL 33481 EOE Excellent medical/dental package.

HELP WANTED TECHNICAL

Transmitter Supervisor: KMAX TV has an immediate opening for a Transmitter Supervisor. Great place to live and work. If you have High Power UHF, Microwave and Translator experience, this is a wonderful opportunity. Please send your resume to Personnel JD 9-1; KMAX TV; 500 Media Place; Sacramento, CA 95815. EOE.

TV Engineer II: Starting salary \$35,266-\$38,879 + Benefits. Submit detailed resume to Madelyn Barnum, 4210 Channel 10 Drive, Las Vegas, NV 89119 or Fax (702) 799-5586. Screening packet will be mailed to competitive applicants. KLVX-TV Channel 10, CCSC, Las Vegas, NV Brdcast, ITFS, MATV, CATV maint. eng. Exmpl Essential Tasks: We currently have 2 vacancies. *Position 1* - Assists in the design, evaluation, inspection and repair of TV distribution systems in new schools and rehab projects. *Position 2* - Installs and repairs cameras, VTRs, switchers, routing, editing, electronic graphic paint, monitors, and related broadcasting systems. *Quals:* HS graduate or equiv (i.e., GED, college, tech/trd schl trnscrip, foreign equiv. etc.); and Three (3) yrs. Exp. in repair/maint of television brdcast equip. will satisfy formal educa/Exp. or, an AS deg. in Elect. Eng. of two (2) yrs formal tech. training/courses in electronics from accredited college, school/vocational institution plus, one (1) yr. Exp. repair/maint of television brdcast eqpt. EOE.

Maintenance Engineer: NBC6 (WCNC-TV), a subsidiary of Belo located in Charlotte, NC, is recruiting for a highly qualified Maintenance Engineer to specialize in computer systems. Position available with emphasis on ability to maintain computers, computer network systems and software...including Internet, Intranet, Email, LAN, WAN, servers, routers, workstations, cabling, etc; provide technical support for station web site; perform routine computer maintenance procedures; diagnose equipment problems and perform corrective maintenance; plan and execute technical projects with minimum supervision. Must be familiar with Windows NT, Novell, Unix, Windows 9x and DOS. At least 2 years of computer systems experience in a broadcast environment with knowledge of broadcast systems is required. Studio equipment maintenance experience is a plus. The position requires strong trouble shooting skills and the ability to work in a highly time sensitive environment. Applicants should possess a 2-year degree in Computer Science or equivalent computer systems training/experience. MCSE, MCP, CNE, CNA, SBE certification and/or FCC license is a plus. Qualified applicants need to send your resume and salary history to: (No phone calls, please) NBC 6, Human Resources Department, Re: 99-38, 1001 Wood Ridge Center Drive, Charlotte, NC 28217, EOE/M/F/V/H.

HELP WANTED TECHNICAL

Systems Engineer

CBS has an excellent opportunity for an experienced Systems Engineer to join our New York team.

The selected candidate must have at least 3 years' project engineering experience. At least 1 year of broadcast equipment design development or broadcasting operating experience preferred. Computer proficiency and AutoCad essential. BS degree in Electrical or Electronics Engineering or related field required; advanced degree preferred.

We offer a competitive compensation package. Please forward your confidential resume and cover letter with salary requirements to: CBS Corporation, Human Resources, Attn: SJ/Eng, 524 West 57th Street, NY, NY 10019.

An Equal Opportunity Employer



HELP WANTED NEWS

Hands on Chief Engineer needed. Must have strong communication skills and a desire to be part of a team effort. Knowledge of computer based playback, editing and newsroom systems a must. Three years experience working at a broadcast television station preferred. This is a great opportunity in a highly desirable dream location. Reply to Box 01595 EOE.

Assistant Chief Engineer: KMSP-TV is looking for a highly motivated individual with strong bdcstg. background and mgmt. ability. Ideal candidate will have 3-5 yrs. maintenance and installation exp. in a bdcst. television station with emphasis on automation systems and RF. FCC General Class License required. Send resume to Chief Engineer, KMSP-TV, 11358 Viking Dr., Eden Prairie, MN 55344. No phone calls please. KMSP-TV is an equal opportunity employer.

HELP WANTED PROGRAMMING

Pax TV: Are you an exp. TV Programmer looking to make a change and a difference? PAX TV, America's friend of the family, is looking for a Manager, Program Scheduling at its sunny West Palm Beach headquarters. Qualified applicants will have: 1. Min. 2-4 yrs. exp. in TV programming (at local station or network) a must. Strong know. of film and TV industry essential. 2. Strong computer skills - especially database. Storer PGMS or Columbine/JDS Program Control a plus. 3. Must have great org. skills w/ attention to detail. Excellent written, verbal & interpersonal skills. 4. College degree in related field required. You will be: 1. Managing program scheduling database. 2. Creating & maintaining daily & weekly program schedules 3. Coordinating w/ Marketing, Promotions & Publicity w/ regard to program information 4. Developing stunting plans. Submit resume w/ salary/history req. to: Paxson Communications Corporation, Ref: Mgr., Program Scheduling, 601 Clearwater Pk. Rd., WPB, FL 33401. Fax: 561-655-7343. E-mail: employment@pax.net EOE.

WOWT-TV, NBC affiliate in Omaha, NE seeks 2 experienced News Producers for weekday evening newscasts. Must possess working knowledge of modern newscast production, use of graphics, satellite and ENG technology and program pacing. Excellent communication and editing/proofreading skills necessary. Prefer bachelor's degree in journalism and newsroom computer system experience. Call our job line at (402)346-6666 ext. 7772 for details! Requires pre-employment drug testing and background check. EOE. Send/fax/e-mail resume and tape to or fill out application at: WOWT/HR, 3501 Farnam Street, Omaha, NE 68131, Fax (402)233-7885 or Email hr@wowt.com

Reporters Needed: Two experienced reporters needed for aggressive medium market. This is not a starter job. You must be an excellent storyteller who understands the issues that most affect viewers. Must be able to do a compelling show-and-tell live shot. Send non-returnable VHS tape and resume to: Diane Dotson, News Director, KVII-TV, One Broadcast Center, Amarillo, TX 79101. E.O.E. No phone calls.

News Promotion Producer: Creative, take-charge person to write, produce & edit promotional spots for area's top news operation. At least one year of TV news experience required. Send resume and tape to News Director, WTVC, P.O. Box 1150, Chattanooga, TN 37401. Equal Opportunity Employer.

KOSA-TV, A CBS affiliate in West Texas has an immediate opening for a Weekend Sports Anchor/Weekday Sports Reporter. We have state championship high school teams, junior college athletics, and professional baseball and hockey. A great place to make your mark as a sports journalist. Send Tape and Resume to: Jerry Penick, News Director, KOSA-TV, 1211 N. Whitaker Odessa, Texas 79763. Deadline September 27, 1999. EEO.

HELP WANTED NEWS

News Producer: NBC Affiliate, WNDU-TV is looking for an energetic, hardworking news producer who knows how to craft a great newscast. We need someone who can write well and be responsible for everything in his/her newscast. We require one to two years experience in a television newsroom, and experience with satellite and microwave live shots. If you'd love to be part of a winning team send your resume and non-returnable reel to: WNDU-TV, Attention: Human Resources, Position #00260, P.O. Box 1616, South Bend, IN 46634, Or e-mail your resume to JOBS@WNDU.COM WNDU-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 photo-journalist 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.

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.

Reporter: WPGH-TV is looking for an aggressive General Assignment Reporter. Send Tape To: Tom Burke, News Dir., WPGH FOX-53, 750 Ivory Ave., Pgh, PA 15214 EOE/MF.

Promotion Producer: Kansas City station closing in on #1 news is looking for an aggressive writer/producer to make big waves on-air! Candidates must have strong writing skills and promotion experience. AVID editing is preferred but not necessary. Send demo reel and resume to WDAF-TV; Human Resources Dept., 3030 Summit; Kansas City, MO 64108. EOE M/F/V/D.

Contact 16 Producer: A producer's dream job is available at the power house NBC Affiliate in South Bend, Indiana. We're looking for a producer to join our investigative unit-Contact 16. This producer would write, investigate and do field interviews for our award winning daily segment. If you want to do outstanding journalism and want to work for an exceptional company, please apply to: WNDU-TV, Position #00259, Attention: Human Resources, P.O. Box 1616, South Bend, IN 46634. Or e-mail your resume to JOBS@WNDU.COM WNDU-TV is an Equal Opportunity Employer.

News, Weather & Sports. Helping stations looking for talent or talent seeking representation. AMManagement.Com.

HELP WANTED NEWS

We've lost one of our EPs. Are you ready for the challenge? It's one of the most critical people in the newsroom. We break stories. We're live. We're fast paced. We're high production values. We're a team. We're winners. Responsibilities include coordinating news coverage and being the conduit for all breaking news. It's a tough job. But we're having a lot of fun. Must be a strong writer with great people skills. We're on the move and we want winners who want to be part of it. Send a resume and a one page letter of your news philosophy to Steve Schwaid, NBC10, 10 Monument Rd., Bala Cynwyd, PA 19004. EOE.

Attention Photographers! If you're interested in freelance work, then send us a tape. Send tapes to Jim Barger at NBC10, 10 Monument Road., Bala Cynwyd, PA 19004. We are an Equal Opportunity Employer.

Morning Show Anchor/Reporter: Applicant must have at least two years experience as anchor and reporter and must be able to communicate effectively. Strong interviewing and storytelling skills are necessary. The right person for this job must also have a high energy level and be able to compliment our female co-anchor. Strong internet skills are a real advantage. Please provide a non-returnable VHS tape that demonstrates your anchoring and reporting skills. Send resume to: Box 01594 EOE.

Main Anchor: Number one station in market seeks energetic and engaging anchor to fill one of our prime positions. Applicants need anchoring, reporting and producing experience. Person must be a compelling storyteller, have a desire to win, strong work and journalistic ethics. 5 years experience preferred. College Degree required. Send Resume and Tape to Kristi Wilson, News Director, KOAM-TV, 2950 NE Highway 69, Pittsburg KS 66762. KOAM-TV is an Equal Opportunity Employer.

HELP WANTED NEWS

KUSA-TV: in Colorado, known for its outstanding reputation, is looking to fill the unique position of Photographer/Editor/SNG-ENG operator. This individual will work as part of a two-person team working from Summit County in the heart of ski country and covering western Colorado. Responsibilities include shooting, editing, and producing news stories as well as driving, maintaining and operating an ENG/SNG vehicle. Three to five years' TV photography experience TV photography experience required. Commercial Driver's License preferred. Send your non-returnable resume tape to: 9News, Attn: Patti Dennis, 500 Speer Blvd., Denver, CO 80203, (303)871-9999, Careers@9news.com

We need a co-anchor for our weekend team! Will co-anchor Saturday and Sunday PM shows. Must be a strong writer. Strong live and exceptional reporting skills. This is a key slot in our shop. No calls please. Send tapes and resume to Steve Schwaid, VP of News, WCAU/NBC10, 10 Monument Rd., Bala Cynwyd, PA 19004. EOE.

HELP WANTED DIRECTOR

Director: Seeking a director for our live fast-paced newscasts and other station programs. Must be able to do own switching and be familiar with all phases of control room/studio operations. Must be news oriented, and able to direct clean high quality live newscasts. A minimum of 5 years of directing news is required. Experience working on the GV3000 or GV4000 is preferred. Avid editing experience is a +. Excellent people skills and the ability to effectively work under pressure are a must. Resume and cover letter (no calls/faxes) to Mr. Terry Belford, Production Manager, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131 EOE.

HELP WANTED TRAINING

FOX Sports Net, the fastest growing sports network, is embarking on a new and exciting project...and we want you to be a part of it. We are currently seeking a Software Consultant and a Trainer for the Fox Sports Net and FX Sales groups in our New York office.

CONTRACT SOFTWARE CONSULTANT

A minimum of six months

Code: CE/CSC

TRAINER

Full-Time

Code: CE/TR

Both positions will be responsible for training staff on sales orders and processes including revisions, make-goods, and pre-emptions; writing training manuals; and developing training schedules. Qualified candidates must possess ad sales experience; excellent computer skills; excellent presentation and technical training skills. Extensive travel required.

We offer competitive salaries and excellent benefits. For immediate consideration, please submit your resume and salary history to: **Fox Channels Group, Human Resources Dept. Code: (see above), fax to: (212) 822-7096; or email: jobs@foxsports.net. NO PHONE CALLS, PLEASE. EOE.**



HELP WANTED PRODUCERS



Producer Director

FOX 21 is seeking a Producer Director to write, produce, edit & direct commercial production as well as Technical Direct two nights of the news. HS diploma required. College degree preferred. Minimum of 2 years directing television newscast, producing, directing, writing, editing & shooting commercials. Through knowledge of studio & remote equipment operations will be needed to produce & direct assigned projects. Advanced knowledge of video switcher (Grass Valley 4000) digital effects (Devious/Abekus). Working knowledge of offline editing systems as well as graphics. Good communication skills & the ability to work with & provide outstanding service to both internal & external clients. Must be able to work under extreme pressure & make quick decisions & recover in the event of technical difficulties.

Send resume & tape to:

Personnel - PD

21 Interstate Ct.

Greenville, SC 29615

WHNS FOX 21 is an EOE.



Commercial Writer/Producer: FOX WRSP/WCCU Television, in Central Illinois, seeks a commercial/writer producer with a minimum of one year experience for their Production Department. Position requires a degree in video production or related advertising field, a working knowledge of broadcast-quality production and editing equipment and strong computer skills. Please include a non-returnable demo tape with salary requirements to the attention of the Operations Manager, WRSP-TV, 3003 Old Rochester Rd., Springfield, Illinois 62703.

Producer: Major market station wants organized, creative leader to produce top-rated weekly news magazine program covering urban and minority issues, and to assist with special projects. Must take charge of all aspects of production, including story ideas, field work, writing and final assembly. News experience helpful. Teamwork, discipline and deadline skills a must. Resume and tape (no calls/faxes) to Linda Munich, Director of Public Affairs, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131 EOE.

ATTENTION READERS.....

HELP WANTED VARIOUS POSITIONS

WorldNow

A GANNWAY GROUP COMPANY



Join the team of television and Internet professionals at WorldNow, a leading force in the emerging field of broadcast and online convergence. WorldNow builds, delivers and supports a complete Internet solution that enables television stations to establish superior Web businesses. We are looking for multi-media savvy, motivated individuals to fill the following positions in our rapidly expanding New York City headquarters:

Director Of Strategic Partnerships

WorldNow is seeking a seasoned Internet professional to direct the development of long term, value-added strategic partnerships with online content and commerce providers. The ideal candidate for this position should have experience building partnerships for a major portal, e-commerce or content site, exceptional industry relationships, a strong grasp of industry trends, and a focus on bottom line results.

Background & Skills Required:

- Excellent industry relationships with online content and commerce companies
- Strong strategic planning and negotiation abilities
- Direct experience in online marketing and commerce development
- Exceptional grasp of Internet technology; competencies in financial planning and management
- 5-7 years strategic marketing experience; 3-5 years with media or technology related businesses
- Undergraduate degree required; MBA or JD a plus

Senior Online News Director

WorldNow is seeking a Senior News Director to support its rapidly growing online network of local television stations. The ideal candidate for this position should have a background working in a local television or newspaper newsroom, direct experience in aggregating, editing and publishing online features, and an aggressive, customer-focused, deadline driven attitude.

Background & Skills Required:

- Experience in editing and writing news for the television and the Web
- Solid news judgment and decision making ability
- Familiarity with web publishing tools as well as HTML, FTP, and Web data feeds
- Outstanding communication and organization skills
- 5-7 years of local television newsroom experience; 1-2 years experience w/ new media extensions of news delivery
- Undergraduate degree in Journalism or a Communications related field; Masters degree a plus

Affiliate Relations Manager

WorldNow is seeking a seasoned Internet professional to manage our partnerships with WorldNow's Network stations. The ideal candidate for this position should have experience leading clients through requirements gathering, content architecting, and building / enhancing / launching web sites. The candidate should also have experience working in television (preferably at a station), be customer focused, have a strong grasp of industry trends, and be able to drive ideas that creatively leverage television assets on the internet.

Background & Skills Required:

- Working knowledge of Internet technologies and features
- Excellent writing and presentation skills
- Project and process management skills
- Strong analytical and decision making skills
- Strong client management and relationship-building skills
- Familiarity with internet technologies (HTML, FTP, PhotoShop)
- 3-5 years professional experience in client services/consulting or television
- At least 1-2 years experience developing or managing a media based Web site; preferably for a television station
- Bachelors degree required

ALL POSITIONS INCLUDE A HIGHLY COMPETITIVE SALARY, AN ATTRACTIVE BENEFITS PACKAGE AND STOCK OPTIONS.

Please forward cover letter (noting job preference) and resume to:
E-Mail info@worldnow.com **Fax** (212) 371-3014
Mail WorldNow, 767 Third Avenue 30th Floor, New York, NY 10017
Attention MSZ **Info** www.worldnow.com

HELP WANTED RESEARCH

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 PROMOTION

Assistant Promotion Manager: Exciting opportunity to join one of the largest television station groups in the company. WPBF TV25, the Hearst-Argyle managed ABC affiliate in sunny West Palm Beach, is looking for a hands-on individual to assist the Creative Services Director in planning and directing overall advertising and promotion of the station and its various news, programming and marketing activities. The Assistant Promotion Manager will handle day-to-day operation of the department including overseeing topical production and logs, as well as produce high-end station image promotion and news series. The right candidate will have at least 2 years of experience in news promotion, excellent writing skills and is a real team player. WPBF TV25 is experiencing tremendous growth and we need exceptional employees with the drive to lead our station to the top. If you have the talent and attitude, send your resume to: WPBF, 3970 RCA Blvd. Suite 7007, Palm Beach Gardens, FL 33410, Attn: Sara Ahmad, Creative Services Director.

Creative Services Director: Pittsburgh's most aggressive, most creative television station is looking for a Director of Creative Services. The successful candidate will be an experienced leader, with a successful track record in branding, and a real affinity for, and understanding of research. This is one of America's most competitive television markets, and we are looking for one of America's best Creative Services Directors. Experience with direct mail a plus. Send cover letter and resume to: John A. Howell, III, VP & General Manager, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. No phone calls please. EOE.

CABLE

HELP WANTED TECHNICAL

R&D Engineer: To research, develop, design and test products for broadband cable TV and data communication systems. Oversee professional staff. Must have M.S. + exp. Send resume: Fred Rodgers, Quality RF Services, Inc., 850 Parkway Street, Jupiter, FL 33477.

....Special Report on
**Original Cable
 Programming....**

HELP WANTED 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.



HELP WANTED RESEARCH

VIEWER'S CHOICE, the leader in pay-per-view has an opening in the New York office for a Research Analyst. Responsibilities include: pulling data from cable-based and research related databases, creating spreadsheets, and summarizing the data results for monthly and weekly reports. Candidate must have a Bachelor's Degree, preferably in business, communications, or related area and minimum of 2-3 years of solid research experience. Proficiency with Microsoft Office 97 a must. Send resume and salary requirements to:



Viewer's Choice
909 Third Avenue
NY, NY 10022
Attn: Human Resources
Or fax to resume@ppv.com

ALLIED FIELDS

HELP WANTED VARIOUS POSITIONS



The Freedom Forum World Center, in Arlington VA., a non-profit international foundation dedicated to free press, free speech, and free spirit has the following opportunities available in the Broadcast/Television area:

WRITER:

Head writer position for weekly program dedicated to covering the media. Will help create consistent writing style for program. Will review, correct and approve all scripts before air to insure factual and grammatical accuracy. Also responsible for providing editorial content for graphics, and insuring that information is pertinent and accurate. Manage writing staff. Five years of TV broadcast writing experience required. Must submit writing sample or tape. Degree required. Report to Executive Producer.

Segment Producers:

Producers wanted for weekly public affairs program dedicated to covering the media. Producers must pitch story ideas, research and produce segments for program including studio based interviews and panel discussions, and/or field produced edited tape packages. Supervise edit sessions and voice over sessions. Responsible for insuring that all releases are signed and turned into newsroom secretary, and all scripts are accurate and consistent with program's style. Must have five years TV broadcast production experience, and be able to work under deadline pressure. Must submit VHS tape of work.

AVID EDITOR:

Operate Avid editing system, and assist producers in creating edited tape packages. Should be creative, work well with others, and have strong technical skills. Strong visual story telling skills will be essential. Must work well under pressure. Five years editing experience required. Send tape.

GRAPHICS ARTIST:

Operate Quantel Paintbox graphics system. Prepare graphics elements for weekly program. Must be creative, technically proficient with equipment, and work well with producers under intense time deadlines. Three years Quantel Paintbox experience, and five years TV experience. Reports to Supervising Producer.

Please submit a cover letter and resume along with tapes if required to the attention of:
Nate Ruffin, VP/Human Resources, The Freedom Forum, 1101 Wilson Boulevard, Arlington, VA 22209

HELP WANTED RESEARCH

Research Positions: Fast-growing television rep firm seeks candidates for full-time positions in research. We are looking for research analysts and research managers. Research analysts should have prior analyst experience. Manager candidates must have at least one year analyst or current managerial experience. Proficiency in Microsoft Word and Excel preferred. Fax resume to Richard Pollina at (212) 373-8191.

Market Research: Growing TV research firm seeking fast-paced goal-oriented pros to staff a new project team. Research background, writing, statistics, project management, SPSS, Powerpoint, focus group skills and interest in TV important. Fax Research Communications, Westwood MA 781-461-0909 for the following position: Research Manager - Advanced degree (Ph.D.) required, with strong organizational skills, experience with writing reports, SPSS or knowledge of statistics, scheduling projects, developing instruments and the ability to manage analyst and assistant.

HELP WANTED FACULTY

Radio-TV news. Department of Telecommunication, College of Journalism and Communications, University of Florida, seeks applications for 9-month tenure-track assistant professor position to begin August 2000. Details on requirements and duties available at www.jou.ufl.edu/tele/, or contact Chair, News Search Committee, Department of Telecommunication, University of Florida, P.O. Box 118400, Gainesville, FL 32611-8400, (352) 392-0463, Telecom@jou.ufl.edu. Deadline: November 1, 1999. Search is conducted under Florida's open records law; all documents are open for public inspection. Minorities and women are encouraged to apply. AA/EEO/ADA employer.

HELP WANTED FACULTY

Faculty Position: Teach sales, promotion and policy. Tenure Track. See our website www.bca.cmich.edu for further information. Deadline October 13. EOE.

Highly motivated and innovative general manager to lead WANM, noncommercial, educational, 1600-watt radio station at Florida A&M University; at least five years experience as a radio gm or news director; a master's degree in an appropriate area; knowledge of FCC regulations; salary mid to high \$40s. Send resume to Robert Ruggles, Dean, School of Journalism, Media and Graphic Arts, Florida A&M University, Tallahassee, FL 32307; resumes must be post marked by Friday, October 22.

...plus
Bonus Distribution
at the
Atlantic Cable
Show....

HELP WANTED SALES

Eastern Regional Sales Manager

LeBLANC Broadcast Inc. has an immediate opening for a Sales Manager to represent LARCAN transmitters and LeBLANC Broadcast turnkey tower, antenna and building projects in the eastern United States.

Applicants should have a good working knowledge of NTSC and DTV transmitters, as well as antennas and tall broadcast towers. A detailed knowledge of broadcast groups and stations operating in the states of Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, New York, Pennsylvania, Maryland, New Jersey, Virginia, North Carolina, South Carolina, Georgia, Florida and Delaware would be preferable. Computer agility with Microsoft Office products is essential.

Applicants are requested to submit their resumes by October 8, 1999.

To: **Raymond J. Carnovale**
President
LeBLANC Broadcast Inc.
Fax: (905) 844-8087



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...for our Oct 11 issue...
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HELP WANTED DIRECTOR

Milwaukee Area Technical College

TV Director/Producer Hispanic/Latino Affairs

Milwaukee Area Technical College is one of the oldest and largest technical colleges in the nation and has earned a reputation as one of the finest two-year colleges in America. As the state's largest technical college, the total enrollment is more than 70,000 students annually. MATC is a publicly supported comprehensive post-secondary institution and offers high-quality instruction and programs consistent with current and emerging educational and labor market needs. MATC has four campuses and serves 1.25 million residents throughout the district.

MATC is seeking a Director/Producer, to create, develop, write, and produce segments of and/or television programs and to act as on-air talent in television productions. Related duties include the research, planning, budgeting, and implementation of new program productions and the supervision of production staff assigned to television production projects. Work is diversified, requiring the employee to work under standard practices and operate alone on routine work referring problems or unusual issues to supervisor for guidance. May work with other professionals in a team approach.

Requires a Bachelor's Degree in broadcast journalism, radio and television, or related field and two (2) years of experience in producing television programming which must have included the production of Hispanic/Latino Affairs television programming; or an Associate Degree and four (4) years experience in producing television programming which must have included the production of Hispanic/Latino Affairs television programming. A track record of nationally distributed productions is highly desirable; training and experience in the performing arts, investigative reporting and/or documentary programs is also desirable, or any other combination of training and experience.

To apply, please call (414) 297-7770 for an application and job description. The deadline is October 10, 1999. Resumes and letter of application will not be accepted in lieu of an MATC official application.

*MATC is an Affirmative Action/Equal Opportunity Institution
and complies with all requirements of the Americans with Disabilities Act*

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.



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PUBLIC NOTICE

The PBS New Technologies Committee will meet at 9:00 a.m. on October 1, 1999 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia, to discuss issues related to digital television.

INTERNET

HELP WANTED VARIOUS POSITIONS

Old media pro with new media experience? Groundbreaking Internet company is assembling an All-star team of tech and editorial whizzes with practical experience in: web news design, streaming media, Internet application architecture, database architecture, media asset management and, LAN/WAN design and network architecture, to launch unique video-on-demand service with leading online network. Please e-mail resumes, descriptions of experience to kleinwerks@mail.com.

SERVICES

Parrot Media Network (www.parrotmedia.com)

offers online databases of over 70,000 media executives with extensive up-to-date info on thousands of media outlets. U.S. and International TV Stations, Networks, Groups, Reps, Cable Systems, MSOs, Cable Networks, Satellite Operators, Radio, Press/Publicity, Newspapers, Advertising Agencies, Movie Chains and Movie Theatres. \$49.95/month. Call for FREE one day password. All information also available in directory and computer disk formats. 1-800-PARROT



BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Brent Newmoyer at (212) 337-6962 or Yuki Atsumi at (212)337-6960.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.50 per word, \$50 weekly minimum. Situations Wanted: 1.35¢ per word, \$27 weekly minimum. Optional formats: Bold Type: \$2.90 per word, Screened Background: \$3.00, Expanded Type: \$3.70 Bold, Screened, Expanded Type: \$4.20 per word. All other classifications: \$2.50 per word, \$50 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$218 per inch. Situations Wanted: \$109 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Color Classified Rates

Non-Display: Highlighted Position Title: \$75. Display: Logo 4/C: \$250. All 4/C: \$500.

Online Rates: \$50 additional to cost of ad in magazine
Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$35 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

Send Blind Box responses to:
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New York, NY 10011

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CHANGING HANDS

The week's tabulation of station sales

TVS

KXJB-TV Fargo, N.D.

Price: \$14.8 million

Buyer: Catamount Broadcast Group, Norwalk, Conn. (Raymond Johns, president/owner); owns KHSL-TV Chico-Redding, Calif., and KMVT(TV) Twin Falls, Idaho

Seller: North American Communications Corp., Fargo (Bruce Barnes, president); no other broadcast interests

Facilities: Ch. 4, 97.7 KW, ant. 1,138 ft.

Affiliation: CBS

Brokers: Kalil & Co.

COMBOS

KFI(AM)-KOST(FM) Los Angeles; WEDR(FM) Miami; WFOX(FM) Gainesville/Atlanta, Ga.; WNLK(AM)-WFX(FM) and WSTC(AM)-WKHL(FM) Stamford/Norwalk, Conn.; WBWL(AM)-WMXQ(FM), WOKV(AM)-WKQL(FM), WAPE-FM Jacksonville, Fla.; and WFYV-FM Atlantic Beach/Jacksonville, Fla.; WPLR(FM) New Haven, Conn.
Estimated Value: \$500 million

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$14,800,000 ■ 1
 Combos ■ \$502,119,500 ■ 3
 FMs ■ \$3,485,000 ■ 5
 AMs ■ \$20,975,000 ■ 4
 Total ■ \$541,379,500 ■ 13

SO FAR IN 1999

TVs ■ \$2,527,169,005 ■ 55
 Combos ■ \$2,413,476,886 ■ 132
 FMs ■ \$1,054,012,189 ■ 195
 AMs ■ \$167,281,189 ■ 141
 Total ■ \$6,161,939,269 ■ 523

Swapper: KFI(AM)-KOST(FM):Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Robert F. Neil, Cox Radio Inc. president); also owns/is buying 11 TVs, 14 AMs and 45 FMs
Swapper: AMFM Inc. Dallas (R. Steven Hicks, CEO; James de Castro,

vice chairman/president of AMFM Radio); owns 124 AMs and 324 FMs
Facilities: KFI(AM): 640 KHz, 50 KW; KOST(FM): 103.5 MHz, 12.5 KW, ant. 3,100 ft.; WEDR(FM): 99.1 MHz, 100 KW, ant. 926 ft.; WFOX(FM): 97.1 MHz, 97 KW, ant. 1,571 ft.; WNLK(AM): 1350 KHz, 1KW day, 500 W night; WFX(FM): 95.9 MHz, 3 KW, ant. 299 ft.; WSTC(AM): 1400 KHz, 1 KW; WKHL(FM): 96.7 MHz, 3 KW, ant. 328 ft.; WBWL(AM): 600 KHz, 5 KW day, 5.4 KW night; WMXQ(FM): 102.9 MHz, 100 KW, ant. 984 ft.; WOKV(AM): 690 KHz, 50 KW day, 10 W night; WKQL(FM): 96.9 MHz, 98 KW, ant. 1,014 ft.; WAPE-FM: 95.1 MHz, 100 KW, ant.460 ft.; WFYV-FM: 104.5 MHz, 100 KW, ant. 984 ft.; WPLR(FM): 99.1 MHz, 14.1 KW, ant. 950 ft.

Formats: KFI: talk; KOST: AC; WEDR: urban contemporary; WFOX: oldies; WNLK: talk; WFX: classic hits; WSTC: AC; WKHL: oldies; WBWL: sports/talk; WMXQ: AC; WOKV: nostalgia; WKQL: oldies; WAPE-FM: CHR; WFYV-FM: news; WPLR: AOR

WKDW(AM)-WSVO(FM) Staunton and WINF(AM) Waynesboro, all Va.

Price: \$744,500

Buyer: Douglass Communications LLC, Staunton, Va. (Michael Douglass, president [also president of the seller]); no other broadcast interests

Seller: Clark Broadcasting Co., Charlottesville, Va. (Michael Douglass, president); no other broadcast interests

Facilities: wkdw(AM): 900 KHz, 2.5 KW day, 128 w night; wsvo(FM): 93.1 MHz, 2.8 KW, ant. 338 ft.; winf(AM): 970 KHz, 5 KW day, 1 KW night

Formats: wkdw: country; svso: oldies; WINF: positive alternative

KREB-AM-FM Rogers/Huntsville and KBRS(FM) Springdale, Ark.

Price: \$1.375 million

Buyer: Butler Broadcasting LLC, Cleveland (Stephen Butler, president); owns two TVs, two AMs and three FMs

Seller: Hochman Communications Inc., Fayetteville, Ark. (George Hochman, president); Hochman also owns 40% of HME Communications Inc. (KUPN[AM] Mission City, Kansas). Note: Cumulus Media Inc. assigned option to buy stations to Butler.

Facilities: KREB(AM): 1390 KHz, 1 KW day; KREB-FM: 99.5 MHz, 13.5 KW, ant. 443 ft.; KBRS: 104.9 MHz, 1 KW, ant. 479 ft.

Formats: KREB(AM): oldies; KREB-FM: sports; KBRS: alternative

C L O S E D

EVENING POST PUBLISHING COMPANY

Ivan Anderson, Chairman

has agreed to acquire

WLEX-TV

Lexington, Kentucky

from

WLEX-TV, INC.

John Duvall, President

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

PATRICK  COMMUNICATIONS

(410) 740-0250, www.patcomm.com

FMS

WNHQ(FM) Peterborough, N.H.

Price: \$1.6 million
Buyer: FNX Broadcasting LLC, Boston, Mass. (Stephen M. Mindich, manager/member); owns WPHX-AM-FM Sanford, Maine. Mindich also owns WFNX(FM) Lynn, Mass.
Seller: Radio Works Inc., Concord, N.H. (Lindsay Collins, president); owns three FMs
Facilities: 92.1 MHz, 180 w., ant. 1,332 ft.
Format: AC
Broker: The Sales Group Inc.

WKTT(FM) Cleveland, Wis.

Price: \$1 million
Buyer: Radio K-T Inc., Park Ridge, Ill. (Joseph J. Taddeo, president); owns three FMs
Seller: Tri-County Radio Inc., Cleveland, Wis. (Charles P. Mills, president). Mills also owns WTTN(AM) Watertown, Wis.
Facilities: 98.1 MHz, 5.1 KW, ant. 327 ft.
Format: C&W
Broker: Kozacko Media Services

Construction permit for WAZV(FM) Norwood N.Y.

Price: \$500,000
Buyer: Seaway Broadcasting Inc., Incline Village, Nev. (Tim Martz, director); owns two AMs and six FMs
Seller: Sinan Mimaroglu, Jamesville, N.Y.; no other broadcast interests
Facilities: 96.1 MHz, 6 KW, ant. 328 ft.

Construction permit for WMKL(FM) Key Largo, Fla.

Price: \$295,000
Buyer: Call Communications Group Inc., Miami (Robert J. Robbins, president/director); no other broadcast interests
Seller: South Florida Educational Broadcasters, West Palm Beach, Fla. (Carl J. Auel and Scott L. Smith, trustees); owns WMFL(FM) Florida City, Fla. Auel also owns interest in one TV, six AMs and four FMs. Smith also owns interest in one TV, three AMs and two FMs.
Facilities: 91.7 MHz, 40 KW, ant. 190 ft.

KTRI-FM Mansfield, Mo.

Price: \$90,000
Buyer: Galen O. Gilbert, Sulphur Springs, Texas, owns two AMs and five FMs
Seller: Pearson Broadcasting of Mansfield Inc., Richmond, Va. (Max H. Pearson, president). Pearson also owns two AMs and six FMs
Facilities: 95.9 MHz, 3 KW, ant. 312 ft.
Format: Gospel

Price: \$14 million

Buyer: ABC Inc., New York (Steven M. Bornstein, president; John Hare, ABC Radio president); owns 10 TVs, 26 AMs and 17 FMs
Seller: Mount Holly Radio Co., Mount Holly, N.J. (Nicholas Grand, executor of the estate of John J. Farina); no other broadcast interests
Facilities: 640 KHz, 50 KW day, 950 W night
Format: Nostalgia
Broker: Media Ventures Partners (buyer)

WILC(AM) Laurel, Md.

Price: \$5.5 million
Buyer: ZGS Broadcast Holdings Inc., Arlington, Va. (Ronald J. Gordon, president); also owns WRMD(AM) St. Petersburg and WAMA(AM) Tampa, both Fla.
Seller: ILC Corp., Washington (Dr. Israel Lopez, president); no other broadcast interests
Facilities: 900 KHz, 1.9 KW day, 500 w night
Format: Spanish

WFIV(AM) Kissimmee, Fla.

Price: \$1.1 million
Buyer: Starter Enterprises Inc., Atlanta (Bruce C. Maduri, president);

owns four AMs. Maduri also owns 50% of WSGA(AM) Savannah, Ga.
Seller: Edward C. Allmon, Kissimmee; no other broadcast interests
Facilities: 1080 KHz, 10 KW, day
Format: Spanish

WTGH(AM) Cayce, S.C.

Price: \$375,000
Buyer: Glory Communications Inc., Cayce (Alex Snipe, president); owns WFMV(FM) South Congaree and WLII(FM) Summerton, both S.C.
Seller: Midland Communications Inc., Cayce (Isaac Heyward, president); no other broadcast interests
Facilities: 620 KHz, 1 KW day, 125 W night
Format: Religious

CORRECTION

In the sale of WQXO(AM)-WHCH(FM) Munising and WFXD-FM Marquette, all Mich. (B&C, Sept. 6) the seller was incorrectly identified. The seller was Mid-Pen Broadcasting, Marquette (Wallace D. Steinhoff, president); no other broadcast interests. Satterfield & Perry Inc. and The Mahlman Co. brokered the transaction.

—Compiled by Alisa Holmes

BARNSTABLE BROADCASTING

has acquired

WGH-AM/FM

WFOG-FM

Norfolk, Virginia

from

SINCLAIR COMMUNICATIONS

for

\$23,700,000

The undersigned acted as exclusive broker in this transaction and assisted in the negotiations.



Kalil & Co., Inc.

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

AMS

WWJZ(AM) Philadelphia

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 Engineers 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 Nevada, Las Vegas and Television News Center World Television Journalism Conference. Tropicana Hotel and Resorts, Las Vegas. Contact: Herb Brubaker (301) 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 Convention Center, New Orleans. Contact: Bobbie Boyd (202) 775-3669.

THIS WEEK

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.

SEPTEMBER

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.

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

JANUARY 2000

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 2000

April 10-11, 2000—Television Bureau of Advertising Annual Marketing Conference. Las Vegas Hilton Hotel, Las Vegas. Contact: (212) 486-1111.

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

All in the family

It was 1962 when Giuseppe Commisso brought his family from Italy to the United States. Driving down New York's West Side Highway on the way to their new home in Pennsylvania, Commisso pointed out Columbia University. President Eisenhower also had been president of that school, he told his children.

Rocco Commisso was 12 years old. He didn't speak a word of English, but the image stuck. Nine years later, he received a bachelor's degree from Columbia. Four years later, after working full time at night and serving as student body president, the Italian-immigrant carpenter's son got a master's degree in business administration from Columbia. He founded and is now chairman of Mediacom LLC, the 10th-largest cable operation in the U.S.

Along the way, Commisso earned a reputation as an intense and relentless negotiator who doesn't tolerate sloppiness.

"I fire people for typos," he says. He laughs as he says it, but his flat gaze suggests it should not happen again.

"Integrity is his No. 1 attribute," says Alan Gerry, former owner of Cablevision Industries Corp. From 1986 to 1995, Commisso was Gerry's chief financial officer, where he negotiated nearly \$5 billion worth of CVI financing.

"He hit the ground running and we never let him sit down in 10 years," Gerry says. "He created a loan agreement that allowed us to borrow on homes passed instead of cash flow. It was really a first in the industry."

Gerry credits Commisso with helping take CVI from the 25th to the 8th-largest cable operation in the U.S., before it was sold to Time Warner for nearly \$2.8 billion in 1995. Commisso understood Gerry's position, but he adamantly opposed the deal. From that point forward, he decided to control his own destiny. He drew his inspiration from other cable operators who built family empires from scratch—the Dolans of Cablevision, the Roberts from Comcast, the Rigas clan from Adelphia, among others.

Thus, Mediacom was born as a proposal to accumulate small cable systems in the wake of large mergers.

Operations commenced in March 1996 with a 10,300-subscriber system in Ridgecrest, Calif. Today, Mediacom is a company with a market cap of \$2.5 billion to \$3 billion at current cable valuations, with



"I fire people for typos"

Rocco B. Commisso

Chairman and CEO, Mediacom, LLC, which he founded, Middletown, N.Y.; b. Nov. 25, 1949, Reggio, Calabria, Italy. Came to U.S. in 1962. High school, Mount St. Michael Academy, 1967; B.A. in industrial engineering, Columbia University, 1971; MBA, Columbia University, 1975; production manager, Pfizer Pharmaceuticals, New York, 1971-1975; co-owner, Act III Disco, New York, 1975-1981; 2nd vice president of business services, communications and entertainment, Chase Manhattan Bank, New York, 1976-1980; senior vice president of Media Industries Lending Group, Royal Bank of Canada, U.S. subsidiary, New York, 1981-1986; executive vice president, director and CFO, Cablevision Industries Corp., Liberty, N. Y. 1986-1995; current position since 1995; m. Catherine Orlando, Oct. 25, 1975; children: Marisa, 20 and Joseph, 18.

nearly 720,000 subscribers (pending closure of the Triax acquisition).

Tom Reifenheiser is managing director at Chase Securities, and group executive of the global media, telecom and technology group, one of Commisso's original backers and his former boss. Reifenheiser and Commisso lined up against the conventional wisdom in the mid-1990s that small cable companies were a thing of the past.

"I believed that smaller cable systems had a place in the world," he said. "A lot of people didn't." Reifenheiser's group financed other start-up operations that are no longer around, including Frontiervision, and Fanch.

Reifenheiser said the difference between those companies and Mediacom involves investors. Frontier and Fanch were funded primarily by financial investors looking to reclaim their equity after a few years. Mediacom's biggest outside investor is a media owner committed to the long run, Reifenheiser explains. Commisso is likewise committed to keeping Mediacom in the family. As he puts it, "there's a legacy thing going on here."

Commisso values legacy. To this day he credits his father and mother, Maria Rosa, for instilling his value of education and his unyielding work ethic. Reifenheiser witnessed the work ethic firsthand when he brought Commisso into the media group as a loan officer in 1978.

His first deal involved financing a new pay television operation proposed by Jerrold Perenchio, now the head of Univision. Commisso got access to Perenchio's subscriber list and made survey calls in the evening to gauge customer interest in pay television.

"It turned out to be the first very big success Jerry had financially, and Rocco was an integral part of that," Reifenheiser notes.

If Commisso has one fault, it might be that he never gives up, Reifenheiser says.

"The one thing that Rocco was renowned for was persistence in his tenacity. He'd sit at a table and wear you out."

Commisso honed his negotiating skills in an unlikely arena—a Bronx disco he co-owned with his brother until 1981. He told Reifenheiser about the disco after he left the bank in 1980.

"That explained why he was so tired on Monday mornings," Reifenheiser says, smiling.

—Deborah A. McAdams

FATES & FORTUNES

BROADCAST TV

Appointments, Sinclair Broadcast Group, Baltimore: **David Amy**, chief financial officer, named executive VP. He will be succeeded by **Patrick Talamantes**, treasurer. Thomas Stevenson, corporate controller, named chief accounting officer; **Lucy Rutishauser**, assistant treasurer, named assistant treasurer/corporate finance.

James J. Carter, VP, sales, WTAE-TV Pittsburgh, joins co-owned WLKY-TV Louisville, Ky., as president and general manager. He also joins WLKY-AM there in the same capacity.

Jerry Lyles, VP, national sales, ABC, New York, rejoins KTRK-TV Houston as general sales manager.

Kathy Wallace, local sales manager, WTAE-TV Pittsburgh, named general sales manager.

Jill Anderson, senior promotion producer, KPHO(TV) Phoenix, joins KDVR(TV) Denver as senior news promotion producer.

Appointments, Clear Channel Broadcasting, Little Rock, Ark.: **Jon Davis**, manufacturers representative, National Starch and Chemical, Baton Rouge, La., joins KLRT-TV as account executive; **Adam Berhiet**, camera operator, KARK-TV Little Rock, joins KASN(TV) as promotions producer; **Chris Sims**, master control operator, KARD-TV West Monroe, La., joins in same capacity.



Tulli

Appointments, WGAL(TV) Lancaster, Pa.: **Nancy Tulli**, general manager, Citadel Broadcasting, Lancaster, Pa., rejoins as local sales manager; **Greg Sodano**, research marketing director, WYOU(TV) Scranton/Wilkes Barre, Pa., joins as account executive.

PROGRAMMING

Appointments, Family Entertainment Group, Sony Pictures Entertainment, Culver City, Calif.: **Bob Higgins**, VP, creative affairs, Columbia TriStar Television Children's Programming, named senior VP, creative affairs;

Stacey Attanasio, executive VP, The Meyers/Shyer Co., Burbank, Calif., named senior VP, production; **Joe D'Ambrosia**, director, development, Nickelodeon Movies, Los Angeles, joins as executive VP, creative affairs; **Tara Polacik**, manager, creative affairs, named director; **Grace Benn**, story editor, Columbia Pictures, joins as creative executive.



Watanabe

Hollywood, Calif., named senior VP, general sales manager.



Van Allen

Culver City, Calif., joins Studios USA, West Hollywood, Calif., as senior VP, business and legal affairs.



Crompton

Entertainment USA, a producer and distributor of children's and natural history television programming, Beverly Hills, Calif., named president.

JOURNALISM

Jerry Burke, supervising producer, New York bureau, *Extra!*, New York,

joins Fox News Channel there as producer, *Fox Report with Shepard Smith*.

Lyn Tolan, news director, WLWT-TV Cincinnati, joins WFTV(TV) Orlando, Fla., in same capacity.

Appointments, WTMJ-TV Milwaukee: **John Mercure**, anchor/reporter, WLUK-TV Green Bay, Wis., joins as general assignment reporter. **Amy Freeman**, anchor/reporter, WGBA-TV Green Bay, joins as general assignment reporter, *Daybreak* newscasts.

RADIO

Cheryle Robinson, acting director, corporate communications, National Public Radio, Washington, named VP, communications.

Lisa K. Lavery, affiliate relations manager, west of the Mississippi River, Talk America Radio Networks, Canton, Mass., named affiliate relations manager, North America.

Jim Higgins, director, sales, San Diego cluster, AMFM Inc., San Diego, named regional VP, sales, Pacific Star and Gulfstar regions. He will remain in San Diego.

Paul Krieger, program director, KOZN-FM Kansas City, Mo., joins KEDJ-FM/KDDJ-FM Phoenix in same capacity.

Danny Bonaduce, morning show host, WTJM-FM New York, joins KYSR-FM Los Angeles in same capacity. He will also be simulcast in KALC-FM Denver and KKXX-FM Bakersfield, Calif.

Bob Rosenthal, director, sales, Boise cluster, Citadel Corp., Boise, Idaho, joins Journal Broadcast Group there as VP and general manager, Boise operations (cluster includes KJOT-FM, KCID-FM, KQXR-FM, KGEM-AM and KCID-AM).

CABLE

Bradley J. Siegel, president, Turner Network Television and Turner Classic Movies, Atlanta, named president, General Entertainment Networks, Turner Broadcasting System Inc. He will continue his current duties and remain in Atlanta.

Thomas G. Christie, senior VP, sales and affiliate marketing, Sundance Channel, New York, named executive VP.

Carl Reyes, director, finance and operations, Showtime Networks Inc.,

Atlanta, named director, business operations, finance.



Bryson

Louise Henry Bryson, chairman of the board, KCET(TV) Los Angeles, joins Lifetime Television, New York, as executive VP, distribution and business development. She will remain in Los Angeles.

Linda Colaluca, general manager, Meadowlands/Jersey City operations, Comcast, Jersey City, N.J., joins Insight Communications, New York, as district VP, Bloomington, Ind., operations.

Barbara Zaneri, VP, cable television, Studios USA, New York, joins co-owned USA Broadcasting there as VP, programming, acquisitions and scheduling.



Kamer

Jerome Kamer, VP, planning and investor relations, Fox Family Worldwide, Los Angeles, named senior VP, planning and investor relations.

Kevin McAuliffe, VP, marketing, News Corp. One, New York, joins TV Guide Networks, Tulsa, Okla., as senior VP, marketing.



Redford

Appointments, prime time scripted series department, Fox Family Channel, Los Angeles: **Nancy Redford**, VP, programming and development, daytime division, named in same capacity; **Kevin Plunkett**, manager,

original programming, Disney Channel, Burbank, Calif., joins as director, programming and development.

Aimee Gautreau, director, marketing and communications, Broadcast News Networks, New York, joins A&E Television Networks there as director, public affairs and communications, The History Channel.



Stewart

Bernard Stewart, VP, programming and development, ESPN International, Bristol, Conn., named VP and general manager, ESPN Asia Pacific.

Anthony Cardinale, manager, sales research and development, Comedy Central, New York, joins CNBC, Fort Lee, N.J., as prime time research manager.

ADVERTISING/MARKETING/ PUBLIC RELATIONS

Bob Shea, art director, Lee Hunt Associates, New York, named creative director.

Carolyn Gray, new business manager, McCann-Erickson, New York, joins Margeotes/Fertitta+Partners there as new business director.



Wall



Crabb

Appointments, Pittard Sullivan, Culver City, Calif.: **Marty Wall**, VP, marketing communications, named senior VP; **Ron Crabb**, freelance designer, Los Angeles, rejoins as designer.

TECHNOLOGY

Appointments, Cable Television Laboratories Inc., Louisville, Colo.: **David Bukovinsky**, director, PacketCable, named VP, broadband services. He will be succeeded by **Ed Miller**, project director. **Terry Shaw**, project director, network systems, named senior adviser; **Maria Stachelek**, project manager, network systems development, named project director, software systems and architecture, PacketCable.

Appointments, Columbine JDS, Denver: **Nancy Pennica**, director, sales, named VP; **Dan Levitt**, major accounts manager, named sales manager, engineering products; **David Jones**, director, MSO sales and product development, named sales director, cable net-

work sales.

George Mancuso, director, sales, Tiernan Communications Inc., which designs, develops and manufactures digital television systems, San Diego, named VP.

Nonie Johnson, VP, marketing, Distance Learning Network, Washington, joins NewsWorld Television there as sales manager.

Paul Slagle, VP, integrated sales and marketing, ESPN, Bristol, Conn., joins Princeton Video Image Inc., Lawrenceville, N.J., as VP, sales and marketing.

INTERNET

William A. Burke, president, TBS Superstation and Turner South, Atlanta, named president and chief executive officer of co-owned Time Warner Digital Media.

Pyper Davis, president, Fit TV, New York, joins Kesmai Corp., an online games and interactive entertainment company, New York, as executive VP, business development.



Quoss

Victoria Lynn Quoss, senior VP, program and affiliate relations, Fox Sports, New York, joins NewsNet Central Networks, a media content convergence company that produces and distributes programming

for television and the Internet, New York, as senior VP, distribution.

Daniel J. Canel, independent investment adviser, Miami, joins Patagon.com International there as president and chief operating officer.

ASSOCIATIONS/FIRMS

Sam Haskell, executive VP and board member, William Morris Agency, Beverly Hills, Calif., named head, Worldwide Television.

Bill Murray, director, business information systems, Tribune Broadcasting Co., Chicago, joins The Visibility Group there as president.

James A. "Andy" Butler, director, engineering, PBS, Alexandria, Va., elected president, Society of Broadcast Engineers, Indianapolis.

—Compiled by **Mara Reinstein**
mreinstein@cahners.com

FCC Chairman William Kennard will hold a public forum Sept. 30 to discuss his strategic plan for revamping the agency.

The meeting will include a half-hour session on each of the four goals Kennard has mapped out for the agency's future mission. The areas include creating a "model agency" for the digital era, promoting competition in all communications markets, eliminating disparities in Americans' access to communications and managing spectrum.

One week after the Corporation for Public Broadcasting submitted its report to Congress on how many public broadcasting stations had rented or exchanged lists with political organizations, Rep. Billy Tauzin (R-La.) wants CPB to conduct another investigation.

This time Tauzin wants CPB Inspector General Kenneth Konz to look into Boston public TV station WGBH-TV's use of a Democratic pollster to conduct focus groups on how the station's members feel about its trading lists with political groups. Boston-based pollster John Mar-

WFAA-TV noncompete upheld

Longtime WFAA-TV Dallas news anchor Tracy Rowlett won't be able to join KTVT-TV until the first of next year, following arbitration in which he tried to void his contract with WFAA-TV and its one-year noncompete clause. Rowlett contended that his contract was breached this spring when the station tried to reassign Rowlett after he reached an agreement with KTVT-TV. Rowlett, whose contract was to expire in July, has been off the air since April. Rowlett also attacked the noncompete clause in arbitration. But labor attorney Mark Shank, arbitrating the dispute under the terms of the contract, recognized that the station had an enforceable interest in protecting its promotion of Rowlett's career from his immediate resurfacing at a competing station. The interest, however, becomes less compelling over time, Shank said, reducing the length of the noncompete. Because the dispute was decided in private arbitration rather than a court of law, the decision is more persuasion than precedent in affirming noncompete clauses in broadcasting contracts. Such clauses have been under attack by the principal trade group for on-air talent, the American Federation of Television and Radio Artists (AFTRA). AFTRA has successfully lobbied to outlaw noncompete clauses in broadcaster contracts in Massachusetts and Maine and plans to promote similar legislation in other states. In litigation, the clauses are likely to be upheld unless the contracts are determined to be extremely one-sided against the talent. —Dan Trigoboff

tilla allegedly was paid more than \$20,000 for the work, and Tauzin wants to know if that money comes from federal funds. WGBH spokeswoman Jeanne Hopkins says it did pay for the research, but that it didn't use federal money. WGBH-TV gets 8%, or \$13.6 million, of its \$170 million annual budget from federal funds. "We thought this was a very responsible move on our part," Hopkins said. The station used the information to craft its new list-swapping policy, which limits the station to lists from non-profit cultural and

educational groups.

After nearly 32 years of "always, always, rock, rock," longtime classic rocker WNEW(FM) New York last Monday entered the nascent world of FM talk. Targeting men ages 29-49, the CBS Corp.-owned station now relies on morning team Mason & Kolinsky and afternoon duo Opie & Anthony. Added to mid-days is "radio chick" Leslie Gold. CBS' syndicated *Tom Leykis Show* runs from 7 to 10 p.m., and CBS' *Loveline* with Adam

Corolla and Dr. Drew Pinsky continues in late night. The new format, dubbed "Talk You Can't Ignore," seems to borrow from the former Jacor Communications Corp. slogan, "Noise You Can't Ignore." A CBS spokesman says the change was in response to listener demand. The rock incarnation of WNEW had plunged to 23rd place in recent Arbitron rankings.

The FCC on Friday was expected to extend the deadline for reactions to low-power radio studies until Nov. 5.

Technical studies and comments on the agency's plan to create a low-power FM service were due Aug. 2. The NAB and the Consumer Electronics Manufacturers Association say their data show that adding more stations to the dial would create unacceptable levels of interference.

Several Baltimore television and radio stations were left hanging last Wednesday as a bolt anchoring a crane atop a Television Hill tower snapped, leaving an antenna dangling at 900 feet.

The person **you describe**
is the person **we deliver.**



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The accident occurred just before noon while crews were removing an out-of-service antenna for WBAL-TV to make room for a digital antenna it will share with WJZ-TV and WMAR-TV. WBAL-TV and WJZ-TV evacuated their facilities, located within 200-feet of the tower. WMAR-TV Chief Engineer Joseph Bruno said the situation was amplified because of the threat of Hurricane Floyd. "It's a very precarious situation," he said Wednesday. But heavy winds and rains held off until Thursday and crews secured the site. WBAL-TV canceled its noon newscast and later moved its operation to Maryland Public Television's facility, where it produced its 5 p.m. and 6 p.m. newscasts.

NBC is recasting its home shopping venture, ValueVision, as SnapTV and introducing SnapTV.com as an online companion.

SnapTV.com replaces VVTV.com, ValueVision's existing site, and will feature SnapTV merchandise for Web shoppers. ValueVision currently reaches 32 million households.

Correction: A quote in a Sept. 6 story about interactive program guides omitted several words. The quote should have read: "The management of both companies [TV Guide Inc. and Gemstar] have indicated to me that they will be able to settle the lawsuits, if at all, in the next 1-2 months," says John Corcoran of Stephens Inc., an analyst who covers both companies.

Bochco red hot over 'Blue'

In the wake of Steven Bochco's suit against 20th Century Fox Film Corp., the Hollywood buzz on vertical integration and its potential impact on license fees—both real and perceived—has become deafening.

Bochco filed suit against 20th Century Fox in Los Angeles Superior Court Sept. 10, claiming that when *NYPD Blue* was sold into syndication to the News Corp.-owned FX network for \$400,000 per episode, the studio misled the show's producer into thinking it was a top-dollar pre-emptive bid. Bochco's suit seeks at least \$15.8 million in profits, claiming that at the time of the sale, other networks attempted to bid higher but were told by Fox that it was not for sale, Bochco's lawyer Frank Rohner said last week.

"Everybody just prints Bochco's side of the story ... and assumes that because it's the big bad company that is integrated, that he is getting screwed," a Fox source said. (It is Fox's policy not to comment officially on pending litigation). "But at the time, in May of 1995, it was a record price for an hour weekly series. He was privy to the whole thing. Prices were different then.

"At the time *NYPD Blue* was sold, Bochco said in the trades that it was a really good deal," the source continued. "He sent executives baskets of flowers thanking them for the deal. ... So his side is only one side of the story of what is happening here. I think what [David] Duchovny and Bochco are seeing is that it's a payday and 'maybe we can take advantage of them.'"

License-fee arrangements at Fox made headlines last month when *X-Files* star David Duchovny filed suit against the News Corp.-owned studio, claiming it had sold that show to FX and Fox owned-and-operated stations for "unreasonably low" license fees. Although Rohner said that the Bochco camp was not playing "follow the leader," they did take notice of Duchovny's case as part of a growing problem for creative people working in one-stop media conglomerates.

"We've finally seen so much of this in the industry that we decided we had to take the moral high ground in trying to stop this practice of vertically integrated companies selling to their own affiliated companies at a below-market price and not allowing others to compete for the license," Rohner explained.

Bochco told BROADCASTING & CABLE that "the timing was right" to file the suit. "Frank [Rohner] wanted to a number of years ago and I resisted because...I had some hope of extending the relationship with Fox. [Bochco begins a five-year joint venture with Paramount Network Television in January]. But more to the point, I didn't feel at the time that there was the clear pattern of behavior that has emerged over the course of the last several years, not just with Fox but with a lot of these big companies."

The rights-fees issue has caught the attention of the Hollywood legal community. Although a lot of change naturally goes hand-in-hand with vertical integration, studios will continue to insist they are getting the fairest price, said attorney Jerry Nagin, managing partner at Rosenfeld Meyer & Susman in Beverly Hills, Calif. "You're not going to get studios saying, 'We're taking advantage of you and we have the right to.'"

But Nagin said the pressure to get the highest price for a show produced in a vertically integrated company is not always there.

"When everybody was fairly narrow and insular, it was in the best interest of a studio to get top dollar when it was dealing with a cable company, but when a Time Warner produces a movie and owns HBO, that kind of pressure doesn't exist anymore," Nagin noted. "If the contracts were negotiated in a time when some of these things were not addressed, there's a situation where you have to decide what the contract meant."

Nagin says that some new mechanisms probably will be built into the process, and that there will be an adjustment period.

—Melissa Grego

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

No deal

The cable industry was conceding last week that it has done a poor job of integrating its upper-management ranks. It has vowed to do better and should be held to its pledge. The broadcast networks are under fire for whom they put before and behind the cameras. They also have promised to improve their track record on minority hiring and casting. Again, the right thing to do as corporate citizens. What the media should not do is adopt some kind of quota system to appease the likes of an Al Sharpton. Sharpton said last week that he would ask the FCC to block the Viacom-CBS merger unless the companies put more minorities on the board and include minority investment bankers in structuring the deal. Should media companies do everything in their power to assure that minorities have just as much opportunity for employment and advancement as anyone else? Absolutely. Should they actively push to make their companies more reflective of a rainbow-hued work force? Absolutely. Should they begin trading seats and jobs for merger approvals? Absolutely not.

Topical storm

By the end of last week, the media were already taking hits for allegedly over-reporting the threat of Hurricane Floyd. There have been such reproaches before: that the media hype adverse weather conditions to attract viewers. Some of those may have been valid. This time, we don't think the criticism sticks.

Warnings are not commands. It wasn't Tom Brokaw or Peter Jennings who ordered the evacuation of several coastal areas. It was governments with access to the same weather data as the media, and the same concerns. With the 20/20 hindsight that only comes after the storm clouds have

passed, some complain that they and their families spent hours in stalled traffic fleeing exaggerated weather conditions. But had the storm track been only slightly different...

When lawmakers attack

Fox last week received the Silver Sewer Award from the culture police's version of Toody and Muldoon. Fortunately, the award for "cultural pollution" probably did more to promote the show than stigmatize it. Fox's animal attacks and shock specials register high on the lowbrow meter, but Fox is also *Ally McBeal* (top comedy on TV, according to Emmy) and *The Simpsons* (brilliant) and, yes, *Action*, the new adult sitcom that may not be everyone's plate of cobb salad, offending almost everyone on its way to savagely—and hilariously—attacking the very culture that so offends Joe Lieberman and Bill Bennett. Lighten up.

One of a kind

Vincent T. Wasilewski, who served the National Association of Broadcasters for his entire professional life and was its president for 17 years, achieved what few do in life. When he died at the age of 76, he was even more famous for who he was than for what he did. Vince Wasilewski was a consummately nice person, an exceptional human being and a friend to all who crossed his path. He was also enormously smart, but so self-effacing that even his best friend—until he read the obituary—didn't know Wasilewski had won the Distinguished Flying Cross in World War II, when he flew in B-29s in the Pacific. That for so long, and so loyally, he led his industry safely through the Washington flak was—in the end—not a footnote, but somehow less the measure of the man.

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028

Harry A. Jessell, editor

Stephen McClellan, John M. Higgins, deputy editors
 Dwight Cunningham, managing editor
 Evette Porter, assistant managing editor (special projects)
 Todd Gast, art director
 Glen Dickson, Richard Tedesco, associate editors
 Karen Anderson, Deborah McAdams, staff writers
 Kim McAvoy, contributing editor
 Patricia A. Carter, senior copy editor
 Beatrice Williams-Rude, copy editor
 Nolan Marchand, assistant editor
 Ed Reynolds, assistant art director
 Mara Reinstein, editorial assistant

Washington 1627 K Street NW, Washington, DC 20006
 Phone: 202-463-3711 Editorial Fax: 202-463-3742

John S. Eggerton, assistant managing editor, bureau chief
 Dan Trigoboff, senior editor
 Elizabeth A. Rathbun, assistant editor
 Paige Albinlak, Bill McConnell, staff writers
 Alisa Holmes, Web production manager

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;
 323-549-4100; Fax 323-937-4240

Joe Schlosser, bureau chief
 Melissa Grego, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439;
 303-670-4124; Fax 303-670-1082
 Price Colman, bureau chief

Broadcasting & Cable

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New York 212-337-6940; Fax 212-337-6948

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 New York 212-337-6946; Fax 212-337-3948
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 6 Bell Yard London WC2A 1EJ England;
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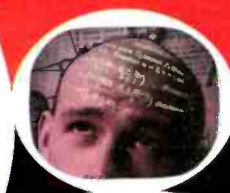
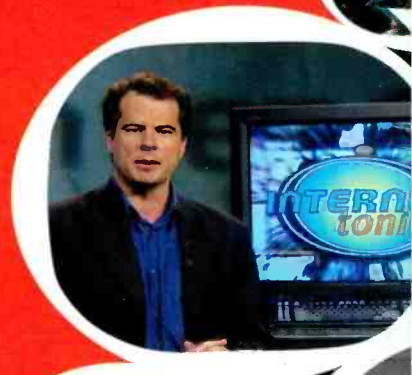
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Western Region 415.551.4526
john_sadler@zd.com

Mike Nickerson
Regional Director of Affiliate Sales
Northeast Region 781.393.3601
mike_nickerson@zd.com

Tom Grams
Head of Worldwide Sales
International 415.551.4531
tom_grams@zd.com

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