

November 22, 1999

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## 'It's like stealing.'

— Vincent Young,  
on his winning \$823M bid  
for NBC's Frisco affiliate

# KRON

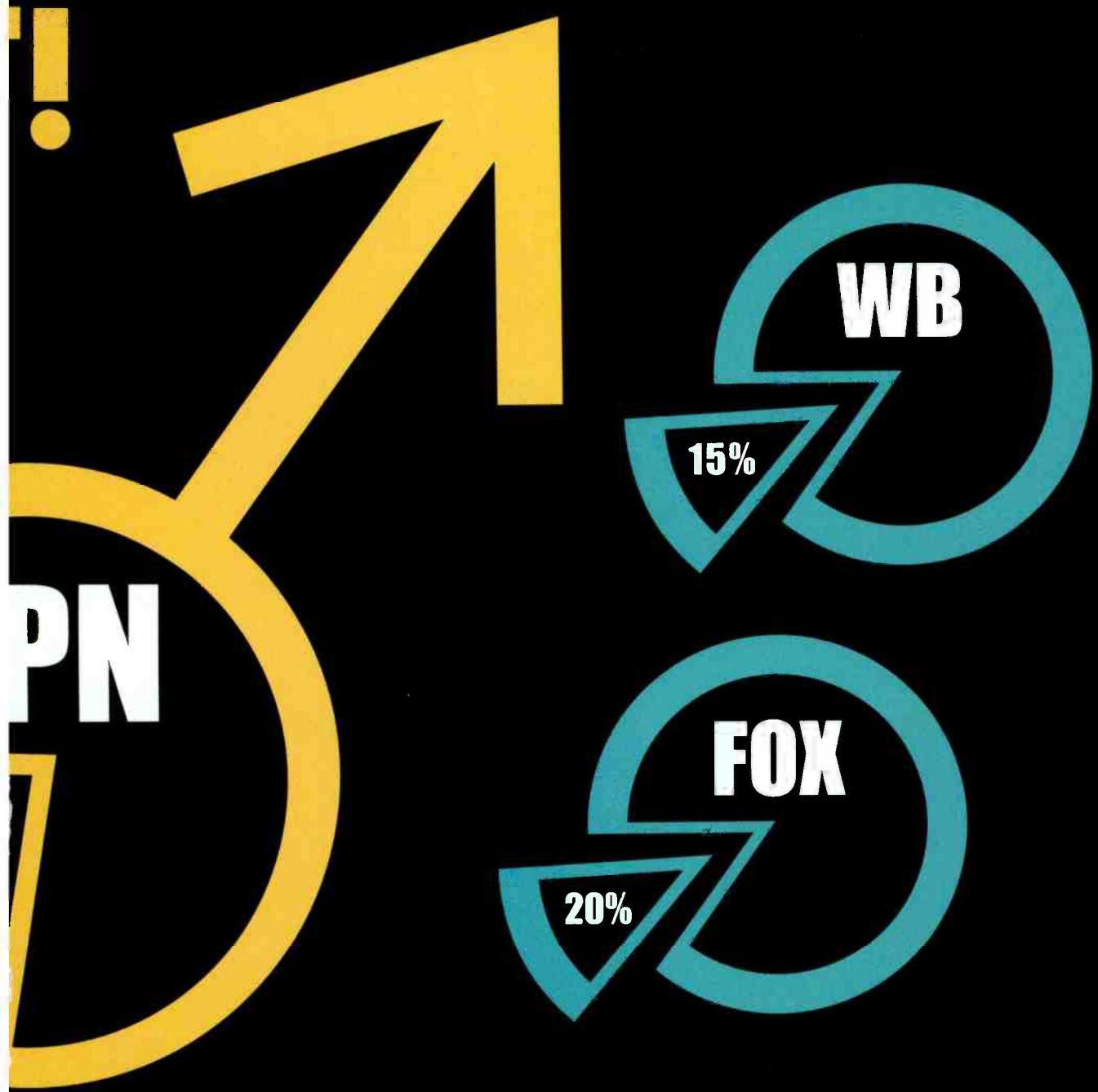
**Duopoly race  
no land rush**

**Grushow new  
Fox TV head**

**Comcast buys  
Lenfest**

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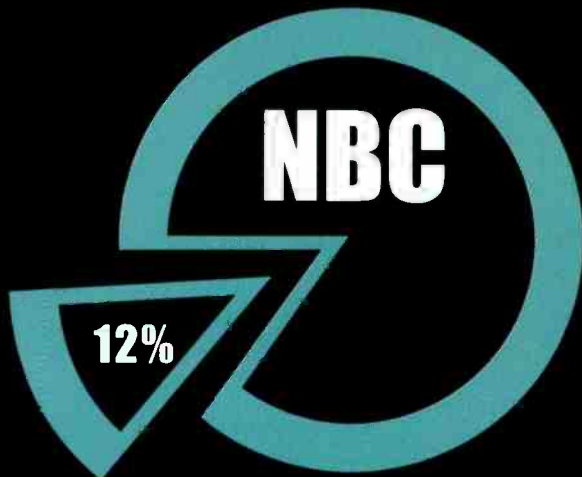
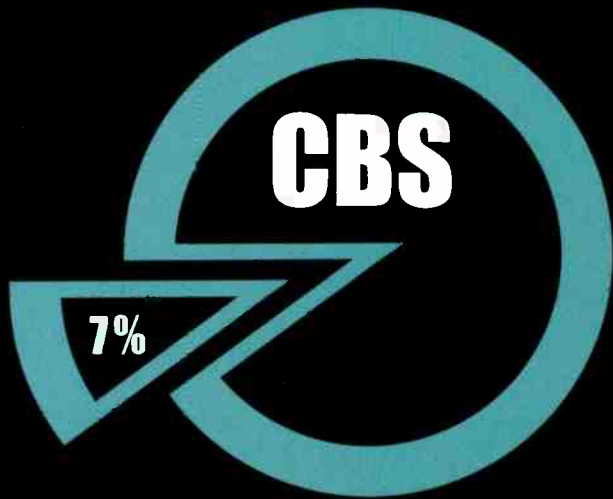
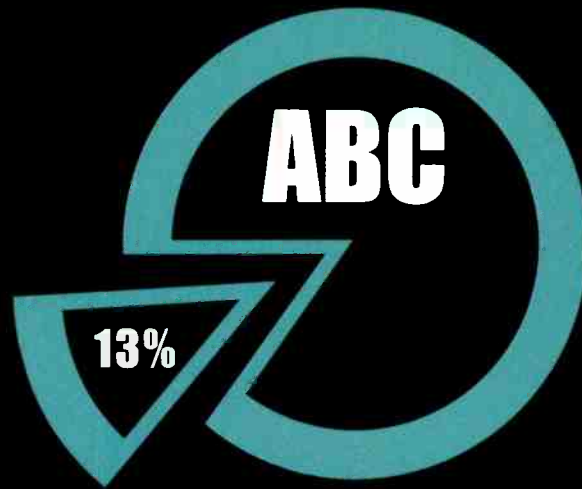
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Source: Nielsen Television Index, Average Audience





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Cover photo: David Toerge / Black Star



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# NCAA bounces to CBS

Network pays \$6.2 billion to lock up college basketball rights for 11 years

By Joe Schlosser

Less than a week after being outbid for NASCAR TV rights, CBS turned the tables and shot down bids from Disney and Fox for a historic 11-year, \$6.2 billion multimedia package for the NCAA men's basketball tournament.

After intense negotiations at the NCAA's Indianapolis headquarters late last week, CBS Television President and CEO Leslie Moonves walked away with the largest non-professional and non-Olympic sports contract in television history—a deal that Moonves and fellow CBS executives expect to take way beyond just the three weeks of the annual men's NCAA basketball tournament.

CBS, which is currently in the fifth year of an eight-year \$1.7 billion deal for the tournament's TV rights, will extend its contract 11 more years starting with the 2003 college basketball season. After eight seasons, the NCAA also has the right to renegotiate and industry sources say the deal could go higher depending upon inflation rates.

CBS increased its rights payment more than 252% with the new contract, which will cost the network approximately \$550 million per season through 2013. CBS will pay more for its NCAA package per season than it does for its current NFL deal (\$500 million per season). Under its current NCAA contract, CBS pays \$216 million annually.

Moonves and CBS Sports President Sean McManus call the new NCAA rights package "a bold experiment for CBS Corp. into the new age and the new millennium." CBS' package includes worldwide TV, radio, licensing, sponsorship, publishing and Internet rights. For CBS, the deal was a vital one for the network side of the business.

"The future of our core business demands that we continue to bring blockbuster events to major audiences," Moonves says. "This is the first sports deal in history to extend beyond our traditional platforms and into the world of new media. This unique, comprehensive agreement delivered the



**Moonves: 'We are entering into this agreement fully expecting to make a profit at the end.'**

added value of the Internet and the vast new audience that it serves."

Moonves adds: "We are entering into this agreement fully expecting to make a profit at the end of the term of the agreement."

Media analyst Hal Vogel says the price of the package was at least 20% higher than he had expected, but he says CBS had to make the deal for a number of reasons. "I think they had to have done it or else they would have slipped back into what you can call their depressed period when they lost the NFL contract," Vogel says. "It's not clear if they are going to make any money on it directly, but they will certainly do well with it indirectly and the reason is they maintain their ratings on other shows with the lead-ins and viewer flows."

The advertising community was left wondering last week what the new NCAA contract will mean to them in the coming years. Larry Novenster, senior vice president and director of sports marketing at BBDO, says the

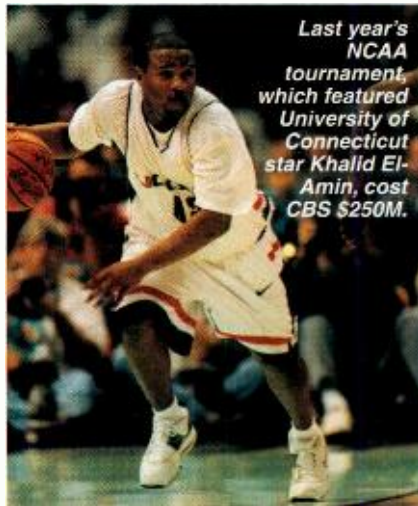
price for 30- and 60-second spots will depend on how the economy is faring when the deal hits in 2003. Thirty-second spots for last year's NCAA Tournament finals were in the \$600,000 range, industry sources say.

"Right now the NCAA is a hot property because of the dotcom and financial companies coming in. But I think [pricing] will depend on the demand in the marketplace over the next few years," Novenster says.

CBS paid a record price for the NCAA Tournament despite the sporting event's sagging television ratings over the last few years. Since 1994, the NCAA men's basketball tournament numbers have dropped 28%, to a 9.5 national rating, according to Nielsen Media Research. And over the last five years, the tournament has hit its all-time low national average three times. The same was true for the NFL, NHL and NBA, however, all of which have seen dramatic rights fee increases over the last several years despite dramatic ratings declines.

All that said, it didn't stop CBS, Fox and ABC/ESPN from fighting it out until the last minute in Indianapolis last Thursday. Sources say ABC and ESPN were looking to make a joint bid for a cable and network TV package, while Fox executives as well were planning to put the tournament's many games across its network and cable channels.

CBS' McManus says the network starting working with NCAA executives this past summer and approached the collegiate association about the larger, multifaceted package. "There is no more important event at CBS than the NCAA Championship," McManus says. "We began fairly informal discussions with the NCAA in the summer about the possibility of buying more than just the television rights because we felt strongly—and I think the NCAA did also—that to maximize the revenue and exposure of these great events, it makes sense to sell the marketing and television rights together, and that it makes sense for the TV network to handle all of the other rights at the same time." ■



**Last year's NCAA tournament, which featured University of Connecticut star Khalid El-Amin, cost CBS \$250M.**

“When it came to upgrading our equipment, Sony’s Betacam SX technology took us into the digital future without making our Court TV archives history.”

-Rob Pumo, VP Operations, Court TV



“Every big trial you can think of, we’ve got it on Betacam SP® tape. It’s our lifeblood. So when we upgraded our studio, we needed a digital system that could still play that tape back for us,” says Rob Pumo, VP Operations at Court TV. “Sony Betacam SX® technology was exactly what we were looking for. Playback

compatibility and improved picture quality were the clinchers.”

Working with Joe Schwinghammer, Director of Engineering at Court TV, Pumo says that Sony Betacam equipment’s

compatibility made the transition from analog smooth—both technologically and physically. “The VTRs fit into our studio racks as if they’d been made for our shelves. It couldn’t have been easier.”

In fact, with over three hours of record time, and less expensive tape stock, even the cost of running

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equipment was seven to eight years old. Now we not only save on tape

costs, but our engineers don’t have to spend hours replacing heads and

drums,” according to Pumo. “Instead, they can invest their time

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came from Sony. “When you think of broadcast equipment, service

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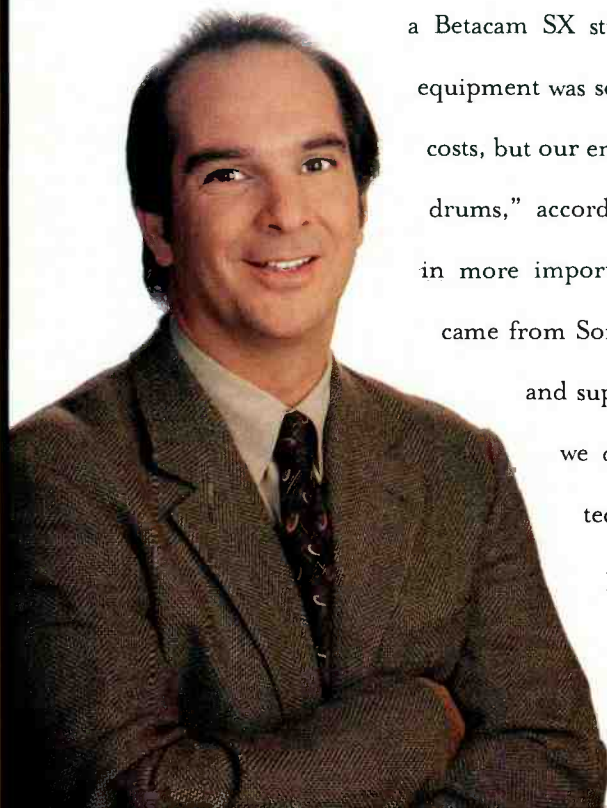
technology would help us keep our archival footage while

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# Duopoly race sets easy pace

*Some TV groups are quick to apply, but no industry rush probably means no lotteries*

**A** race to establish TV duopolies got under way last week, but most of the contestants were running by themselves.

Because there seems to be a dearth of conflicting applications in individual markets, it appears the FCC will have to resort to few—if any—lotteries to decide which among these initial requests will be granted.

At least 10 station groups asked the FCC for permission to own two TV outlets in one market. Most of the applicants are seeking to convert their local marketing agreement partners into directly owned properties and are seeking approval of dual ownership in several markets. Sinclair Broadcasting led the way with nine requests to convert LMAs, followed by Clear Channel, which wants to acquire five partners.

Generally, duopoly applications will be reviewed on a first come, first served

basis. But the processing order of conflicting applications filed on the same day will be determined by lottery. Though no lotteries appear likely now, rare competing applications in Pittsburgh and Jacksonville leave room for no more duopoly requests in those markets. Memphis also appears to have no more room for in-market deals if Clear Channel's purchase of WLMT is approved. A complete tally of last week's applications won't be available until the FCC processes last week's applications, which were filed with Mellon Bank.

The FCC began accepting duopoly applications last week as new broadcast ownership rules went into effect. Those rules lifted the ban on duopolies, but only in markets where more than eight separate TV owners would remain. Because of the TV "voice" test, many markets around the country will have

room only for one or two duopolies, a crush of applications had been expected to be filed on Nov. 16, the day the FCC opened the application window.

But additional rules issued Nov. 11 eliminated most of the potential for competition in individual markets, because the FCC said it would give priority to LMAs operating on Aug. 5. Also, many existing LMAs are in markets where there are a sufficient number of voices to prevent any LMAs that don't apply from being bumped off the air. That's why Cox Broadcasting didn't bother to convert its LMAs in Orlando, Fla., and Charlotte, N.C., company officials said.

Some owners seeking to protect previously announced mergers also filed duopoly applications. Most notable among that group is CBS, which wants to acquire six stations as part of its merger with Viacom. ■

## Shuffle off from Buffalo

Caroline K. Powley is a reluctant millionaire.

Last week, the 30-year-old sold her UPN affiliate on ch. 67 to Granite Broadcasting Corp. for \$23 million cash. She and her husband, William Smith, 32, have been operating WNGS-TV Buffalo, N.Y., for three years

since building it from the ground up.

Granite's offer is "more than fair," especially since the couple spent just \$2 million to build the station, Rowley admits. But, she says, "we feel forced into" a deal because of the FCC's new duopoly rules, which allow one broadcaster to own two TV stations in a market (in this case, Granite already owns ABC affiliate WKBW-TV Buffalo). If Rowley had not sold out, someone else would have and she would have had to try to compete for advertising and programming against a better-funded duopoly team, she says.

Powley also regrets the sale because WNGS-TV is her first station. She and her husband put their all into it. They live in an apartment above it and basically fill all the jobs there, she says. "This has been our life, seven days a week, for three years."

The deal came about after a broker approached several months ago, Powley recounts. Powley said she wasn't interested in selling, but that she would have to consider a good offer. The broker came back with such an offer from Granite.

Powley consoles herself with the fact that she and her husband can build another station and "now we have the money to do it the way we want to." Powley owns construction permits to build TVs in Ithaca, N.Y., and Waterloo, Iowa. "We're not done in the business," she says.

—Elizabeth A. Rathbun



William Smith and Caroline Powley will use the profit from the sale of their station WNGS-TV to build another "the way we want to."



# Who's doing duopolies

This chart shows who is buying what and where to create a duopoly. The number of unique owners post-duopoly is given because under the new FCC rules, eight individual owners must remain after a duopoly deal is done. All deals are subject to FCC approval.

—Compiled by Bill McConnell and Elizabeth A. Rathbun

Market (DMA)	Buyer	Is buying	Already owns	Seller	Price	Owners in mkt. <sup>1</sup>
Philadelphia (4)	CBS	WPSG (UPN)	KYW (CBS)	Paramount Stations	Part of \$40B merger	18
Boston (6)	CBS	WSBK (UPN)	WBZ (CBS)	Paramount	See above	15
Dallas (7)	CBS	KTXA (UPN)	KTVT (CBS)	Paramount	See above	16
Detroit (9)	CBS	WKBD (UPN)	WWJ (CBS)	Paramount	See above	12
Seattle (12)	Belo	KONG (Ind.)*	KING (NBC)	Zeus Bcst.	Less than \$20M	14
Seattle (12)	Tribune	KTWB (WB)	KCBQ (Fox)	FCC-ordered trust	NA	13
Minneapolis (15)	Hubbard	KVBM (HSN)	KSTP (ABC)	KVBM TV Inc.	\$45 million	10
Miami (16)	CBS	WBFS (UPN)	WFOR (CBS)	Paramount	part of Viacom merger	15
Phoenix (17)	Belo	KASW (WB)*	KTVK (Ind.)**	Brooks Bcst.	under \$20M	14
Pittsburgh (19)	CBS	WNPA (UPN)	KDKA (CBS)	Paramount	part of Viacom merger	9
Pittsburgh (19)	Sinclair	WCWB (WB)*	WPGH (Fox)	Edwin Edwards	\$16.8M cash	8
Sacramento (20)	Hearst-Argyle	KQCA (WB)*	KCRA (NBC)	Ch. 58 Inc.	\$558,000	10
Hartford/New Haven (27)	Tribune	WTXX (UPN)*	WTIC (Fox)	Tiberius	NA	8
Raleigh/Durham (29)	Sinclair	WRDC (UPN)*	WLFL(WB)	Glencairn	\$8M stock/4 station deal	10
Raleigh/Durham (29)	Capitol Bcst.	WRMZ (WB)*	WRAL (CBS)	Carolina Bcst.	NA	9
Nashville (30)	Sinclair	WUXP (UPN)*	WZTV (Fox)	Mission Bcst.	\$53M deal; many sellers	10
Milwaukee (31)	Sinclair	WVTV (WB)*	WCGV (Ind.)	Glencairn	see Raleigh	10
Greenville, S.C. (35)	Sinclair	WBSC (Ind.)*	WLOS (ABC)	Glencairn	see above	8
San Antonio (37)	Sinclair	KRRT (WB)*	KAAB (Fox)	Glencairn	see above	11
New Orleans (41)	Tribune	WNOL (WB)	WGNO (ABC)	Qwest Bcst.	Part of \$59M deal	9
Buffalo (42)	Granite Bcst.	WNGS (UPN)	WKBW (ABC)	Unicorn Comm.	\$23M	9
Memphis (43)	Clear Channel	WLMT* (ABC/UPN), WMTU* (satellite; Fox)	WPTY	Max Media	NA	8
Oklahoma City (45)	Sinclair	KOKH (Fox)*	KOCB (WB)	Sullivan Bcst.	see Nashville	12
Greensboro, N.C. (47)	Sinclair	WUPN (UPN)*	WXLV (ABC)	Mission	See Nashville	8
Birmingham, Ala. (51)	Sinclair	WABM (Ind.)*	WTTO (WB)	Glencairn	See Raleigh	8
Jacksonville, Fla. (52)	Gannett Co. Inc.	WJXX (ABC)	WTLV (NBC)	Albritton Comm.	NA	9
Jacksonville, Fla. (52)	Clear Channel	WTEV* (UPN)	WAWS (Fox)	MGA Bcst.	NA	8
Little Rock, Ark. (57)	Clear Channel	KASN* (UPN)	KLRT (Fox)	Mercury Bcst.	NA	10
Tulsa, Okla. (59)	Clear Channel	KTFO* (UPN)	KOKI (Fox)	MGA	NA	11
Las Vegas (61)	Sinclair	KFBT (PaxTV)*	KVWB (WV)	Montecito Bcst.	See Nashville	9
Mobile, Ala. (62)	Clear Channel	WJTC* (UPN)	WPML (NBC)	Mercury	NA	9
Anniston, Ala. (201)	Albritton	WJSU (simulcasts WCFT)*	WCFT (ABC)	Flagship Bcst.	NA	1

Notes: <sup>1</sup> Separate owners, post-duopoly, according to BIA Research; stations operated under local marketing agreements are counted as having separate owners. NA=Not available. \*Buyer already operating station under LMA. \*\*Purchase pending.



# XENA STILL RE

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# REIGNS #1 ACTION HOURS!

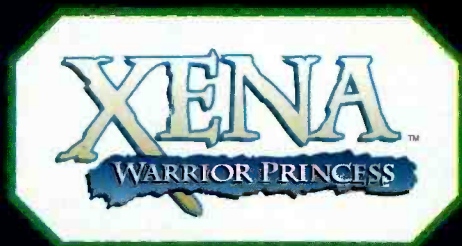
## Nobody Out-Muscles Xena!

### TOP 10 FIRST-RUN WEEKLY ACTION-HOURS

<b>1</b>	<b>XENA</b>	<b>4.0</b>
2	Hercules	3.4
3	Baywatch Hawaii	3.3
4	VIP	3.0
5	Stargate - SG1	2.9
6	Beastmaster	2.8
6	Earth: Final Conflict	2.8
8	Pensacola: Wings of Gold	2.4
9	Peter Benchley's Amazon	2.0
10	Relic Hunter	1.9
10	Lost World	1.9

Source: NSS Galaxy Lightning 1999-00; premiere through 10/31/99 (HH GAA%, AA% where applicable)

In substantiated ratings, Xena chops the competition down to size. Again. In fact, *Xena, The Warrior Princess* has been flexing her muscles for five straight seasons. Real numbers tell the real story. When it comes to action hours, Xena's still a cut above.



STUDIOS  
USA   
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# King joins the CBS court

Shareholders finally vote; Michael King predicts few layoffs; Moonves' visit cheers

By Joe Schlosser

**T**he King World-CBS Corp. merger finally went through last week, and now the big question is how will the syndication giant fit into the pending Viacom-CBS merger.

After several postponements, King World shareholders voted in favor of the \$2.5 billion stock swap first announced last April. The vote was originally scheduled for September, but the CBS-Viacom deal delayed it for two months. King World shareholders will receive .81 of a share of CBS common stock for each share of King World common stock.

Last Tuesday, one day after the deal went through, CBS Television President and CEO Leslie Moonves went to King World's West Los Angeles headquarters to talk with the distribution company's staff, welcoming them into the CBS family. CBS Executive Vice President and CFO Fred Reynolds did likewise in New York. "It was a really nice gesture," says

King World CEO and Vice Chairman Michael King of Moonves' visit. "It really felt good. It says a lot about Leslie and the whole CBS organization."

That organization already includes an in-house distribution unit, Eyemark Entertainment, a division that is expected to double in size if the Viacom-CBS merger is approved—as expected—early next year. Viacom currently houses the largest domestic syndication division in Hollywood, under the Paramount Domestic Television banner. Paramount recently acquired Worldvision Enterprises and Rysher Entertainment's syndicated fare.

King World will likely remain its own division with its own name, says Michael King. And he adds that there



Michael King: 'No senior management will be leaving.'

shouldn't be too many executives out of work in the wake of the merger. "I would say right now that nearly all of our people will be staying put," says King, who himself is stepping down at the end of next summer while remaining a consultant. "I would say no senior management will be leaving."

King World executives are currently developing a number of potential shows for the upcoming syndication

season. King says everything King World develops will go through Moonves' office and will not duplicate Eyemark products. CBS executives were not commenting on what is going to happen at Eyemark, which is a fairly small operation, but sources say it, too, will likely remain intact as well. ■

## Viacom-CBS wants two years to divest

Go Bush. Or McCain, or anybody else the Republicans nominate for the presidency next year. Although CBS officials deny that is what they are rooting for as it relates to their efforts to get the ownership cap lifted, next year's election does dovetail nicely with that effort.

Last week, CBS asked the FCC for two years to dispose of properties that would put it above the cap. It also asked for two years to dispose of its interest in UPN, if the current ban on owning two networks is not changed.

The company did not identify which TV stations it would divest, if need be. But in an interview two weeks ago, CBS President and CEO Mel Karmazin said: "We tend to like the largest markets. So one might assume that if you start with New York and work your way down until you get to the 35% [limit], that would be where we want to wind up" (B&C, Nov. 15).

The network is lobbying hard to have the cap lifted and to get the dual network rule changed, if not eliminated. But it has also said it will conform to whatever rules are in place and that it won't seek waivers.

Having a Republican in the White House is seen as the best chance that CBS and the other major networks (which are aligned on this issue) have to get the ownership cap lifted. At the FCC, Chairman William Kennard's almost singular focus on broadcasting is to achieve

greater ownership diversity within the industry. While he conceded on TV duopoly, it's unlikely he'll budge on the cap, Washington insiders believe.

CBS sources say next year's election does not tie into its strategy for getting the merger passed (on its own terms) and that it is cynical to believe otherwise. "There's nobody out there right now to buy UPN," says a network source familiar with the situation. "If they give us six or 12 months, like they do when somebody has to sell off a radio station or two, it's the same as killing UPN."

Karmazin argues that the ownership cap has to be lifted to at least 49% if the network television business is to remain viable over time.

Others involved with the merger say the companies won't let the disposal of perhaps \$2 billion in assets interfere with the completion of a merger that will create an \$80 billion enterprise. "We're just trying to be honest. We need 24 months to figure out how do divest, if comes down to that. We're not going to wait 21 months before we start doing something."

In its filing with the FCC, CBS also applied for duopolies in the six markets it said it would when the merger was announced in September (see story, page 6). They are Philadelphia, Boston, Dallas, Detroit, Miami, and Pittsburgh.

—Steve McClellan



# FINANCIAL WRAP-UP

Week of November 15-19

## WINNERS

	11/19 midday	% change
Unapix	.....\$2.63	31.20
CD Radio	.....\$28.63	18.40
Shop at Home	.....\$12.37	17.90
TiVo	.....\$47.25	16.30
Rogers	.....\$24.31	15.80

## LOSERS

	11/19 midday	% change
Young Bcst.	.....\$42.00	(23.30)
TCI Satellite	.....\$5.56	(12.40)
Radio Unica	.....\$24.50	(11.20)
Salem	.....\$17.88	(9.10)
Insight	.....\$23.41	(8.90)

## BROADCASTING & CABLE/BLOOMBERG STOCK INDEXES



# Pat Wallace out at NBC

Head of station group 'retires' after a year; replacement, Jay Ireland, comes from GE

By Steve McClellan

After just 13 months in the position and one day after NBC lost out in the bidding for KRON-TV San Francisco in an auction process believed to be the network's to lose, NBC Stations President Pat Wallace was "retired" from his post and replaced by GE Plastics executive Jay Ireland.

Although the timing of the move was odd, coming right after the loss of KRON-TV to Young Broadcasting, speculation last week was that it had little to do with the sale of the station. Transactions of that magnitude (the station was sold for \$823 million, see "Cover Story," page 22) are handled by a separate mergers and acquisitions department at the corporate level.

Rather, sources say the move simply reflected NBC President Bob Wright's determination that Wallace, after a year in the post, wasn't the best executive for the job. In terms of its competitive position, the NBC Stations Group is now more or less where it was when Wallace took over a year ago (mostly first or second in the market), analysts say. WNBC-TV New York is actually up this fall, with its acquisition of *Judge Judy*, which has boosted the ratings of its early evening news block.

That ratings increase could be worth millions in additional advertising sales, executives say. But one major miscalculation Wallace made, sources note, might negate some or all of that gain.



Pat Wallace's exit surprised many.

That was the decision to pull *The Roseanne Show* off the NBC owned and operated stations this season. NBC was the show's most important group clearance, with 10 of the 13 O&Os picking it up in a two-year

deal made last year. When it pulled the show, NBC was calculating that King World would cancel it and get the group off the hook for half of its reported \$25 million license fee, sources say.

But King World didn't cancel the low-rated talk show, because of the syndicator's agreement to be acquired by CBS. "They couldn't cancel *Roseanne* because part of what CBS bought was the license fees for the show," says one source. "If not for the CBS deal, [King World head] Roger [King] would have cancelled it after the first season."

While Wallace's departure came as a surprise to many, industry executives were just as puzzled last week by the choice of his replacement. Ireland, 44, is a 19-year GE veteran with no broadcasting experience. Ireland will report directly to Wright, as had Wallace.

Some insiders say Ireland's choice may not be as outlandish as it seems. Wright, after all, spent some time in the GE Plastics division before joining



Ireland: bringing "a fresh pair of eyes."

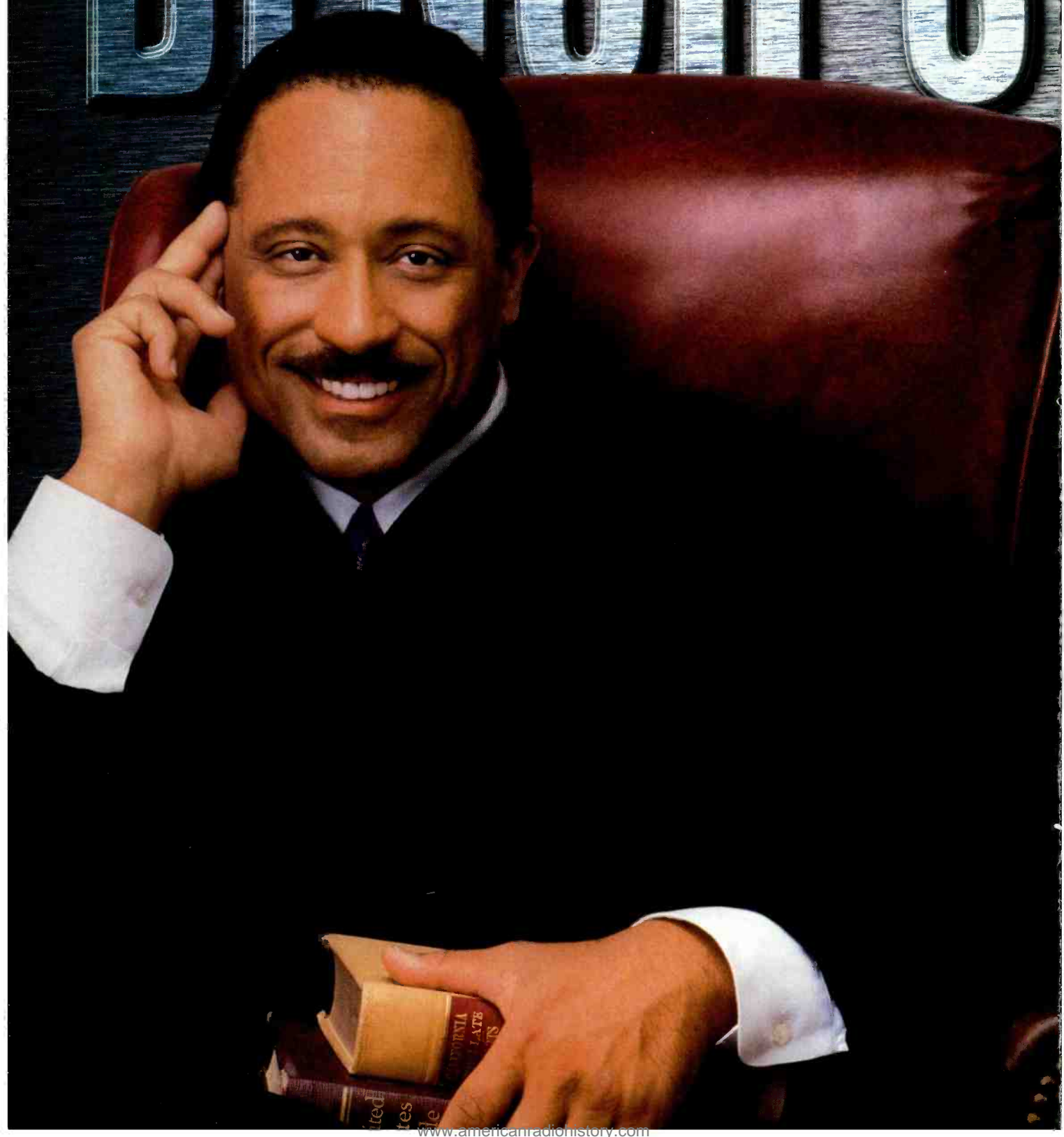
NBC in 1986. The GE way is to move executives around to give them varied experience. "The TV business is undergoing tremendous change with digital and the Internet, and [Ireland] brings a fresh pair of eyes and solid management skills," says one network source.

Reached last week, Ireland said Wright and Jack Welch offered him the job, although, he declined to talk about the timing and other specifics. His greatest challenge, he said, will be "learning the business." After that, he added, "I hope I can bring a perspective of looking at a business with a background of doing different things like running a plastic distribution business in Europe, running our internal consulting company and marrying that with the television expertise of the team that's in place."

For the last three years, Ireland has been chief financial officer of GE's plastics business, based in Pittsfield, Mass. Before that he was vice president, corporate audit staff, at GE headquarters in Fairfield, Conn. Ireland joined GE in 1980 in the Financial Management Program.

Wallace and Wright both declined requests to talk about their moves. ■

# BENCHS





# STRENGTH

JUDGE JOE POSTS PHENOMENAL YEAR-TO-YEAR GROWTH.  
1999 HOUSEHOLD RATINGS UP AN AMAZING

+666%

**JUDGE Joe  
Brown**



**BIG TICKET  
TELEVISION**

A VIACOM COMPANY



A VIACOM COMPANY

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# Scrap cap, Fox urges

By Bill McConnell

**F**ox Television last week pleaded with federal regulators to immediately remove the 35% cap on a station group's national-audience reach. The plea came as others began capitalizing on relaxed local-ownership rules.

"Restrictions on television-station ownership cannot be justified on the basis of economic theory, competition policy or on any public-interest policy goal," Fox said in a petition to the FCC.

Fox, currently the country's largest station group in terms of audience reach, cannot add to its 23 outlets because it has reached the 35% limit. The restriction is particularly galling to Fox executives now because the company is blocked from taking advantage of relaxed local-ownership rules that went into effect Nov. 16 allowing broadcasters to own two TV stations in the same market (see story, page 6).

The new duopoly rules and changes to the way cable audience reach is measured "undermine any rationale for continued restrictions on national station ownership," Fox said.

Last month the FCC voted to allow a cable company to reach 30% of all video subscribers, rather than just 30% of cable homes passed as was previously mandated. The change effectively lets one cable company serve 36.7% of U.S. cable subscribers.

The FCC is currently reconsidering the broadcast ownership cap and the agency's Mass Media Bureau is expected to make a recommendation on its fate next month. A final decision by the commissioners is not expected until spring at the earliest. Privately, FCC officials say there is little chance that the cap will be lifted.

But even if the national audience-reach cap were eliminated, no broadcaster would have anywhere near the viewership reach permitted to a cable firm, Fox said. Citing a study by University of California-Berkeley Professor Michael Katz, Fox said the new ownership rules would bar even the most aggressive broadcaster from controlling more than 14% of total broadcast distribution capacity. ■

## CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

### NEW YORK

#### Taking stock of merger

No dates have been set for Viacom and CBS shareholders to vote on the proposed merger, but company sources say those votes will likely take place sometime in December. It's largely pro forma, however, since Viacom Chairman Sumner Redstone controls roughly two-thirds of Viacom's voting shares. At CBS, institutional shareholders, who control a majority of CBS' voting shares, appear solidly behind the merger if the company's stock price is any indication. The stock is up 27% since Oct. 15, to \$53.75 as of last Friday (Nov. 19). Over the same period, Viacom is up 28%, to \$52.50.

### WASHINGTON

#### Belo backs 8-VSB

Belo Corp. last week became the first big TV station group to officially oppose calls to change the digital modulation standard. Reopening digital transmission requirements now "could be extraordinarily harmful, if not fatal, to the agency's DTV transition plan," wrote Belo Chairman Robert Decherd in a Nov. 17 letter to FCC Chairman William Kennard. "The agency must not become distracted by misguided proposals." Belo's letter is likely to be welcomed by the commissioners, who are leaning toward an endorsement of the current transmission standard—8-VSB—and rejection of Sinclair Broadcasting's petition to allow a second choice, COFDM. The commission has been reluctant to dismiss the COFDM proposal without vocal backing from the industry's major players, however, because TV owners controlling almost 400 stations (all but one of whom have yet to inaugurate digital signals) are on Sinclair's side. (See story, page 19). On the other side of the issue, Spanish network Univision Communications asked the FCC to

approve COFDM as an option because of 8-VSB's reception problems with indoor antennas and in urban areas. "Hispanics and other ethnic and racial minorities that are disproportionately located in urban areas will be particularly harmed," Univision wrote.

#### Information please

FCC officials leading the agency's review of AT&T's acquisition of MediaOne group are seeking more information on the two companies' relationship with programmer Liberty Media, cable set-top box makers, nonincumbent multichannel providers and TV broadcasters, as well as AT&T's plans for rolling out new advanced telecommunications services. In a Nov. 3 letter to AT&T, Cable Services Bureau staffers directed AT&T to submit documents—in 27 categories—that will help them gauge the merged company's impact on the cable industry.

### SAN JOSE

#### NBC knows the way to...

After losing a bid to buy its own affiliate, KRON-TV San Francisco, to Young Broadcasting last week (see "Cover Story," page 22), NBC has expressed an interest in acquiring nearby KICU-TV San Jose/San Francisco/Oakland, Calif., sources say. Cox Broadcasting is also said to be interested in that independent station. Winning KICU-TV would give Cox a duopoly with its strong Fox affiliate, KTVU(TV) Oakland/San Francisco. So far, the price being discussed for ch. 36 is between \$100 million and \$150 million, but that could go higher if NBC and Cox get into a bidding war. KICU-TV's 75% owner, Ralph C. Wilson Jr., said in August that he would put the station on the block, in the wake of the FCC's vote to allow duopolies. Wilson also owns the Buffalo Bills football team. Among its program offerings, KICU-TV airs Oakland Athletics baseball and Golden State Warriors basketball.



# Sat story: local in; loans out

Bill—aboard budget package—passes House, expected to pass Senate; EchoStar unhappy

By Paige Albinak

**A**fter two years of messy battles between the satellite and broadcasting industries, satellite TV reform last week neared the end of its tortuous legislative journey.

After Senate Banking Committee Chairman Phil Gramm (R-Tex.) forced the removal of a provision that would have provided federal loan guarantees for rural TV service, the House of Representatives approved 296-135 the new version as an amendment to a giant spending package Congress needed to pass before adjourning for the year.

While everyone involved called the bill a grand compromise, EchoStar Communications Corp. was most unhappy.

"This bill ... is anticonsumer, anticompetitive to cable, and is a sellout to the special interests of network broadcasters," EchoStar CEO Charlie Ergen said.

DirecTV said "while we do not support every provision included in the legislation, we believe that on balance it is worthy of our support." DirecTV lobbyist Merrill Spiegel appeared at a Senate Judiciary Committee press conference on Friday, while EchoStar sent no representative. At press time, the Senate had not yet passed the bill, but was expected to do so over the weekend.

The new version also did not include language that would have forced online service providers to get local broadcasters' permission before transmitting any part of their signal over the Internet.

As a result of the bill, satellite TV companies will be able to offer customers their local broadcast affiliate signals via satellite, which members of Congress expect will introduce nationwide competition to cable.

Satellite TV companies intend initially to roll out the service in the top 20-25 markets. Whether smaller markets will be able to see their local signals over satellite remains to be seen, although language that remains in the bill allows for other facilities, such as Northpoint Technologies, to reuse commercial satellite spectrum to offer local TV signals and multichannel services.

One service, Local TV on Satellite, a subsidy of Capitol Broadcasting, intends within three years to mount a satellite

service that will serve up to the 68th-ranked market. That leaves 143 unserved markets, which the federal loan guarantees blocked by Gramm were intended to address.

Although Gramm was successful in his bid to pull the guarantees, several members of Congress demanded assurances from House and Senate leadership that Congress would take action on a similar loan guarantee program by April 1, 2000. Senate Majority Leader Trent Lott (R-Miss.) and House Majority Leader Dick Armey (R-Texas) gave those assurances to Congress. Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) and that committee's ranking Democrat, Sen. Patrick Leahy (D-Vt.), said that a bill including the loan guarantees would pass Congress by the end of next spring.

Direct broadcast satellite company DirecTV will offer service in New York and Los Angeles as soon as the ink is dry on the bill. It then plans to enter the top 20-25 markets, although it won't yet say which ones. DirecTV says it is close to signing local signal-carriage agreements with ABC, CBS and NBC and it already has an agreement with Fox.

EchoStar Communications already offers subscribers local ABC, CBS, Fox and NBC affiliates for \$4.99 a month in 13 markets, including Atlanta, Boston, Chicago, Dallas, Denver, Los Angeles, Miami, New York City, Phoenix, Pittsburgh, Salt Lake City, San Francisco and Washington. EchoStar also plans to begin offering the same service to customers in Las Vegas; Minneapolis; Portland, Ore.; San Diego; Sacramento, Calif.; Seattle; and St. Louis, according to EchoStar's Web site.

EchoStar does not have retransmission agreements in place with any broadcasters except Fox, but the bill grants satellite TV companies a grace period of six months of local signal carriage before they have to have consent agree-



EchoStar's Charlie Ergen calls the bill 'anticonsumer' and 'anticompetitive.'

ments with stations.

The company already is turning off distant signals to some customers, reacting to provisions that EchoStar says force it to do so for subscribers who live close enough to local broadcast towers to receive their local TV signals over the air with an antenna. EchoStar has been fighting with the broadcast networks over these subscribers in court, although whether the court case will continue is unclear.

In preparation for delivering local service, EchoStar this fall launched a satellite at 110 degrees west longitude, access to which EchoStar acquired when it purchased News Corp. and MCI's satellite assets in January 1998. The new satellite at 110 will allow EchoStar to offer local signals to customers nationwide on one dish. Before the bird at 110 was available, EchoStar offered customers local signals from satellites covering the western and eastern halves of the country at 148 degrees and 61.5 degrees. Eligible customers could get their local signals, but had to use two dishes.

DirecTV also faced the two-dish obstacle to offering local signals, and at one point thought it would have to re-engineer customers' equipment. But in September, DirecTV said that advanced compression technologies and a satellite it plans to launch early next year would allow it to offer local signals to its customers on one dish, without having to reconfigure their systems.

DirecTV also plans to launch spot-beam satellites, which allow satellite companies to use the same frequency to transmit different local channels in different markets. "The primary benefit of a spot-beam satellite is that it's the most efficient route for complying with the...must-carry obligation" (the requirement that the companies must carry all local broadcasters who request such carriage), DirecTV's Steve Cox said. ■

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## The dish on satellite TV reform: redux

After a great deal of last-minute negotiating over loan guarantees for rural TV service, the basics of the satellite bill that passed the House and Senate last week remain largely the same as the conference report that passed the House two weeks ago. The loan guarantees are now gone, as is language that would have stated specifically that online service providers have no right to air any part of local broadcasters' signals without their permission. Following are the rules of the game for satellite TV companies who plan to offer local TV signals:

**Compulsory licenses:** The bill grants satellite providers a permanent compulsory license for local TV signals and extends the compulsory copyright license for distant signals through Dec. 31, 2004.

**Copyright fees:** It lowers copyright fees satellite companies must pay for distant signals and superstations from 27 cents per subscriber per month to about 19 cents per subscriber per month for superstations and approximately 15 cents per subscriber per month for distant network signals. Satellite carriers pay no copyright fees for local stations, although satellite carriers must negotiate individual agreements with each local TV station they want to carry to acquire the right to retransmit that station's signal.

**Must carry:** By Jan. 1, 2002, satellite companies must carry all local TV signals in all markets they choose to serve. The FCC must issue rules on this provision within one year of the bill's enactment.

**Retransmission consent:** DBS companies can carry local TV signals for six months before they must have carriage agreements in place with local broadcast stations. If DBS companies continue to carry signals without such agreements after that time, they face fines of \$25,000 per subscriber per day and will be subject to federal lawsuits. Broadcasters can file retransmission consent complaints with the FCC or in a federal district court until Dec. 31, 2001, after which the law will require satellite carriers to begin carrying all the local stations in all the markets they serve.

Until Jan. 1, 2006, broadcasters must negotiate retransmission consent agreements nonexclusively and in good faith, although they can offer different terms and conditions to different providers. DBS carriers need no carriage agreements for distant network signals.

**Distant signals:** The bill requires the FCC to deliver a report to Congress within one year on how to modify the picture-quality standard the commission uses to determine which households do not receive a strong enough broadcast signal over the air and therefore are eligible to receive distant signals. Some members of Congress

argue that the current standard leaves many households with poor off-air reception of local signals, yet still unable to legally get distant signals.

The bill allows satellite carriers to provide eligible subscribers as many as two distant affiliates and one local affiliate of the same national network

It grandfathers approximately one million existing DBS subscribers who receive distant network signals yet live close enough to their local broadcast stations that they should be able to get their local signals with a rooftop antenna. It also grandfathers C-band subscribers who typically live in rural areas and cannot get local signals at all. A federal court last year ordered satellite companies to terminate distant signals for both groups, but the Senate decided early in this round of negotiations to grandfather some of the ineligible distant signal subscribers.

The bill requires satellite carriers to deliver distant signals only to households that cannot clearly receive over-the-air signals with a rooftop antenna. Violators of this provision face a \$50,000 fine per day for each household that illegally receives more than two distant signals.

It allows recreational vehicles and commercial trucks to receive distant signal feeds.

It requires broadcasters to respond to waiver requests from subscribers who want to receive distant signals within 30 days or automatically grants the waivers. If neither party can agree on whether a household should be able to receive distant network signals, an on-site test will be conducted. The loser pays for the test.

**Duplicative programming:** The bill requires the FCC to develop rules within one year that would govern how satellite companies handle sports, syndicated programming and network programming on superstations that duplicate programming already aired on any of the local TV stations in that market. It also requires the FCC to develop rules that would require satellite companies to block sports programming "to the extent technically feasible and not economically prohibitive" on any distant signal that duplicates a local station's programming.

**90-day waiting period:** The bill eliminates

the 90-day period consumers used to have to wait before they could subscribe to distant network signals via satellite TV after subscribing to cable.

**Local-into-local:** The bill requires satellite carriers to provide broadcasters with lists of local subscribers for broadcasters' verification purposes. Satellite carriers also must deliver local signals only to subscribers in that market or face fines of \$250,000 per each six months they continue to "knowingly and willingly" deliver local signals to ineligible households.

**Public broadcasting:** Satellite carriers can offer a national PBS feed until Jan. 1, 2002. On that date, satellite carriers will be required to carry all local public broadcasters in markets where they offer local service.

**Rural local TV signals:** The FCC has one year to determine whether other facilities, such as Northpoint Technologies, can use commercial spectrum to provide local signals to unserved or underserved markets. New services must not cause any interference to existing services.

**Congress also has attached several non-germane amendments, including measures that:**

- Forbid any publicly funded broadcaster that receives federal money from buying, selling or swapping lists with political entities and from sharing any donor's name without the donor's permission.
- Give a permanent license to low-power TV stations that broadcast 18 hours a day or more and provide at least three hours a week of public affairs programming.
- Forbid registering famous or trademarked names to which the registrant has no legal claim (cybersquatting) with Internet domain providers.
- Require the FCC to complete its biennial review of the 1996 Telecommunications Act within six months of the bill's enactment. That review requires the commission to look at a cap that limits broadcasters to owning stations whose combined coverage reaches 35% of the national viewing audience and a rule that forbids any company from owning two broadcast networks.

—Paige Albinaki



# DTV plot thickens

*FCC awaits more input; PBS officials waiver on call for 8-VSB field tests*

By Bill McConnell

**A**lthough the FCC appears in no mood to change the digital TV modulation standard, the agency is waiting for some major industry players to weigh in before ruling on Sinclair Broadcasting's petition to reconsider DTV transmission standards, according to an agency source.

Specifically, the commissioners are likely to wait until public television stations and the industry trade group Association for Maximum Service Television give their opinions on which way to go.

Top agency staffers in recent weeks have openly expressed skepticism that any change is necessary. But at least one commissioner is balking at any dismissal of Sinclair's petition until they have more support from the industry's biggest players and is likely to hold up a decision until public stations and MSTV express their views. Sinclair wants the FCC to let broadcasters choose between the current standard, 8-VSB, and COFDM, Europe's predominant method of DTV delivery.

Officials from PBS and America's Public Television Stations only a month ago said they would ask the FCC to conduct field tests to judge Sinclair's claim that 8-VSB is inadequate for indoor reception. But public TV officials now say they haven't decided whether to make their request and will await direction from their boards of directors. No date has been set for board members to vote on the matter, however.

"At this point, we have made no final decision, but our stations have serious concerns about the performance of 8-VSB," said Marilyn Mohrman-Gillis, APTS vice president of policy and legal affairs. "While we may not be taking a formal step to ask the FCC to reconsider at this time, we will monitor the situation very closely."

MSTV is also gathering data to help its board carry out its yet unscheduled vote, said organization president Margita White.

Equipment manufacturers, who oppose any effort to reopen the modulation standard, predict the issue will

go away as new receivers hit the market. Thomson Consumer Electronics last month introduced a digital set-top receiver model in Best Buy stores that now is rolling out at other retailers. The performance is "10 to 100 times" better than the first generation receivers Sinclair tested in April, says Thomson spokesman David Arland. "We have no concerns about its performance."

Separately, the Advanced Television Systems Committee has asked the FCC to disregard widely circulated notes of the group's Oct. 5 meeting in which participants purportedly question 8-VSB's viability. The notes were cited

in Sinclair Broadcasting's petition as evidence that some equipment makers secretly have expressed doubts.

"The notes in question not only present a grossly distorted and misleading picture of what took place in that meeting, but also these...were electronically stolen and modified before being widely distributed to reporters," wrote ATSC Chairman Robert Graves in a Nov. 12 letter to the FCC. ATSC officials say they have identified the author of the notes and have been told portions were altered. Sinclair lobbyist Mark Hyman dismissed suggestions that the notes were pilfered or changed. ■

## BET's Johnson hits proposed tax break

*Calls bill to allow capital gains deferral for selling to minorities 'cynical politics'*

By Bill McConnell

**R**ecent government and corporate initiatives to help minorities enter media businesses are nice gestures, but won't make a meaningful impact on industry diversity, African-American cable magnate Robert Johnson asserted last week.

The chairman of Black Entertainment Television took aim particularly at pending tax legislation that is designed to make it more attractive to sell to minority buyers but would exclude sales to the handful of large minority-controlled companies, of which his is the most prominent.

The legislation, sponsored by Senate Commerce Committee Chairman John McCain, would allow media companies that sell to minorities, small businesses and new industry entrants to defer capital gains taxes. If enacted, the tax breaks would make minorities' offers more attractive relative to equal bids from white-owned companies. But under the plan, eligible buyers would



**Chairman Robert Johnson's BET faces competition from several newly created networks targeting African-American viewers.**

face net worth and revenue limits set by the Treasury Department.

Because of the limits, eligible buyers will have only enough financial resources to run one- and two-station groups, not the powerful regional clusters necessary to compete in today's rapidly consolidating market, Johnson said. "You won't be able to get the size you need to gain a dominant position," Johnson told the Federal Communications Bar Association. The limits are the result of "cynical politics" that hem-in minorities' potential for success, he continued.

Especially ironic, according to Johnson, is that huge conglomerates, which received their spectrum at no cost

decades ago—while minorities were excluded from the give-away—will benefit most from the tax legislation. What's more, he predicted that a white executive who leaves a big media company with a lucrative stock option package is likely to be an eligible buyer as a new entrant if he does not own other broadcast properties.

Johnson's remarks received a polite reception from the Washington lawyers

in attendance, but later one characterized the charges as "incredibly self serving."

Johnson also complained that a new minority investment fund established by CBS, Clear Channel and others will not lead to a significant media presence for minorities. "It doesn't deal with the real question," he said. "How do you get minorities to scale?" The fund, which has \$175 million in equity commitments so far, is seeking to raise

about \$500 million.

Finally, Johnson added that cable diversity will be threatened if the FCC forces system operators to carry both the digital and analog channels of broadcasters and possibly bump some cable networks from carriage. "Why should we take BET off, take Discovery off, the History channel? So incumbent [broadcasters] can continue their dominance?" ■



## WASHINGTON WATCH

By Paige Albinia and Bill McConnell

### AT&T's Armstrong joins NCTA board

AT&T Chairman C. Michael Armstrong last week took a seat on the NCTA's executive committee. NCTA may name AT&T non-executive chairman and Continental Cablevision founder Amos Hostetter to the board, but won't make a decision until AT&T's purchase of MediaOne closes, a cable source said. Hostetter attended NCTA's board meeting last week, however. Armstrong replaces former AT&T Broadband and Internet Services President Leo J. Hindery, Jr., who resigned from AT&T in October. NCTA also named Charter Communications CEO Jerry Kent to its board and executive committee, filling the seat vacated by Charter Communications co-founder Barry Babcock. Michael Willner, president of Insight Communications and NCTA treasurer, will become secretary/treasurer, adding Babcock's responsibilities to his own. Weather Channel CEO and former NCTA President Decker Anstrom also maintains his close ties to NCTA. He will take a seat on the executive committee.

### FCC's Tristani has House ambitions

Speculation is mounting that FCC Commissioner Gloria Tristani will run for a New Mexico congressional seat. The granddaughter of late Sen. Dennis Chavez was seeking the state's Democratic gubernatorial nomination when she was tapped to join the commission in 1997 and has made it clear she has big political ambitions. She would be seeking the Albuquerque district seat now held by first-term Republican Heather Wilson. Tristani is considered a strong candidate among New Mexico Democrats because she won statewide election to the New Mexico State Corporation Commission in 1995 and can likely parlay telecommunications contacts developed during her FCC tenure into campaign contributions.

### Campaign for public TV trust under way

An advocacy group last week launched a campaign to replace the Corporation for Public Broadcasting with a trust funded by fees from commercial broadcasters. The trust would be created to insu-

late public stations' programming decisions from political and corporate pressure. "This would take public broadcasting off the federal dole," said Jerold M. Starr, executive director of the Citizens for Independent Public Broadcasting. Public broadcasting's "fragmented funding structure," has led public broadcasters to avoid challenge and controversial programming for fear of funding cuts, Starr said. Under Starr's plan, broadcasters would fund the nearly \$1 billion needed annually to replenish the trust, either through annual fees, license transfer taxes, or levies on spectrum auction buyers. The National Association of Broadcasters said it "would oppose strenuously" any such attempt.

### Searching for PBS president

Former PBS President Erwin Duggan departed the programming service on Halloween, but efforts to replace him have only just begun. Although PBS' board formed a search committee soon after Duggan announced his departure, PBS only recently hired executive search

firm Heidrick and Struggles. Names of potential candidates being floated include WETA Chief Sharon Rockefeller, CPB CEO Robert Coonrod, Maine Public Broadcasting's Robert Gardiner, Louisiana Public Broadcasting's Beth Courtney, Kentucky Public Broadcasting's Virginia Fox and Mary Bitterman, president of KQED San Francisco. Sources do not expect a new PBS president to be named until spring 2000.

### TV industry lines up for Intelsat access

ABC, NBC, AT&T, Time Warner, Turner Broadcasting and HBO are among scores of telecommunications companies requesting direct access to the Intelsat system, following the FCC's Oct. 14 decision permitting firms to contract with the international satellite consortium rather than obtaining access through Comsat, the organization's U.S. signatory. The rules are scheduled to go into effect Dec. 6, but Comsat has asked the FCC to delay implementation until the company's court challenge to the changes is decided. Meanwhile, Lockheed Martin is pushing Congress to pass a stopgap measure that would allow the aerospace company to complete its planned 49% purchase of Comsat before the end of year.



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*NBC stumbles as Young  
Broadcasting snags  
San Francisco prize...*



# The king of KRON

By Elizabeth A. Rathbun

**I**t was NBC's deal to lose, and it did. NBC made no secret that it lusted for KRON-TV, seeing the San Francisco NBC affiliate as one of the last truly great acquisition opportunities in a major urban market. NBC President Bob Wright went so far as to try and scare away rival bidders, essentially threatening to yank the station's affiliation if anyone but NBC won the auction.

That was good news for Vince Young, chairman of Young Broadcasting. Instead of letting NBC buy the station cheaply,

Young says that Wright's now-infamous threat letter sufficiently scared away rivals so that Young could outbid NBC and at \$823 million, still pay far less than he anticipated.

"It's incredible; it's like stealing," Young bragged, before interrupting himself. "I don't want to give you too heady a headline."

His revised assessment: Young Broadcasting was "very, very fortunate and we were very opportunistic and for better or worse they [NBC] scared away a lot of people."

Young, however, is scaring a separate crowd: Wall Street. For months, investors have been betting that Young is a seller, an opinion seemingly validated when Young Broadcasting hired investment bankers to shop the company last year and by Vince Young's more recent comments that he would be open to any offers.

After the FCC ruled that broadcasters could own two stations in large markets, many felt Young would be snapped up by one of the major station groups eager to get its hands on Young's KCAL(TV) Los Angeles.



But with Young paying \$823 million for KRON-TV—a new record for a single-station deal (see chart, page 26)—Young Broadcasting suddenly doesn't seem like a seller. Nothing excites investors more than a seller; little disappoints more its opting not to sell.

Young Broadcasting's pain was immediate. The company's stock dropped 19% last week, from \$44.25 per share. Six weeks ago it was trading at \$64.

Young fully recognized the effect the deal was having on his stock price, and tried to woo investors back. Several times during a conference call with securities analysts, Young contended that his commitment to buy KRON-TV doesn't mean he won't sell. "We're just as likely [to sell] today as we were yesterday," he said. However, he added, "I'm not running the company to be a target."

With KRON-TV, Young Broadcasting is "bigger and better and we're even more attractive now to the outside," Young continued. "We are open to drive shareholder value."

KRON-TV, ch. 4 in the fifth-largest TV market in October was No. 1 in prime time and from sign-on to sign-off. The station also has the market's top-rated news broadcasts at 6 a.m., 11 a.m. and 5 and 6 p.m., a KRON-TV researcher says.

The sale is part of the dismantling of Chronicle Publishing's sizable media portfolio. After years of infighting, the DeYoung family that controls the company is liquidating all its operations. After selling its cable operations to Tele-Communications Inc. four years ago, the company recently agreed to sell the *San Francisco Chronicle* newspaper to Hearst Corp., several other newspapers and a book publishing unit.

With the big networks already owning so many stations in the largest markets, such properties don't come up very often. Young Broadcasting will give seller Chronicle Publishing \$650 million cash and \$173 million in Young stock. The total of \$823 million is the most ever paid for a single TV station. The deal also includes 51% interest in the BayTV 24-hour cable news channel, but Young said the stake is a minor part of the transaction.

NBC was clearly the most logical buyer and was so keen on winning the station that it said it would beat any other bid (B&C, May 24). But it dropped out when the bidding ran into the high \$700 million range, according to Young and another source familiar with the deal.

NBC had tried to scare off rival bidders. NBC President Robert Wright



**Old and new guard: Amy McCombs, president/CEO Chronicle Broadcast KRON-TV, with Vincent Young.**

sent a letter to auctioneer Donaldson Lufkin & Jenrette warning that any other buyer would face significant changes in—or possible termination of—the station's affiliation agreement with the network (B&C, Oct. 18).

The threat may have backfired. Young says it discouraged other bidders, allowing his company to buy it for less than it would have otherwise. Others close to the bidding say NBC's heavy-handedness so angered Chronicle that it was prepared to accept a lesser bid rather than sell it to NBC.

NBC didn't have much to say after the bidding closed. "We bid what we thought was fair for the station and clearly Young Broadcasting bid what they thought was fair," an NBC representative said.

Despite setting a price record, Young insists he got a bargain: KRON-TV is worth

more like \$1 billion, he asserted. "There's a cloud hanging over this transaction. We all know what it is," Young maintained. "This is way under what a station like this in a normal situation should be valued. ... How often do you see a No. 1 station in a top-five market? I don't remember the last time that happened."

But Young is paying on the high end of what station brokers and investment bankers estimated the station was worth when it went on the block last May—between \$600 million and \$840 million.

Young contended that the deal will immediately boost earnings and that he is paying just 10 times KRON-TV's pro forma 1999 cash flow. But that assumes \$100 million worth of tax savings and \$10 million in budget cuts. The station's 1999 cash flow will total of about \$60 million; from the seller's perspective the deal is priced about 13.5 times cash flow.

At least one TV-station broker doubts that KRON-TV was the bargain that Young claims it was: "I don't trust [either cash-flow] number," said Ben La Rue. While TV stations generally go for 13-14 times cash flow, in a major market the multiple would more likely be 16-17, he said. And considering KRON-TV's market rating, 20 is more likely, he said.

"Probably Chronicle feels that that stock will increase in value and that could be the little extra that allowed Young to outbid the major groups," La Rue said.

But if anybody can make the numbers work, Young can, La Rue said. If the company can ratchet KRON-TV's low 20% cash-flow margin up to 35%-40%, which La Rue said he would "bet on" happening, "they got a hell of a buy." And Young Broadcasting has "done a lot of middle-market operations where they have to have a tight operating schedule with maybe a 45% margin," La Rue said. "They're good operators."

Young also was seen as having paid too much for KCAL Los Angeles, which he bought in 1996 for \$385 million. But by the time that deal closed, \$23 million in expenses had been cut, Young said.

Young expected to be viewed as having overbid for KRON-TV: "We're the dark horse and because you win an auction you're obviously a horse's ass because you obviously overpaid, or so the losers will say. This is far from true," Young claimed. KRON-TV "is a great buy. ... It's just too good not to do."

Young will borrow money to pay for the station. While the company's debt then will be "higher than we're used to living

## Young in brief

**Headquarters:** New York City

**Founded:** in 1986 by Chairman Vincent J. Young and his father, Adam Young, for whom the TV group's rep firm is named

**Stock symbol:** YBTVA, traded on Nasdaq

**52-week high:** \$52 on Sept. 10

**52 week low:** \$37.75 on June 9

**TV stations owned (in market order, with affiliations in parentheses):** KCAL Los Angeles (independent); WKRN-TV Nashville (ABC); WTEN Albany, N.Y. (ABC); WRIC-TV Richmond, Va. (ABC); WATE-TV Knoxville, Tenn. (ABC); WBAV-TV Green Bay, Wis. (ABC); KWQC-TV Davenport, Iowa (NBC); WLNS-TV Lansing, Mich. (CBS); KELO-TV Sioux Falls, S.D. (and satellite KDLO-TV Florence, S.D.; CBS); KLFY-TV Lafayette, La. (CBS), and WTVQ Rockford, Ill. (ABC)

**Total U.S. household coverage (including KRON):** 11.3%. Discounting 50% for VHF stations, as the FCC does, leaves 11.2%.



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## The big deals keep getting bigger

Single-station TV sales worth more than \$200 million since 1994 (when there were none):

- 1 **\$823 million:** Young Broadcasting Inc. buys KRON-TV San Francisco (market No. 5; last Tuesday)
- 2 **\$520 million:** Hearst-Argyle Television Inc. purchases KCRA-TV and LMA for KQCA(TV) Sacramento, Calif. (market No. 20; 1998)
- 3 **\$485 million:** CBS Corp. buys KTVT(TV) Dallas/Fort Worth (market No. 7; April 1999)
- 4 **\$450 million:** Hearst Corp. acquires WCVB-TV Boston (market No. 6; May 1985)
- 5 **\$385 million:** Young Broadcasting Inc. buys KCAL-TV Los Angeles (market No. 2; 1996)
- 6 **\$370 million:** Meredith Corp. purchases KCPQ(TV) Seattle (market 12), then swaps it for Tribune's WGNX(TV) Atlanta (market No. 10; 1998)
- 7 **\$257.5 million:** Paxson Communications Corp. acquires WBIS(TV) New York (market No. 1; 1997)
- 8 **\$228 million:** Sinclair Broadcast Group purchases non-license assets of WSYX(TV) Columbus, Ohio (market No. 34; 1998)
- 9 **\$207 million:** ITT-Dow Jones Television buys WNYC-TV New York (market No. 1, 1995)

in," it's doable, Young noted. Between the presidential election and NBC's airing of the Summer Olympics, "we see 2000 as just a wonderful year," Young noted. But if it's deemed necessary and if the market is favorable, Young Broadcasting would offer stock for sale, he added.

Moody's Investors Service last Tuesday said it would review Young's ratings for a possible downgrade.

"I see a little bit of a David and Goliath story here," Young said. "We're David, by the way. We're the good guys."

With KRON-TV, the Young group reaches 11.3% of U.S. households, or 11.2% under the FCC formula that deducts 50% of coverage for UHF stations. That moves Young to No. 14 from No. 17 on BROADCASTING & CABLE's list of the nation's top 25 TV groups (April 19).

Young said he will immediately achieve \$10 million in savings at KRON-TV. That will be done by general "tightening around the station"—cutting programming costs as well as staff. And about \$2 million per year will be saved by using as in-house rep firm, he said.

While making KCAL more profitable was "like pushing a stove up a hill, we don't have that kind of a daunting task here," Young said. The secret will be in building local advertising sales, which

now account for about 50% of KRON-TV's yearly \$60 million or so in advertising revenue, he explained. That is an unusually low percentage for such a strong market, he said, pointing to KCAL's 28/78 national/local ad split. KRON-TV is "really not optimizing what they can do" locally and so ranks No. 3 in terms of its revenue share of the market, according to Young.



Like 'David' viewing his conquest, Young Broadcasting execs visit KRON-TV (l-r): Ron Kwasnick, president; James Morgan, executive vice president and CFO; Deb McDermott, executive vice president, operations; Vincent Young, chairman & CEO.

While losing the NBC affiliation in two years when the contract expires would hurt KRON-TV's value "a little bit," Young said he has contingency plans. For example, KRON-TV may be operated as an independent, like KCAL is. In any case, KRON-TV's five hours worth of news per day probably will be expanded with help from BayTV's offerings, he noted.

The NBC spokeswoman said the company is trying to change the compensation-based model of all its affiliate contracts, not just KRON-TV's.

Chronicle's other stations—NBC affiliate WOWT(TV) Omaha, Neb., and ABC affiliate KAKE(TV) Wichita, Kan.—were sold last Wednesday to Benedek Broadcasting Corp. for an undisclosed price. No further information about that deal or the KRON-TV auction was forthcoming from Chronicle. "It's a privately held company. They absolutely, positively don't give out information," spokeswoman Dawn Jackson declared.

Other bidders for KRON-TV were said to include Gannett Co. and Belo Corp. But even Young said he expected NBC to win the auction. "We thought that NBC [was] the clear and logical bidder here," he said. "This is a hard one to understand exactly."

But Young said that after he heard that NBC was not willing to pay the price that the market demanded, "we started to be encouraged."

Young Broadcasting was advised in the deal by Lazard Frères & Co., with legal advice from Cooperman Levitt Winikoff Lester & Newman PC. ■





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# Grushow heads Fox TV

*Gives vote of confidence to beleaguered Entertainment President Herzog*

By Joe Schlosser

**S**andy Grushow is now king of the Fox TV hill. Grushow, the former Fox Entertainment president and current head of 20th Century Fox Television, has been named to the newly created position of chairman of the Fox Television Entertainment Group, where he will run both the studio and the network's entertainment divisions.

The move comes after only two and half months into what has been a disappointing start to the 1999-2000 season for the Fox network. It gives Fox Entertainment President Doug Herzog a new boss and, according to Herzog, some welcome help.

Fox executives and Grushow were quick to point out that 20th Century Fox Television and the network will continue as separate entities, as opposed to Disney's new TV structure, which combined ABC's entertainment division with Disney's Touchstone Television.

Grushow, who has been president of 20th Century Fox since 1997 and led the studio to a record 22 prime time series for the current season, says it will pretty much be business as usual at the two separate Fox divisions.

"It is very important to us that people understand that this is not about [taking] down the... wall and integrating these two enterprises. Rather, this is simply business as usual with one exception: That is that the head of the studio and the head of the entertainment division will now report to me, not [Fox Entertainment COO and president] Peter Chernin," Grushow says. "This is not remotely ABC. They are managing their businesses as they see fit, but there is nothing more important to us than protecting what has become a multibillion dollar studio business. We will do nothing to compromise that."

The Grushow promotion is seen as the culmination of three separate issues, insiders say.

First and foremost, in three years, Grushow has brought 20th Century Fox to the top among Hollywood TV studios with shows such as *Ally McBeal* and *The Practice*. Second, the slow start at



*Herzog: 'When I took this job, I knew this place moved fast and change was a part of the landscape.'*

Fox and the sliding ratings for a number of veteran series. And finally, Chernin, who is also president and COO of News Corp. and No. 2 in command to News Corp. Chairman Rupert Murdoch, needs some help watching over the day-to-day operations of Fox's

entertainment concerns.

"Sandy is as good an executive as exists in television today," Chernin says. "We have great confidence that the skills Sandy employed in running the studio to industry dominance will complement and support Doug Herzog's efforts."



*Grushow: 'As far as I'm concerned, Doug is president of the entertainment division and it's his to run.'*

Herzog has seen his first fall schedule get off to a very slow start. The network's programming and poor ratings have been noted in the national press over the last month, and Herzog has been running the ship solo, with no prior experience

atop a broadcast television network. Earlier this year, Fox Broadcasting CEO and Chairman David Hill left the network to return to running parent company News Corp.'s sports operations, leaving Herzog to report directly to Chernin.

"It's nice to have someone to work

## NBC heavies up on drama

NBC executives released a revamped midseason lineup last week, shuffling a number of its new dramas around and adding a new one, *The Others*, to its Saturday night schedule. The network that had well over a dozen comedies on its schedule two years ago, will have only eight on the air once the changes go into effect after the November sweeps. The Peacock Network will now have 10 dramas in its lineup, five of those being first-year series.

NBC's new Monday night lineup will feature freshman drama *Freaks and Geeks* at 8 p.m. (ET), followed by *Dateline NBC* at 9 and newcomer *Third Watch*. *Freaks and Geeks* debuted this season on Saturdays, while *Third Watch* began its watch on Sunday evenings.

DreamWorks drama *The Others* will move into NBC's Saturday night lineup on Feb. 5, airing in its regular time period of 10 p.m. Starting Dec. 4, *The Pretender* will air at 8 p.m. and *Profiler* at 9 p.m. on Saturday night. *World's Most Amazing Videos* will fill the 10 p.m. time slot on Saturday's until *The Others* premieres in February.

The network has also moved new drama *Law & Order: Special Victims Unit* to Friday at 10 p.m. and *Veronica's Closet* into the 9:30 p.m. Tuesday time slot. *Veronica's Closet* was formerly on Monday nights, paired with fellow comedy *Suddenly Susan*, which NBC executives have taken off the schedule for now. *Suddenly Susan* is still in production, NBC Entertainment President Garth Ancier says.

"We were just trying to solidify the schedule and, clearly, in the case of *Third Watch* and *Law & Order: Special Victims Unit*, they were designed for 10 p.m. time slots, and now we can give those time periods to them. I think that's good for us and for those shows," says Ancier. "For *Freaks and Geeks*, it's an opportunity to put the show on a night where the audience can find it. It's a much more prominent slot than Saturday at 8 p.m." — Joe Schlosser



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with me, absolutely," Herzog says. "Ever since David [Hill] left, I have been doing this by myself. Sandy is a guy who brings a lot of experience in this business, in this town and on this lot. Three things I don't have."

Does Herzog perceive the move as a blow or demotion?

"No, I take it in stride," he says. "When I took this job I knew this place moved fast and change was a part of the landscape."

Grushow, who ran the network's entertainment division from December 1992 to October 1994, emphasizes that Herzog is still the entertainment president and that he is there to help him. He also says Herzog alone does not shoulder the blame for Fox's poor early showing.

"As far as I am concerned, Doug is the president of the entertainment division and it's his to run," Grushow says.

At 20th Century Fox, sources say two former executives under Grushow are expected to split the title of president of the studio: Executive Vice President Gary Newman and drama Executive Vice President Dana Walden. ■

# MTG makes U.S. move

*Heads named for new syndication unit of conglomerate*

By Melissa Grego

**W**hile vertical integration may be responsible for fewer individual syndicators on NATPE's floor, at least one new kid is joining the block—with the support of a big parent.

MTG Media Properties, a wholly owned U.S.-based division of the \$2 billion Swedish media conglomerate MTG AB, plans to arrive for the first time on its own at the convention with a new regime, a new film package for syndication and a new in-house distribution staff.

In previous years, the company, which was founded in 1995 as a worldwide distributor of film for TV and video, shared a booth with Muller Media, domestic distributor.

The new regime is being led by Michael Weiser, who joined MTG



*Ken DuBow is the new senior vice president of worldwide sales.*

Media Properties as president/CEO two months ago. Weiser has just hired Ken DuBow away from MGM to be his senior vice president of worldwide sales.

DuBow will be responsible for distribution internationally, as well as for cable and syndication domestically.

## ABC sweeps up

On the strength of *Who Wants to be a Millionaire?* (and who doesn't?), ABC captured the second week of the November sweeps in total viewers and adults 18-49. ABC is the only Big Four network that has improved year-to-year in the sweeps in both viewers and the important adults 18-49 demo. The network posted its best non-Oscar-week results in more than two years for the week ending Nov. 14. ABC averaged 16 million viewers and a 6.3 rating/17 share in adults 18-49, according to Nielsen Media Research. ABC is up 34% in total viewers over last year's November sweeps and is up 32% in adults 18-49. NBC was second for the week in both categories, averaging 13.2 million viewers and a 5.3/14 in adults 18-49. Fox was third in adults 18-49 with a 4.4 average, and CBS was third in total viewers with 12.97 million viewers.

— Joe Schlosser

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DuBow, who assembled MGM's 75th Anniversary film package that is being sold at NATPE, was last at the convention three years ago, after which the then financially troubled MGM decided not to attend the show. DuBow's joining Weiser at MTG is a reunion of sorts: The two worked together at Blair Entertainment.

Weiser says he knew when he joined the company that he wanted to bring DuBow aboard. "I wanted Ken to run sales with us," he says. "I was familiar with his driven work ethic and desire to succeed; his knowledge of movies was

unparalleled."

DuBow says leaving a studio is never an easy decision, but that the idea of reuniting with Weiser made it easier. "He's someone who's had great success in the past; we're friends; I know how he works, so there's a lot that can go unsaid, and it gets done," he explains. "The thing about this is it's entrepreneurial, with financial wherewithal. I've done it without a dime."

Weiser says MTG has earmarked a seven-figure sum for acquisitions of film rights to add to the 350 titles it already owns. Weiser says he hopes to

grow the number of titles in the company's library to 500-600 titles within the next couple of years. The company is currently in the process of negotiating titles for a film package it will sell at NATPE.

The company also is likely to announce its new sales staff sometime after the first of the year, once the company completes its move from New York to Los Angeles, Weiser notes. Once in place, MTG's distribution staff will not only handle its own sales, but also be open for business as a distributor for outside content providers. ■

## SYNDICATION WRAP-UP

### TOP 20 SHOWS

Rank	Program	HH AA	HH GAA
1.	Wheel of Fortune	11.7	11.7
2.	Jeopardy	9.5	9.5
3.	Judge Judy	7.6	10.7
4.	Friends	6.9	7.6
5.	Seinfeld	6.4	6.4
6.	Entertainment Tonight	6.2	6.3
6.	Oprah Winfrey	6.2	6.3
8.	Wheel of Fortune (wk'd.)	5.3	5.3
9.	Frasier	5.1	5.8
10.	X-Files	4.7	5.0
11.	Jerry Springer	4.4	4.8
11.	Hollywood Squares	4.0	4.0
13.	Judge Joe Brown	4.2	5.5
13.	Drew Carey	4.2	4.8
15.	ER	3.9	4.2
16.	Seinfeld (wk'd.)	3.8	3.8
17.	Entertainment Tonight (wk'd.)	3.7	3.8
17.	Extra	3.7	3.7
19.	Rosie O'Donnell	3.5	3.6
19.	Live/Regis & Kathie	3.5	3.5

According to Nielsen Syndication Service Ranking Report 11/1/99 through 11/7/99. Each rating point equals 1,008,000 households.

HH/AA—Average Audience Rating (households)

### TOP TEN OFF-NET SITCOMS

Rank	Program	HH AA	HH GAA
1.	Friends	6.9	7.6
2.	Seinfeld	6.4	6.4
3.	Frasier	5.1	5.8
4.	Drew Carey	4.2	4.6
5.	3rd Rock from the Sun	3.4	3.5
6.	Home Improvement	3.3	3.5
7.	Wayans Bros.	2.2	2.3
8.	Sister Sister	2.1	2.6
9.	Caroline in the City	2.0	2.2
10.	Married/Children	1.8	2.0
10.	Nanny	1.8	1.9

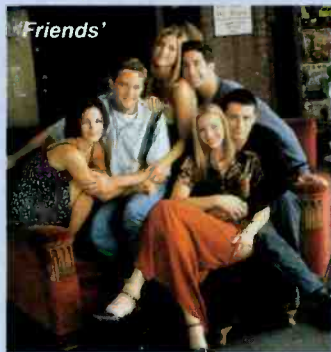
According to Nielsen Syndication Service Ranking Report 11/1/99 through 11/7/99\*

HH = Television Households; AA = Average Audience; GAA = Gross Aggregate Average; 1 Nielsen rating point = 1,008,000 TV Households, which represents 1% of the 100.8 million TV Households in the United States

## PEOPLE'S CHOICE

NOVEMBER 1-7

### It's daylight ratings time



The change in syndication ratings lately is literally like night and day.

In the first week of ratings since the clocks were turned back for daylight-saving time (the week ending Nov. 7), ratings for a number of syndicated shows hit season highs, according to Nielsen National Syndication Service figures, while many others were up strongly over the week before.

That's to be expected, says Dick Kurlander, vice president and director of programming for Petry Television, because the darker and colder it gets, the more

people there are who head indoors and turn on the tube.

"HUT [homes using television] levels go up in late October and continue to escalate until they reach a peak sometime in January, which would also be the peak of the winter season," Kurlander says. He adds that the number of TV users then remains steady going into February sweeps.

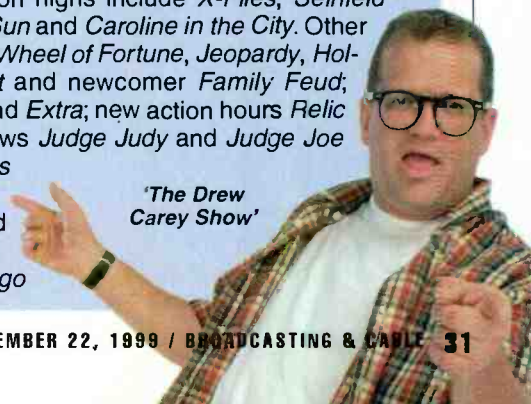
Access and early fringe time periods are particularly affected by the time change, because shows in time slots that had competed with late-day sunlight and early evening outdoor activities earlier in the year are now airing after dark, Kurlander explains. There also are fewer pre-emptions now that the baseball playoffs are over.

The dramatic shift upward in the ratings is a yearly occurrence, he notes. "Last year, *Friends* was having a rough start; once daylight saving [ended], it really perked up."

*Friends* ranked first among the off-net sitcoms this week, with a season-high 6.9 rating. And new off-net entry, *Drew Carey*, which has led the new off-net sitcoms in national ratings this season, was up 11% from the previous week to a 4.2, the first time *Carey* has topped a 4 rating.

Other off-net shows hitting season highs include *X-Files*, *Seinfeld* and newcomers *3rd Rock from the Sun* and *Caroline in the City*. Other genres got boosts too: game shows *Wheel of Fortune*, *Jeopardy*, *Hollywood Squares*, *Change of Heart* and newcomer *Family Feud*; magazines *Entertainment Tonight* and *Extra*; new action hours *Relic Hunter* and *Dream Team*; court shows *Judge Judy* and *Judge Joe Brown*; and talkers *Live With Regis and Kathie Lee*, *Montel Williams*, *Maury Povich*, *Donny & Marie* and newcomer *Dr. Joy Browne*.

— Melissa Grego



'The Drew Carey Show'





## STATION BREAK

By Dan Trigoboff

### Down or out in Virginia Beach

LIN TV and Cox Communications are battling in Virginia Beach, Va., over LIN's Fox affiliate's position on the cable dial. LIN's WVBT(TV) has said it will deny Cox permission to carry the station if Cox doesn't move it further down the dial. WVBT believes its ratings suffer from its current placement at ch. 43. Cox disputes LIN's contention that the problem is channel placement, citing nationwide downward trends for Fox. Cox also points out that there is hot competition among broadcast and cable stations for channels low on the dial—especially between 2 and 14.

Both sides have sought public support through local advertising, and each side is encouraging viewers to lodge protests with the other. On its Web site, Cox punctuates the potential loss to viewers with images of Fox attractions, such as *Ally McBeal* and *Homer Simpson*. In a phone message, LIN says it has no desire to be off the Cox box, and suggests "Let's put Fox lower on Cox." The issue needs to be settled by Jan. 1, or WVBT programming to some 40,000 homes could be interrupted.

### Towering news in Akron?

The residents of Akron, Ohio, are trying to turn the local Paxson station's desire for a new digital tower into a local newscast. Akron city leaders—

including Mayor Donald Plusquellic—have said publicly that if WVPX(TV) wants to put a 963-foot tower near Rolling Acres Mall, it should also put local news on the air.

The same station offered local news under call letters WAKR and WAKC, between 1953 and 1996. But Paxson says the Akron-based news was not financially viable, and that Paxson does not do news. The station may pursue additional local programming as an alternative to news. The local programming currently offered on the station is contracted out. WVPX General Manager Sam Curcuru said Paxson could pursue other local programming options with local leaders.

Should the approval process drag on, it could raise First Amendment issues regarding the government's attempt to determine content and issues of federal pre-emption since there is a federal mandate to convert to digital.

### No time for repairs in New Mexico

KOB-TV Albuquerque had its satellite truck taken out of the shop and towed to Colorado to cover a story about an escaped killer. News Director Chris Berg said that when word came that the remains of one of three suspects in

the 1998 killing of a Cortez, Colo., policeman was discovered across state lines, the Hubbard-owned NBC affiliate sent out its new satellite truck, its helicopter and a crew. But Berg felt the story—which had gotten major attention at the time of the killing—needed more. "We threw everything we had at it." So despite the \$1,800 price tag, the truck was taken on a flatbed truck to Durango, where it was used for a live interview with another victim believed to have been shot by the cop killers.

### Hiller and you

Andy Hiller, the WHDH-TV Boston reporter whose interview with presidential candidate George W. Bush caused such a stir a couple of weeks back, told B&C that much more had been made of the interview—particularly Hiller's approach—than the story warranted. "Had the candidate answered the questions differently, there

would have been no issue," said Hiller. He noted—as did numerous pundits—myriad ways in which politicians respond, deflect or spin when confronted with difficult questions. "This was not a story about the questions. It was a story about the answers. I was guilty," a friend told [Hiller], "of asking a politician a question he couldn't answer." Hiller was not, he said, out to ambush Bush or looking for his own big break, as he has been accused. "But," he said, "people seemed to feel the need to discredit me in order to discredit the story."

Hiller—who passed a B&C reporter's impromptu quiz on network news chiefs—noted that in other recent stories, he has asked candidates about specific qualities perceived to be problematic. He asked John McCain about his temper; Al Gore about the difference between loyalty and blind loyalty. Hiller, whose aggressive style has been called "take no prisoners" by *The Boston Globe*, has kept pretty quiet on the controversy despite numerous invitations for interviews.

■ Opening arguments began last week in a lawsuit by a former news producer at WEWS(TV) Cleveland against the Scripps-owned station, in which Cheryl Dickson claimed she was fired after complaining about racial discrimination to the NAACP. The station disputes racism charges and contends Dickson was fired for cause

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



WCVB-TV Boston anchor Liz Brunner—shown here with Susan Lucci of 'All My Children'—made an appearance as a waitress on the ABC soap last week as she did a behind-the-scenes report on the soap opera industry.





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## GET WITH THE PROGRAM

By Joe Schlosser & Melissa Grego

### More 'Millionaire'

The show must go on, at least for another few days of the November sweeps. ABC executives decided last week to extend their popular game show, *Who Wants to be a Millionaire?*, an additional three days—through Nov. 24. The Regis Philbin-hosted game was originally scheduled to air for 15 straight days, Nov. 7-21. *Millionaire* will air for an hour on Monday Nov. 22 (8-9 p.m. ET, 11 p.m. PT), Tuesday Nov. 23 (8-9 p.m. ET/PT) and end its 18-day run on

Wednesday, Nov. 23 (8-9 p.m.). *Millionaire* is averaging 22.4 million viewers and a 7.9 rating in adults 18-49 in its second outing, according to Nielsen Media Research, and has powered ABC to the front of the November sweeps (see box, page 30).

### Marinelli takes over

Disney executives made it official last week, naming Janice Marinelli the new president of syndication unit Buena Vista Television (B&C, Nov. 8). Marinelli, formerly execu-

utive vice president of sales at BVT, succeeds outgoing president Mort Marcus, who was recently named executive vice president of sales and development at co-owned Internet portal Go.com. Marinelli, who first joined Buena Vista in 1985 as an account executive, will oversee all syndication and advertising sales at BVT.

### 'CEO'-TV

The Chicago Production Center and PBS affiliate WTTW-TV Chicago are

jointly producing a new monthly series entitled *The CEO Exchange*. The hour series will be hosted by Jeff Greenfield (ABC News/CNN) and will feature in-depth interviews with some of the nation's top CEOs. The first episode will premiere on public television stations in February.

### Fox reaches for 'Stargate'

MGM Television Entertainment's syndicated sci-fi series, *Stargate SG-1*, has been renewed by all 22 of the Fox owned-and-operated stations through 2001. The renewal includes the show's third and fourth season; it will be double-run on all the Fox stations.

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NOVEMBER 8-14

Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

Regis redux: Dominating all seven time slots in which it appeared, ABC's 'Who Wants to Be a Millionaire?' propelled the network to a Week 8 win.

Week 8	abc	CBS	NBC	FOX	UPN	WB
	<b>16.5/25</b>	<b>9.5/14</b>	<b>8.0/12</b>	<b>6.8/10</b>	<b>2.3/3</b>	<b>4.0/6</b>
MONDAY	8:00 <b>5.</b> Who Wants to Be a Millionaire? 14.6/24	34. King of Queens 9.2/14	49. NBC Movie of the Week—Magical Legend of the Leprechauns, Part 2 8.1/12	92. Time of Your Life 4.0/6	107. Moesha 2.4/4	88. 7th Heaven 4.9/7
	8:30	52. Ladies Man 8.0/12			104. The Parkers 2.5/4	
	9:00 <b>2.</b> NFL Monday Night Football—Minnesota Vikings vs. Dallas Cowboys 16.2/28	17. Ev Lvs Raymd 11.3/16		32. Ally McBeal 9.5/13	109. Grown-Ups 2.2/3	101. Safe Harbor 3.0/4
	9:30	24. Becker 10.6/15			111. Malcolm & Eddie 2.1/3	
	10:00	36. Family Law 9.0/15	56. Dateline NBC 7.8/13			
10:30						
TUESDAY	8:00 <b>9.3/15</b>	<b>10.9/17</b>	<b>8.0/13</b>	<b>4.6/7</b>	<b>1.6/2</b>	<b>3.9/6</b>
	8:30 29. Spin City 9.8/16	19. JAG 11.1/17	56. Just Shoot Me 7.8/12	94. Ally 3.9/6	114. Shasta McNasty 1.8/3	91. Buffy the Vampire Slayer 4.1/6
	8:30 <b>8.</b> Who/Millionaire 13.5/21		70. 3rd Rock fr/Sun 6.6/10	86. That '70s Show 5.1/8	118. Dilbert 1.3/2	
	9:00 28. Dharma & Greg 10.0/15	24. 60 Minutes II 10.6/16	49. Will & Grace 8.1/13	90. Party of Five 4.7/7	116. The Strip 1.6/3	95. Angel 3.7/6
	9:30 45. Drew Carey 8.2/13		45. Just Shoot Me 8.2/13			
10:00 62. Once and Again 7.3/12	20. Judging Amy 11.0/18	40. Dateline NBC 8.7/15				
10:30						
WEDNESDAY	8:00 <b>10.3/16</b>	<b>8.3/13</b>	<b>10.1/16</b>	<b>4.7/7</b>	<b>3.0/5</b>	<b>3.3/5</b>
	8:30 43. Two Guys & Girl 8.5/14	59. Rock 'n' Roll Forever 7.7/12	45. Dateline NBC 8.2/13	81. Beverly Hills, 90210 5.8/9	104. 7 Days 2.5/4	99. Dawson's Creek 3.5/6
	8:30 11. Who/Millionaire 12.7/20					
	9:00 14. Drew Carey 11.9/18	42. CBS Wednesday Movie—Shake, Rattle and Roll, Part 2 8.6/14	30. West Wing 9.7/15	95. Get Real 3.7/6	97. Star Trek: Voyager 3.6/5	100. Roswell 3.1/5
	9:30 33. Norm 9.4/15		13. Law & Order 12.3/20			
10:00 31. 20/20 9.6/16						
10:30						
THURSDAY	8:00 <b>9.3/14</b>	<b>7.5/12</b>	<b>14.7/23</b>	<b>7.1/11</b>	<b>5.1/8</b>	<b>3.3/5</b>
	8:30 68. Whose Line Is It 6.8/11	44. Diagnosis Murder 8.4/13	4. Friends 15.1/24	67. When Good Pets Go Bad 6.9/11	86. WWF Smackdown! 5.1/8	102. Popular 2.5/4
	8:30 <b>7.</b> Who Wants to Be a Millionaire? 14.3/21		17. Friends 11.3/17	80. Greed 5.9/9		92. Charmed 4.0/6
	9:00 49. Whose Line Is It 8.1/12	61. Chicago Hope 7.6/11	10. Frasier 12.8/19	40. Greed 8.7/13		
	9:30 76. 20/20 Downtown 6.1/10	72. 48 Hours 6.5/11	23. Stark Rvg Mad 10.7/16			
10:00		1. ER 19.2/31				
10:30						
FRIDAY	8:00 <b>8.3/15</b>	<b>6.8/12</b>	<b>8.1/14</b>	<b>5.6/10</b>	<b>1.5/3</b>	<b>2.3/4</b>
	8:30 56. Boy Meets Wrld 7.8/14	65. Kids/Darndest 7.0/11	37. Providence 8.9/16	83. Fox Movie Special—Seven 5.6/10	117. Blockbuster Cinema—Monster! 1.5/3	11. Jamie Foxx 2.1/4
	8:30 15. Who/Millionaire 11.6/20	83. Candid Camera 5.6/10				109. Jamie Foxx 2.2/4
	9:00 52. Sabrina/Witch 8.0/14	76. Now and Again 6.1/11	39. Dateline NBC 8.8/15		104. Steve Harvey 2.5/4	
	9:30 73. The Hughleys 6.4/11				108. For Your Love 2.3/4	
10:00 52. 20/20 8.0/15	55. Nash Bridges 7.9/14	70. Law & Order 6.6/12				
10:30						
SATURDAY	8:00 <b>8.6/15</b>	<b>6.7/12</b>	<b>5.3/9</b>	<b>5.4/9</b>	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 100.8 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 1,008,000 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 16. Who Wants to Be a Millionaire? 11.5/20	75. Early Edition 6.3/11	97. Freaks & Geeks 3.6/6	89. Cops 4.8/9		
	8:30			85. Cops 5.2/9		
	9:00 64. ABC Saturday Night Movie—The Partridge Family Story 7.1/13	76. Martial Law 6.1/11	73. The Pretender 6.4/11	81. AMW: America Fights Back 5.8/10		
	9:30	59. Walker, Texas Ranger 7.7/14	79.Profiler 6.0/11			
10:00						
10:30						
SUNDAY	7:00 <b>10.5/16</b>	<b>11.2/17</b>	<b>9.5/14</b>	<b>10.1/15</b>	<b>2.1/3</b>	
	7:30 65. Wonderful World of Disney—Space Jam 7.0/11	20. 60 Minutes 11.0/18	63. Dateline NBC 7.2/12	(nr) NFL Game 2 16.6/28	114. Safe Harbor 1.8/3	
	8:00	<b>9.</b> Touched by an Angel 13.0/19	37. Third Watch 8.9/13	69. King of the Hill 6.7/10		
	8:30			34. The Simpsons 9.2/14	102. Felicity 2.3/4	
	9:00 <b>3.</b> Who Wants to Be a Millionaire? 15.2/21	26. CBS Sunday Movie—Aftershock: Earthquake in New York, Part 1 10.3/15	20. NBC Sunday Night Movie—Mary, Mother of Jesus 11.0/16	45. Futurama 8.2/12	113. Jack & Jill 2.0/3	
9:30			27. The X-Files 10.1/14			
10:00 12. The Practice 12.6/20						
10:30						
WEEK AVG	<b>10.4/17</b>	<b>8.8/14</b>	<b>9.1/15</b>	<b>6.5/10</b>	<b>2.7/4</b>	<b>3.1/5</b>
S-T-D AVG	<b>8.1/13</b>	<b>9.1/15</b>	<b>9.8/16</b>	<b>6.1/10</b>	<b>2.7/4</b>	<b>3.1/5</b>

# Comcast cleans deal closet

*Lenfest Communications, Prime Cable takeovers accelerated years ahead of schedule*

By John M. Higgins

**T**he deal janitors have taken charge at Comcast Corp.; the company has cleaned up four separate transactions that have been hanging around for months.

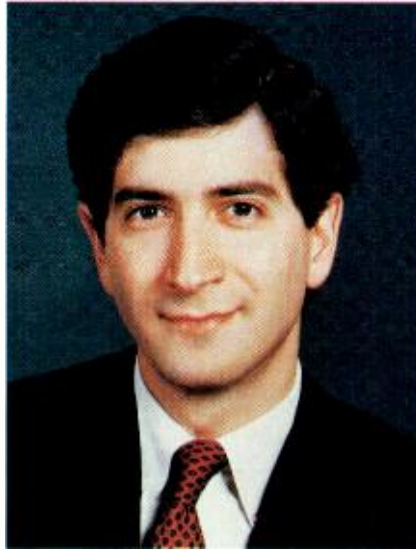
The biggest transaction is a \$6.7 billion agreement to acquire Lenfest Communications Inc. outright. Lenfest owns a string of suburban Philadelphia properties that Comcast has coveted for years, mostly in nearby southern New Jersey and northern Delaware. As part of its payoff to Comcast for losing a bidding war for MediaOne Group Inc., AT&T had been planning to acquire Lenfest and eventually trade it to Comcast.

But behind that news lay two other deals the company is keeping quiet. Comcast is pushing ahead faster with a buyout of Prime Cable's suburban Washington and Chicago operations. When Comcast agreed to buy the 430,000-subscriber Prime operation for \$1.5 billion earlier this year, Maryland franchise agreements limited the MSO to a passive, preferred stock investment for at least four years. But Comcast is negotiating with those cities to fully take the systems over as early as the first quarter of next year.

Also, the company is looking to break up a once heavily touted partnership with Calpers, the California state employees pension fund. Under an agreement in principle, Calpers would cash in and triple its initial \$250 million investment in the 435,000-subscriber portfolio. Comcast would pay Calpers \$750 million in cash for its five-year investment, generating a strong annualized return of almost 40%.

Finally, in a \$500 million system swap, Comcast agreed to exchange systems serving 133,000 subs in its northern Florida operation for 120,000 Time Warner customers primarily in Indianapolis, near where Comcast already operates.

The deals were all disclosed at Comcast's annual meeting to brief securities analysts on its operations, surprising and generally pleasing the crowd, who thought they were just going to hear an



***Brian Roberts' company finally got the systems it long has wanted, paying \$6.7 billion for the suburban Philadelphia properties, rather than waiting for AT&T to buy them and spin them off.***

update on digital cable and high-speed Internet operations.

Comcast Treasurer John Alchin said he had expected to have only one of the four deals to announce at the meeting, but they all started coming together. "We signed the Lenfest deal at 7:30 in the morning," Alchin said, just 90 minutes before the analyst meeting.

The Lenfest deal was quite a reversal. The properties are a close fit with Comcast's existing properties. Comcast has long sought the systems and came close to buying them in 1997. But Comcast Chairman Ralph Roberts has a fairly tense relationship with Lenfest Chairman Gerry Lenfest, so discussions over the years were never smooth.

But last spring AT&T—which

owned half of Lenfest—was already negotiating to buy out Lenfest. And that became part of the bait to settle the MediaOne fight and get Comcast to commit to a telephone venture with AT&T. Tax complications prevented AT&T from reselling the properties outright. But Comcast would manage the properties and get an option to acquire AT&T systems of its choice later. Wall Street executives regarded that as a facade necessary because of tax rules and felt that Comcast had the systems in the bag.

Industry executives said that Lenfest was furious that Roberts and his son, Comcast President Brian Roberts, were laying hands on his properties. But he eventually agreed to simply sell out directly, in part because investment bankers advised him that Comcast's stock had much better prospects than the AT&T shares he had agreed to take earlier, according to one industry executive familiar with the company.

But when Comcast started pushing AT&T to simply sell Lenfest directly, Lenfest acquiesced.

"Gerry just accepted the inevitable," said one Wall Street executive familiar with the deal. "It took him a while to get past it."

The good news for AT&T is that it further cuts the number of subscribers it owns, keeping the company even more comfortably underneath the FCC rules limiting any operator from serving more than 35% of all cable and DBS homes. The telco also doesn't have to put up cash to upgrade the Lenfest systems while Comcast merely manages them.

The \$6.7 billion price reflects the valuation AT&T put on Lenfest in the earlier negotiations. But one source said Lenfest is getting slightly more than 50% of the stock Comcast is paying out to ease the deal through. "AT&T gave up nothing," one analyst quoted Brian Roberts as saying at Tuesday's meeting. "It's inefficient to issue \$2.5 billion worth of stock to Lenfest" only to shift management of the systems to Comcast. ■



## Mediacom gets into IPO game

In the wake of Charter Communication's success in the initial public offering market (B&C, Nov. 15), small-town cable operator Mediacom Communications Corp. last week filed to go public.

Middletown, N.Y.-based Mediacom hopes to raise about \$345 million that the company will use to expand its portfolio of rural and small-town cable systems and finance system upgrades, according to its securities filing.

Before the current wave of filings, cable operators hadn't gone public since Cablevision Systems Corp.'s 1986 IPO. But with cable system values so high, operators not only need the cash for deals and system upgrades, they need a different currency they can trade to buyers.

That's certainly why Mediacom is going to market. A flurry of acquisitions, capped by a \$740 million cash deal for Triax Communications, is pushing the company's debt toward a lofty eight times annual cash flow. Money from the deal will allow Chairman Rocco Commisso to pare that by a third, although he's likely to reborrow some of that money as he pays for upgrades on the systems, particularly the Triax properties.

Mediacom didn't provide any details about how many shares it plans to sell or what it believes the total valuation of the company will be. Commisso, the former Cablevision Industries Inc. CFO, started buying the "classic" systems in 1996. Classic systems generally have much less capacity, and their subscribers' appetite for new services is questionable, so the properties are priced much lower than the \$4,000-\$5,500 per subscriber valuation common for suburban systems.

But small-town system prices have shot up. Just two years ago, Mediacom was buying systems for \$1,100-\$1,300 per subscriber. The \$740 million Triax deal came to \$2,167 per sub.

CS First Boston is the lead investment banker on the deal.

—John M. Higgins

# Turner takes a turn

Revamped exec structure to help differentiate networks

By Deborah D. McAdams

Turner intends to clarify the lines between its various entertainment networks by putting an executive in charge of each. The two Turner behemoths, TNT and TBS, were starting to look too much alike under the old system, according to Brad Siegel, president of general entertainment networks for Turner Broadcasting System Inc.

"The idea is to separate those networks, to craft an identity for each," he said last week after announcing that David Rudolph would become vice president and general manager of Turner South, the recently launched regional network. Rudolph's appointment follows that of Dennis Quinn to executive



Brad Siegel and his new lieutenants want to better define the Turner cable networks.

president and general manager of TBS. A similar position at TNT remains to be filled, Siegel said. Quinn came into the job formerly held by Siegel, who was bumped up to his current post after his counterpart, Bill Burke, was tapped to head Time Warner's

digital media division.

Under the old structure, Burke oversaw TBS and Turner South and Siegel



## CABLE'S TOP 25

### PEOPLE'S CHOICE

The Real World VIII's final aloha from Hawaii ranked No. 2 for the week, with a 5.7 rating/9.1 share. That makes it the highest-rated season finale ever for the stalwart MTV series.

Following are the top 25 basic cable programs for the week of Nov. 8-14, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 100.8 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	NFL/Broncos/Seahawks	ESPN	Sun	8:15P	192	8.2	6.4	6368	12.1
2	Real World VIII	MTV	Tue	10:00P	60	5.7	4.2	4161	9.1
3	WWF Entertainment	USA	Mon	10:00P	67	5.6	4.4	4355	8.9
4	WWF Entertainment	USA	Mon	9:00P	60	5.1	4	3973	7.1
5	NFL Prime Time	ESPN	Sun	7:30P	45	4.3	3.3	3329	6.7
6	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	4	3.1	3082	5.8
7	Movie: 'Pretty Woman'	TBS	Fri	8:04P	172	3.9	3.1	3072	6.7
8	Big East Ftb/Miami@Virginia Tech	ESPN	Sat	7:30P	219	3.7	2.9	2857	6.4
9	WWF Sunday Night Heat	USA	Sun	7:00P	60	3.6	2.8	2810	5.5
9	Rugrats	NICK	Mon	7:30P	30	3.6	2.8	2779	5.6
11	NFL Sportscenter	ESPN	Sun	11:27P	63	3.4	2.6	2627	8.1
12	Hey Arnold	NICK	Mon	7:00P	30	3.3	2.6	2552	5.5
12	South Park	CMDY	Wed	10:00P	30	3.3	2.1	2052	5.2
14	Rugrats	NICK	Tue	7:30P	30	3.1	2.4	2402	5.1
14	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	3.1	2.4	2371	4.2
14	Rugrats	NICK	Thu	7:30P	30	3.1	2.4	2361	5
14	Rugrats	NICK	Wed	7:30P	30	3.1	2.4	2350	5.1
14	Wild Thornberrys	NICK	Tue	8:00P	30	3.1	2.4	2346	4.7
19	Rugrats	NICK	Sat	7:30P	30	3	2.3	2315	5.4
19	Movie: 'Pretty Woman'	WGNC	Sun	5:00P	120	3	1.4	1423	5.5
21	Wild Thornberrys	NICK	Wed	8:00P	30	2.9	2.2	2222	4.6
21	Wild Thornberrys	NICK	Sun	9:00A	30	2.9	2.2	2204	9.1
21	Movie: 'Love, Lies & ...'	LIF	Sun	8:00P	120	2.9	2.2	2197	4
21	Rocket Power	NICK	Sat	9:30A	30	2.9	2.2	2180	8.5
25	WCW Monday Nitro Live!	TNT	Mon	10:00P	59	2.8	2.2	2179	4.4
25	Rugrats	NICK	Fri	7:30P	30	2.8	2.1	2126	4.9
25	Hey Arnold	NICK	Tue	7:00P	30	2.8	2.1	2114	4.7

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Western Show Issue	December 13, 1999	December 3, 1999
Western Show Daily	December 15, 1999	December 3, 1999
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ran TNT and Turner Classic Movies.

"Once Bill moved, what made sense was to have all the nets tree up under one person," said Siegel, who *is* that person. All network heads will report to him, and he will see to it that shows aren't "running up against each other and not overlapping."

Siegel and the new captains will focus on defining the networks—particularly TBS and TNT—and targeting them at specific audiences. TNT will be aimed at an "upscale" demo, he

said. The more clearly defined TBS target is still under construction.

The two networks also tend to share material, particularly movies, which often show up on both networks just days apart. Those movie windows will "separate a lot more," he said. TBS will continue to be the movie powerhouse, while TNT will produce original movies and specials, with its daytime lineup emphasizing newcomers *The Drew Carey Show*, *Seinfeld* and *Friends*. ■

## Hilary heads to Comedy Central

Programmer Eileen Katz quits following decision

By Deborah D. McAdams

**A** BBC veteran is in at Comedy Central, and the woman responsible for bringing some of the biggest hits to the network is out.

Bill Hilary was appointed to the newly created position of general manager and executive vice president last week after a several-month search, according to Larry Divney, the channel's president and CEO. Eileen Katz, the programming executive who created a comedy cabal with hits like *South Park*, *Win Ben Stein's Money* and *The Man Show*, left the network upon hearing of Hilary's hiring. Katz reportedly was a contender for the position; she had answered directly to Divney and would have been put in a position subordinate to Hilary. She was not available for comment.

Hilary comes to the post with 17 years in British broadcasting. His vitae includes launching new channels, developing and overseeing youth programming for the BBC, rejuvenating the service's comedy and entertainment lineup and running the corporation's Independent Commissioning Group, where he oversaw all programming, marketing and business decisions. He'll join Comedy Central on Jan. 17, 2000.

Divney's intent in hiring Hilary is, he says, to "make sure all of the creative output and marketing are accountable to one person." The crux being marketing, he said. "We are not diligent about brand. It's critical for us to speak with one voice and one brand. It needs to be common among all places—TV, print, radio. We are competing for viewers' time. We need immediate recognition," he says.

The marketing budget for 2000 will be double that of 1998 and 20% more than 1999's, Divney said.

As for programming, Divney has been pursuing big titles, such as *Rushmore*, *Outside Providence*, *Mumford* and *Kissing a Fool* for the prime time movie window. In addition, several pilots are in development, with at least two picked up for next year's schedule. One is a variety/game show, *Don't Forget Your Toothbrush*, based on a popular British show. ■

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# ICTV intros digital platform

*Compression changes economics of Internet-on-TV service*

By Glen Dickson

**I**CTV, the interactive TV service that delivers Internet content directly to cable subscribers' TV sets, is employing new digital technology that will dramatically reduce the service's bandwidth and capital cost requirements.

ICTV will now use standard MPEG-2 compression to distribute Internet content and e-mail to subscribers' digital set-tops and will employ more powerful Pentium PCs at the headend to retrieve content from the Internet and local broadband content servers. By using MPEG-2 statistical multiplexing gear from Sarnoff Corp., ICTV will be able to support 40-80 simultaneous "interactive sessions" on a single 6 MHz cable channel,

says Michael Collette, ICTV's senior vice president of marketing. New Pentium 3600 PCs can handle 10-20 simultaneous e-mail sessions each, which means less hardware at the headend will be able to serve more subscribers. ICTV estimates the cost-per-subscriber for its service will run MSO's \$30-\$80. "Roughly, a rack can handle 10,000 subs," Collette says, basing his estimate on a 10% peak usage rate.

With the exception of the digital set-top, the consumer experience of the ICTV digital service won't be any different from ICTV's existing analog service, currently running on St. Joseph Cablevision's system in St. Joseph, Mo. (B&C, Oct. 25). The set-top will display Internet content on a television set through a standard connection, effectively using the TV display as a monitor for the computer back at the headend. And ICTV users will still type in keyboard commands that will be transmitted wirelessly to

the set-top and passed back upstream to the PC at the headend.

The difference will be what they pay. Because the analog ICTV service was bandwidth-intensive, it had to be priced high enough to discourage heavy usage—\$9.95 per month for the first 10 hours of use, followed by an additional \$1.95 per hour in prime time and 95 cents an hour in non-prime time. With ICTV's digital service, says Collette, MSOs could offer Internet access as part of their digital basic tier and generate additional rev-



*ICTV estimates a standard cable rack's worth of PCs can service 10,000 subs.*

enue through online advertising and incremental fees for heavy usage (ICTV estimates online advertising cash flow could approach \$10 per subscriber per month). "Operators can make north of \$2 an hour in online ad revenue," he says. "Or they can go into quasi-ISP mode and sell access."

The digital service also will mean a new revenue model for ICTV, Collette says. Instead of sharing revenue with the operator, as is done in St. Joseph, ICTV wants to serve as a conventional hardware and software supplier to MSOs and let them collect their own interactive revenue. ■



*ICTV's Collette thinks MSO's can reap online ad revenues with his digital service.*

## From Bledsoe to Domingo



Panasonic's 720P production truck, which was originally created to cover ABC's *Monday Night Football* in HDTV, has been pulling double-duty over the last three weeks. In addition to covering MNF games, the truck has been used to record three performances of Jules Massenet's opera *Le Cid* at the Kennedy Center Opera House in Washington. The production of *Le Cid* stars tenor Plácido Domingo and will air on PBS in 2000.

—Glen Dickson

# Avid reaffirms news commitment

Presents new 'digital newsroom solution' in partnership with Pluto and Avstar

By Glen Dickson

Less than a week after announcing it would cut 200 jobs and focus its business on Internet-based products, Avid Technology came to New York to pitch a familiar message: a new "digital newsroom solution" for broadcasters.

Avid made the announcement in conjunction with Avstar, the newsroom computer supplier it owns jointly with Grass Valley Group, and Pluto Technologies, a server manufacturer. The Avid/Avstar/Pluto system is designed to sell for a much lower price than previous Avid newsroom solutions, and will integrate Avid's NewsCutter nonlinear editing system with Avstar's newsroom computer system and a new Pluto server, the AirSPACE NewsPlayer NP.

The system allows metadata from Avstar's newsroom computer system to be combined with video and audio from the Avid's NewsCutter, then transferred to Pluto's AirSPACE NP at faster-than-real-time speeds while playing back simultaneously (2x real-time over a standard 100-baseT connection). Playback can then be con-

trolled using the Avstar Broadcast Control System (BCS), a separate automation product.

David Schliefer, Avid's manager of broadcast marketing, says the new Avid/Avstar/Pluto system would win "a footrace side-by-side" with a traditional tape-based editing/playback system when it came to getting a story to air. He adds that Avid's previous server-based newsroom systems haven't caught on with broadcasters because they weren't scalable enough. "Broadcasters want solutions," says Scheifer.

The most significant development from the three companies comes in the form of Pluto's NewsPlayer NP, a server that starts at \$54,990 for five hours of storage. The NewsPlayer delivers two playout channels and comes with a network interface to NewsCutter to support A/B requirements. According to Rich Griffin, Pluto vice president of North American sales, the NewsPlayer NP could be packaged with two Avid NewsCutter (cuts-only) and Avstar's BCS for \$110,000. (Sold separately, cuts-only NewsCutter run \$32,500 each and the Avstar BCS costs

\$12,500). "The server alone would have cost double this a year and a half ago," Griffin says.

Pluto also has introduced a new master-control server product, the AirSPACE CartPlayer, which is designed to work in conjunction with existing tape-based commercial insertion systems to prolong their life and cut down on mechanical failures. Like NewsPlayer, the CartPlayer starts at \$54,990 for five hours of storage. "What you would save from make-goods could pay for our product in six months," Griffin says.

In other Pluto news, the company announced sales to Media General, which has purchased multiple AirSPACE and AirSPACE HD broadcast servers for WFLA-TV Tampa, Fla., and Belo Broadcasting, which has purchased an AirSPACE for WCNC-TV Charlotte, N.C.

Avstar President Matt Danilowicz also touted new sales, saying that Avstar has upgraded the newsroom computer systems at 200 TV news operations over the last year. Avstar's latest big sale is a newsroom computer system for MTV. ■



By Glen Dickson

## Roker gets new toy

NBC's *Today* has upgraded its weather presentation with the purchase of a new WEATHERproducer meteorological workstation and graphics system from Weather Services International. The WEATHERproducer system replaces an older model WSI system at *Today* and will include 3-D animations and automatic hurricane and storm tracking. "This will bring *Today* into the next millennium, able to do things none of the other morning network

news programs can touch," says *Today* weatherman Al Roker.

## Harris signs DTV deal with KCET

Harris Corp. will provide a DiamondCD digital television transmitter to KCET-DT Los Angeles for its March 2000 digital launch. KCET also has purchased other Harris DTV equipment including Harris' top-of-the-line VS21 Flexicoder, a modular ATSC-compliant MPEG-2 encoder; MONITORplus, a DTV

transmission monitoring system; PSIPplus, a fully automated PSIP (program and system information protocol) manager, and an ARX-H100 professional ATSC broadcast receiver.

## HDCAM tests the waters

*Avalon: Beyond the Abyss*, a pilot starring Parker Stevenson that

aired on UPN on Nov. 5, was created with the help of Sony's HDCAM high-definition tape format. All the underwater footage was shot in Sony HDCAM with cameras from Wexler Video, and post production was done at Modern Videofilm. The HDCAM footage was integrated with rest of the program's film content.

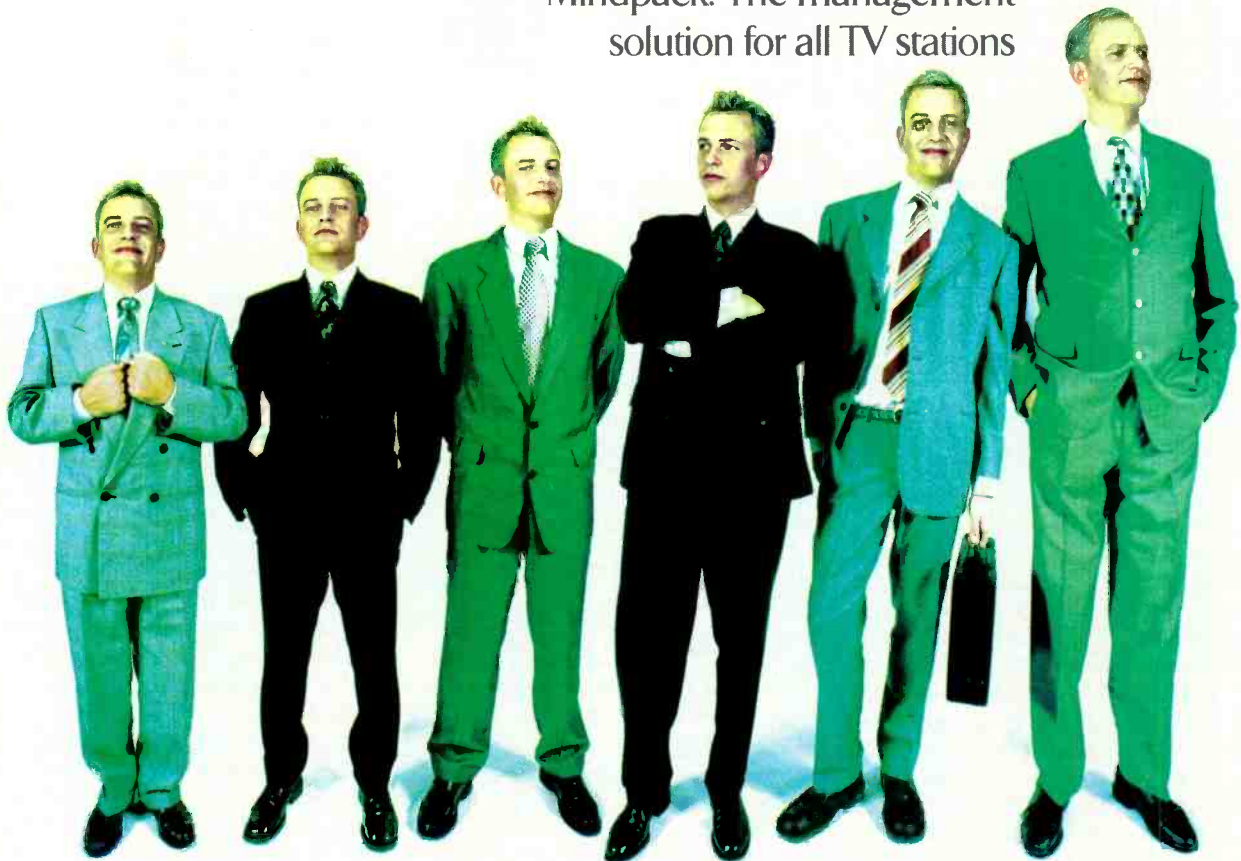


HDCAM underwater cameras took a dive for UPN's 'Avalon: Beyond the Abyss.' (Photo by Richard Foreman)



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MEDIA COMMERCE TECHNOLOGIES

# Lycos, Microsoft carry tunes

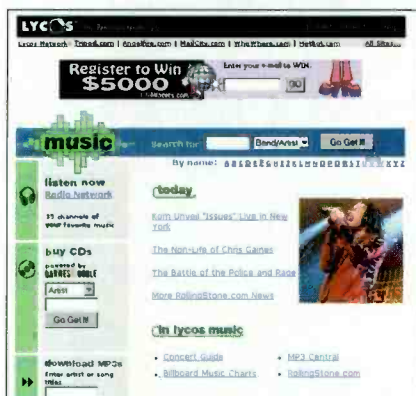
Online music business keeps getting busier as big Net players join the band

By Richard Tedesco

**A**s the major record labels lumber toward their respective digital downloading destinies, the online music space continues to attract a crowd of major Web players looking to establish a position before the tune-feeding frenzy hits a fevered pitch.

Last week, Lycos jumped in with the Web's latest music destination site, offering access to a large, searchable database for MP3 sites and downloading services, along with online radio, CD buying links, music reviews and news. That makes it essentially the same as a host of other music sites that preceded it onto the Web. The crucial distinction: Lycos is a portal drawing approximately 30 million Net surfers each month.

Ron Sege, Lycos executive vice president, calls Lycos Music "an exten-



Lycos added a music portal to its online repertoire last week.

sion of our multibrand strategy," part of the company's continuing effort "to meet the diverse needs of the eclectic Internet audience."

But some observers see it as a neces-

sary—if perfunctory—add-on that could pay off for a midtier portal player like Lycos when the online music market takes off. "The bottom line is, [music portals have] become one of those features that everyone has to have," says Jim Penhune, analyst for The Yankee Group. "It has a lot of cachet attached to it right now. And it may become a business over time."

Microsoft made its presence felt in deals with two major record labels, EMI Recorded Music and BMG Entertainment, that plan to translate music videos into the Windows Media format for streaming on the Internet. BMG will build music videos rendered in Windows Media into its new BMG Artist Showcase online, starting with The Artist (aka Prince) and Foo Fighters, adding two performers each month. EMI is converting more than 5,000 EMI music videos into Microsoft's streaming format. "This represents the largest conversion of music video content into any single format," says Kevin Unangst, lead product manager for Microsoft's streaming media division.

"They want to give Microsoft an inch rather than a mile," says Penhune. "Partnering on music videos is a fairly safe way of starting the dance with Microsoft."

Microsoft also struck a deal with Sony last week and now has relationships with four of the five major labels (the other is Warner Music). Microsoft and Sony will collaborate on making Microsoft's Windows Media Audio compression technology work with Sony's portable digital music players, its Memory Stick Walkman and the newly unveiled Vaio Music Clip.

So Microsoft is slowly solidifying relations with the major labels in the wake of its failed attempt to draw them all into endorsing its Digital Rights Management system earlier this year.

All of this is happening as the Secure Digital Music Initiative started by the labels moves toward creating a downloading standard that will include several technologies, including the MP3 format that enabled the pirate downloads that pushed the labels into action ■

## Disney logo gets red light

Disney Online was forced to dump the green-and-yellow traffic-light logo from its Go Network portal last week in a move that could cost the company a reported \$40 million.

Judge Terry J. Hatter Jr. issued a preliminary injunction directing Disney to pull the logo on Nov. 12. The ruling resulted from a suit filed in U.S. District Court of Los Angeles by GoTo.com, a search engine that contended the Go.com logo could be confused with the green circle it was using before the Go Network launched last year.

Disney unsuccessfully sought a 60-day stay of Judge Hatter's injunction last Tuesday, and requested he increase the pro forma bond GoTo.com had to file from \$25,000 to \$20 million before the injunction could be enforced. Hatter denied the motion, setting the scene for an appeal that Disney declared it will pursue. "We believe we have a distinct logo. This matter will now be before the Court of Appeals," Disney said in a terse statement issued after it failed to stop the injunction.

The interim logo shows Go.com in green letters on a white rectangular field lined in black.

A Disney spokeswoman declined to comment on the \$40 million figure reportedly cited by Disney attorneys in attempting to appeal the federal court ruling. That represents what Disney has spent in posting its green light in TV spots and on hockey scoreboards, billboards and assorted promotional merchandise.

Its intention to fight to keep its green light logo suggests that Disney doesn't want to consider renaming the Go Network, which it launched in a co-venture with Infoseek in late 1998. (GoTo.com has had its green circle in place since 1997.)

Disney has until March to file its appeal in the case, but likely will move sooner to defend its online franchise.

—Richard Tedesco



Battling logos: Go.com (l) versus GoTo.com



## SITE OF THE WEEK

www.kltv.com



### KLTV(TV) Tyler, Texas ABC, ch. 7

**Site features:** Live streaming of half-hour newscasts weekdays at 6 and 6:30 a.m., and 5, 6 and 10 p.m.; Saturdays at 6 and 10 p.m. and Sundays at 10 p.m.; sections on local fishing and restaurant reports; links to entertainment, civic and government sites; local news, sports and weather; links to ABCNews.com

**Site launched:** Launched Oct. 11

**Site director:** Ken Boles, KLTV news director

**Number of employees:** 5

**Design:** Group M7, Tyler, Texas

**Streaming technology:** RealVideo

**Traffic generated:** Averaging 109,000 page views monthly

**Advertising:** local ad banners

**Revenue:** N/A

**Highlights:** Started streaming newscasts with Oct. 11 launch of site; east Texas weather reports are most consistent draw for local Web surfers who can register to receive Severe Weather Monitor warnings from KLTV via e-mail; last week site featured links to NASA coverage of the Leonid meteor showers.

—Richard Tedesco

# News powers align

MSNBC, 'Post,' 'Newsweek' make deal to create Web site

By Richard Tedesco

**M**SNBC, NBC, *The Washington Post* and *Newsweek* struck a cross-media alliance last week that will have all of those entities ostensibly sharing reportage on-air, in print and online.

A major thrust of the journalistic comingling will be the creation of a common site for MSNBC.com and *Newsweek.com* in early 2000. MSNBC.com was set to start carrying stories from *Newsweek.com* and *Newsweek* magazine on sections of its site immediately. MSNBC.com will also use stories from *washingtonpost.com* and *The Washington Post*. *Newsweek* and *The Post* will be able to use content from the MSNBC site on their respective Web sites.

*Washington Post* and *Newsweek* reporters were supposed to start appearing on both NBC News and MSNBC, as reporters and commentators, including regular appearances on *The News*

with Brian Williams. Co-branded segments also are planned for MSNBC in a relationship that is not yet defined.

"This is new territory," says Richard Smith, chairman and editor in chief of *Newsweek*. "Nothing has been ruled out."

The three partners declined to discuss any financial terms of the agreement, except to indicate that Microsoft's role in MSNBC will not be affected by the new relation-

ships. *Newsweek* and MSNBC will sell ads cooperatively for their joint Web site.

Co-branded on-air segments will be "more than just appearances in the sense of potentially breaking stories together," according to Merrill Brown, editor in chief of MSNBC.com.

On a local level, NBC's owned and operated WRC-TV Washington will work with *The Washington Post* and *washingtonpost.com* to use each entity's reportage on air, in print and on the Internet. ■



MSNBC's site will be twinned with *Newsweek's* site in early 2000.

## Live laughs online

Comedyaudio.com is delivering live comedy shtick twice weekly from humorists Ian Shoales and Kelly Carlin-McCall.

Shoales, whose wry staccato commentaries have aired on National Public Radio and ABC News, is featured on Mondays, with Carlin-McCall, daughter of George Carlin, appearing on Wednesdays. The segments, running from 90 seconds to two minutes, air on the site ([www.comedyaudio.com](http://www.comedyaudio.com)) at noon and 3 p.m. ET.

It's the first batch of live laughs from Comedyaudio.com, which claims to have the Internet's largest collection of audio comedy clips—some 3,700 selections. Comedyaudio.com runs a 24-hour stream of clips in several formats.

Its archives include material from Groucho Marx, Lenny Bruce and Mike Nichols & Elaine May, as well as contemporary performers. "You're not going to hear this material on commercial radio," says Len Feldman, president and CEO of the site's parent Equipoint Corp.

Links on the site also enable purchase of comedy recordings through CDNow. A percentage of those CD sales and ad revenue sustain the site.



Len Feldman works for laughs.

—Richard Tedesco

# CHANGING HANDS

The week's tabulation of station sales

## TVS

### KRON-TV San Francisco

**Price:** \$823 million (\$650 million cash; \$173 million in stock)

**Buyer:** Young Broadcasting Inc., New York (J. Vincent Young, chairman; Deborah A. McDermott, executive vice president, operations); owns 11 TVs; is selling WKBT(TV) La rosse/Eau Claire, Wis. (B&C, Oct. 18). Note: Deal includes 51% of BayTV cable channel

**Seller:** Chronicle Publishing Co., San Francisco (John B. Sias, CEO); is trying to sell KAKE-TV Wichita, Kan., and WOWT(TV) Omaha, Neb.

**Facilities:** Ch. 4, 100 kW visual, 15.1 kW aural, ant. 1,680 ft.

**Affiliation:** NBC

### KCBD-TV Lubbock, Texas

**Price:** \$59.8 million

**Buyer:** Liberty Corp., Greenville, N.C. (Hayne Hipp, president); owns 11 TVs, including KGBT-TV Harlingen/Brownsville, Texas

**Seller:** Holsum Inc., Roswell, N.M. (William de Tournillon, member/general manager, KCBD-TV); no other broadcast interests

**Facilities:** Ch. 11, 316 kW visual, 60 kW aural, ant. 840 ft.

**Affiliation:** NBC

### WNGS-TV Springville/Buffalo, N.Y.

**Price:** \$23 million cash

**Buyer:** Granite Broadcasting Corp., New York (W. Don Cornwell, chairman); owns nine TVs, including WKBW-TV Buffalo

**Seller:** Unicorn Communications, Springville (Caroline K. Powley, owner); has construction permits to build TVs in Ithaca, N.Y., and Waterloo, Iowa

**Facilities:** Ch. 67, 38.6 kW visual, 3.86 kW aural, ant. 505 ft.

**Affiliation:** UPN

**Broker:** Dean LeGras (for seller)

## COMBOS

### KRLN(AM)-KSTY(FM) Canon City, Colo., and KLIN(AM)-KEZG(FM) and KKUL(FM) Lincoln, KWBE(AM) Beatrice/Lincoln and KFGE(FM) Milford/Lincoln, Neb.

**Price:** \$11.465 million (for stock)

**Buyer:** JC Acquisition LLC, location not disclosed (James Haber, president); is selling Lincoln stations in simultaneous transaction (see next item)

**Seller:** Warner Enterprises, Lincoln (Norton E. Warner, president); no other broadcast interests

**Facilities:** KRLN: 1400 kHz, 1 kW;

## PROPOSED STATION TRADES

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

### THIS WEEK

TVs ■ \$905,800,000 ■ 3

Combos ■ \$33,965,000 ■ 4

FMs ■ 0 ■ 0

AMs ■ \$1,100,000 ■ 2

Total ■ \$940,865,000 ■ 9

### SO FAR IN 1999

TVs ■ \$3,640,827,005 ■ 65

Combos ■ \$26,383,647,886 ■ 178

FMs ■ \$1,288,806,950 ■ 246

AMs ■ \$220,700,973 ■ 194

Total ■ \$31,533,982,814 ■ 683

KSTY: 103.9 MHz, 6 kW, ant. 46 ft.; KLIN: 1400 kHz, 1kW; KEZG: 107.3 MHz, 100 kW, ant. 551 ft.; KKUL: 105.3 MHz, 3 kW, ant. 328 ft.; KWBE: 1450 kHz, 1 kW; KFGE: 98.1 MHz, 100 kW, ant. 981 ft.

**Formats:** KRLN: oldies; KSTY: country; KLIN: news/talk; KEZG: AC; KKUL: oldies; KWBE: AC; KFGE: country

**Broker:** Patrick Communications

### KLIN(AM)-KEZG(FM) and KKUL(FM) Lincoln, KWBE(AM) Beatrice/Lincoln and KFGE(FM) Milford/Lincoln, Neb.

**Price:** \$12 million

**Buyer:** Triad Broadcasting Co., Monterey, Calif. (David Benjamin, president); owns/is buying five AMs and 12 FMs

**Seller:** JC Acquisition (see preceding item)

**Broker:** Patrick Communications

### KDYS(AM)-KSMB(FM) and KVOL(AM) Lafayette and KVOL-FM Opelousas/Lafayette, La.

**Price:** \$8.5 million

**Buyer:** Citadel Communications Corp., Las Vegas (Lawrence R. Wilson, chairman); owns/is buying 52 AMs and 114 FMs, including KRRQ(FM) Lafayette, KFZ(FM) Maurice/Lafayette, KNEK-AM-FM Washington/Lafayette and KWUN(AM) Murray/Salt Lake City, Utah (see item, below)

**Seller:** Powell Broadcasting Co. Inc., Baton Rouge, La. (John Spain, director); owns one AM and two FMS

**Facilities:** KDYS: 1520 kHz, 10 kW day, 500 w night; KSMB: 94.5 MHz, 100 kW, ant. 1,079 ft.; KVOL(AM): 1330 kHz, 5 kW day, 1 kW night; KVOL-FM: 105.9 MHz, 3.4 kW, ant. 433 ft.

**Formats:** KDYS: children's; KSMB: top

40; KVOL-AM-FM: sports

**Broker:** Bergner & Co.

### KXCA(AM) Lawton, KRPT-FM Anadarko/Lawton and KKEN-AM-FM Duncan/Lawton, Okla.

**Price:** \$2 million

**Buyer:** Friends Communications Inc., Atlanta (Bob Elliot, president); owns one AM and two FMs in Michigan

**Seller:** Monroe-Stephens Broadcasting Inc., Anadarko (Stanton Nelson, president); no other broadcast interests

**Facilities:** KXCA: 1380 kHz, 1 kW; KRPT: 103.7MHz, 75 kW, ant. 279 ft.; KKEN(AM): 1350 kHz, 250 w day, 100 w night; KKEN-FM: 102.3 MHz, 3 kW, ant. 207 ft.

**Formats:** KXCA: sports/talk; KRPT: country; KKEN(AM): sports/talk; KKEN-FM: country

**Broker:** Connelly Co.

## AMS

### Swap of WSAA(AM) (formerly WSUN) St. Petersburg/Tampa, Fla., for WHNZ(AM) Pinellas Park/St. Petersburg/Tampa, Fla.

**Value:** More than \$1 million

**Swapper, WHNZ;** payer of \$1 million: Clear Channel Communications Inc., San Antonio, Texas (L. Lowry Mays, CEO; Randy Michaels, president, Clear Channel Radio); owns/is buying 19 TVs, 174 AMs and 340 FMs, including WDAE(AM)-WAKS(FM), WFLA(AM)-WFLZ-FM, WSSR(FM), WTBT(FM) and WXTB(FM) Tampa/St. Petersburg. Clear Channel also is buying AMFM Inc., which owns 443 radio stations

**Swapper, WSAA:** Concord Media Group Inc., Odessa, Fla. (Mark W. Jorgenson, president/owner); owns/is buying three AMs and three FMs. Jorgenson also owns KCBQ(AM) San Diego and owns 20% of WRMD(AM) St. Petersburg/Tampa and WAMA(AM) Tampa/St. Petersburg

**Facilities:** WSAA: 620 kHz, 5 kW day, 5.4 kW night; WHNZ: 570 kHz, 5 kW

**Format:** Both news

### KESE(AM) Bentonville/Bella Vista, Ark.

**Price:** \$100,000

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

**Seller:** Lerita A. Huff, Bentonville; no other broadcast interests

**Facilities:** 1190 kHz, 2.5 kW day

**Format:** Easy listening

—Compiled by Alisa Holmes



# DATEBOOK

**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.

**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. 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.

**Feb 1-2, 2000**—*Arizona Cable Telecommunications Association* Annual Meeting. Phoenix Marriott Hotel. Contact: (602) 955-4122.

**Feb 17-19, 2000**—*Broadcast Cable Credit Association* Credit Conference 2000. Seattle Sheraton Hotel, Seattle.

Contact: (847) 296-0200.

**Feb. 24, 2000**—*CTAM of Southern California*, The Golden Palm Awards 2000. Ritz Carlton Hotel, Marina del Rey, Calif. Contact: (310) 234-5490

**April 10-11, 2000**—*Television Bureau of Advertising* Annual Marketing Conference. Las Vegas Hilton, Las Vegas. Contact: (212) 429-1111.

**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.

**May 22, 2000**—*George Foster Peabody Awards* 54th annual presentation and luncheon, Waldorf-Astoria, New York. Reception 11:30 a.m.; program 12:30 p.m. Contact: Dr. Barry Sherman (706) 542-3787

## THIS WEEK

**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. 22**—*NABA* Technical Committee Meeting, New York. Contact: Kathleen L. Muller (202) 775-3527.

## NOVEMBER

**Nov. 13-Dec. 6**—*The Museum of Television and Radio* 8th annual International Children's Television Festival. Museum of Television and Radio. New York. Contact: Tracie Halliday (212) 621-6785.

**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. 6-10**—*PaineWebber's* 27th annual Media Conference. The McGraw-Hill Building, New York. Contact: Amy Rosenberg (212) 713-8510.

**Dec. 7-10**—*Reed Midem Organization* MIP Asia, Singapore International Convention & Exhibition Centre, Suntec City, Singapore. Contact: Barney Bernhard (212) 370-7470/Andrew Lerman (212) 370-7471.

**Dec. 8**—*SCTE Inland Empire Chapter*, Technical Seminar, TCI Spokane, Spokane, Wash. Contact: Paul Grayhek (208) 667-6266.

**Dec. 9**—*HRTS* Holiday Party Benefit for Scholarship Fund. Beverly Hills Hilton, Beverly Hills, Calif. Contact: (818) 789-1182.

**Dec. 9-10**—*FCBA and the Practicing Law Institute's* 17th Annual Telecommunications Policy and Regulation Conference. Marriott at Metro Center. Washington D.C. Contact: Lyn Ollensis (212) 824-5700.

**Dec. 13**—*DBS Digest* DBS 2K: Pathways to Profits Conference. Barnaby's Hotel, Manhattan Beach, Calif. Contact: (719) 586-9761.

**Dec. 13-14**—*The Broadband Opportunity* presented by CTAM at the Regal Bltmore Hotel, Los Angeles. Contact: (703) 549-4200.

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

**Dec. 15-17**—*SCTE Technical Sessions* at Western Cable Show. Los Angeles Convention Center. Contact: Marci Dodd (610) 363-6888, Ext. 217.

**Dec. 16**—*SCTE Technical Sessions*, Razorback Chapter, Holiday Inn-Airport East, Little Rock, Ark.

Contact: Jack Trower (501) 327-8320.

## JANUARY 2000

**Jan. 11-13, 2000**—*SCTE Conference on Emerging Technologies 2000*. Disneyland Hotel, Anaheim, Calif. Contact: Marci Dodd (610) 363-6888, ext. 217.

**Jan. 11, 2000**—*SCTE Technical Seminar*, Cascade Range Chapter. Holiday Inn, Wilsonville, Ore. Contact: Chris Johnson (503) 245-0603.

**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 or Chris Schearer (702) 895-3598.

**Jan. 19-20, 2000**—*E.J. Krause & Associates* Sport Summit. Marriott Marquis, New York

**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.

## FEBRUARY 2000

**Feb 1-2, 2000**—*Arizona Cable Telecommunications Association* Annual Meeting. Phoenix Marriott Hotel. Contact: (602) 955-4122.

**Feb 3-5, 2000**—*Eckstein, Summers & Co.* The Television Industry's Annual Conference on New Business Development. Marriott's Mountain Shadows Resort & Golf Club, Scottsdale, Ariz. Contact: Roland J. Eckstein (732) 530-1996.

**Feb 5-8, 2000**—*National Religious Broadcasters* 57th Annual Convention and Exposition. Marriott Hotel, Anaheim, Calif. Contact: (703) 330-7000.

**Feb 11-12, 2000**—*Oklahoma Association of Broadcasters* Annual Convention. Westin Hotel, Oklahoma City, Okla. Contact: Carl Smith (405) 848-0771.

**Feb. 16-19, 2000**—*Radio Advertising Bureau* Marketing & Leadership Conference. Adams Mark Hotel, Denver. Contact: (800) 917-4269.

**Feb 17-19, 2000**—*Broadcast Cable Credit Association* Credit Conference 2000. Seattle Sheraton Hotel, Seattle. Contact: (847) 296-0200.

**Feb. 24, 2000**—*CTAM of Southern California*, The Golden Palm Awards 2000. Ritz Carlton Hotel, Marina del Rey, Calif. Contact: (310) 234-5490

## MARCH 2000

**March 7-8, 2000**—*The Carmel Group* DBS 2000: The Five Burning Questions. The Sheraton Hotel, Los Angeles. Contact: (831) 643-2222.

**March 12-15, 2000**—*Southern Cable Telecommunications Association Inc.* Eastern Show. Atlanta. Contact: Patti Hall (404) 252-2454.

**March 23, 2000**—*CAB 18th Annual Cable Advertising Conference*. New York Marriott Marquis. Contact: Joleen Martin (212) 508-1213.

**March 27, 2000**—*Broadcasters' Foundation* Golden Mike Award. The Plaza, New York. Contact: Gordon Hastings (203) 862-8577.

**March 27-28, 2000**—*The Citizenship Education Fund* Minority Broadcast Advocacy: Turning the Tides for Minority Entrepreneurship Conference. The International Trade Center, Washington. Contact: (202) 544-6708.

**March 28, 2000**—*SkyFORUM Semiannual Satellite/Financial Symposium*. Marriott Marquis, New York. Contact: Rachel Zink (703) 549-6990.

**March 28, 2000**—*T. Howard Foundation Seventh Annual Fundraising Dinner*. Marriott Marquis, New York. Contact: Cynthia Dinkins (703) 549-6990.

**March 30, 2000**—*NABOB 16th Annual Communications Awards Dinner*, Marriott Wardman Park Hotel, Washington. Contact: Lisa Douglas (212) 370-5483.

## APRIL 2000

**April 2-4, 2000**—*Association of America's Public Television Stations* Capitol Hill Day. Wyndham Hotel, Washington, D.C. Contact: David Brugger (202) 887-1700.

**April 7-10**—*Broadcast Education Association 45th Annual Convention & Exhibition*, Las Vegas Convention Center. Las Vegas Contact: (202) 429-5354.

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

**April 12, 2000**—*Broadcasters' Foundation* American Broadcast Pioneer Exhibition. Las Vegas Hilton, Las Vegas Contact: Gordon Hastings (203) 862-8577.

## MAY 2000

**May 17-20, 2000**—*Broadcast Cable Financial Management Association* 40th Annual Conference and Exposition. Sheraton Hotel, San Diego, Calif. Contact: Mary Teister (847) 296-0200.

## JUNE 2000

**June 3-6, 2000**—*CAB* presents its 7th annual *Local Sales Management Conference*, Denver. Contact: Nancy Lagos (212) 508-1229.

## JULY 2000

**July 19-21**—*SBCA 2000 National Satellite and Exposition*, Las Vegas Convention Center, Las Vegas. Contact: Hester Meachum (703) 549-6990.

## AUGUST 2000

**Aug. 23-26**—*Asian American Journalists Association* 2000 Annual Conference. Marriott Marquis, New York. Contact: Rene Astudillo (415) 346-2051.

—Compiled by Beatrice Williams-Fude  
(bwilliams@cahners.com)



# Broadband for this Burke

**C**omcast Cable has long been an industry stalwart, but propelling the company even further into the forefront of a new era of broadband is Stephen B. Burke.

Since his appointment in June 1998 as president of Comcast Cable Communications, Burke has initiated an aggressive rollout of digital boxes and accelerated the company's delivery of cable modem services as well as overseeing the operations of the nation's third-largest MSO.

Burke, 41, has the abilities and qualities that Brian Roberts, president of Comcast Corp., was seeking in an executive to run his company's cable operations. "His integrity and energy are a perfect match for Comcast," says Roberts.

Even at an early age, the Rye, N.Y., native knew he wanted to be in business.

In 1982, he graduated from Harvard Business School and went to work for General Foods in White Plains, N.Y. He was responsible for marketing the Grape Nuts cereal brand.

He left General Foods in 1984 when his wife, Gretchen, was accepted at the Harvard Business School. They both went to Boston, where in 1985 Burke went to work for American Express doing business development. "Our deal was that I would go to Boston, but when she graduated, I got to pick the city we would live in."

He chose Los Angeles and in 1986 went to work for The Walt Disney Co.; he would stay for 12 years. "Michael Eisner and his team were trying to re-create Disney."

For starters, Disney asked Burke to see what new businesses could be developed. As a result, Burke helped establish The Disney Stores and ran them as president. Next, Eisner wanted Burke to revitalize the company's Euro Disney theme park in Paris. In October 1992, he was named president and chief operating officer of Euro Disney S.A. At the end of its first year, the park had losses of \$400 million, Burke says. He initiated a major restructuring and the operation became profitable. In 1996, when Burke left, the theme park was making as much as \$50 million a year.

By that time, Disney was in the broadcasting business, having just purchased Cap Cities-ABC. In 1996, Burke went to New York to help organize the integration of the two companies. He was soon named president of ABC Broadcasting, overseeing the network's 10 owned-and-operated TV stations, the ABC Radio Group and



*"Digital television, high-speed data, residential telephone and commercial telephone...we've got a lot of different growth opportunities."*

## Stephen Barnett Burke

**President, Comcast Cable Communications, Philadelphia;** b. Aug. 14, 1958, Bronxville, N.Y.; B.A., history, Colgate University, 1980; M.B.A., Harvard Business School, 1982; product management, General Foods, White Plains, N.Y., 1982-84; business development, American Express, Boston, 1985-86; founder and president, The Disney Stores, The Walt Disney Co., Los Angeles, 1986-92; president, Euro Disney S.A., Paris, 1992-96; president, ABC Broadcasting, New York, 1996-98; current position since June 1998; m. Gretchen Hoadley, July 31, 1986; children: Danny, 11; Kelly 9; Sean, 8; David, 5; Hallie, 3.

Buena Vista Television, Disney's domestic syndication arm.

Burke's father, Dan Burke—who, with Tom Murphy, created Capital Cities Broadcasting—had been part of the company's management team that bought ABC in 1985. The senior Burke, who had become chief executive officer of Cap Cities-ABC, retired before Disney bought the network.

"Comcast got one of the best executives out of Disney when they got Steve Burke, it was a real coup," says Nickolas Davatzes, president and CEO of A&E Television Networks., which is owned in part by ABC. Davatzes says Burke, who served on A&E's board when he was at ABC, has that rare ability to be both creative and financially responsible.

And Comcast seems to be just what Burke had in mind when he left ABC. He says one reason he jumped ship is that he had become increasingly convinced that cable and the broadband pipe would emerge victorious.

Furthermore, Comcast was a company on the move. When Burke came on board, Comcast had 4.5 million subscribers; today it has deals in place that will expand the number of subs at systems owned or managed by the company to 8.1 million by next year.

Roberts had assured Burke that he wanted to see the company grow. "Brian was definitely true to his word," Burke says.

"It's been great, not only have we grown geographically, but we have all these new products...digital television, high-speed data, residential telephone and commercial telephone. We've got a lot of different growth opportunities," Burke says. At the end of the year, Comcast will have 450,000 digital boxes installed, giving subscribers access to 170 digital channels. Comcast @Home, which provides cable modem service and access to the Internet, is also expanding. Burke predicts that service will have 135,000 cable modems in use by the end of the year.

Also intensified under Burke's leadership are efforts to strengthen the company's customer-service operations. Next month Comcast will launch Comcast University, a training initiative, and will unveil a new credo and new logo. Burke has set high goals for himself and his company: "Comcast will be the place that people turn to first for the things that are important in their lives." —Kim McAvoy



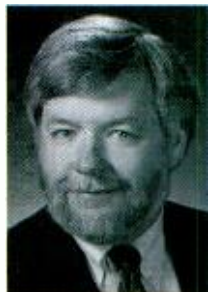
## BROADCAST TV



Salem

Appointments, NBC Entertainment, Burbank, Calif.: **Mitch Salem**, director, business affairs, named VP; **Beth Roberts**, director, business affairs, named VP.

**Chris Jordan**, VP, general manager, Katz Continental, New York, named senior VP, chief operating officer, Continental Television Sales.



Groves

**Ed Groves**, general manager, WEMT-TV Charleston, W.V., joins co-owned WCHS-TV there in same capacity. He will continue to oversee WEMT-TV.

Appointments, WJCL-TV/WTGS-TV Savannah, Ga.:

**Kyle Krebs**, general sales manager, WBMA-TV Birmingham, Ala., joins as VP and general manager; **Greg Goldman**, VP and manager, Katz Continental Television Sales, Atlanta, joins as general sales manager; **Tim Calhoun**, anchor, Tribune Media, Washington, named co-anchor, WJCL-TV; **Betsy Nolen**, reporter, WJCL-TV, named co-anchor; **Dawn Hasbrouck**, Washington correspondent, WKYT-TV Lexington, Ky., named co-anchor, WTGS-TV.

## PROGRAMMING

Appointments, Universal Worldwide Television, Universal City, Calif.:

**Christopher Weis**, VP, Central region, Rysher Entertainment, Chicago, named director, sales, Midwest; **Christopher Chico**, manager, Telepictures Distribution, Los Angeles, named manager, sales, Southeast; **Shelby Mason**, associate director, programming, Petry Television, New York, joins as manager, sales, Northeast.

Appointments, King World Research Department, New York: **Lena Capurso**, research manager, named senior research manager; **Kimberly**

**Frank**, research analyst, named research manager; **Doryan Hughes**, research analyst, named research manager; **Maria Comas**, research assistant, named research analyst; **Helen Castellanos**, research assistant, named research analyst.

**Donna Ekholdt**, independent casting director, Los Angeles, joins Big Ticket Television there as VP, talent development and casting.

**Andrea-Manuela Seibert**, lead acquisitions executive and special projects executive, RTL Television, Munich, Germany, joins Rive Gauche International TV there as VP, European sales.

**Dominique Bazay**, sales executive, BBC Worldwide Americas, London, joins DECODE Entertainment, Toronto, as director, international sales. She is based in London.

## JOURNALISM

**Jason Raff**, producer, *Today*, NBC, New York, named producer, *Dateline NBC*. He is based in Los Angeles.

Appointments, Bloomberg Television, New York: **Carol Massar**, reporter, CNBC, Fort Lee, N.J., joins as anchor; **Donna Kline**, broker, Fox Investments, New York, joins as anchor.

**Michael Tuck**, anchor, KCBS-TV Los Angeles, joins KFMB-TV San Diego in same capacity.

**Lisa Contreras**, managing editor, KRQE-TV Albuquerque, N.M., rejoins KVOA-TV Tucson, Ariz., as news director.



Zappala

**Janet Zappala**, freelance reporter, WTXF-TV Philadelphia, named anchor/reporter, *Fox Morning News/Good Day Philadelphia*.

**Heather Stagers**, reporter, KTBG-TV Shreveport, La., joins KCTV-TV

Kansas City, Mo., as general assignment reporter.

**Andy Dominianni**, anchor, WWMY-TV Grand Rapids, Mich., joins WCCB-TV Charlotte, N.C., in same capacity.

## RADIO



Hagan

**Laura Hagan**, executive VP, Katz Hispanic Media, New York, named president.

Appointments, AMFM Inc., New York: **John Fullam**, senior VP, regional operations, New York/Long

Island/Detroit/Washington, named executive VP, New York station group; **Andrew Rosen**, general sales manager, WHTZ-FM New York, named senior VP, sales, New York market. They will both continue their current duties.

**Michael Martin**, program director, KYLD-FM San Francisco, joins KGGI-FM Riverside/San Bernadino, Calif., as programming consultant. He will continue his current duties.



Iannacone

Appointments, United Stations, New York: **Kathi Iannacone**, account executive, client marketing services, WNEW-FM New York, joins as senior account executive, sales; **Caroline "Casey" Forbes**,

sales executive, Strategic Media Research, New York, joins as account executive; **Molly Nason**, advertising sales executive, *Encore Magazine*, New York, joins as account executive.

Appointments, Radio Advertising Bureau, Dallas: **Renee Cassis**, director, corporate marketing, named VP; **Wendy French**, national marketing associate, named VP, national marketing; **Millicent James**, regional directors, stations, named VP; **Dolores Nolan**, regional director, stations, named VP.

## CABLE

Appointments, TBS Superstation, Atlanta: **Dennis Quinn**, senior VP and general sales manager, named executive VP and general manager; **Linda Yaccarino**, VP and sales manager, Turner Entertainment Sales, named

senior VP and general sales manager.

**Keith Bowen**, VP and New York sales manager, TNT, New York, named senior VP and general sales manager.

**Kim McQuilken**, senior VP and general sales manager, Cartoon Network Sales and Marketing, Atlanta, named executive VP.



Hartounian

**Michael Hartounian**, VP, business affairs, MGM Worldwide Television, Los Angeles, joins Fox Family Worldwide there as VP, business and legal affairs.

**Jola Harris**, senior manager, affiliate marketing, Discovery Network, Bethesda, Md., joins Fox Channels Group, Los Angeles, as director, national accounts marketing.

**Randy Wink**, VP and general manager, West Texas operations, Cox Communications, Lubbock/Midland, Texas, named VP and general manager.

**Rosemarie Barone**, prime time booking producer, CNBC, Fort Lee, N.J., named booker, *CNBC Business News*.

**Ramsey Day**, sales assistant, Eastern division, Turner Network Sales, Atlanta, named regional marketing manager.

## TECHNOLOGY



Leighton

**Doug Leighton**, regional manager, Scitex Digital Video, Los Angeles, joins Panasonic Broadcast & Television Systems there as product marketing manager, DVCPRO production products.

Appointments, MediaOne Midwest, Plymouth, Mich.: **Lisa Boland**, director, special projects, named director, sales; **Gregory Koprowicz**, director, engineering, named director, engineering, digital telephone services and network operations center; **Thomas Lamarche**, director, sales, named director, advertising sales; **Cathy Schelb**, director, marketing communications, named director, marketing.

**Anthony De Vita**, director, satellite traf-



De Vita

ficking department, VISTA Satellite Communications Inc., Ft. Lauderdale, Fla., named VP, satellite operations.

Appointments, SeaChange International Inc., Maynard, Mass.: **Mike Hunsicker**, director, U.S. sales, cable advertising products, named VP; **James Kelso**, director, advertising systems, named VP.

## OBITUARIES



Porter

**Cyril "Cy" Porter**, 36, the Radio-Television News Directors Foundation's well liked and respected project director for Community Journalism and Political Coverage, died Nov. 6 following complications

from a heart transplant. Porter had been hospitalized for more than five months. "He was a very special person," said RTNDA President Barbara Cochran, "someone who combined a great joy for life with a strong sense of integrity about his work and about what journalism should be. Because he had been a reporter himself, he knew what really happened in the field, and gave a lot of thought to how reporting could serve the audience. He really enjoyed teaching; being of service to the profession." Cochran estimated that Porter, who had won RTNDF fellow-

ships himself as a young reporter, had worked with hundreds of broadcast journalists to improve community and political coverage. He is also the only person in history to win 2 RTNDF fellowships. Porter is survived by his wife and two children, his mother, three sisters and two brothers. Letters, anecdotes, or photos, as well as contributions for the education of Porter's six year old son and infant daughter, may be sent to Raissa Smorol at RTNDF, 1000 Connecticut Avenue, NW, Suite 615, Washington, D.C. 20036 or e-mail: raissas@rtndf.org.

**William Fineshriber**, 90, motion picture and broadcasting executive who pioneered distribution of American films and television shows around the world, died Nov. 6 of natural causes. Fineshriber began his entertainment career in the CBS publicity department in 1931. After serving as manager of New York's Carnegie Hall from 1934 to 1937, he returned to CBS as general manager of its program department. He then worked for Mutual Broadcasting before joining NBC in 1953 as a vice president. From 1960 to 1984, Fineshriber served as vice president of the Motion Picture Association of America. While serving as VP (and as a director of international operations for Screen Gems Inc.), he created extensive markets for American films and television programs abroad. Fineshriber also served on the board of the National Association of Radio and Television Broadcasters and the Radio Association of Broadcasters, and was VP of the Radio Pioneers. He is survived by his wife, a son and two grandchildren.

—Compiled by Mara Reinstein  
mreinstein@cahners.com

## OPEN MIKE

### The Maine reason for success

EDITOR: One of the keys to the success of Maine Public Broadcasting's digital bond referendum campaign (BROADCASTING & CABLE, Nov. 8) was the terrific support we received from commercial television stations in Maine. We purchased a substantial amount of commercial time in favor of the referendum on all eight of Maine's commercial TV stations. I particularly want to thank the six of those stations, which provided substan-

tial "matching" spots to help us stretch the value of our commercial buy. Those stations gave us 324 free spots collectively.

We have always enjoyed great cooperation between public and commercial broadcast stations in Maine. During this referendum commitment, we saw how tangible that cooperation is. We are working together to make it into the digital era.—Robert H. Gardiner, president, Maine Public Broadcasting, Lewiston, Maine.



**RADIO**

**HELP WANTED NEWS**

**Small market, radio group with stations in the mid-Atlantic region** seeks to fill two (2) News Director positions. The people we seek will be energetic, enthusiastic about news reporting and be able to direct a small staff and budget. They will understand the value of being in the field to gather news and information, not behind a desk searching the local newspapers for stories. Send tape, resume and salary requirements to: Maria Schroeder, 485 Tower Road, Christianburg, Va. 24073. EOE

**HELP WANTED SALES**

**International broadcast software company** is seeking an International Sales Manager. Successful candidate is required to have a degree in Business Administration with emphasis in marketing, or the equivalent; 6 years experience in the design and implementation of digital products for the radio broadcast industry to include software based products; demonstrate such products internationally in a simulated radio on-air environment; deal with the regulations and customs of the international radio broadcast market; must be prepared to spend 30-50% of the time overseas. Responsibilities include coordination of sales distribution by establishing international territories, quotas, and budgets and advise representatives and/or distributors regarding sales and advertising techniques. Complete market analysis evaluating technical trends within the international radio broadcast marketplace and serve as a liaison between the international sales department and other related departments. Provide adequate representation at all pertinent trade association events to promote the company and its products. Please email resume and salary history to Attn: Jacque at jobs@bcc-bcs.com EOE

**SITUATIONS WANTED MANAGEMENT**

**Radio Station Developer** highly skilled in all aspects for startups, turnarounds, or to take you to the next level. Permanent or interim, 813-920-7102. radio35@netscape.net

**TELEVISION**

**HELP WANTED SALES**

**National Sales Manager:** Start the New Year with a Texas Station 80 miles from Houston and close to the Gulf Coast. We have an immediate opening for a proven performer with strong organizational, research and leadership skills. Individual must also be highly motivated and self-disciplined with minimum of 3 years television sales experience. Send resume to EEOC Officer, KBMT-TV, PO Box 1550, Beaumont, TX 77704. EOE.

**Local Sales Manager.** We're WB 58, we're the fastest growing TV station in Nashville, and we need you! You bring your high energy, aggressive nature, leadership skills, and a great attitude, and we'll give you a home. We prefer a college degree; 3-5 years of local TV sales experience or management; knowledge of the Nashville marketplace; knowledge of TV Scan, CMR, cop, and other marketing tools. We demand that you have fun, learn and grow with our team. Send resume to: LSM Position, WNAB-TV, 2994 Sidco Dr., Nashville, TN 37204. EOE.

**HELP WANTED SALES**



**VICE PRESIDENT OF SALES (2)**

**Miami and Dallas/Ft. Worth**

This is the opportunity you've worked for your entire career. As America's premier broadcasting and media network, NBC brings a rich variety of news, entertainment, and sports programming to millions of people everyday. And with the consistent popularity of our programming and incredible resources you'll enjoy here, you must see the potential in applying your insight to increase the sales of "Must See TV".

You will manage, develop and communicate strategic plans for the sales organization including local and national sales, research and traffic. Specific challenges will include overseeing pricing, sales planning, inventory management and revenue forecasting. You will also develop/implement plans to ensure sales personnel meet stretch targets, as well as oversee staffing, performance management, training and development of sales, research and traffic personnel.

We require a demonstrated record of overachieving audience share and knowledge of ratings, research, market and pricing strategies as well as effective inventory control. Proven leadership and business skills as well as the ability to articulate and execute strategic initiatives are also essential.

We offer a salary commensurate with experience and solid benefits. For immediate consideration, please send your resume to location of interest:

**Employee Relations Department**  
NBC 6/WTVJ  
316 North Miami Avenue  
Miami, FL 33128  
Fax: 305-789-4181

**Employee Relations Department**  
KXAS-TV  
3900 Barnett Street  
Fort Worth, TX 76103  
Fax: 817-654-6442

No phone calls please. We regret that we will only be able to respond to those applicants in whom we have an interest. An Equal Opportunity Employer M/F.

For more information on NBC and its programming, visit the network's internet site at

[WWW.NBC.COM](http://WWW.NBC.COM)

**Associated Press Television News** seeking NYC Sales Director. The selected individual will manage sales of video production services to corporate, educational, government and other clients. Candidates should have sales experience to Fortune 500 companies or sales/marketing experience in the video production, corporate communications or public relations fields. Competitive salary, plus bonus incentives and benefits. Interested individuals should fax resume to Media Executive Resources at 703-734-3723 or call 703-734-3721 for email address. All inquiries completely confidential. No calls to APTN please.

**Director of Sales** Lead and direct Local Sales Dept and Nat'l Rep Firm in effectively selling time on two (2) stations, Fox-53/WB-22. College. A min of five (5) years mgmt in TV sales, both Local and Nat'l levels. Send Resume: Michael Norten, GM WPGH Fox-53, 750 Ivory Ave., Pgh, PA 15214 EOE M/F

**Account Executive:** WEYI-TV NBC in Flint, Saginaw and Bay City Michigan seeks self-motivated, aggressive individual who sees the value of selling to meet customer needs. College degree and at least 2-3 years experience preferred. Excellent opportunity to grow with a leading television group. Send resume and references to: EEO Officer, WEYI-TV NBC25, 2225 West Willard Road, Clio, MI 48420. EOE. M/F. Women and Minorities encouraged to apply.

**Account Executive:** WKCF-TV, Orlando, a top rated WB affiliate is seeking a highly motivated AE that has agency experience as well as new business development skills. Candidates must have the ability to handle continuous changes in market conditions. A minimum of 3 years experience in television sales and knowledge of TVSCAN/Scarborough is preferred. Submit resumes to John Soapes, Local Sales Manager, WKCF/AE, 31 Skyline Drive, Lake Mary, FL 32746, or E-mail soapes@wb18.com. EMMIS Communications is an equal opportunity employer.

**HELP WANTED SALES**

**Associated Press Television News** seeking NYC Sales Director. The selected individual will manage sales of video production services to corporate, educational, government and other clients. Candidates should have sales experience to Fortune 500 companies or sales/marketing experience in the video production, corporate communications or public relations fields. Competitive salary, plus bonus incentives and benefits. Interested individuals should fax resume to Media Executive Resources at 703-734-3723 or call 703-734-3721 for email address. All inquiries completely confidential. No calls to APTN please.

**Account Executive:** Solbright (www.solbright.com) is the leader in developing solutions that set the standard for automating on-line advertising. We are seeking aggressive sales professionals from the broadcast television sales departments for our New York City and San Mateo offices. We provide a unique atmosphere for growth within the new media and technology arenas. Candidates must be self-starters and closers, very results-oriented, have a proven track record in sales (minimum of 5 years sales experience), major account experience, college degree and a capacity to prospect creatively. Candidates with existing relationships built within the advertising agency world are preferred. Experience with the Internet and Interactive Agencies is also a big plus. Solbright offers a very competitive package including salary, commission, and options. Contact our Human Resources Department by email: jobs@solbright.com, fax: 212.696.9476, or mail: 212 Fifth Avenue, Seventh Floor, NY, NY 10010.

**HELP WANTED TECHNICAL**

**Maintenance Engineer:** Univision 41, seeks a candidate with 3-5 years experience in Television Engineering, ENG Microwave trucks, Satellite and Microwave equipment, Betacam Format VTR's., Digital & Analog systems. Strong computer skills are required. An FCC Commercial license and/or SBE Certification is preferred. Ability to work evenings/overnights/weekends a must. No calls. Please apply in person. Univision 41, 500 W. Burr Blvd. 6th floor, Teaneck, New Jersey 07666. EOE.

**Overnight Master Control Operator KNVA-TV,** an Austin Television Station seeks Master-Control Operator to fill over-night position. Some experience in Television preferred. Computer experience is a must. Applications will be accepted until November 25, 1999. Please send resumes to Operations Supervisor, P.O. Box 490, Austin, Texas, 78767. EOE

**Chief Engineer WSOC-TV/WAXN-TV** has an opportunity for a Chief Engineer with the drive and technical knowledge to lead our combined stations' technical operations. This individual should already be an experienced TV manager with full working knowledge of digital transmission. Our automated master control is successfully operating and our Chief should have the ability to interact with other professionals in our stations and in the industry as we look to capitalize on emerging opportunities. Only experienced managers should contact Bruce Baker, VP & General Manager, (704)338-9999 or send resume to: Bruce Baker, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F

**HELP WANTED TECHNICAL**

## Project Manager Engineering Broadcast Systems

The **ABC Television Network** is seeking an experienced professional to join our Broadcast Operations & Engineering Department in New York City.

You will be responsible for managing all phases of engineering projects for on-air broadcasts. This will include supervising and leading teams of engineers and installation crews; and coordinating the work of outside vendors, operations groups and other departments. You will also be responsible for the design, budgets and implementation of audio, video, data and communication elements for new and existing facilities.

Position requires a minimum of 5 years' experience in the broadcast engineering field and technical installations. Knowledge of how to implement and test digital systems is essential; and an in-depth understanding of SMPTE standards for audio, video and control systems is required. The ideal candidate will have a successful record of managing to completion a variety of complex broadcast engineering projects.

For confidential consideration, please mail resume to:



**ABC, Inc.**  
Employee Relations Dept. JK/PM  
77 West 66th Street  
New York, NY 10023

We are an equal opportunity employer m/f/d/v

## COSMOS

### Technology Opportunities

Cosmos Broadcasting is updating files for persons to contact when openings occur for technology positions such as Chief Engineer; Assistant Chief Engineers; Maintenance Technicians; LAN Network Administrators. If you have a short or long term interest in working for a leading broadcast group who is rapidly implementing digital technology, please send your resume via fax to:

**Steve Smith, VP Engineering**  
Cosmos Broadcasting Corporation  
PO Box 19023  
Greenville, SC 29602-9023  
Fax: (864) 609-4420

We will consider all qualified respondents.  
Please indicate your preference of station(s) and position(s):

**WALB-TV Albany, GA**  
**WAVE Louisville, KY**  
**WFIE-TV Evansville, IN**  
**WIS Columbia, SC**  
**WLOX-TV Biloxi, MS**  
**KPLC-TV Lake Charles, LA**

**WSFA Montgomery, AL**  
**WTOL-TV Toledo, OH**  
**WWAY Wilmington, NC**  
**KAIT-TV Jonesboro, AR**  
**KGFT-TV Harlingen, TX**  
**KCBD-TV Lubbock, TX**

Chief Engineer openings now available in:  
Harlingenn, TX; Wilmington, NC; Lubbock, TX; Biloxi, MS  
Circle the city and position of interest and fax with your resume today!  
Cosmos Broadcasting Corporation is an Equal Opportunity Employer.

**BROADCASTING & CABLE... THE MAGAZINE THAT STAYS ONE STEP AHEAD**



**HELP WANTED TECHNICAL**

**Chief Engineer-(Job #99-502):** This is an extraordinary opportunity to join a top television operation to assist in the management of the engineering staff and technical facilities of a market leading NBC affiliate. WTHR is well equipped with state of the art facilities, recently expanded studios and a three year old transmitter plant. The Chief Engineer reports to the WTHR's Director of Engineering and Operations and is responsible for all technical plant installation and maintenance, supervision of the maintenance and operations staff, management and execution of capital and other projects, FCC compliance and assists with operating and capital planning and budgets. The successful candidate will be an energetic and dynamic leader with a solid engineering, IT and technical management background in a fast paced, news heavy environment. Requirements include a BSEE or related degree, SBE or other professional certification and a minimum of three years' supervisory experience. WTHR/WTHR-DT offers a, competitive salary and excellent benefits package. Applicants possessing these skills should send cover letter indicating referral source and resume along with an air-check of a recent newscast with director call track to the Department of Human Resources, Attn: Job No. 99-502, PO Box 1313, Indianapolis, IN 46206. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

**Chief Engineer: WOKR,** Rochester, New York, is seeking a professional with a BA, BS or combination of equivalent work experience. FCC General Class License and SBE Certification desirable. Must be computer literate with knowledge of most operating systems. Successful candidate will be responsible for all engineering/plant functions. Resume to Human Resources ENG, WOKR-TV, PO Box 20555, Rochester, NY 14602-0555. WOKR-TV is an EEO employer. Minorities and women encouraged to apply.

**Chief Engineer** needed for Telemundo affil., RF exp. essential, Townsend XMTR. Must be prepared to lead station through digital transition. Send resume to Gen. Manager, KFWD-TV, 3000 W. Story Rd., Irving, TX 75038. An EEOE.

**KDTV Univision 14, San Francisco,** is seeking a full-time Operations Technician 2 (Graphics). This is an exciting opportunity to become part of a dynamic television crew in the country's fourth largest Hispanic television market. Position entails the skilled use of Graphics Systems, Character Generators, Paint Box and the ability to operate various broadcast station equipment in a live news environment. Qualifications, Formal education, High School required, college degree preferred; Previous Job Experience, Professional broadcast graphics experience necessary. Proficiency in PhotoShop, Aftereffects and illustrator a must. Ability to operate various broadcast equipment including but not limited to graphics equipment, character generators, still stores, production switchers, edit stations, audio boards and various format VCR's. Technical: A thorough understanding and operational experience on all technical broadcast equipment normally associated with graphics at a state of the art television station in a top 10 market. Special Skills/Language; Bilingual, fluency in Spanish (both written and oral) strongly preferred. Physical requirements: Ability to move or manipulate up to 150 lbs. Ability to lift up to 50 lbs. Good color vision/perception. Good over-all vision, correctable to 20/20. Must fill out Univision application of employment and provide resume to: KDTV Channel 14 50 Fremont, 41st Floor San Francisco, Ca 94105 Attention: Tomas Hernandez, Operations Manager KDTV Channel 14 is an Equal Opportunity Employer

**HELP WANTED TECHNICAL**

**Louth, the broadcast industry leader** in television automation products, has opportunities within their Technical Service Department. If you are a professional with experience in broadcast television operations, and would like a fast paced career opportunity, e-mail you resume to catkinson@louth.com or fax to 650-843-3666.

**Transmitter Engineer.** USA Broadcasting of Tampa is seeking an individual with strong UHF transmitter experience. Must have experience in microwave/RF equipment. Tape experience helpful. Good salary and benefits. Send resume to WBHS TV, Attention: Robert Guzman, 12425 28th St. N., Suite #301, St. Petersburg, FL 33716.

**HELP WANTED TECHNICAL**

**Television Maintenance Engineer:** WPTV Channel 5 (NBC), West Palm Beach, FL. Knowledge of TV studio equipment maintenance, including routine maintenance and repair of DVCPRO and MII camcorders, VTR's. VPR80, VPR6 1" VTR's. DVE's, still storers, computer graphics, Chyron, switchers, audio systems, AVID, non-linear editing systems. Media Pool and Louth experience helpful. Digital facilities, RF and transmitter experience a plus. Knowledge of Windows NT and computer networking helpful. Minimum of an Associate EE Degree and /or 3-5 years of studio and transmitter maintenance experience. FCC General class license or SBE Certification desired. EOE. Cover letter, resume and salary requirements to: David McKinley, Assistant Engineering Manager, WPTV Channel 5, 622 N. Flagler Drive, West Palm Beach, FL 33401 Fax:561-653-5657

**HELP WANTED RESEARCH**

**FOX Sports Net,** a major producer of sports entertainment products, is currently seeking experienced professionals to join our programming department. We currently have the following opportunities available:

**DIRECTOR OF PROGRAM RESEARCH**

Individual will create a program research department which will be responsible for providing ratings reports to track the performance of our programming; providing analysis and ratings for competitive networks and programming; providing statistical research analysis of the cable environment, including network and programming viewership; set-up all aspects of focus groups; analyzing programming, new shows/concepts and acquisitions. Requires 5+ years' heavy Nielsen and Qualitative research experience and experience overseeing primary and secondary research. Code: SK/DPR

**RESEARCH ANALYST**

Individual will track ratings of FOX Sports Net for programming and scheduling departments; track and provide analysis of competitive networks and programming; assist in setting up focus groups. Requires 1+ years' experience in research, especially Nielsen ratings. Code: SK/RA

Both positions require a Bachelor's degree; a television background, cable preferred; strong sports knowledge, sports enthusiast preferred; experience with computer ratings systems, including Nielsen, Galaxy, MRI, and Star Track; excellent communication skills; knowledge of MS Office '98, database applications (Filemaker Pro, included); a detail-oriented, team player.

We offer competitive salaries and excellent benefits. For immediate consideration, please submit your resume and salary history to: **Fox Sports Net, Human Resources Dept. Code: (see above), 1440 S. Sepulveda Blvd., Ste. 118, Los Angeles, CA 90025; Fax to: (310) 444-8490; or Email: jobs@foxsports.net. NO PHONE CALLS, PLEASE. EOE.**



**FOX SPORTS NET**

**HELP WANTED NEWS**

**Immediate opening available for a Research Manager** in Washington, DC. Candidate should have 1+ years of television research experience and a knack for telling stories. Individual will be responsible for all aspects of research for WDCA UPN 20 and should be familiar with Nielsen, Scarborough, TvScan, and Market Manager. Responsibilities include developing research and programming information into creative sales and marketing presentations, acting as a liaison to our national rep, and maintaining historical ratings track information. Please send your resume to: WDCA/UPN 20, PO Box 9662, Washington, D.C. 20016, Attn: Personnel/Sales, or fax to 301-654-3517. EOE.

**Photographer:** Requirements: WOOD TV8 in Grand Rapids, Michigan has an opening for a creative, self-motivated television news photographer. We need a photographer who knows the basics, has good news judgement and possesses the technical and creative photographic abilities to do solo live shots. If you have at least one-year experience as a television news photographer, are willing to learn and give us your best effort, send us your resume, references and a current sample of your work to: Mark McIntosh, Chief Photographer, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. No phone calls please. WOOD TV is an Equal Opportunity Employer.

## HELP WANTED NEWS

**News Director:** Medium-size market seeking a news director with a solid background in investigative and enterprise reporting, plus high energy, high content newscast. This is an award-winning news team that needs very good leadership. A minimum of 3 years experience as news director required. Strong hands-on managerial and administrative skills a must. Female and minority applicants urged to apply. Send qualifications and resume to Box 01610 EOE. M/F/D/V.

**NBC 25 Sports Reporter:** Energetic, self motivated individual to become part of its three person sports dept. Must be able to shoot, edit and write. Some fill in anchoring necessary. Send VHS Tape and resume. **Weather/Multimedia Producer:** products in the NBC 25 viewing area. These two products are on the cutting edge, and will provide you with an excellent income and the opportunity for growth within NBC 25. Send VHS Tape and resume. **Live Truck Operator/ENG Person:** Position requires gathering spot news or other events as assigned. Must be able to shoot video & gather essential facts critical to story development. Also responsible for setting up live truck for newscasts. Applicant should have an eye for visually appealing shots, demonstrate good news judgement, and have good communication skills. Send resume. **Reporter/Photographer:** Highly motivated individual needed to shoot, write, edit and gather news. Must demonstrate good news judgement and good communication skills. Send VHS Tape and resume. WHAG-TV is a small market NBC Affiliate. We offer a comprehensive benefit package, including 401(k) and section 125 plans. WHAG-TV, Dept. W, 13 East Washington Street, Hagerstown 21740. Drug Screen required. EOE. No phone calls please.

**KFWD Telemundo** is searching for experienced on-air news professionals: Reporters, and a Weather and Entertainment Personality. Also needed is a 1 Tech. Dir. with graphics background (Pinnacle is a+). Send demo tape/resume to: News Director, KFWD-TV, 3000 W. Story Rd., Irving, TX 75038, No telephone responses please, an EEOE.

**Free-Lance Off-Air Reporters/Producers** needed throughout the U.S. for national television news-gathering organization. Must be enterprising, proactive, organized, creative, a perfectionist, crisp writer and good story-teller. Rewarding opportunities to produce positive, life-changing news stories. Resume and non-returnable tape to E. Buchanan, Ivanhoe Broadcast News, P.O. Box 865, Orlando, FL 32802.

**Fox 28 News** is expanding its entire staff. We need qualified candidates to fill f/t and p/t positions as News Reporters, Anchors, Sports Anchor, Producer, Photojournalists and Weather, plus all studio support positions. Tapes, Resumes, salary requirements to: Gary Cooper, News Director, KAYU-TV, 4600 S Regal, Spokane, WA 99223 EEO

**Associated Press Television News** is looking for a bilingual Spanish-English reporter with experience covering Wall Street and business related topics. High-energy position including live shots and strict deadlines. Send cover letter, tapes and resume to: Roberto Soto, APTN, 1995 Broadway, New York, NY 10023.

## HELP WANTED NEWS

**Exp'd bilingual TD needed,** expanding news dept. needs take charge ENG/SPAN. TD with min. of 2 yrs. exp. with live newscasts. Can do attitude required. Mail resume to Gen. Mgr. KFWD-TV, 3000 W. Story RD, Irving, TX 75038 or Fax at 972-258-1770. EEOE.

**Desk assistant:** Entry level position for an energetic, self starting, highly organized individual. Responsibilities include script organization, file tape distribution and other general newsroom functions. Previous newsroom experience a plus. Please send resume to: Kenny Plotnik, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal Opportunity Employer.

**Chief Meteorologist.** Group owned station looking for a Chief Meteorologist to lead our weather team into the next century. Ideal candidate must have a degree in Meteorology or similar field, and their A.M.S seal. We are a severe weather market where weather is our top priority. We have the latest technology and the commitment to stay on the leading edge. Please reply to Box 01612.

**WFLD/FOX 32 Chicago, A.M. Newswriter:** Description: Skilled writer to write copy for 6 - 9a.m. News. Responsibilities include: screening tapes, picking shots from tapes, coordinating VO & SOT selection made reports during live shots, writing packages and coordinating graphics. Requirements: 1-3 yrs. experience required. Journalism degree and BASYS System experience necessary. Send resume to Marge Curtis, Director of Human Resources, WFLD-TV 205 N. Michigan Ave., Chicago, IL 60601. No phone calls, no faxes. EOE. M/F/D/V.

**Producer:** Some news directors frown on phone calls. I don't. Call me - Andy Still - 864-240-5251. Let's talk about producing aggressive, high-energy newscasts and how you make the difference in your newscast. You could bring your one year of experience to the beautiful foothills of the Carolinas. Or, if you prefer, send your tape and resume to Human Resources Manager, WYFF-TV, 505 Rutherford St., Greenville, SC 29609. EOE

**Newscast Producer:** KFOR, the number one station in OKC, seeks a news producer interested in winning and leading. Must be a highly motivated individual. Two years producing experience preferred. If you want to sharpen your skills in a very competitive market, please send a recent aircheck to Personnel, KFOR-TV, 444 E. Britton Road, Oklahoma City, OK 73114. EOE.

**TV News Chief Photographer:** Must have professional experience shooting and editing television news tape. Must have microwave live shot experience, technical and aesthetic proficiency. Please fax resume to Telemundo O&O KTMD-TV at (713) 782-4263. EOE

**Producer:** Requirements: You're a producer in a smaller market and looking to move up. You are a leader in the newsroom and always have story ideas. You have a vision for your broadcast, and bring it alive everyday. You want to work with a group of professionals and continue to develop your craft. Does this describe you? If it does you're for us. We are the #1 station in the 37th market and we have all the electronics you'll need to put on the best broadcast possible. Contact: Send a tape of today's newscast, resume and references to: Patti McGettigan, Assistant News Director, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. No phone calls please. WOOD TV is an Equal Opportunity Employer.

## HELP WANTED NEWS

**CBS News** is looking for a full-time, staff producer for the CBS Evening News Weekend Edition. This producer works Wednesday through Sunday with responsibility for producing breaking news stories and feature pieces. We offer a competitive salary and benefits package. CBS is an Equal Opportunity Employer. Please fax your resume to Lyne Pitts/CBS News at (212)975-8990.

**Associate Director:** WABC-TV, NY is looking for a top-notch AD to handle fast paced newscast as well as live entertainment program. Must have the ability to switch gears at a moment's notice, and stay organized and focused in a quickly changing environment. The desire to someday be a director is a plus. Please send resumes to: Joseph Cook, Production Manager, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**"News Dir/Producer, Sports Dir, Reporters** for new nightly local newscast in Orlando ADI. Ocala News Tonight (352) 861-1357."

**Sports Anchor:** WDAY-TV & AM, the Number 1 Sports Station in Fargo, ND, is looking for a high energy, committed, sports minded individual to anchor the M-F, 6&10 PM Sportscasts. WDAY-TV's position in the market is "more sports, more often" and needs someone that will continue this tradition. Become a part of the most hard-working and successful sports team in the region with WDAY & AM. If this sounds like a team you would be excited to be an integral part of, send your resume and tape to: Mark Prather, GM, WDAY-TV, 301 S. 8th St., Fargo, ND 58108.

**Senior Producer:** To work closely with producers on early evening and late evening newscasts. Candidates should have strong writing skills, solid news judgement and at least five years experience working in broadcast news. Duties will include proofing and editing scripts, assisting producers with late breaking news and information and overseeing rundown changes. Please send resumes to: Virginia Fisher, Executive Producer, WTNH News Channel 8, 8 Elm Street, New Haven, CT 06510. No phone calls. WTNH is an EOE.

**Reporter:** One of our best reporters is moving on, so we're looking for a replacement. You should know how to use pictures and sound to make stories that are truly memorable. You should also know how to dig up stories, and how to follow up. If this sounds like you, and you have more than one year of experience, send your VHS tape, resume, and references to Reporter, WTXL-TV, 7927 Thomasville Road, Tallahassee, FL 32312

**News Operations Manager:** WTVD-TV, the ABC owned station in Raleigh-Durham, North Carolina seeks an experienced and highly creative professional to manage news photographers and editors and oversee microwave and satellite news gathering. The News Operations Manager is responsible for regularly critiquing photographers and editors to inspire creativity and maintain high quality broadcasts. The manager is a vital link between the News and Engineering departments. Duties also include budget management and purchasing technical equipment. Must have at least five years television experience, including management or supervisory responsibilities. Please send resume only to Rob Elmore, News Director, WTVD-TV, 411 Liberty Street, Durham, NC 27701. No telephone calls please. EOE.



**HELP WANTED NEWS**

**Photographer/Editor KCRG-TV** is looking for a hotshot photographer/editor for Eastern Iowa's 24-Hour News Source. If you can do more than just point and shoot, send tape and resume to Personnel Coordinator, KCRG, P.O. Box 816, Cedar Rapids, IA 52406. EOE

**Photographer, KUSI News** is expanding again. Immediate opening for a photographer/videotape editor. Must have 3 years television news experience. Send tape and resume to: KUSI News, Attn: Human Resources, 4575 Viewridge Ave., San Diego, CA 92123.

**News Director:** KRCG-TV, a CBS affiliate serving Mid-Missouri needs a leader for its top-rated news department. The person we hire will have exceptional journalistic abilities, strong people and coaching skills, be quality driven, and have the ability to develop and communicate a clear vision of the future. Candidates must have 3 years management or producing experience. Send resume, news philosophy statement and VHS tape to: Betsy Farris, VP/GM, KRCG-TV, PO Box 659, Jefferson City, MO 65102. EOE.

**News Anchor:** We're looking for the best. You break through the tube, a real communicator who brings home the news with urgency, energy, and authority. You're reporting is exceptional, you know that sound and pictures create memorable stories. The bonus point? You'll be working in one of the most liveable cities in the country. If this sounds like you, rush your VHS tape, resume, and references to Anchor, WTXL-TV, 7927 Thomasville Road, Tallahassee, FL 32312. E.O.E.

**KRDO TV 13** is hiring a FT News Photog. College degree in TV News or Production, knowledge of camera operation, video tape equip. & editing tech. req. ENG truck setup and operation a +. Send resume & non-returnable tape to KRDO-TV, Attn: EEO Officer, PO Box 1457, Colorado Springs, CO 80901 EEO.

**Regional Manager, Ohio Valley:** Conus Communications is looking for an energetic and experienced news professional to manage the Conus Ohio Valley region. Applicants need a strong background in news and management. You must be able to effectively interact with everyone at our cooperative stations from the newest desk assistant to the general manager. Your news skills and judgement must be first rate. We're looking for someone who knows how to produce breaking news, plan events and provide outstanding customer service. Submit resume & cover letter to Human Resources, Ref. Job #54-99, Conus, 3415 University Ave., St. Paul, MN 55114. EOE.

**HELP WANTED  
FINANCIAL & ACCOUNTING**

**KSAZ-TV/Phoenix. Fox 10** is seeking a VP of Finance. Qualified candidates must have Bachelor deg. in accounting/finance (CPA or MBA preferred). Strong accounting skills, 4-7 years accounting req. (broadcast pref.). Strong management, interpersonal and comm skills. Resp for management of all phases of accounting, general ledger, A/R, budgets, program amortization, financial reports and contract negotiations. Competitive salary, benefits and great working environment. Qualified applicants should FAX a resume and salary history/requirements to Human Resources (602)262-5123. EOE/M/F/D/V.

**HELP WANTED VARIOUS POSITIONS****DEFINITELY  
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TV GUIDE, one of America's most trusted brands, has become a global media and communications company with unlimited reach, now available in print, on air and online.

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There are several newly created positions available in TV GUIDE's Advertising Marketing Department. If you can handle a fast paced, innovative, creative, challenging and fun environment, we'd like to meet you.

**Marketing Manager, TV GUIDE Network Group**

Will be responsible for developing marketing strategies and managing execution of tactics, as well as creating cross-channel and multi-platform advertiser programs; 5+ years experience in advertising marketing. Must have extensive knowledge of the network (cable or broadcast) marketplace.

**Sales Development Manager**

Will be responsible for developing targeted multi-platform advertiser programs and marketing partnerships; will also handle general writing assignments; 5+ years experience in marketing, promotion or sales development. Must have strong knowledge of the advertising marketplace.

**Sr. Presentation Copywriter**

Will be responsible for developing, writing and producing targeted presentations for TV Guide Media Sales; will also handle general writing assignments; 3-5 years experience in advertising marketing. Must have presentation writing background.

**Copywriter**

Writing projects will include proposals, creative development, integrated marketing programs, presentations, copy cards, media kits, mailings, etc.; 3+ years experience in marketing. Must have creative/ promotional writing background, and experience in the network or online marketplace.

Please send, fax or email resume and salary requirements to:  
TV Guide Human Resources, 1211 Avenue of the Americas, 4th Fl., NY, NY 10036  
fax 212/852-7328; email hrnewyork@tvguide.com

EOE

**HELP WANTED PRODUCTION**

**Tribune Broadcasting's Houston WB39** is seeking qualified candidates for the position of Production Technician. Applicant must be capable of editing GVG VPE 241 as well as off-line for features to be aired in NBA broadcasts. Candidate must be capable of operating field cameras, VTR's, audio record equip and Chyron Infnit. Non linear editing experience is helpful. A college degree in television production or equivalent combination of education and experience in television production. No phone calls please. EOE. Please send your resume to: KHTV, Attn: 9008, 7700 Westpark Dr., Houston, TX 77063.

**Production Manager:** Seeking hands-on production manager. Two years minimum experience. Digital SX format. Please fax resume to Telemundo O&O KTMD-TV at (713) 782-4263. EOE

**Photographer/Editor** The #1 station in major market needs an energetic team player for busy, production-intensive, award winning public affairs department. Must have several years experience as a photographer/editor for long-form broadcasts, excellent production skills, and the ability to produce quality work in autonomous situations. AVID experience preferred. Writing skills a plus. Send letter, resume & non-returnable VT (no calls/faxes) to Linda Munich, Dir. of Public Affairs, WPVI-TV Suite 400, 4100 City Avenue, Philadelphia, PA 19131 EOE

**HELP WANTED MARKETING**

**WGUV** is seeking applicants for a Business Television Marketing Representative. Candidates are required to have a minimum 2-3 years successful sales experience. Broadcasting, teleconferencing or satellite experience preferred. Successful applicants will be computer literate, possess a high level of detail and follow-up, have the ability to work independently and be comfortable dealing with Fortune 500 companies. Bachelor's degree in marketing or a related field preferred. Women and minorities are encouraged to apply. Excellent compensation package includes base salary plus commission. Generous benefits package includes health, dental, life & disability insurance, and paid company training. Will work to secure satellite teleconferencing business, tower rental and other sales from corporate accounts in the West Michigan area. How to apply: To be considered for this position, send a persuasive cover letter and resume with references and salary history to: Steve Chrypinski, Sales Manager, WGUV, 301 W. Fulton, Grand Rapids, MI 49504-6492 E-mail resumes are encouraged: ZZZ8699@gvsu.edu Please note how you became aware of this position. Resumes must be in our office no later than December 10, 1999. EEO/AA Institution.

**HELP WANTED PRODUCERS**

**Caribbean Opportunity - Commercial Producer/Director** Cayman International Television Network/Cayman Television Service requires a top-notch Commercial writer/producer/photographer/editor for a television facility in a small but sophisticated market. Position calls for a well-rounded professional with 3-5 years experience. Non-linear editing, knowledge of Macintosh as well as Photoshop a plus. Please reply to Operations Manager with resume and letter via fax top (345) 946-0236, e-mail: racity@candw.ky or Mail to PO Box 30563 SMB, Grand Cayman, Cayman Islands BWI.

**Producer/Director WOTV/ABC 41** is seeking candidates for a Producer/Director position. Non-linear editing experience and shooting skills a plus. Broadcast degree preferred. Reliable transportation and schedule flexibility a must. Send your resume to: Thom Bruce, Production Manager, WOTV/ABC 41, 5200 W. Dickman Road, Battle Creek, MI 49016, No phone calls please. WOTV is an Equal Opportunity Employer

**HELP WANTED PROMOTION**

**Promotions Manager:** Seeking highly motivated, energetic individual to develop station image through branding & marketing. Computer graphics and AVID skills a big plus! Send materials to Kathleen McLain, GM, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. WMDT is an Equal Opportunity Employer.

**CABLE**

**HELP WANTED MANAGEMENT**

**General Sales Manager - CT.** CableRep Advertising - New England. *Question...* Are you a positive, dynamic and innovative sales manager with a successful track record? Can you effectively lead sales managers, product champions and an outstanding support staff? Does competing and winning in head-to-head competition with major broadcast and newspaper companies thrill you? Are you ready to step up to a senior leadership position? Do you love the ocean? Would you like to live just two hours from Boston and NY? *Answer...* CableRep Advertising of New England, a Cox Communications company, represents half a million cable TV homes in New England. We offer customers the benefit of targeted television. Our dramatic growth has resulted in a newly created GSM position in Connecticut. The Connecticut GSM will lead four local sales teams and will act as liaison between CableRep and the Connecticut Interconnect driving the local, regional and national sales effort. This position reports directly to the New England General Manager. *You...* Should be a cable television or broadcast professional with at least five years of successful sales management experience. The capacity to budget, forecast and deliver sales results accurately and predictably is key. You must demonstrate the ability to interpret quantitative and qualitative audience research. You must enjoy the fast pace and balance between day-to-day sales management tactics and developing inventory usage and new business strategies to meet and exceed aggressive budget goals for multiple sales operations. *Contact...* Fax resume to 860-512-5107. Attn: Tom Forst, General Manager - CableRep NE or Mail resume to General Manager - CableRep New England, 170 Utopia Road, Manchester, CT 06040. EOE.

**BROADCASTING & CABLE...**

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**HELP WANTED TECHNICAL**

**HOME & GARDEN TELEVISION, a fast growing cable network based in Knoxville, TN, and owned by the E.W. Scripps Company, seeks qualified candidates for the following full time positions:**

**NETWORK CONTROL OPERATOR**

Familiarity with Philips Media Pool video file server, Philips automation and StorageTek data archive a plus. Must understand satellite transmission principles and their application in a network environment.

**DUPLICATIONS COORDINATOR**

Candidate should be a self-motivated individual able to monitor all technical aspects of the duplication process and insure high quality control standards. Must have experience in multiple formats and video/audio routing. Individual should have the ability to troubleshoot technical problems and provide corrective measures.

HGTV offers a comprehensive salary and benefits package. Qualified candidates should send a confidential resume with salary requirements to:

**Human Resources  
PO Box 50970  
Knoxville, TN 37950  
(No phone calls, please)  
www.hgtv.com**

The E.W. Scripps Company is an equal opportunity employer providing a drug-free workplace through pre-employment screening.



**HELP WANTED SALES**

**Independent TV Sales Rep - WVH-TV,** Hamptons Television. Prior regional and national sales experience in cable or spot TV a plus. Contact us at (212) 935-4613, Fax (212) 935-4449 or www.wvh.com

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

**HELP WANTED NEWS**

**Accepting resumes for Experienced Producers. To produce music programming live and taped.** Send resume: Black Entertainment TV, 1899 9th Street NE, Washington, D.C. Attn: Tia Butler

**HELP WANTED TECHNICAL**

**HGTV/Scripps Networks is looking for a satellite maintenance engineer.** The successful candidate will have at least 3 years experience in a satellite television maintenance environment. Experience with digital and analog transmission systems desirable. DigiCipher or other MPEG type compression systems experience important. Extensive computer experience is required. Qualified candidates should send a confidential resume with salary requirements to: HGTV Human Resources, P.O. Box 50970, Knoxville, TN 37950 (No phone calls please).

**HELP WANTED TRAFFIC**

**Traffic Manager,  
Traffic Department**

This position is responsible for management, development and training of the traffic department. The Individual will design and develop systems as needed to maximize advertiser and marketing contract fulfillment. Manager will coordinate the efforts of Traffic Supervisor, Coordinators and Traffic Assistants on a daily basis. Manager will develop cross training programs and departmental contingency plans as well as recruit for his/her department. Manager will work with Sales and Administration to implement a new Traffic & Billing System and continually review current process in order to improve it. Manager will work with staff to oversee Coordination of Log Adjustment, Sports Games, Sports Calendar, Game Formats & Maintain Channel Presets, Daily Verification, Confirmations and Missed Spot Report, Maintain Skeletons for Networks, Communicates with Head End on Technical Issues and Seachange Interface. Responsibilities subject to changing business conditions. Please fax all resumes to: Hector Reyes at 718-670-6899

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41-61 Kissena Blvd.  
Flushing, NY 11355





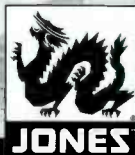
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## HELP WANTED MARKETING

### STUDIO MARKETING MANAGER

*Have your people call our people.*

West Chester, PA

There's a little bit of Hollywood out in West Chester, PA. Pioneer Studios, a division of QVC, Inc., is currently seeking a Studio Marketing Manager. Under general supervision of the General Manager of Remote Productions, this individual develops, negotiates and implements a marketing/sales plan for the studio facilities, as well as oversees the creation, expansion and maintenance of the client base and customer relations. Responsibilities include: supervision and development of Marketing Coordinator position, developing and administering studio facility's marketing & sales strategies, and establishing the Pioneer Studio's brand identity. Requirements include 3-5 years experience in TV production, cable industry, and marketing experience. Minimum of 3 years managerial experience. Must have excellent negotiation and strong analytical skills. Strong marketing background is essential. A candidate with network level exposure is preferred, in addition to the ability to network in the industry and understand the episodic TV series. Please forward resume, with salary requirements, to: QVC, Inc., Human Resources - LS/BC/SMM, 1365 Enterprise Dr., West Chester, PA 19380. Equal Opportunity Employer. Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.

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## HELP WANTED ANALYST

### Financial Analyst

Responsibilities include review and analysis of complex contractual agreements. Analysis of financial impact of new agreements and "what if" scenarios. BS in Accounting and 5+ years accounting experience is required. Must be proficient with Excel. MS Access a plus.

Qualified candidates should send a confidential resume with salary requirements to:

HGTV Human Resources  
P.O. Box 50970  
Knoxville, TN 37950  
(No phone calls please)



### ALLIED FIELDS

## HELP WANTED FACULTY

Faculty position available in Mass Communications. Doctorate or 10 years of professional broadcast news experience and a master's degree, required. Excellent salary and fringe benefits. Applicants should send letter of application, vita and names of three professional references to: Ted White, Chair, Department of Mass Communications, Southern University, P.O. Box 9770, Baton Rouge, LA 70813 Fax: (225) 771-4943.

## HELP WANTED FACULTY

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The PBS Programming Policy Committee will meet at 9:00 a.m. on December 7, 1999, to conduct its annual evaluation of programming services.

The PBS New Technologies Committee will meet at 9:00 a.m. on December 8, 1999, to discuss cable and satellite issues.

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**Paul Allen liked his minority investment in computer channel ZDTV enough to buy the whole company.**

The billionaire chairman of Charter Communications Inc. last week agreed to pay \$204 million for Ziff-Davis Inc.'s controlling stake in the three-year-old network. Allen had bought a 32% stake in the network in February for \$54 million. The old deal valued the computer information network at \$162 million. The new deal for Ziff-Davis' 64% stake values the network at \$320 million. (ZDTV President Larry Wangberg bought a 4% stake last March at an undisclosed price.) ZDTV parent Ziff-Davis is being dismantled by controlling shareholder Softbank, which is selling everything not directly related to the Internet. That includes the TV network and Ziff-Davis' giant portfolio of computer magazine titles. Despite intense interest in the Internet and computers, the two-year old cable network has had difficulty securing distribution even on Allen's own cable systems. The network now

reaches 14 million subscribers, many of them DBS, not cable, homes.

**The Satellite Broadcasting and Communications Association last week elected Tola Murphy-Braun, senior vice president of market development for the NFL, chairman of its board.**

Other elected officers include Vice Chair Christine Sheehan, senior vice president of market development for MTV Networks; Second Vice Chair and Treasurer Stan Kozlowski, senior vice president of sales and marketing for the National Rural Telecommunications Cooperative; retailer Vice Chair Rik Hawkins, president of Starpath Communications; and past Chair Stan E. Hubbard, director of Hubbard Broadcasting/ANC and Chair Emeritus H. Taylor Howard, chief scientist of Chaparral Communications. Chuck Hewitt remains board president. SBCA approved its \$4 million budget for 2000. The association also said its legislative agenda for next year will largely center on the FCC rulemakings and

studies that will result from satellite reform legislation.

**After giving out millions in dollars in recent elections, Time Warner Inc. declared that it will no longer participate in the soft money game,** giving money to political parties without many limits instead of writing heavily restricted checks to individual candidates. Time Warner, whose cable system and network operations see their fortunes rise and fall at the hands of federal legislators and regulators, gave about \$1 million each to the Democratic and Republican parties during the last election cycle. "We have had a growing concern about the current system of financing and conducting political campaigns," said a statement from Chief Executive Gerald M. Levin and President Richard D. Parsons. "The impact of soft money and the prevalence of highly expensive, often negative advertising are increasingly distorting the electoral process."

**Five members of the House Commerce Committee Wednesday introduced legislation that would forbid the FCC from establishing a low-power FM radio service.**

Rep. Michael Oxley (R-Ohio) sponsored the bill, called the "Radio Broadcasting Preservation Act of 1999," with co-sponsors, Reps. Cliff Stearns (R-Fla.), Barbara Cubin (R-Wyo.), Frank Pallone (D-N.J.) and Robert Erlich (R-Md.). NAB President Eddie Fritts said he strongly supported the bill "to stop the FCC's misguided initiative on low-power radio."

**A federal judge dismissed a defamation lawsuit against wcvb-TV Boston, owner Hearst-Argyle and reporter Susan Wornick brought by San Diego diet supplement maker Metabolife.**

The Boston station's story had questioned the safety of the diet pills, and noted that the company's founder, Michael Ellis, had pleaded guilty to charges related to dealing amphetamines—which some researchers have likened to ephedra-based diet pills like Metabolife. Wcvb-TV news director Candy Altman called the decision by the San Diego federal court a victory for the station and for "media across the board." Because the action was dismissed with prejudice, Metabolife cannot bring it again in federal court, although it may appeal. Metabolife has launched an aggressive campaign against adverse media attention. In addition to the lawsuit, the company took full-page ads in New England papers attacking the wcvb-TV story, and—in an unprecedented and highly publicized pre-emptive strike—posted the full text and video of an interview with ABC 20/20 correspondent Arnold Diaz—simultaneously shot by the network and diet pill maker—in anticipation of an unfavorable story. The network said the tactic did not affect the story's editing.

**Three men, including a KIRO-TV Seattle pilot and photographer, escaped serious injury after a mid-air collision over Lake Union.** Chopper pilot Clark Stahl and photographer Bill Heinlein were in the station's news chopper when it inexplicably

**Tragedy in Texas**



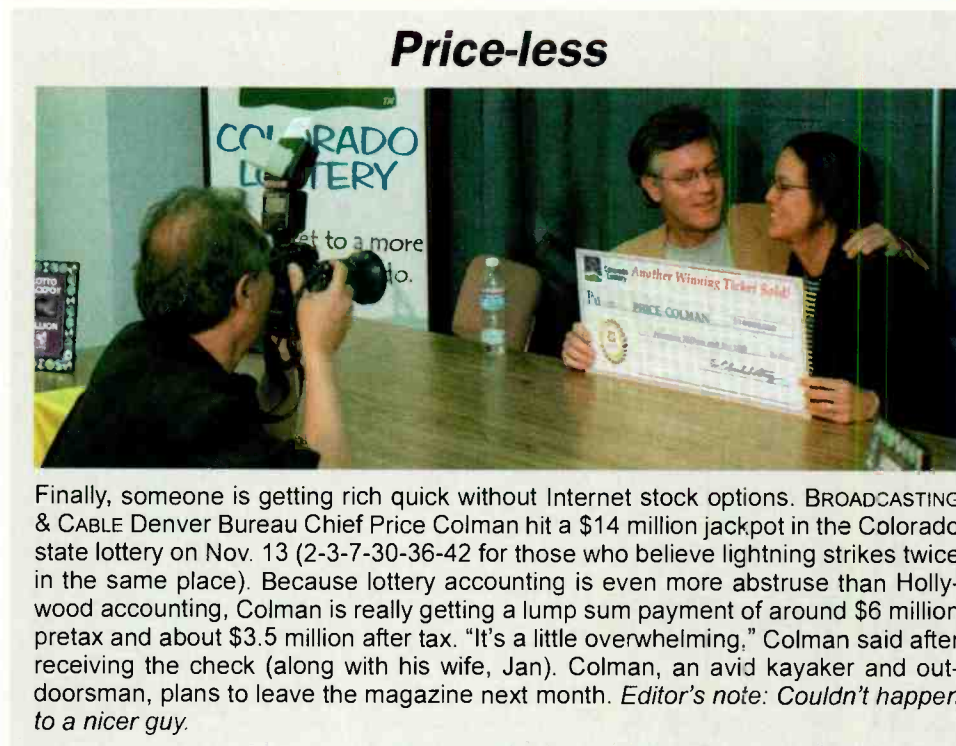
*Belo Corp.'s statewide cable news operation TXCN went wall-to-wall with its coverage of the College Station, Texas, bonfire collapse last week. TXCN first used live footage from Belo's Houston CBS affiliate KHOU-TV and then had its own staff on the scene. Coverage continued through a memorial ceremony later in the week.*



bly collided with another helicopter. Apparently, the rotor blade of the other chopper sliced right through the Chopper 7, but both pilots were able to land their helicopters safely. Stahl is no stranger to the dangers of sky travels. According to the station, he was once shot down in Vietnam, and once forced down by mechanical trouble on Mount Ranier.

**Turner will turn up in malls late next year with a new "retail entertainment network."** Turner Broadcasting Systems struck a deal with Simon Property Group, the country's largest purveyor of malls, to create a branded in-mall multimedia network to include television, Internet, print and live performances. Television content will come from the stable of TBS networks, including TNT, Cartoon and CNN, plus original material will be created exclusively for the network, said Steve Heyer, president and COO of TBS. The video content will be short-form, he said, "a meaningful stay might be in the 15 minute or so range. We don't want to make it so compelling that we'll be turning people into couch potatoes in Simon malls." The name of the network and rollout logistics have yet to be determined, he said.

**Gary Considine is the new executive producer of syndicated newsmagazine, Access Hollywood.** Considine is a 16-year veteran of NBC and recently was the execu-



Finally, someone is getting rich quick without Internet stock options. BROADCASTING & CABLE Denver Bureau Chief Price Colman hit a \$14 million jackpot in the Colorado state lottery on Nov. 13 (2-3-7-30-36-42 for those who believe lightning strikes twice in the same place). Because lottery accounting is even more abstruse than Hollywood accounting, Colman is really getting a lump sum payment of around \$6 million pretax and about \$3.5 million after tax. "It's a little overwhelming," Colman said after receiving the check (along with his wife, Jan). Colman, an avid kayaker and outdoorsman, plans to leave the magazine next month. *Editor's note: Couldn't happen to a nicer guy.*

utive producer of *The Tonight Show with Jay Leno*. He replaces Jim Van Messel at the helm of the NBC-produced and Warner Bros. Domestic Television-distributed newsmagazine. Also at *Access Hollywood*, Rob Silverstein was named co-executive producer and Barry Berk and Clay Smith were named supervising producers.

**The WB has ordered an additional nine episodes of new drama Jack and Jill** from co-owned studio Warner Bros. Television. The freshman Sunday night drama has improved its 9 p.m. time period 45% over the previous year's programming in the women 12-34 demographic, according to Nielsen Media Research.

**An FCC plan to require**

**broadcasters and cable programmers to provide audio descriptions for the blind would initially be limited to stations affiliated with the big four networks and located in the top 25 TV markets.** "Larger" cable systems also would be required to carry description services for the four broadcast networks and for cable channels that reach more than half of multichannel households. Chairman William Kennard last week said he ultimately wants all stations and multichannel providers to offer audio description, though he said there is not timetable for extending the requirement industry-wide. If approved, stations would be required to offer narrated descriptions of settings

and actions not mentioned in the dialogue.

**The FCC last week ordered local telephone companies to share the portion of their lines devoted to high-speed digital subscriber lines services with data competitors.** The rules require phone companies to make available the high frequency portion of the local loop to DSL subscribers. They will not have to share with other local providers the portion devoted to voice services.

**Correction:** Pam Pearson has moved from KTLA-TV Los Angeles to become general manager at Tribune-owned KCPQ-TV Seattle, not KTZZ-TV there, as reported in the Nov. 15 Station Break column.

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telesharing* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. \*Reg. U.S. Patent Office.

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## TV stations for \$823M

What is the highest price ever paid for a stand-alone broadcast property? Young Broadcasting provided the answer last week. Its \$823 million bought an NBC affiliate—KRON-TV—in San Francisco, the *fifth* largest market. Internet startups grab most of the headlines with their eagerly awaited IPOs and billion-dollar sales prices, but dotcom currency is still based more on promise than performance, and in an arena where any kid with \$29.95 and a PC can share the same platform. Even with a tough transition to digital still to be made and competition from all directions, TV stations continue to command respect in the financial markets based on a promising, if challenging, future and past performance measured in real dollars returned. Bookmark that.

## Trends for \$1M

Once the word got out that the *60 Minutes* newsmagazine model could be transplanted and flourish, prime time was filled with stories about this murder in Miami or that scam in Sacramento. NBC's *Dateline* went from a single tarnished broadcast to a cottage industry (that exploding pick-up is now a distant speck on the horizon). It airs four nights a week now, threatening to take over the network like kudzu in Georgia.

Enter big money game shows, whose tarnish was evident to anyone with an institutional memory (remember Charles Van Doren?). Like newsmagazines, game shows are relatively cheap to produce and, if the November sweeps are any indication, also threaten to take over the airwaves faster than you can tell Regis Philbin what part of a donkey you pin the tail on (hint: the view most of the competition is getting of the sweeps front-runner and ABC phenom *Who Wants to be*

*a Millionaire?*). *Millionaire* is scheduled to air for 18 consecutive days in prime time, something unheard of outside the Olympics. It didn't take long for Fox to follow ABC's lead with the aptly named *Greed*, a smell-the-money, stomp-your-partner Foxification of the concept. Also on the drawing board are revivals of Van Doren's old stomping ground—*Twenty One* (NBC)—and *The 64,000 Question* (CBS).

Given the rising prices of prime time dramas and sitcoms and the contract battles that have attended the ratings success of some (*Friends*, *ER* and *Seinfeld* most notably), scoring big with game shows and magazines is quite appealing to network brass, particularly when the shows are coming out of their own shop. On the flip side, the rise of these new prime time genres must be causing some pain among Hollywood producers who know network shelf space is limited. They also know that prime time's first law of motion states that once begun, a trend can't be stopped until it comes in contact with a satiated audience. They may just have to wait this one out.

## Basketballs for \$6.2B

March madness has begun already. CBS last week ponied up \$6.2 billion for 11 more years of NCAA championship ball. That's more than twice the old price, with Fox and ESPN bidding up the package. The deal covers a range of media (in keeping with CBS' cross-platform aspirations), including TV, radio, licensing, sponsorship and publishing. Also factored into the new price are Internet rights, an issue not even on the table in the negotiations for CBS' current contract.

As with NBC's Olympic coup, CBS' decade-plus lock on the NCAA demonstrates how important event programming is in a world of balkanized audiences, and how much broadcasters are willing to pay to put their brand on it.

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Experts Dub Them "Generation Couch Potato." Story on page 5

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