

Big Washington week in preview | Blockbuster's VOD deal

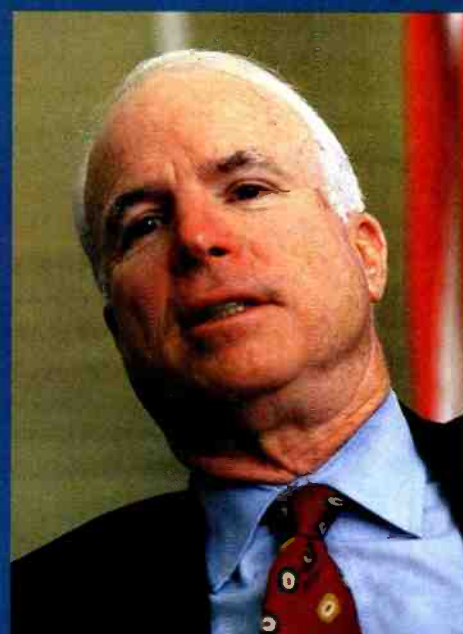
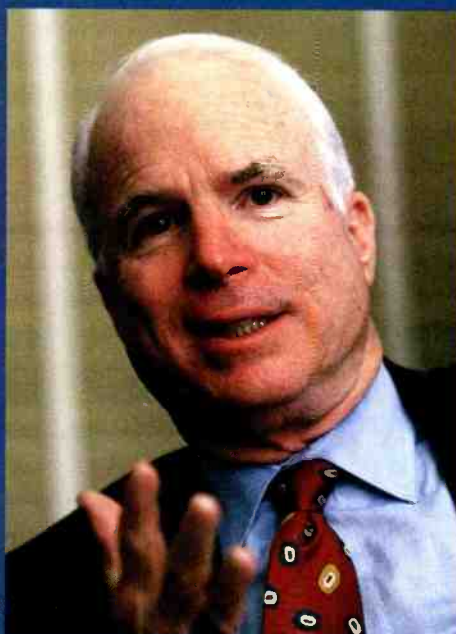
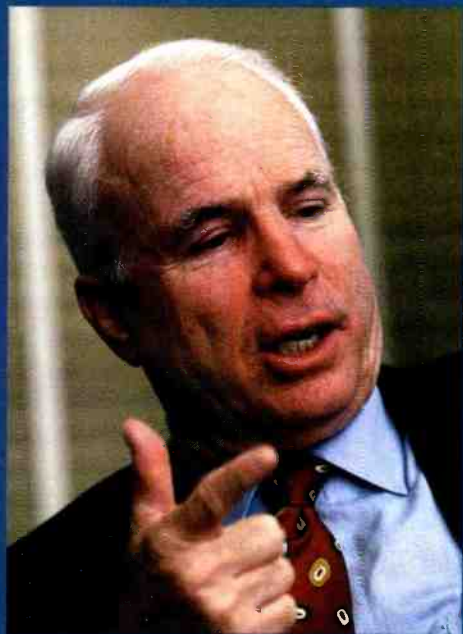
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THIS WEEK IN

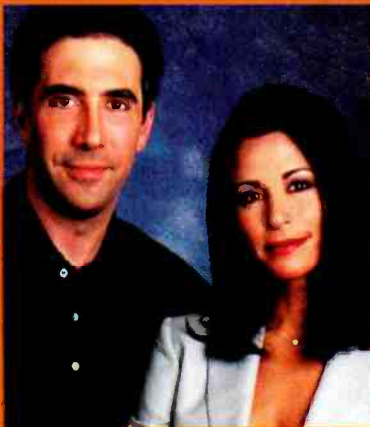
1965

**TV SHOW "GET SMART"
PREMIERES.**

1979

**WOMEN IN CABLE
IS FORMED.**

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Big Washington week in preview DTV and AOL Time Warner grab policymakers' attention. / 4

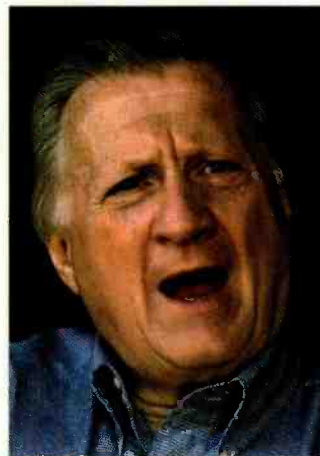
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Washington's big week

Hill wants answers on DTV rollout; FCC to get an earful on AOL-TW merger

By Bill McConnell

Washington policymakers will meet on two of the TV industry's hottest issues this week. At a Capitol Hill hearing on Tuesday (July 25), House lawmakers will try to get a handle on what's plaguing broadcasters' transition to digital TV. Two days later, the FCC's five commissioners will hold a hearing on the pending and increasingly controversial merger of America Online and Time Warner.

Both hearings are likely to generate a great deal of media attention and, more than likely, an excess of vitriol.

To find out why there hasn't been more progress in implementing DTV, the House Telecommunications Subcommittee wants to hear from DTV equipment makers, broadcasters, cable companies and movie industry officials—all of whom blame each other for the digital transition's sluggish pace.

Likely flash points: the lack of interconnection standards between equipment makers and cable companies, uncertainty over DTV reception quality, the scarcity of high-definition programming and continuing disagreements over copy-protection technology. Broadcasters' plan to pool unused digital spectrum and lease it to nonbroadcasters is also a top concern, said a spokesman for Telecommunications Subcommittee Chairman Billy Tauzin (R-La.).

"If broadcasters did not need all 6 MHz [of spectrum] Congress gave them for delivering digital TV signals, why did we give it to them?" he asked.

Also count on Tauzin and his colleagues to grill broadcasters over plans to vacate spectrum now being used for channels 60-69. The spectrum, located on the 700 MHz band, is slated for auction to wireless companies Sept. 6. The FCC wants spectrum winners to negotiate deals that would compensate TV stations for leaving the spectrum well before a 2006 deadline.

Tauzin and other committee members are expected this week to ask the FCC to delay the auction, at least until spectrum-clearing rules are issued this fall.

Subcommittee staffers were still try-



A House subcommittee wants to know what's stalling the digital TV conversion. The Consumer Electronic Assn. projects by the end of this year, 550,000 DTV sets will be sold, leaving HDTV a technology without many customers.

Photo: Nancy Catmull

Leaked ATSC memo slaps 8-VSB

A leaked draft of a subcommittee report by the Advanced Television Systems Committee suggests the 8-VSB digital television standards' multipath problems might not be able to be fixed affordably—and creates an awkward situation for the ATSC, which pushed for the standard in the first place.

But Robert Graves, ATSC chairman, stressed last week that the report has no status as an ATSC document and should not be considered further proof that 8-VSB modulation is in trouble.

"It's balderdash that this report puts 8-VSB in doubt," he says "I won't comment on the report, because it doesn't even represent the considered views of the author. It's a starting point for the debate, and quite evidently someone wanted to harm this deliberative process."

The draft, entitled "Performance Assessment of the ATSC Transmission System, Equipment and Future Directions," was written by VSB Performance Ad Hoc Group Chairman Frank Eory. Among the more damaging statements made in the report is that further gains in receiver performance are possible, but that with existing architectures and algorithms the improvements would be incremental rather than revolutionary.

"If and when solutions to the low K-factor dynamic multipath problem are discovered, the cost of implementing these solutions may be a significant impediment to market acceptance," the report adds.

Mark Hyman, Sinclair Broadcast Group vice president of corporate relations, says that, even though the report is a draft, it's still pretty eye-opening. "I don't know what else to add; the report speaks for itself." Sinclair has been the leading proponent of the alternative digital standard, COFDM. After Sinclair and others raised concerns about reception of the 8-VSB signal, particularly by portable and mobile sets, the ATSC decided to take a new look at 8-VSB.

Graves said the draft doesn't represent Eory's final opinion or the input of the working group. "It's very disruptive to the work of the committee to have this happen." More than 100 people have seen the document, with an agreement to keep it confidential. "You don't even have to be a member of ATSC," he said. "The only thing you have to do is pledge not to do what someone has done."

Graves says the report will be modified and refined before being presented to the task force itself. "This report will be very important in assessing what the problems are and aren't when it's done," he said. —Ken Kerschbaumer

Ready for a
pop quiz?



ing to set the witness list Friday, but asked to testify are Matt Miller, chairman of DTV chip maker NxtWave; Zenith technology chief Richard Lewis; LIN Television Chief Executive Gary Chapman; and data broadcasters.

More intra-industry disputes will make the newscasts when the FCC holds a hearing Thursday on the merger of AOL and Time Warner. AOL's Steve Case and Time Warner's Gerald Levin will counter assertions by Disney and others that the companies should be forbidden to merge or at least should be split into two new businesses: one for cable and Internet distribution and the other for producing programming and Web content. Last week, Levin told a CNNfn interviewer that Disney's demands were "absurd."

Besides Case and Levin, the witnesses will include Disney's Washington head Preston Padden, and Consumer Federation of America Research Director Mark Cooper.

In reality, Levin and Case have little reason to fear a split of their programming and distribution operations. The FCC did away with the financial-interest and syndication rules that prevented broadcast networks both producing and syndicating their own shows in 1993, and few industry officials say there's a chance the commission will bring back such heavy-handed restrictions in the deregulatory Internet age.

A more plausible scenario, industry sources say, is the imposition of conditions that would prevent the future AOL-Time Warner from boosting consumer access to its own content by transmitting at higher data rates than rival offerings or denying unaffiliated producers access to AOL-Time Warner's "first screen."

To obviate the demand for such conditions, America Online officials last week tried to back up their pledge to be fair players. For example, they promised that TV programmers that create interactive services for AOLTV would not be required to have exclusive relationships with the online provider. AOL said broadcasters also could offer their own interactive content but that it would block interactive services provided by third parties.

Consumer advocates last week said AOL's pledges don't go far enough in preventing content discrimination. "They've given an inch, and we've got a mile to go," said Mark Cooper, research director for the Consumer Federation of America. ■



The Turner Classic Movies library already has 55 voice-described films, including 'Casablanca.'

Hearing the blind and helping

New FCC rules require voiced descriptions in major markets by 2002

By Bill McConnell

Despite disagreement among advocates for the blind, federal regulators Friday ordered large TV stations and cable systems to help the sight-impaired get more out of TV.

Beginning April 2002 Big Four affiliates in top 25 markets must provide at least 50 hours a month—roughly four hours a week—of voice-described prime time or children's programming. Multichannel providers serving 50,000 or more subscribers must adhere to the same description requirements for their top five networks.

FCC Chairman William Kennard, noting that 2000 marks the 10th anniversary of the Americans with Disabilities Act, said the blind will be able to participate in the cultural mainstream if they can better enjoy TV entertainment.

"Television is the modern day equivalent of the public square," Kennard said during the commission's public meeting.

Although the rules apply to local stations and systems, as a practical matter

the government's action will force top broadcast and cable networks to begin descriptions. Why? It would be impractical for each station to add the voices to programming they are receiving from the nets anyway.

Individual stations, however, will be required to buy equipment that transmits the descriptions on the Secondary Audio Programming channel. The descriptions must detail on-screen action not included in a program's soundtrack and will be inserted during pauses in the dialogue.

The rules apply only to analog broadcasts. The commission wants to evaluate how the analog rules perform before moving ahead with a digital version.

Stations and cable systems in smaller markets must also pass through any described programming they receive if they have the "technical capacity."

Broadcasters and the cable industry opposed the new rules, but had no comment after the FCC's action Friday.

The requirements are supported by a coalition of advocates for the blind, disabled and aging, which represents most of the country's 12 million or more sight-impaired people who lost vision late enough in life to comprehend descriptions of physical traits and details that would be covered under the government's rules.

"This is a viable and valuable service," said Margaret Pfanstiehl, coordinator for the National Television Video Access Coalition.

Opposing the rules was the National Federation for the Blind, which represents people who have been blind since birth. The NFB, which has 50,000 members, says adding descriptions of prime time fare is a superficial enhancement. Instead, they want the FCC to require voiced description of all on-screen text, but emergency warnings in particular.

As a partial accommodation to the NFB, the commission ordered TV providers to provide voiced descriptions of any on-screen emergency text when the information is provided as part of a regular newscast or part of newscast that interrupts regular programming. When emergency information is provided as part of on-screen scrolling without stopping regular programming, TV providers must only accompany the information with an aural tone to alert sight-impaired people that some type of warning is being aired.

The FCC said it will one day require all TV providers to offer descriptions after seeing how the new rules work. ■

What's the perfect transitional afternoon fringe series that:

- ✓ **Retains teen & kids lead-in**
- ✓ **Attracts young adults**
- ✓ **Has a successful network track record**
- ✓ **Has all the elements for success in early fringe**



CITY



GNLYS

- **The best transition from kids to adults**
- **Time period leader on NBC attracting young demos**
- **Has all the elements for success in early fringe**
- **104 episodes/available Fall 2002**

Blockbuster's aim: Make it a DSL night

VOD service to be rolled out later this year

By Ken Kerschbaumer

Blockbuster Entertainment continues to sign deals to help ensure that the brand it has built up in the bricks-and-mortar world will have a place in the digital world.

Later this year, the video-rental giant will roll out a branded VOD service over DSL with the help of Enron Broadband Services (the two companies agreed on a 20-year, exclusive deal to deliver the Blockbuster entertainment service via the Enron Intelligent Network) and a number of DSL providers. The DSL-based video-on-demand service will offer consumers the ability to choose from among 400 to 500 movies and have the movie delivered to a set-top box on their television via DSL.

"A couple of years ago, we changed our business model to include revenue sharing and more copies of movies in our stores, and this is an extension of that strategy," says Steve Pantelick, Blockbuster senior vice president of strategic planning.

Before the video chain begins signing on customers, it needs to sign on the movie studios. But its status helps: Pantelick says that Blockbuster cuts big checks to Hollywood studios every week. "We've spent some time with the studios, and they see the merits of what we're doing, so it's just a matter of wrapping up discussions."

MGM Home Entertainment says it's discussing its involvement in an initial two-city test, and, while there's no official deal, "we're excited about the potential," says David Bishop, the unit's president.

The Blockbuster deal with Enron isn't a big surprise.

"This is all about the digital revolution, and that the bricks-and-mortar that Blockbuster has from coast to coast will become less important," says Joe Boyle, vice president of corporate communications for cable PPV and VOD provider iNDemand. "With the recent developments in cable, we now have a way to capture all the money that's been spent in video stores, and

Blockbuster sees that and is trying to protect the turf. But it might be too late."

The move is the latest by a company looking to extend its brand beyond the video-rental store. Blockbuster already is working with TiVo to develop and deploy a VOD-like service that will enable TiVo subscribers to obtain a selection of movies for viewing through their TiVo receivers. It also has a multiyear deal with DirecTV to offer PPV to DirecTV customers.

The initial VOD plan enlists telco distributors, including SBC Communications, Verizon (formerly Bell Atlantic and GTE), Qwest, Covad and others, to distribute the movies in several undisclosed markets. A major part of the initiative is that Blockbuster, reciprocally, will sell the DSL service out of its stores, with the DSL provider handling installation and customer service.



Teaming up to bring Blockbuster VOD to viewers are (l-r) James D. Gallemore, executive VP of SBC Strategic Marketing; John Antioco, chairman and CEO of Blockbuster; Kenneth L. Lay, chairman and CEO of Enron; and Fred D'Alessio, president of advanced services for Verizon.

"The telcos face a major competitive issue in trying to differentiate their offerings from cable," says Pantelick. "So there's a tremendous motivation to make this work."

Blockbuster partnered with Enron, because Enron has the fiber backbone that can deliver digital content across the country. "The content from the studios will be encoded and stored at a couple of major data centers around the U.S. and then, as needed, streamed to the edge servers that will be in most cities," Pantelick explains. "And then it will be streamed initially over DSL to the home and then to the TV set." ■

Crossing the digital divide on copper

For Hart Telephone in Hartwell, Ga., copper wire may be the bridge to crossing the digital divide. The phone company is working with mPhase Technologies, which has a rate-adaptive DSL product that allows for transport of MPEG-2 video over standard copper phone lines, to offer cable television and DSL service to customers it otherwise wouldn't be able to reach.

"It's expensive to build a cable system, even if we can build it at \$8,000 a mile," says Michael McInerney, executive vice president for Lintel, parent company of Hart Telephone and Hart Cable.

Hart Telephone and mPhase Technologies are deploying mPhase's Traverser Digital Video and Data Delivery System, offering data transmission of 6Mb/s downstream and 1 Mb/s upstream over copper wire. The \$1.5 million deal will allow Hart to offer cable and DSL service to 1,000 customers.

"Some of that is fixed cost," McInerney notes. "We'll only have one headend and only one control system. Incrementally, our cost is hopefully going to be around \$700 per subscriber."

Testing of the system is under way, with a number of cable networks signed on, including ESPN, Discovery, The Weather Channel and A&E. McInerney says the quality of the signal is good, with the channel-changing delay similar to digital cable but not as fast as analog.

The cable networks taking part in the test will be visiting Hart Telephone to confirm the quality of service, and, once that process is complete, McInerney says, the system will start offering the service to customers.

—K.K.

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

Super HDTV at CBS?

If HDTV ever blossoms as a broadcast service, CBS will deserve much of the credit. Instead of giving up after Mitsubishi quit sponsoring HD broadcast of its prime time schedule last spring, the network continued to look for others to pick up the tab and has apparently been successful. CBS' Marty Franks says he expects that CBS will have at least as much HDTV programming on next season as it had this season. "And we may well have more, where the 'more' is sports," he adds. "We remain committed to prime time because it's where our butter is, but what's particularly exciting for HD purposes and for generating excitement is sports. Don't forget this is a year in which we have the Super Bowl." So who is CBS' HD benefactor? Franks declines comment until deals are set, but some say it's the studios producing the shows.

Per-sub eye-popper

It's only fitting that Bill Daniels would go out as a record breaker—to the tune of \$6,200 per sub.

Adelphia Communications set a new system price record in a deal for the late Daniels & Associates founder's two remaining cable systems in Carlsbad and Desert Hot Springs, both California. The properties, serving 60,000 customers, are expected to go for about \$370 million, or \$6,200 per subscriber and 22 to 25 times cash flow. Daniels, the legendary cable system broker who died March 7, had a hand in the formation of virtually every major MSO over the past 35 years.

The price is astonishing for two reasons. First, with interest rates up and stocks down, everyone's cost of capital is rising, so system values should be falling from last year's record-breaker of \$5,400 per subscriber. Second, the properties fit tightly with the geography of losing bidder Cox Communica-

tions' San Diego/Orange County operations, less so with Adelphia's L.A. cluster. "I would expect Cox to bid these up, not Adelphia," said one securities analyst.

BOSTON

Bathroom humor at CTAM

Dan Somers is so excited about his job that he just can't hold it in. Asked on a CTAM panel in Boston last Tuesday how he likes his gig as chairman of AT&T Broadband, Somers replied that "when I get up in the morning, I tingle because I can't wait to get to work." But "tingle" is not the word many in the audience heard, and what they thought they heard was the subject of lots of playground humor among convention goers.

The next day, when on another panel, former Fox Family Channel President Rich Cronin played straight man to Maggie Wilderoter, president and CEO of Wink Communications, suggesting the enhanced television prospects look so vast that she must be excited. "So when you wake up in the morning, what do you do?" he asked. "The first thing I do is tingle," she responded, to gales of laughter.

HOLLYWOOD

Spelling stand-up

Critics at last week's press tour in Pasadena, Calif., came down hard on Aaron Spelling's campy new effort, *Titans* (airing on NBC this fall). But Spelling gave as good as he got. When one critic commented, "There's a difference between laughing with a show and laughing at it, and I get the sense in this room that people are laughing at it." Spelling responded—to applause—"I think [the cast] is angry at you for saying that. Not with you, at you." And when outspoken co-star Yasmine Bleeth said of her character: "I'm a bitch, I'm a lover, I'm a child and I'm a mother," Spelling added: "In that order." ■

NBC fights 35% cap

Net takes FCC to court over ownership restriction

By Bill McConnell

NBC last week became the second major network to launch a legal fight against federal restrictions on broadcast station ownership.

Angered by the FCC's decision in May to retain ownership limits barring one company from reaching more than 35% of U.S. households, NBC officials told the federal appeals court in Washington that the rules are unjust because they are based on hypothetical market performance rather than actual viewership.

"This is a ludicrous approach to regulation," said NBC executive vice president Richard Cotton. "No other industry in the country is regulated according to potential customers." Cotton said the FCC should base any ownership limits on a company's ability to hinder competition in a market, the same approach antitrust regulators impose on other industries.

Fox Television asked the appeals court to strike down the rules May 31, just four days after the FCC announced its decision to retain the 35% cap.

The ownership cap has become one of the most divisive issues in the broadcast industry as the Big Four networks are blocked from further growth. But affiliates of the Big Four and the National Association of Broadcasters say allowing the networks to own more stations will unfairly weaken station groups' ability to negotiate affiliation deals.

Although the court is expected to combine the suits into one docket, NBC officials stressed that their challenge is much narrower than Fox's and predicted their "tightly focused" appeal would have a better chance of prevailing. Fox is arguing that the existence of any cap is a violation of First Amendment free-speech protection. Fox's case is on shakier ground because the Washington appeals court upheld the constitutionality of the government's cable ownership cap in May. A separate case challenging the FCC's specific cable ownership rule is pending. ■

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White House vs. wise guys

'West Wing' and 'Sopranos' in tie with 18 Emmy nominations each

By Susanne Ault

It looks to be a showdown between the good guys and the bad guys for bragging rights at the 2000 Emmy Awards.

NBC's White House drama *The West Wing* and HBO's above-the-law *The Sopranos* tied for the most Emmy nominations at 18 apiece, including a nod each for best drama.

The Sopranos has history on its side. Last year, in its initial season, the show earned 16 nominations and four statues but lost the best drama trophy to ABC's *The Practice*. Its wins included best actor in a drama, James Gandolfini, and best actress in a drama, Edie Falco.

Gandolfini and Falco are both nominated in the same categories this year. *The Sopranos'* Lorraine Bracco is also in the ring for best actress.

But the White House drama has some momentum. First-timer *The West Wing* was just crowned best drama, best new series and program of the year by the Television Critics Association.

"The highest [Emmy nomination] number I guessed was half that," said *The West Wing* executive producer John Wells. "But I'm more concerned with having to go up against *ER* [another Wells series, which nabbed nine nominations]. It's like going to a soccer game when your kids are on different teams.

"Personally, I thought *The Sopranos* should have won last year," he added.

NBC and HBO were also the two most-nominated networks, earning 97 and 86 nods, respectively. They were



'The Sopranos' received Emmy nominations for best actor, actress, supporting actress and drama.

followed by ABC with 64, CBS (41), Fox (26), UPN (7) and The WB (5).

Also contending for best drama are NBC's *Law & Order* (its ninth straight nomination in this category) and ABC's *The Practice*.

Leading nominee among sitcoms is NBC's *Will & Grace* (11), including nods for all four key cast members: first-time nominees Eric McCormack and Debra Messing for best actor and actress, and Sean Hayes and Megan Mullally for best supporting actor and actress.

Everybody loved *Raymond*, too. Cast member Brad Garrett (the only *Raymond* player not nominated last year) joins the rest of the principals with a nomination this year.

Rounding out the nominated comedies are NBC's *Frasier* and HBO's *Sex and the City* (last year's winner). Notably absent is Fox's *Ally McBeal*.

Michael J. Fox, who departed *Spin City* this season, was nominated for best actor, as were Kelsey Grammer (*Frasier*) and John Lithgow (*3rd Rock From the Sun*).

The 52nd annual Primetime Emmy Awards will be telecast on ABC Sept. 10 from the Los Angeles Shrine Auditorium.

The Academy of Television Arts & Sciences is allowing voters to screen nominated shows in their homes rather than in hotel rooms at designated times. ATAS says the added convenience should encourage voting. ■

NBC comp's new phase

Pact with Hearst-Argyle gradually eliminates payouts

By Steve McClellan

Hearst-Argyle Television's NBC compensation payments will phase out over the next five years under the terms of a 10-year affiliation deal that ends in 2010.

That's according to sources familiar with the agreement. Neither NBC nor Hearst-Argyle officials would discuss the financial terms of the deal.

Analysts estimate that NBC currently pays the Hearst-Argyle stations approximately \$14 million a year in compensation. Sources say those payments will be decreased gradually each year until, by the midpoint in the new contract, they will be reduced to zero.

The reduced payments are part of NBC's initiative to eliminate an estimated \$200 million in compensation costs to stations. NBC is asking for reverse compensation in some cases but not from Hearst-Argyle, confirmed the station group's president, David Barrett.

NBC did ask Young Broadcasting to pay \$10 million a year for KRON-TV San Francisco earlier this year. When Young balked, the network struck a deal with Granite, which agreed to pay more than three times that much to

have KNTV(TV) become the NBC San Francisco affiliate starting in 2002.

Earlier this year, NBC and Gannett struck a new six-year affiliate deal that cuts Gannett's compensation by about two-thirds to roughly \$10 million a year. With 13 mostly larger-market stations, Gannett is NBC's largest non-owned affiliate group.

CBS and ABC have similar comp costs and the same goal of eliminating those costs in the next few years. The networks argue that such payments make no sense in an era when they spend many billions developing programs to supply to stations.

Barrett said the deal brings "acceptable fair value" to the station group. "We have acknowledged that we're conscious of the fact that the business is changing, and we're part of that forward-thinking change. But also important to us was the value of our distribution platform. We arrived at a deal where the monetary terms and the non-monetary terms work for us."

The two companies will focus on a joint sales agreement for co-located Paxson and Hearst-Argyle stations and will explore possible program-development, digital and syndication opportunities. ■

FINANCIAL WRAP-UP

Week of July 14-21

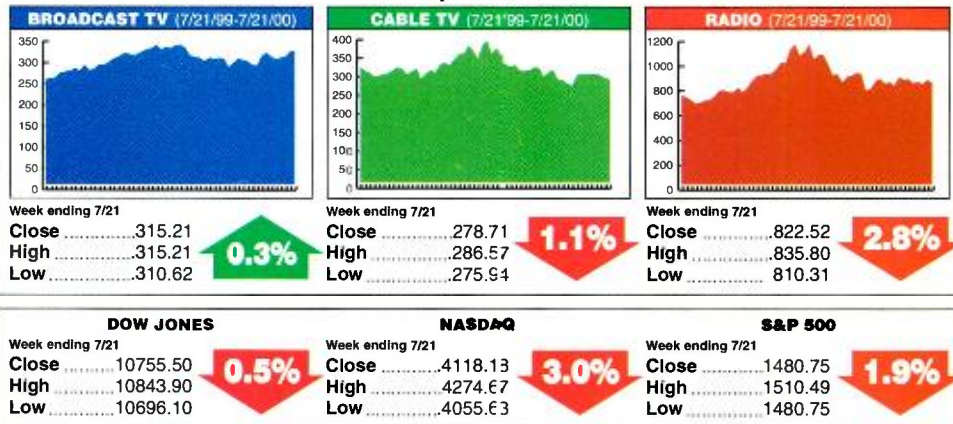
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TCI Satellite	\$12.00	13.60
Univision Comm	\$122.50	10.73
Spanish Bcst	\$11.06	7.93
Big City Radio	\$4.94	6.76

LOSERS

	14/21	% change
Antec Corp	\$40.06	(19.07)
Classic Comm	\$6.00	(17.95)
Liberty Digital	\$25.75	(16.60)
Sprint Corp	\$43.25	(13.50)
Emmis Comm	\$38.25	(13.07)

BROADCASTING & CABLE/BLOOMBERG STOCK INDEXES



Yanks pitch sports net

Cablevision's MSG claims it's a 'sham' aimed at doubling TV-rights fees in nation's top market

By Steve McClellan

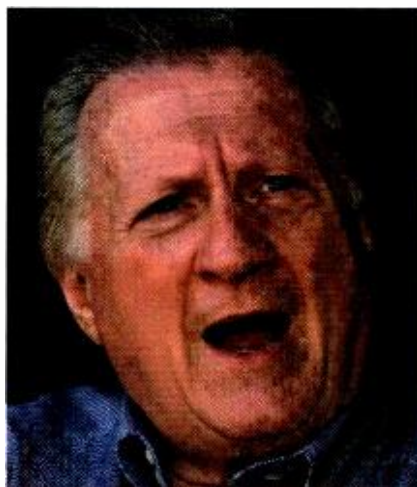
If the New York Yankees, the richest team in baseball, gets its way, it will double its local TV-rights revenue over the next decade to roughly \$1 billion. But it may not get its way.

A big obstacle is a lawsuit filed July 14 by the current rights holder of the Madison Square Garden Network. MSG claims a proposal by the team to start its own cable sports network beginning in 2001 violates a clause in MSG's contract that allows it to match any new rights offer from a third party.

Ostensibly, a third party has proposed the new network—but it exists only on paper. And it's 95% owned by the Yankees. MSG contends that the Yankees are basically concocting rights fees it wants to earn in the next decade and hasn't really received an outside offer.

Last week, the New York State Supreme Court barred the Yankees from going ahead with its plans for at least two weeks while it looks into the matter. A hearing on the lawsuit has been set for July 31.

According to court papers filed by MSG, the Yankees plan to launch a regional sports network anchored by Yankees games and those of the New York Nets basketball team. The two teams merged their operations last year into an entity known as the YankeeNets. The YankeeNets organization has a deal pending



Yankees owner George Steinbrenner, whose team payroll now exceeds \$100 million, seeks about \$100 million a year from local TV rights.

to buy the New Jersey Devils National Hockey League team, whose games would also air on the new network.

According to court papers, the new sports network (tentatively called the New York Sports Network) would be operated by a yet-to-be-established company called Newco. Newco, in turn, would be 95% owned by the YankeeNets. The remaining 5% would be owned by Transworld International, the New York-based sports-TV program packager.

Under the terms of the proposed new network, Newco would pay the Yankees \$65 million in rights fees in year one of a

10-year contract that would go through the 2010 season. Each year, the rights fee would escalate by 7%, so that, in the final year of the deal, the payment would be almost \$120 million. The 10-year total would come to \$898 million. In addition, Newco would pay the YankeeNets organization \$180 million over the period in management and consulting fees.

And, for the rights to the Nets, the new sports network would pay \$7 million in year one of a 10-year deal, with 7% annual increases thereafter—a total of almost \$97 million over the life of the contract.

Under the terms of the proposed agreement, Newco would be prohibited from televising the games of any competing teams in the New York market and would get 25% of any profits derived from sports networks operated outside the New York market.

MSG, owned by Cablevision, currently airs New York Knicks basketball and Rangers hockey games, which it would presumably have to dispose of to match the Newco offer. Cablevision has interests in sports networks throughout the U.S.

In its lawsuit, MSG called the new network proposal a "sham" designed specifically to prevent MSG from exercising its right to match competing offers and, therefore, a breach of the existing rights agreement. MSG first entered into its current Yankees deal in 1988 and has paid roughly \$500 million for 12 years of rights to Yankee games.

And MSG has done well over those 12 years. The Yankees have done well, too. The Yankees became the first team to break the \$100 million annual payroll barrier earlier this year. And owner George Steinbrenner has opposed revenue sharing for years. ■

Christopher Titus (l) and Stacy Keach star in Fox's comedy series 'Titus,' a mid-season hit.

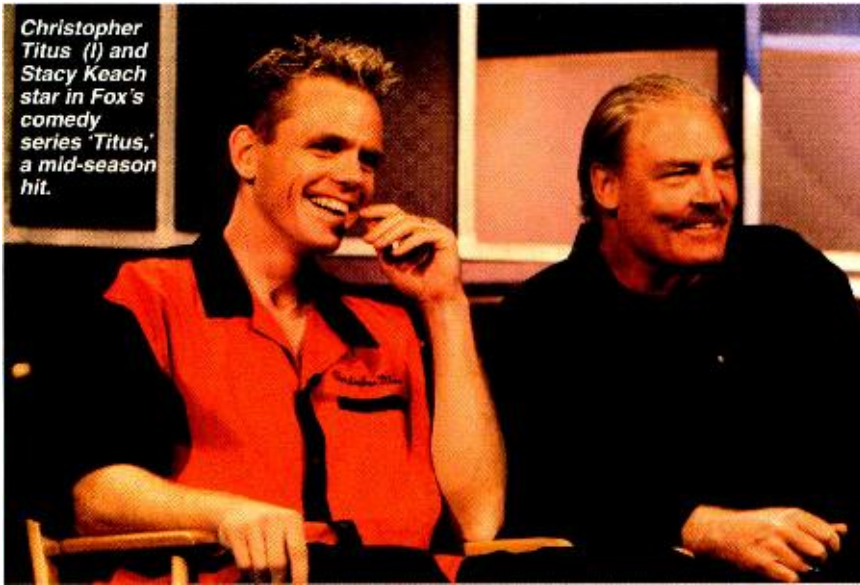


Photo: Kevin Winter / ImageDirect

Once burned, twice shy

Aiming to prevent Rick-Darva debacles, Fox sets scripted shows to fill seven holes in schedule, assesses reality

By Susanne Ault

Eager to avoid a repeat of last season's poor start (from its "now you see it, now you don't" sitcom *Action* to the ratings slumps of *Ally McBeal*), Fox executives last week pitched critics on shows from big names like James Cameron and David Kelley and promised "wonderful" episodes of *Ally*.

But in contrast to the reality-heavy sessions at other networks (see page 27), Fox wasn't preaching about a possible *Millionaire* or *Survivor* up its sleeve during the Television Critics Association tour in Pasadena. After being once burned by the Darva and Rick fiasco and the "shockumentary" shows that became a running joke, the network once awash in reality is twice shy.

Consequently, Fox Television Group Chairman Sandy Grushow and Fox Broadcasting Company Entertainment President Gail Berman promoted different genres for their seven programming holes—the largest void of any of the networks. In addition to filling *Action*'s slot, Fox needs to find substitutes for, among others, the Jennifer Love Hewitt vehicle *Time of Your Life* and its canceled signature shows *Beverly Hills 90210* and *Party of Five*.

Electing not to compete with the Olympics in September, Fox will not introduce its first new series, *Dark*

Angel, until Oct. 3.

After praising Fox's two legit hits, mid-season comedies *Malcolm in the Middle* and *Titus*, Grushow asked, "Are we exactly where we want to be? Not yet. I will say that we feel really good about the series we'll be launching in the fall. Among them, Darren Star's *The Street*."

If there were any theme in Fox's lineup, it was a supernatural one, with Grushow plugging *Freakylinks* (from the *Blair Witch Project* producers), James Cameron's *Dark Angel* and *Twilight Zone*-ish *Night Visions*, which join the soon David Duchovny-less *X-Files*.

Just two weeks into her new job as Fox's entertainment chief (arguably the network business' swiftest revolving door—four people have come and gone since 1996), Berman was standing squarely behind *Ally*, which has taken some heat from the critics lately.

"I know some of you have raised concerns that the show took on too many flights of fancy. But the scripts and stories I've read so far this new season are wonderful," she insisted.

No TCA presentations were reality-free, and Fox's was no exception.

One critic, noting the "unreality" of the presentation, spoke up: "Sandy, you didn't mention reality programming at all. Do you guys feel that somehow you missed the boat on this? You were in the forefront of reality, for better or for worse."

Grushow responded: "Specials that were in the mode of *When Animals Attack* were getting killed in New York. There was no money in the marketplace for those kinds of shows; those types of specials were hurting the Fox brand. But by no means did we get out of the reality business."

In August, Fox is rolling out a cameras-in-the-classroom series, *American High*, which Berman insisted "doesn't deal at all in going over the line. Reality has a place on this schedule when it's done right: not blood, not guts and not shockumentaries."

Yet knowing Fox's history, Berman added, "I do think this is an issue that each network needs to come to grips with now. We are taking a hard look at what is really acceptable for broadcast television."

Fox now enlists the help of PricewaterhouseCoopers to help it go over potential reality programs with a fine-toothed comb, performing background checks to the fullest extent.

But while reality has its pitfalls, Fox's scripted shows face challenges as well.

David E. Kelley, who took a hit this season with *Snoops*, can do wrong. And with *Boston Public*, he will again try to spread himself over three series (*Boston*, *Ally* and *The Practice*).

Also, *Titanic*'s James Cameron is a major investment. The first episode of his *Dark Angel* is reported to have cost a whopping \$10 million. That's ultra-pricey for a pilot, but then again, at one time he was being prematurely buried over the price of *Titanic*. It's also set to compete with The WB's *Angel*, which goes after the same sci-fi-hungry young-male demo.

Grushow insisted Cameron "has been incredibly responsible. He brought the [two-hour] pilot in on time and on budget. I was told that [CBS'] *The Fugitive* as an hour cost \$6 million. I can't verify that, but we feel very good about our investment."

Carsey Werner has taken its untitled John Goodman project (which starred Goodman as a gay dad) back to the drawing board to completely revamp its premise, but Goodman's character will stay as is.

Then there is *The X-Files*. Fans must adapt to David Duchovny's exit after 11 episodes and the addition of Robert Patrick (who played *Terminator 2*'s creepy policeman).

And a highly touted mid-season entry from Michael Crichton is still lacking format details. ■

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STUDY-INTEREST IN MID-SIZED/EMERGING NETWORKS

Photo: Morris Semiatin



Northpoint Technology's Antoinette 'Toni' Cook Bush is concerned that, while technology is racing ahead, minority ownership is being left behind.

NTIA finds minority ownership dwindling

Roundtable participants agree money is tight, prices high

By Elizabeth A. Rathbun

Merrill Charles has always been pleased to offer his communications students at the State University of New York at Oswego College a taste of his real-life experiences as the owner of WHCD(FM) Auburn/Syracuse.

But as the radio stations in that upstate New York market were bought up, largely by Clear Channel Communications Inc. and Citadel Communications Corp., "the handwriting was on the wall," Charles said. "There's just no way for us to be able to compete as single-station owners in our market." He ended up selling to Clear Channel.

By "us," Charles means African-American broadcasters, particularly those who own small radio groups or stand-alone stations.

They are in the somewhat enviable position of being swamped with high-priced offers in an increasingly competitive market. However, with black-owned stations few and far between, every minority broadcaster who sells is one less that the others can look to and count on.

And because financial backers are not as obliging as they could be, African-Americans broadcasters say they can't

beef up those dismal numbers.

That was the picture that emerged last Wednesday in Washington. About 100 people, mostly African-American, attended the National Telecommunications and Information Administration-sponsored roundtable on the state of minority-owned radio and TV stations.

Their comments will be used as the NTIA updates its August 1998 survey of minority ownership. Comments are being accepted through Aug. 8, and a report is expected by year's end.

The 1998 survey showed that, while blacks constituted 12% of the nation's population, they owned just 1.7% of the nation's 11,524 TV and radio stations, said NTIA chief Gregory L. Rohde, assistant secretary of Commerce. While there has been some support for minority ownership, with FCC Chairman William Kennard pushing for it, the overall number of minority owners certainly has dropped since the August 1998 survey, he said.

The problem is, "it's still very much an old boys' network—a white boys' network," said S. Jenell Trigg, a Washington attorney with Fleischman and Walsh LLP's Broadcast and Internet/E-Commerce Practice Groups.

When it comes to venture capital, "money has [been] and will continue to be tight" for most minority entrepreneurs, said James L. Winston, executive director and general counsel for the National Association of Black Owned Broadcasters Inc. (NABOB) and a partner in Washington law firm Rubin, Winston, Diercks, Harris & Cooke. Most venture capitalists want to invest in companies that plan to go public and they want their money back—plus a good return—"in three years, no more than five," he said.

Not even Quetzal/Chase Capital Partners, a minority media investment fund set up late last year by mostly white TV and radio broadcasters as the Prism Fund, has proved helpful, several roundtable participants said.

Kudos for the creation of the \$175 million fund, but "they are not investing in those who need it the most," said Lois E. Wright, a former FCC lawyer and now vice president and corporate counsel of Inner City Broadcasting Corp. As of earlier this month, Quetzal had funded four minority firms. Of those, one was a broadcaster and three were Internet ventures.

Meanwhile, banks are withholding loans because the prices for radio and TV stations are so high, NABOB's Winston said. Indeed, money doesn't go very far in broadcasting these days, said Ginger Ehn Lew, CEO of Telecommunications Development Fund, a venture capital firm. When the fund was created under the auspices of the Telecommunications Act of 1996, "one of its initial hopes was to increase media ownership of broadcast properties," she said. But with just about \$25 million raised so far, it changed its focus to "early-stage telecommunications companies [where] a million dollars here, a million dollars there can, in fact, make a difference."

Despite the gloomy consensus, the roundtable attendees—including Hispanics, Asian-Americans and Native Americans—appeared motivated to work together to effect change.

"We have to partner up ... to create our own consolidation," said Jacqueline Kong, president of HotPopTV.com and founder of Asian-American Media Development. She sees that happening online. "Broadcasters are not satisfying the needs of our communities [so] communities are rapidly forming on the Internet." There, costs are low and demographics highly desirable, she said.

Help may come with the revival of

federal tax breaks for investors in minority broadcasting companies. However, said former FCC Commissioner Tyrone Brown, now counsel to the Washington law firm Wiley, Rein & Fielding, it's not yet clear whether the so-called tax-certificate proposal now being pushed in Congress would be reserved for minority media ventures or be open to any small business. "That will depend on the outcome of the coming [presidential] election," Brown said.

Meanwhile, minorities should look for other opportunities, such as possible uses of the spectrum that will be freed up by digital television, said Antoinette "Toni" Cook Bush, executive vice president of Northpoint Technology and BroadbandUSA and former senior counsel to the Senate Commerce Committee's communications subcommittee. "My big concern is that, as the new technologies come along, we're seeing zero ownership by minorities and/or women."

Minority broadcasters also should be wary of further relaxation of the FCC's TV station ownership rules, she said.

"There can't be any further liberalization," said Roel C. Campos, senior vice president and general counsel of El Dorado Communications Inc. and a former assistant U.S. attorney in Los Angeles. In fact, "we need a restudy of what has happened" so far. And so far, he said, "consolidation's been the worst thing to [ever] happen to minority and small-business ownership." ■

Long-distance dispute

Congressmen, Kennard at odds over best way to achieve open access to broadband markets

By Paige Albiniak

Washington policymakers generally agree that there should be free and vigorous competition in the provision of data services over high-speed networks. They just can't agree on how to do it.

Last week, the House Judiciary Committee held a hearing on one approach, which would allow the regional phone companies to offer long-distance data services before they open their local voice markets to competition.

Reps. Bob Goodlatte (R-Va.) and Rick Boucher (D-Va.) have co-sponsored a pair of bills to give regionals that flexibility as a way to accelerate the build-out of high-speed Internet services to rural and underserved areas. Reps. Billy Tauzin (R-La.) and John Dingell (D-Mich.) have introduced a similar bill, HR 2420, that has 222 co-sponsors and some momentum behind it. Tauzin plans to hold a hearing on that bill this Thursday.

The bills would amend the 1996 Telecommunications Act, which required regionals to open their local markets before competing in long distance.

Proponents of the legislation say that the net effect would be to spur the rural rollout and bring competition to broadband cable. Opponents—including the chairman of the FCC—say the marketplace is already competitive, or getting there, and that allowing the regionals into data early would actually be counterproductive.

FCC Chairman William Kennard told



FCC's Kennard says the agency has not decided how to handle open access.

a standing-room-only crowd at last week's hearing that he opposes both bills. He said that to allow the change to the Telecommunications Act of 1996 would stifle competition and, rather than speed rural rollouts, delay even further the delivery of high-speed services to rural communities.

"The Telecommunications Act is working, and it's working well," Kennard said. "It would be unfortunate at this time if we were to reverse course just as we were beginning to show progress."

Kennard says that, if Congress allows regional phone companies to offer long-distance digital, they likely will convert all their services—including voice—to digital. Once they had the Internet telephony, there would be no need to open their markets to competition. And unless they are facing competition, phone companies are not expected to roll out expensive high-speed networks to sparsely populated, low-return rural areas.

The FCC plans to examine the issue, Kennard said, but has not come to any conclusions on how the agency ultimately will handle the problem. The issue fell into the FCC's hands after the Ninth Circuit Court of Appeals in San

Francisco last month ruled that it is up to the commission to decide how broadband service should be regulated.

But Goodlatte and Boucher, and Tauzin and Dingell—who don't necessarily agree with each other on how open access should be accomplished—got support from members of Congress who want to see high-speed digital services offered in their rural districts as soon as possible.

The Walt Disney Co., represented by Executive Vice President Preston Padden, said getting some competition into the broadband marketplace is necessary.

"For us and for consumers, the enemy is a marketplace where consumer choice is artificially limited or skewed by the conflicted business interests of companies that own both content and services of their own and a bottleneck pipeline to the consumer's home," Padden said in prepared testimony.

Padden used the hearing as an opportunity to continue raising Disney's concerns about the planned merger of Time Warner and AOL. He has been pressing Congress and regulators to impose some conditions on the merger since it was first announced last January.

"Unfortunately, AOL's planned merger with Time Warner and EMI has produced a dramatic turnaround in AOL's call for government action to protect consumer choice," Padden said. "Instead of 'immediate and unequivocal congressional action,' AOL now favors forbearance in deference to the promise of voluntary openness—a 'trust us' appeal. Consumers cannot rely on 'trust us,' because both AOL and Time Warner have demonstrated their propensity to restrict rather than enhance consumer choice."

Meanwhile, AT&T and the National Cable Television Association asked Congress to let the market work before passing any legislation. ■



WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

Close, but no cigar

The public-relations firm helping former FCC Chairman Reed Hundt promote his new book, *You Say You Want a Revolution*, last week issued a press release celebrating the title's surprising performance as Amazon.com's No. 2 seller among Washington buyers. Well, that overstates things a wee bit.

Hundt's polemical account of the battles over the 1996 Telecommunications Act is actually No. 2 on Amazon's more narrow category of books that seem to be getting unique interest in Washington. Other books on that list include a compendium of Washington's most distinguished apartment houses, guides to Washington bike and walking tours, a biography of Dan Rostenkowski, and an analysis of Serbian politics.

As for the area's best-sellers, Washington is pretty much like the rest of the country: crazy for Harry Potter. J.K. Rowling's kids books make up three of



Reed Hundt's new book is No. 9,661 on Amazon.com's nationwide list.

Washington's top five. At No. 2 and No. 5 in the nation's capital are Jacques Barzun's history of Western culture *From Dawn to Decadence* and Zadie Smith's novel *White Teeth*. Nationwide, Hundt's book ranked 9,661 on Amazon's tally.

DBS chafes at must-carry rules

Satellite carriers and broadcasters continue to squabble over rules for carrying local TV stations in a proceeding at the FCC.

Satellite TV companies don't want to have to carry every local TV station in every market they serve, as a 1999 satellite TV reform law requires them to do by the end of 2001. They say having to carry every local home-shopping station and religious broadcaster is a waste of valuable capacity, particularly because every channel offered on satellite, unlike cable, can be transmitted across the entire country.

"'Must-carry' regimes actually frustrate consumer preference," wrote the Satellite Broadcasting and Communications Association last week. "Consumers are denied the local, regional or national programming they truly desire, while system capacity is occupied by duplicative or limited-interest programming mandated by government fiat." But broadcasters argue that, without such a requirement, many TV stations would go out of business.

In comments filed at the FCC last week, the Asso-

ciation for Local Television urged the commission to stay "faithful" to the law and to "foreclose discriminatory treatment of local television stations by satellite carriers."

Just call it Al-lywood

Even though he's running slightly behind in the polls, Vice President Al Gore continues to be the favorite of the Hollywood elite, according to the non-partisan Center for Responsive Politics.

Last week, Green Party candidate Ralph Nader complained in a press conference that Gore was trying to win Nader's few celebrity supporters over to the Nashville camp. If Gore succeeds in seducing away from Nader the likes of Willie Nelson, music group Pearl Jam, Susan Sarandon, Paul Newman and Casey Kasem, they will join equally well-known (and mostly Oscar-winning) company.

Notable contributors to Gore's campaign include Nicolas Cage, Kevin Costner, Robert De Niro, Michael Douglas, Gwyneth Paltrow, Steven Spielberg, Oliver Stone and Barbra Streisand; composer Alan Bergman; and *American Beauty* producers Bruce Cohen and Dan Jinks. One-time possible presidential candidate Warren Beatty has contributed to both Gore and Nader, showing that Gore might have some success with his newest fund-raising tactic.

By contrast, George W. Bush's entertainment-

industry take has been a few small contributions from the likes of the Oak Ridge Boys' Joe Bonsall, Loretta Lynn, Larry Gatlin, CBS Sports' Jim Nantz and screenwriter Bob Gale, who penned *Back to the Future*.

Dereg for all

USTA President Roy Neel says the FCC's review of its cable open-access policy should lead to deregulation of all broadband services, including local telephone digital subscriber line (DSL) services. "We hope this will be a much broader review than simply over the cable platform," he told reporters in Washington last week.

FCC Chairman William Kennard pledged to reconsider the FCC's "hands-off" policy on access to cable-broadband networks in the wake of a federal appeals court decision giving his agency clear authority to decide whether Internet competitors should have the right to connect to cable networks. USTA and its member local-telephone providers want the FCC to treat all broadband providers equally by eliminating interconnection requirements for DSL services.

Clarification:

FCC Commissioner Susan Ness has served only one term at the FCC, not two as reported in the July 17 issue. Ness was officially confirmed to become an FCC commissioner on May 19, 1994, and sworn in on May 23, 1994. She served her five-year term, which expired June 30, 1999. She is allowed to stay on at the FCC until Congress goes out of session for the year, which is expected in October.

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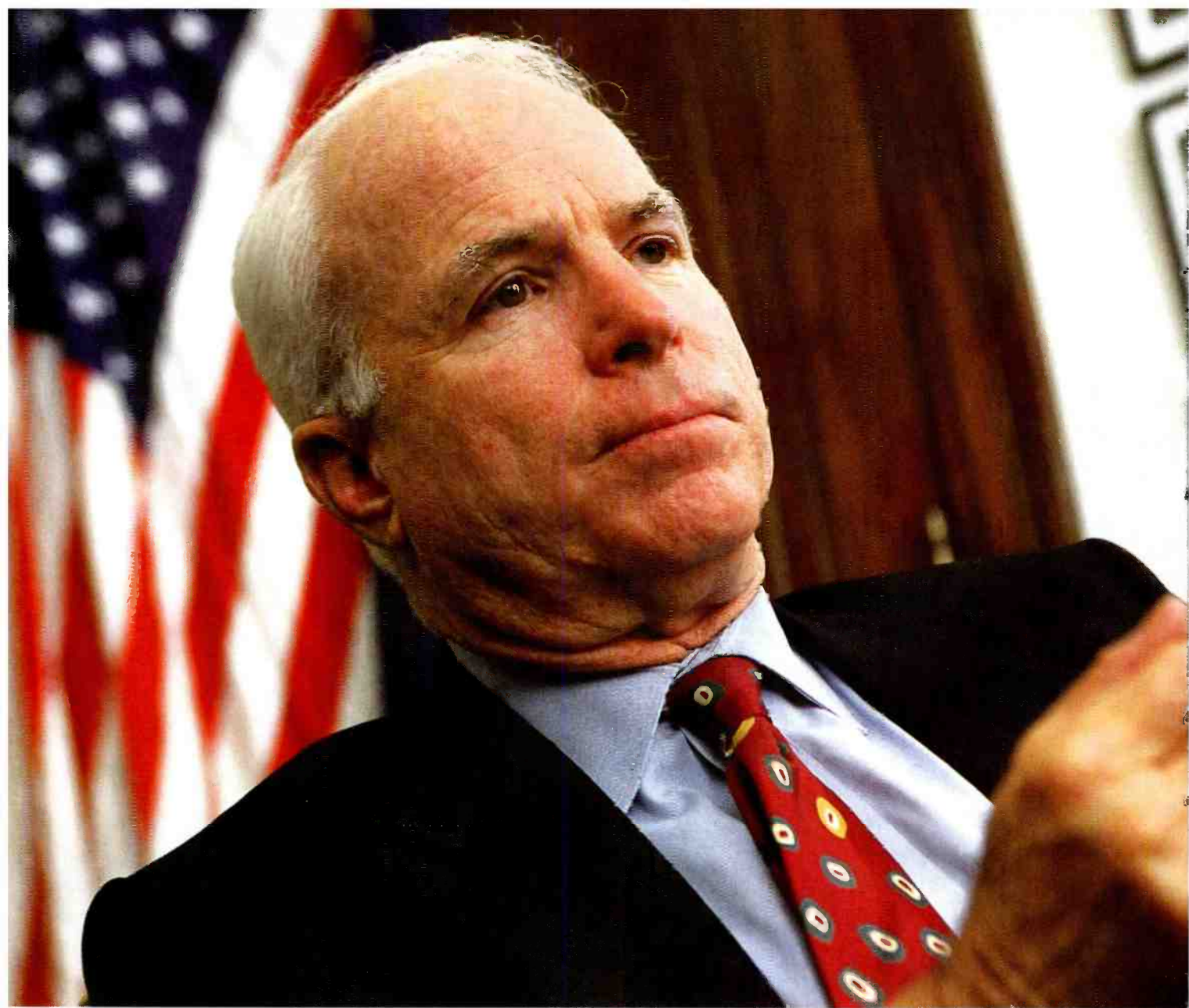
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Senate Commerce Committee Chairman and former presidential candidate John McCain may no longer be making stump speeches, but he still has plenty to say about telecommunications. The FCC? “Out of sync” and in need of reforming. Its commissioners’ renominations? Forget about it. Time for some new blood (though that doesn’t stop him from suggesting that a Bush administration could

do worse than bumping Michael Powell up to chairman). The NAB? A monolith cracking under the strains of internal divisions. Mega-mergers? I told you so. TV ratings and codes? He’s for them, but he won’t force them. VP? “I don’t want to be considered.” A cabinet post? He wants to stay in the Senate but won’t rule it out. The senator weighs in on these topics and more in this exclusive interview with Broadcasting & Cable Assistant Editor Paige Albinak. An edited transcript follows.

Photo: Dennis Brack / Black Star

Straight tel

"[T]he FCC is simply neither philosophically nor organizationally geared to handle the new challenges of telecommunications or the new challenges of the information technology that is leading America's economy, whether it be on broadband access, the digital divide, mergers and consolidations."

ment to jump back into.

What specific telcom issues are you focusing on for the Commerce Committee going forward?

Well, for the next Congress, we need to begin with the reauthorization of the FCC.

It is abundantly clear to people like [Reps.] John Dingell [D-Mich.], Billy Tauzin [R-La.], Fritz Hollings [D-S.C.] and John McCain that the FCC is simply neither philosophically nor organizationally geared to handle the new challenges of telecommunications or the new challenges of the information technology that is leading America's economy, whether it be on broadband access, the digital divide, mergers and consolidations—all of those things.

Literally, it's a new issue every few months, and the FCC is completely out of sync with this pace of change. The FCC took 700 days to decide whether to grant approval of the sale of a low-power television station. I wrote them a letter telling them to make a decision, and the chairman of the FCC was harshly critical of me during the presidential campaign. That's how out of step these people are.

You don't seem to think they're out of step on low-power radio, though.

I believe that was a proper move by the FCC, and I'm glad they're doing it. But where are they on streamlining regulations? Where are they on broadband access? Where are they on spectrum for wireless Internet services? Where are they on mergers and consolidations? They seem to feel that the longer you delay, the issue will disappear, when in fact the opposite is true.

Let me give you one small example. We have seen no initiative or leadership

whatsoever from the FCC on what seems to be one of the most critical issues, and that is the rights of the individual to privacy. So I'm glad that we're doing low-power FM, but I've got to tell you that compared to the privacy issue, it is really not very impactful.

Broadcasters seem to think it is. They complain that low-power FM will cause interference. Do you think it will?

I don't know, but I think they ought to be allowed to broadcast. And if they cause interference, we should shut them down. It's just another power move on the part of the broadcasters, and they'll probably win, unfortunately, at the expense of small-business owners, churches, minorities and others. The reason why I say that is, I haven't seen the broadcasters lose one yet.

You mentioned the privacy issue. What would you like to see the FCC do? Congress hasn't really done anything but introduce a lot of bills.

I think they can play a very important role. They have thousands of employees. We think that they might at least bend their minds to it. The FTC has a major role, but, clearly, the FCC is going to have a role to play because of the convergence of all of this technology.

Let's talk about mergers and consolidations. There have been a ton of them since the Telecommunications Act.

Which I predicted.

What do you think is the ultimate result of those mergers? Good for consumers? Good for competition?

First, of all, I predicted that there would be mergers and consolidations rather than competition as a result of the '96 Act, because the people that

Someone said to us that, when you came back to the Senate from your grand tour, it was like Elvis was back in the building. We were wondering how it felt to you to come back to your role as committee chairman after having become a national figure?

I was very pleased to have the chairmanship of the committee because I really needed something to get back into. That was the ideal way of pursuing an active agenda. So, I was very grateful to have that kind of environ-

com talk

wrote it had the most to gain from mergers and consolidations. But I think that technology is prevailing. With the development of new technology and capability, we see new entries into the business. Napster is a classic example.

Is that a good example?

It's a classic example of somebody finding technology that they can exploit for profit. Whether they should be operating that way is something for the courts and the regulators to decide, but I doubt seriously if AT&T would come up with that technology.

One thing you complained about when you first took over the chairmanship is not enough competition to cable. Since then, you've passed the satellite TV reform act.

Four years later, after consumers have paid additional billions of dollars in costs. There was just one clause in that [satellite bill] that was a classic example of the power of the cable people: that if you wanted to switch from cable to satellite, you had to wait 90 days. That's obscene on its face. If I want to switch phone companies, do I have to wait 90 days before I can start getting Sprint or MCI? I mean it was a marvelous example of the compelling need for campaign-finance reform.

Let's talk about campaign reform. You used to have campaign-finance reform linked to free airtime, but that sort of disappeared from legislation you and Sen. [Russell] Feingold [D-Wis.] have offered.

It went away because it couldn't win any votes because the broadcasters were so powerful. But we still had good, decent people out there like Walter Cronkite and Paul Taylor, who are spending huge amounts of time and energy on behalf of free airtime for candidates.

Do you ever see free airtime for candidates coming to pass?

I see very few things coming to pass that are opposed by the broadcasters. However, there is hope. Because of diversification of interest and priorities, we are seeing a break in the monolith that was once the National Association of Broadcasters. The affiliates have an agenda; networks have an agenda; and even different networks have different

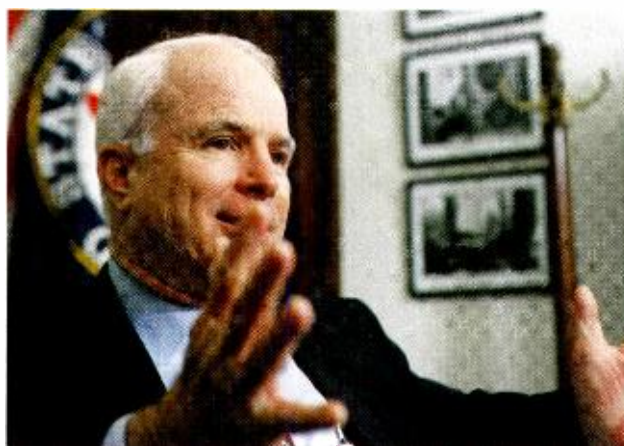
agendas. So we may be seeing some diminution of the power of the broadcasters, just because they're not as monolithic as they were.

Does that make it easier to do things like change the ownership rules, over which broadcasters are split?

I think what it will do is just give much more of a level playing field to all of these issues. I favor relaxation of the ownership rules, because I think there is increasing competition.

But you talk about broadcasters' already being so powerful. Doesn't it make them more powerful if you lift the cap?

No, because I think there is more competition despite their efforts. There are Slate, Salon, all of the different, diversified sources of information that there



"Because of diversification of interest and priorities, we are seeing a break in the monolith that was once the National Association of Broadcasters. The affiliates have an agenda; networks have an agenda; and even different networks have different agendas."

were not before. Fifteen years ago, there were three major networks, period. Now, I think we have a dramatic, marvelous diversification of sources of information.

Does all this diversity call into question the scarcity rationale for the public-interest standard? Michael Powell seems to think so, and to suggest that perhaps the public-interest standard does not need to be as high for broadcasters as it once was. Do you agree?

I think the public-interest standard in some respects should be [lower], but I think the public-interest standard, as for providing some ventilation for candidates views as to the direction that we

should run the country, is still there.

So you're saying the standard should include airtime for candidates, but what about the public interest with regard to TV ratings or a code of conduct that you have proposed?

We might see those things done voluntarily, but I can't envision supporting legislation that would force them. I don't think it's appropriate for legislation to be enacted on those issues.

But if you make it voluntary, what are the chances they will do it?

You can put public pressure on them, so we have hearings and credible people come before us who are concerned, parental organizations and people like that. You can put a lot of pressure, because they're dependent on the goodwill of the public, and so, therefore, they want to respond as favorably as possible.

That said, why do you think they are so resistant?

Because they feel like they can get away with it. And they feel like that because they are in a highly competitive [situation] where every minute of time must be devoted to revenue. The major networks, their ratings continue to decline, and there is great concern out there.

Have you heard about some broadcasters' plan to lease some of their digital spectrum to parties for wireless services?

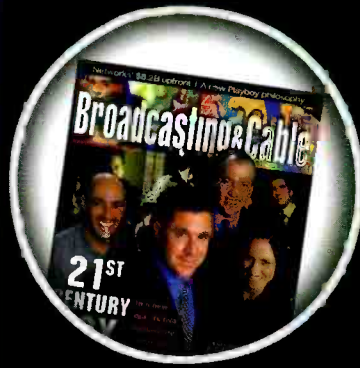
I knew that, when they got their \$70 billion worth [of spectrum], they would find ways to make enormous revenues out of it, and I said at the time they would never give back the analog, and they won't do that either.

How do you feel about their leasing out their spectrum for data services and not using it all themselves? And maybe not for HDTV?

Actually, if they did that, it would be in direct contradiction to the commitments that they made when they got the spectrum. But then, who's watching? Certainly not the FCC.

Let's talk a little about the composition of the FCC. With regard to [Commissioner] Susan Ness, you've said

Celebrity Makeover

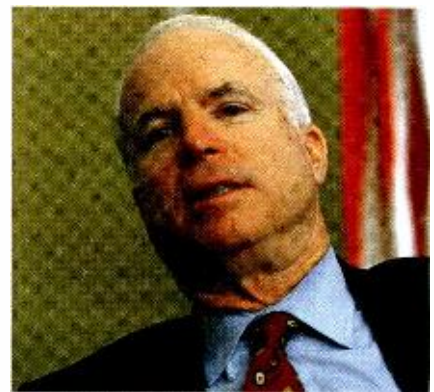
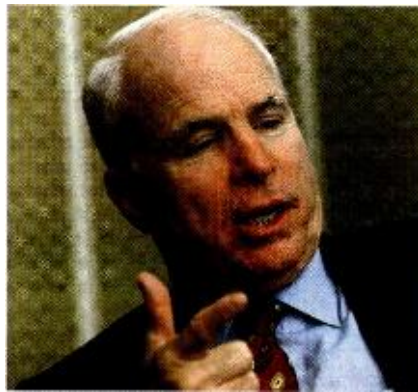
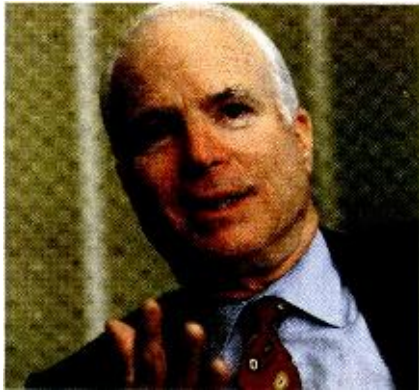


BEFORE



AFTER

**THE NEW
BROADCASTING & CABLE
COMING SOON**



that one term is enough. Is there any reason besides 'one term is enough'?

I opposed the renomination of Ms. [Rachelle] Chong and also of Mr. [James] Quello on the basis that I thought one term was enough, one five-year term was enough. You always need new, fresh ideas in bureaucracies. And I would argue that the FCC is probably the most important bureaucracy in the world today. So I just felt that one term was enough, and I felt that's true for Commissioner Ness.

True for Commissioner [Harold] Furchtgott-Roth, whose term just expired?

Yes.

Michael Powell?

Same with Michael Powell.

What if George Bush should win?

I think Michael Powell would make an outstanding public servant just about wherever he went. I would hope that he would stay involved in many of these telecommunications issues.

You don't want to suggest any positions for him?

I think he would make an excellent [FCC] chairman.

The press seems to like to keep alive this rumor that you might accept the VP spot on the ticket? Any chance?

When I met with Governor Bush in Pittsburgh, I asked that I not be placed in consideration, and he very graciously agreed to that. I continue to hold the position, and I don't want to be considered.

Why?

I can serve the country in a more effective fashion as a senator and chairman of the Commerce Committee.

Aren't there term limits on committee chairs in the Senate?

I have two more years.

"I opposed the renomination of Ms. Chong and also of Mr. Quello on the basis that I thought one ... five-year term was enough. ... I felt that's true for Commissioner Ness."

You spent a lot of time with the press while you were running for president, and the way you handled that relationship worked to your advantage. Was there anything you learned from that experience?

Well, the worst, of course, was the trade press [laughs]. The only thing that I had reaffirmed to me is that most members of the press are professional journalists. They want to report the story completely and exactly and as soon as possible. By giving them access, I was able to have my views and ideas accurately and fairly reported. And that includes times when I said things that I regretted saying. So, when people talk about, quote, media bias, unquote, that may exist, but the members of the press I dealt with, virtually all of them, were first and foremost professionals.

Were you surprised with how well your media strategy worked?

I had no idea. Because it was sort of accidental. We were on this bus. Reporters were in the back, and [I] just walked in, sat down and started talking. It evolved. It was never a planned kind of operation.

If George Bush wins, would you be interested in taking a position in his administration?

I don't think so, but for me to say I don't want to consider anything would border on arrogant. But, again, my preference is to stay in the Senate.

You mentioned earlier that you would like to work with Tauzin and Dingell on FCC

reform. Any specific ideas on how you would like to see the agency reformed?

First of all, they've got to get in tune with this rapidly evolving technology. I think they still think that Mr. Marconi is driving the situation. They've got to understand this technology in its broadest sense. All too often, they get involved in the trees and fail to see the forest. When you are making policy decisions that effect the economy of the world, you've got to think in macro trends rather than micro.

Is that the commissioners' fault, or is that the way the agency is structured?

I think it's both. When you look at the state of communications in America when the FCC was first brought into being, it's like the Neanderthal period vs. the 21st century. I don't think that I have seen congressional relations as poor as they are between the commission and Congress. When I see members on both sides of the aisle and both sides of the Capitol voicing the harsh criticism that I do, there's something wrong.

Last question. You've set up Straight Talk America. How does your role as Senate Commerce Committee chairman work with that, and do you have time for both of these big, broad endeavors?

Well, Straight Talk America is to pursue the agenda of reform and obviously reform of the FCC, and the relationship between the government and information technology is a very important and fundamental reform.

Do you plan to keep Straight Talk America running for the next four years?

Yes.

And then use it as a jumping off platform for 2004?

I expect to be campaigning for President George W. Bush's re-election in the year 2004. ■



ABC's Lloyd Braun (l) and Stu Bloomberg fielded questions about plans to air four nights of 'Millionaire'

Networks get reality check

Genre steals stage from traditional fare in ABC and NBC presentations at TCA tour in Pasadena

By Susanne Ault

The networks' fall shows, traditionally the stars of the annual Television Critics Association summer press tour, were reduced to second leads at ABC's and NBC's presentations in Pasadena, Calif., last week as the issue of reality shows took center stage.

Although *Survivor*, *Big Brother* and even *Millionaire* were designed on paper to be strictly summer outings, all three hogged the spotlight from the three first-time dramas and six new comedies the networks were supposedly hyping.

Take, for instance, ABC's kick-off Q&A with TCA members (led by ABC Entertainment Television Group co-chairs Stu Bloomberg and Lloyd Braun).

In light of *Big Brother*'s failure to grab *Survivor*-sized audiences for CBS, many critics raised questions about ABC's decision to stick with the current reality rage and air four nights of *Millionaire* next season.

"We believe in the strength of *Millionaire*, and I think we're fortunate in having

to only launch four new series [medical drama *Gideon's Crossing* and sitcoms *The Geena Davis Show*, *The Trouble With Normal* and *Madigan Men*]," said Bloomberg. "You know how hard it is when all the networks are introducing

20-plus shows in the fall, so we see it as a plus to launch four to a stable schedule."

Critics were also eager to hear about the three reality shows ABC has in development: *The Mole* (by *Big Brother* production company Endemol), *The Runner* (executive-produced by Ben Affleck and Matt Damon) and a *Real World*-ish untitled project about the inner workings of a start-up Internet magazine.

"I'm not sure how much I want to give away," said Bloomberg, who nonetheless said *The Mole* was closest to completion, given the show already exists in Europe.

NBC's West Coast President Scott Sassa spent most of his opening monologue apologizing for the network's lack of reality programming.

"Reality is not just a fad; it's a trend that will be around for while," he said. "We were not as aggressive as we should have been in this area. But this is something that we're taking very seriously."

Trying to explain the network's initial reluctance, NBC Entertainment President Garth Ancier said: "There's been a change in taste on the part of advertisers to now pay a premium to be in a show like *Survivor*."

While insisting NBC would find quality reality projects, Sassa and Ancier also assured critics that "we are never going to abandon story-form programming." They called shows like *West Wing* and *ER* "the DNA of NBC."

One critic questioned NBC about the quality of reality series *Chains of Love* (which features a woman, chained to a group of men, who gradually unhitches herself from them until there's one



Sassa apologized for his network's lack of reality programming.

date-worthy guy left standing.) "It would add diversity and spice to the schedule. Not everything is going to be *The West Wing*," said Ancier.

Although NBC has not yet picked up *Chains*, which is currently airing in Holland courtesy of Endemol, Sassa said reality will most likely be seen on NBC next summer, promoted during next spring's NBA playoffs.

Even sessions geared toward the networks' fall programming veered instead toward reality.

The producers and cast of *Will & Grace* were asked how it feels to have to go head to head with *Millionaire* on Thursday nights at 9 p.m. Likewise, representatives of ABC's new *The Trouble With Normal* were asked how it feels to launch without *Millionaire* as a lead-in or lead-out.

And the thrust of the *Today* session (meant to shed light on its added hour come Oct. 2) was whether Julie Chen of CBS' *The Early Show* crossed the line in reporting on *Big Brother*, which most would describe as entertainment, not news. *Today* newsreader (and Chen's counterpart) Ann Curry said, "I can say I would not have chosen to do that role."

But *Today* Executive Producer Jeff Zucker noted, "*The Early Show* is facing a 'make-or-break' situation right now [in terms of ratings], so I understand where they're coming from. Still, I think it was inappropriate. We wouldn't want to be seen as a promotional tool for NBC Entertainment."

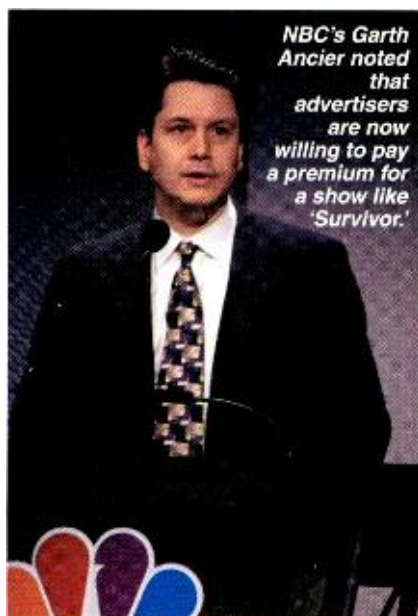
As for *Today*'s frequent mentions of *Survivor*, Zucker responded, "*Survivor* is part of the fabric of this summer, so, to the chagrin of some [NBC] executives, we're talking about the show."

When NBC eventually gets its own reality series, "it would be a lie to say we wouldn't take part in [some similar kind of cross-promotion]," he said, his previous protestations and claims of "inappropriateness" notwithstanding.

Many critics greeted the networks' fall entries with yawns.

"There's nothing on the radar screen that even comes close to a *West Wing* or a *Millionaire*," said Mark McGuire, a TCA member with the *Times Union*, a syndicate service for *The New York Times*. "The networks were so paralyzed with coming up with the next grand slam reality show, the development process [for dramas and comedies] slacked off."

Philadelphia Daily News' Ellen Gray, covering the press tour for a seventh time, said, "None of us are terribly excited about anything."



But she conceded that critics' opinions are somewhat overrated, since TV viewers—not writers—chiefly determine a show's success.

"People are always saying this is the worst season I've ever seen, but that can't be true every year," Gray added. "I was one of those that picked *Chicago Hope* over *ER*."

And after *Survivor*, "many critics thought *Big Brother* would be a [similar] ratings juggernaut," said *Boston Herald's* Marisa Guthrie.

While *Big Brother* has won its time period in key demos—propelling CBS this month to its first win in adults 18-49 since 1994—the show has not blown away its rivals to the extent *Survivor* did.

There were kind words for a handful of the newcomers, but even those sentiments were tinged with skepticism.

"ABC has a good show in *Gideon's Crossing*," said Guthrie. "But it's in a terrible slot going up against *Law & Order*, which has the same audience."

She spoke highly of CBS series *Bette*, hands-down favorite during May's upfront presentations in New York.

A couple of high-profile NBC shows—the Dick Wolf-produced *Deadline* and Kramer's next gig, *The Michael Richards Show*—did not have finished pilots for critics to review.

In other ABC news from the tour:

■ Flush with excitement over the next season of *Norm*, ABC will place audio ads for the show on the backs of urinals in New York and Los Angeles. The posters, featuring such catchphrases as "Must-Pee TV," will sound off with a recorded message from *Norm* star

Norm MacDonald. ABC will also drum up buzz for its shows via ATM machines, Kentucky Fried Chicken buckets and phone machine reminders.

■ *Monday Night Football's* newest addition, comedian Dennis Miller, hoped to silence some critics. "I've never played the game, but it's not like I'm on the medical channel. I watch football as much as anybody. I'm not just going to be the court jester out there."

■ Charlie Sheen says he will incorporate some of his real-life controversies (drugs, Heidi Fleiss to name a couple) into his character on *Spin City*. "To ignore the reality of the kind of lifestyle I led at one time, for a long time, would be a bit of a disservice to the show and to the potential comedic situations in the character." That said however, "I think there are [situations], as tastefully or comedically as you try to define them, that really have no place on network television."

On NBC's slate:

■ NBC's *Tucker* will switch places with *3rd Rock From the Sun*, part of the network's plan to create a family-oriented comedy block on Mondays and an older-skewing sitcom slate on Tuesdays. Ancier said the launch date for NBC shows new and returning will be announced once the dates for the 2000 presidential debates are made public.

■ Drew Carey, Bruce Helford (executive producer of ABC's *Drew Carey Show* and *Norm*) and *Simpsons* co-creator Sam Simon have teamed to develop a sitcom for NBC. In the pipeline for 2001, the project will take a page from this year's live episode of *Drew Carey* by incorporating some live elements but will involve a different cast of characters. Carey, on board as an executive producer, will most likely appear in several episodes as the character he plays on his ABC show. Helford and Simon are also executive producers.

■ Sassa cracked a few jokes about his supposed imminent departure. "I want to thank the maybe 20 people who didn't write that I was fired," he said. "But I understand how this stuff happens. You get a lot of stories written about you that are very nice that you probably don't deserve, and you probably get stories that aren't so nice that you don't deserve either."

■ Florence Henderson, co-host of the recently canceled *Later Today*, has been confirmed as a regular contributor to the soon-to-expand *Today Show*. No word yet on the fates of her *Later* partners, Jodi Applegate and Asha Blake. ■



GET WITH THE PROGRAM

By Dan Trigoboff

Pax, NBC share and share alike

Paxson President Jeff Sagansky said yesterday that Pax TV is planning a second series designed to share a broadcast window with NBC.

Pax earlier unveiled the first such joint effort, *Mysterious Ways* (described as a cross between *Touched by an Angel* and *X-Files*), which will air on NBC (which owns a one-third stake in Pax) starting this Monday, before shifting to Tuesdays on the Pax TV, starting Aug. 22.

While declining to provide details of the new project, Sagansky said the show will likely be a half-hour and also suggested it wouldn't be the last such effort.

Although NBC "has to push the envelope to go after upscale urban audiences," said Sagansky, "occasionally, shows will cross over that we can use."

Responding to suggestions that the fledgling Pax is in financial trouble, Sagansky

Pax's Sagansky:
"We have broken even for the past two seasons."



Photo: Tom Sobolick / Black Star

said, "we have broken even for the past two seasons. That's more than you can say for WB and UPN."

No red X marks the spot, or does it?

Web site survivorsucks.com was reporting last week that a hacker calling himself CAPLOCK had discovered, by navigating to some source code, that CBS' Web site contained a graphic with all 16 pictures of CBS' *Survivors* with a red X over 15 of them—all except Ger-vase.

On its CBS.com Web site, CBS has been marking the departure of each survivor with a red X over his or her picture (currently eight out of 16).

Survivorsucks was drawing no conclusions, saying it could be a mistake by a CBS Web type (or perhaps a high-tech red herring).

CBS has long said it would neither confirm nor deny any speculation about the winner.

NBC retakes 18-49

After taking the adults 18-49 trophy for the first time since March 1994, CBS had to relinquish the prize to NBC this week. Largely propelled by *Survivor* and *Big Brother*, CBS posted a 3.1 rating/10 share in adults 18-49 for the week ended July 16, according to Nielsen Media

Research.

NBC (3.3/11) had first-place bragging rights in the demo, but CBS should still be pleased: It's up 35% in the demo over the same time last year.

ABC (3.2/10) was a close third, followed by Fox (2.8/9).

Group requests Gumbel tape

The Family Research Council has demanded that CBS turn over a tape of an interview Bryant Gumbel did with FRC's Robert Knight two weeks ago.

At the end of the interview, seen on CBS' *The Early Show* June 29, Knight claims that Gumbel muttered, "what a f...ing idiot," in plain view of the TV audience, although the sound on Gumbel's microphone was turned off.

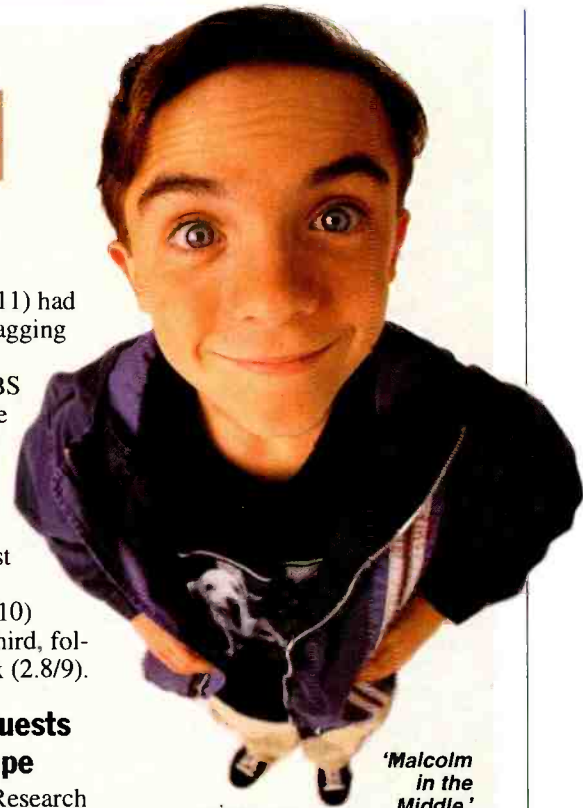
FRC says CBS is required to hand over the tape per the FCC's personal-attack rules.

No comment from CBS, which was studying the matter at deadline.

'West Wing' is the critics' choice

NBC's *The West Wing* walked away the big winner at the Television Critics Association awards Saturday, July 15.

The freshman series grabbed three prizes—the most handed to any one



'*Malcolm in the Middle*,' starring Frankie Muniz, topped the comedy awards at TCA.

series: outstanding dramatic achievement, program of the year and best new program.

Fox's *Malcolm in the Middle* cleaned up as well. Co-star Jane Kaczmarek (Malcolm's mom) won for individual achievement in comedy, and the show was named outstanding comedic achievement.

Individual achievement in drama went to *The Sopranos*' James Gandolfini.

In other awards, ABC's millennium special, *ABC 2000*, was named outstanding news and information program; PBS' *Between the Lions*, was named outstanding achievement in children's programming; HBO's *The Corner* was honored for outstanding achievement in movies, miniseries or specials; and Dick Van Dyke received the career achievement award.

SYNDICATION WRAP-UP

PEOPLE'S CHOICE

JULY 3 - 9, 2000

TOP 30 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	8.8	8.8
2	Jeopardy	7.1	7.1
3	Judge Judy	5.9	8.1
4	Wheel of Fortune (wknd)	5.5	5.5
5	Oprah Winfrey	5.0	5.1
6	Entertainment Tonight (ET)	4.9	5.0
7	Friends	4.9	5.5
8	Frasier	4.6	5.2
9	Seinfeld	4.4	4.4
10	Jerry Springer	4.0	4.4
11	Judge Joe Brown		4.7
12	Maury	3.6	3.7
13	Drew Carey	3.5	3.8
14	ER	3.4	3.9
15	Hollywood Squares	3.4	3.4
16	Regis & Kathie Lee	3.4	3.4
17	Friends (wknd)	3.2	3.4
18	Sally Jessy Raphael	3.2	3.3
19	ET (wknd)	3.1	3.2
20	X-Files	3.1	3.3
21	3rd Rock From the Sun	3.0	2
22	Divorce Court	3.0	3.9
23	Montel Williams	3.0	3.0
24	Ricki Lake	3.0	3.1
25	Seinfeld (wknd)	3.0	3.1
26	Xena	3.0	3.2
27	Extra	2.9	3.0
28	Back2Back Action	2.7	2.8
29	Rosie O'Donnell	2.6	
30	Stargate SG-1	2.6	2.7

According to Nielsen Media Research
Syndication Service Ranking Report
July 3—July 9, 2000

HH/AA= Average Audience Rating (households)

HH/GAA= Gross Aggregate Average

One Nielsen rating= 1,008,000 households,
which represents 1% of the 100.8 million TV
Households in the United States.

N/A= Not available

Synditel: So long for now

Say goodbye, at least for a year, to Synditel, the portion of the annual TV critics tour that gave studios a chance to show off their new fall syndicated series. Problem was, critics felt there was more tell than show.

Almost unanimously, members of the Television Critics Association voted to suspend the event, blaming the numerous talent no-shows (most notably Dr. Laura Schlessinger) at this year's July 7 event. Schlessinger, slated to star in Paramount-distributed *Dr. Laura*, was scheduled for Synditel until several weeks ago, when Paramount canceled her session citing a scheduling conflict.

The Cindy Margolis Show meet-and-greet had to be scrapped at the 11th hour. And MGM's *Sex Wars* (on board with Synditel for a while) was a no-go as well.

All the missing celebrities had their reasons/excuses: Schlessinger had a charity event in San Diego, for example, and Margolis was taping and missed the last flight out (she was rescheduled for an appearance later). But the critics weren't appeased.

"I thought we were taken for granted. It's like we weren't important in the [syndicators'] decision process," said *Contra Costa Times* TCA member Chuck Barney, who voted to suspend Synditel. "Those people had been on the schedule for a long, long time."

Oakland Tribune's Susan Young pointed out, "[Many critics] came to see *Dr. Laura* specifically. It's expensive for us to come, so we need the people who are promised to us." Young, who is in favor of the suspension, was angered by Paramount's replacement of *Dr. Laura* with the lower-profile *Queen of Swords*.

TCA members will meet at this time next year to decide whether to give Synditel another shot in 2002.

—Susanne Ault

Cindy Margolis was a no-show, and that miffed critics.



PBS elects coverage

'NewsHour' will help fill prime time with convention news

By Dan Trigoboff

PBS may have lost its partner for the political conventions, but the network believes it has gained enough to provide broadcast TV's most extensive coverage of the Republican and Democratic conventions.

Even with recent decisions to increase coverage (the commercial broadcast networks will provide an hour or two of live convention coverage nightly), PBS plans to fill its prime time hours from the Los Angeles and Philadelphia venues.

NBC and PBS worked together in 1992 and 1996, but NBC now has two cable networks to fill with public affairs programming, and the bulk of its coverage will be on MSNBC.

But since the last convention, PBS' *NewsHour With Jim Lehrer*, which will function as the network's news organ for the conventions, has added two senior correspondents, Gwen Ifill and Ray Suarez, to join Margaret Warner and Elizabeth Farnsworth. The network will have a second studio in addition to its anchor booth, access to the many C-

SPAN pool cameras covering the convention hall, and a slate of well-known historians (Michael Beschloss, Doris Kearns Goodwin and Haynes Johnson) and pundits (Mark Shields and Paul Gigot) for analysis and perspective.

"Even though the selection for presidential candidates has been decided," said *NewsHour* Executive Producer Les Crystal, "and that takes away some of the mystery and some of the spontaneity, the conventions will be very important to the campaign. A large part of the country—the part that votes—will be interested."

PBS' ratings for convention coverage in 1996 were in the low-to-mid-2 range, less than one of the major networks but more than cable networks providing convention coverage. It expects to match or surpass that performance. ■



By Dan Trigoboff

Promos by any other name ...

The American Federation of Radio and Television Artists has filed a grievance with KCTV(TV) Kansas City, Mo., contending that newscast segments about CBS' *Survivor* were not news but product promotions for the CBS affiliate, which could have a negative impact on the professionalism and reputations of the newscasters.

A union official said the increasing synergy among broadcasters has made the newsworthiness of many such stories questionable. "Our members are concerned about being hawkers of product," said the official. While similar concerns have been voiced by AFTRA members in other markets, no other grievances have been filed, according to the union.

A spokeswoman for station owner Meredith Corp. said the company does not believe it has asked its staff to do anything outside of the contract and that the company encourages debate on the roles of journalism and marketing and takes the issue very seriously. Beyond that, the spokeswoman said, it would not comment on business related to union contracts.

Price moving to N.C.

Hank Price, the well-regarded general manager at WBBM-TV Chicago, has resigned after four years there to take a job beginning Sept. 5 as general manager with Hearst-Argyle's Greensboro,

N.C., NBC affiliate, wxii-TV. He replaces the retired Reynard Corley.

Price announced the move to WBBM-TV staffers on Monday, July 17.

He will also be a Senior Fellow in Television at the Media Management Center, at Northwestern University's Kellogg Graduate School of Management and its Medill School of Journalism. Price, who began his career in station management in Greensboro, said Hearst will give him the flexibility to work with the Management Center.

Price, who was among the prime movers in Carol Marin's straightforward, plug-free late newscast, leaves the station after four quarters of record earnings. Although Marin's newscast has won critical acclaim, its ratings leave its future in some doubt following the departure of its chief management backer. Insiders say they think CBS is committed to the newscast, at least through the end of the year.

CBS group head John Severino credited Price with "getting the new broadcast up and running, and we intend to continue that work. I truly believe that the station is building a quality brand of journalism, and my search for a replacement will further reinforce that."

Phoenix reporter ruled guilty in attack

The future of KTVK(TV) Phoenix reporter Bill Mosley at his station was unclear following his conviction and sentencing for

an attack on his girlfriend earlier this year. Mosley was given a four-month jail sentence with all but 15 days suspended. He was also given a fine, probation and counseling. Prosecutors had asked for only five days.

Mosley had been suspended with pay pending the disposition of the criminal case, and management at the station—which covered the trial—had not yet decided whether that disposition ends the 53-year-old, 24-year veteran reporter's time at the Belo-owned station. Mosley was apologetic at sentencing, according to witnesses, but he has also appealed the verdict.

Station management said there has been public reaction, both positive and negative, regarding Mosley's continuing at KTVK, but no groundswell in either direction.

Colorado anchor dies

Only a week after revealing publicly that he had colon cancer, longtime KKTU(TV) Colorado Springs, Colo., sportscaster Jed Jackson died.

Although some local television personalities go public early with their illnesses, Jackson kept his year-long battle with cancer private until the end, although, News Director Brian Rackham said, his news colleagues were aware Jackson was ill.

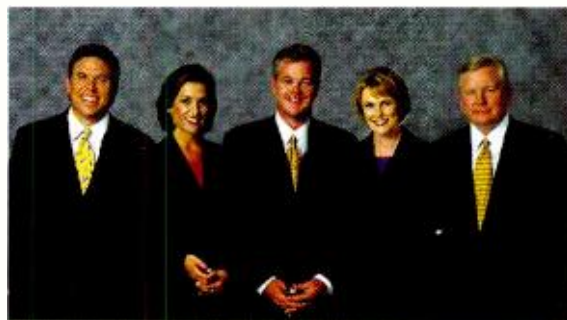
Jackson, who was on the air up until only a few weeks ago, had been with the station 18 years and was known for his humorous approach to sports. The station plans a scholarship fund in his honor.

LeMay joins CNN

Jim LeMay, formerly of WJLA-TV Washington, took over last week as managing editor for CNN Newsource. LeMay, who had considered several directions, including new-media, cable and news-director jobs, since leaving the Allbritton-owned station in March, said he believes the affiliate service "is going to help reinvent news for the future."

LeMay, who spent 22 years on the affiliate side, said he hopes to bring that experience to serving the scores of stations affiliated with the CNN service.

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



Wbz-tv Boston introduced a new anchor lineup last week. From left: Ted Wayman, Sara Underwood, Joe Shortsleeve, Lisa Hughes and Jack Williams.

JULY 10-16

Broadcast network prime time ratings according to Nielsen Media Research

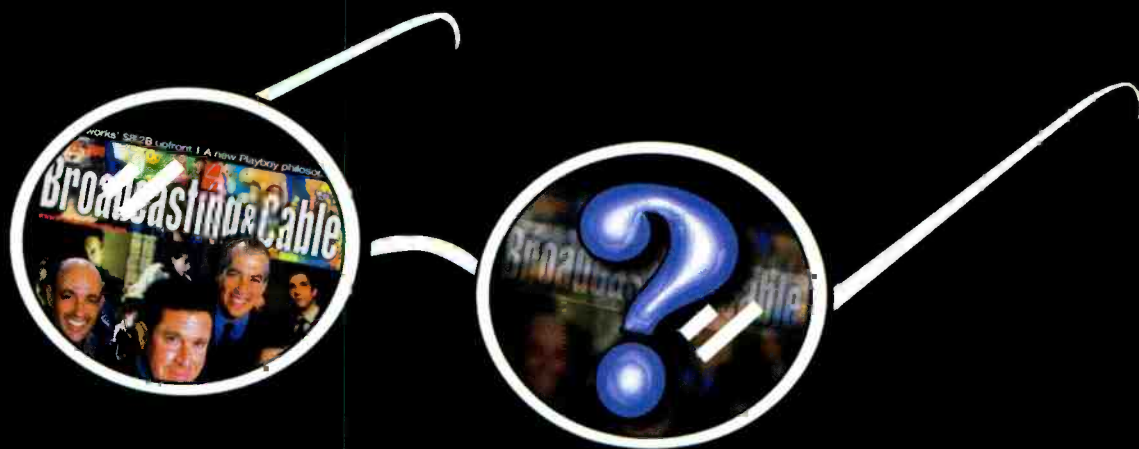


PEOPLE'S CHOICE

Location, location, location: Three of this week's top 10 shows—including '20/20 Downtown' (1)—owed thanks to lead-ins 'Millionaire' and 'Survivor.'

Week 43	abc	CBS	NBC	FOX	U/PIN	WB	
	4.4/8	7.8/14	6.5/11	4.0/7	2.3/4	1.7/3	
MONDAY	8:00		19. Big Brother 7.2/14	22. Dateline NBC 7.0/13	65. That '70s Show 4.4/8	94. Moesha 2.3/4	98. 7th Heaven 2.1/4
	8:30	52. ABC Monday Night Movie—For Hope 4.7/8	31. King of Queens 6.1/11		72. Titus 3.9/7	92. The Parkers 2.6/5	
	9:00		9. Ev Lvs Raymnd 8.8/15	23. Law & Order 6.9/11	74. Ally McBeal 3.8/6	96. Grown-Ups 2.2/4	
	9:30		14. Becker 7.9/13			98. Malcolm & Eddie 2.1/3	
	10:00	74. Once and Again 3.8/7	11. 48 Hours 8.3/14	34. Third Watch 5.7/10			
TUESDAY	8:00	9.1/16	6.5/11	9.7/17	3.4/6	1.0/2	2.0/3
	8:30	3. Who Wants to Be a Millionaire? 14.1/25	32. Big Brother 6.0/11	18. MLB All-Star Pre-Game 7.3/14	79. X-Men Mutant 3.7/7	127. Shasta 1.0/2	100. Buffy the Vampire Slayer 2.0/4
	9:00	12. Dharma & Greg 8.0/14	82. Love & Money 3.5/6		89. The PJs 3.1/5	133. Dilbert 0.7/1	
	9:30	24. Two Guys, A Girl 6.6/11	16. CBS Tuesday Movie—Childhood Sweetheart? 7.4/13	6. MLB All-Star Game 10.1/18	82. Family Guy 3.5/6	120. I Dare You! 1.1/2	100. Angel 2.0/3
	10:00	34. NYPD Blue 5.7/10			82. The PJs 3.5/6		
WEDNESDAY	8:00	5.3/9	9.5/17	7.4/13	4.0/7	1.7/3	2.0/4
	8:30	81. Two Guys, A Girl 3.6/7	1. Survivor 15.0/28	24. Dateline NBC 6.6/12	79. The Simpsons 3.7/7	114. 7 Days 1.2/2	105. Dawson's Creek 1.6/3
	9:00	89. Norm 3.1/6			85. Family Guy 3.3/6		
	9:30	40. Drew Carey 5.5/10	10. Judging Amy 8.4/15	24. West Wing 6.6/12	57. Guinness World Records 4.6/8	96. Star Trek: Voyager 2.2/4	94. Young Americans* 2.3/4
	10:00	44. Spin City 5.2/9	48. Family Law 5.0/9	8. Law & Order 9.1/16			
THURSDAY	8:00	10.0/18	5.7/10	6.1/11	3.1/6	4.0/7	2.0/4
	8:30	52. Whose Line Is It 4.7/9	15. Big Brother 7.5/14	16. Friends 7.4/15	89. Fox Thursday Night Movie—Supercop 3.1/6	69. WWF Smackdown! 4.0/7	108. Popular 1.5/3
	9:00	37. Whose Line Is It 5.6/10		37. Daddio 5.6/10			
	9:30	2. Who Wants to Be a Millionaire? 14.7/25	88. City of Angels 3.2/6	28. Frasier 6.4/11			
	10:00	5. 20/20 Downtown 10.2/18	29. 48 Hours 6.3/11	30. ER 6.2/11			
FRIDAY	8:00	5.0/10	5.2/10	5.1/10	4.4/9	1.3/3	1.6/3
	8:30	74. Sabrina/Witch 3.8/8	34. Big Brother 5.7/12	60. Providence 4.5/9	65. Beyond Belief: Fact or Fiction? 4.4/9	114. The Strip 1.2/3	102. Jamie Foxx 1.8/4
	9:00	74. Boy Meets World 3.8/8	52. Candid Camera 4.7/10				102. For Your Love 1.8/4
	9:30	68. Making the Band 4.1/8	44. JAG 5.2/10	50. Geraldo Rivera Reports 4.8/9	60. Greed 4.5/9	109. Secret Agent Man 1.4/3	109. Young Americans 1.4/3
	10:00	50. Making the Band 4.8/9		32. Law & Order: Special Victims Unit 6.0/11			
SATURDAY	8:00	4.1/8	4.6/9	4.8/10	4.8/10	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TV 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 • S-T-D=SEASON TO DATE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	8:30	67. ABC Saturday Night Movie—The Sky's On Fire 4.2/9	60. Big Brother 4.5/10	85. Olympic Trials 3.3/7	72. Cops 3.9/9		
	9:00		57. Walker, Texas Ranger 4.6/9		52. Cops 4.7/10		
	9:30		52. Walker, Texas Ranger 4.7/9	40. NBC Saturday Night Movies—Grumpier Old Men 5.5/11	44. AMW: America Fights Back 5.2/10		
	10:00	74. NYPD Blue 3.8/8					
SUNDAY	7:00	8.1/14	6.2/11	4.9/9	4.4/8		1.5/3
	7:30	57. Wonderful World of Disney—The Pooch and the Pauper 4.6/9	12. 60 Minutes 8.0/16	42. Dateline NBC 5.4/10	85. Futurama 3.3/7		102. 7th Heaven Beginnings 1.8/4
	8:00		20. Touched by an Angel 7.1/13		69. King of the Hill 4.0/8		120. Pokémon 2000 1.1/2
	8:30				37. The Simpsons 5.6/10		120. For Your Love 1.1/2
	9:00	4. Who Wants to Be a Millionaire? 13.7/23	48. CBS Sunday Movie—Mario Puzo's The Last Don, Part 1 5.0/8	60. NBC Sunday Night Movie—Batman Forever 4.5/8	43. Malcolm/Middle 5.3/9		105. Jamie Foxx 1.6/3
10:00	7. The Practice 9.5/16			69. The X-Files 4.0/7		112. Mission Hill 1.3/2	
WEEK AVG	6.6/12	6.5/12	6.3/12	4.0/7	2.1/4	1.8/3	
S-T-D AVG	8.9/15	8.3/14	8.2/14	5.6/9	2.6/4	2.4/4	

A Whole New Look for the Industry Book



**THE NEW
BROADCASTING & CABLE
COMING SOON**

NBC ups heat for holdouts

Ads urge viewers to call cable operator for supplemental Olympic coverage

By Deborah D. McAdams

A handful of cable operators refusing to pay for NBC's supplemental cable coverage of the Olympics are now in the odd position of carrying ads urging viewers to ask for it.

The ads are coming from NBC local broadcast affiliates in markets served by MSOs that haven't done the deal.

"They say, 'If you'd like to see the Olympics on MSNBC, call your local cable operator,'" according to a viewer in Dover, Del., a market served by Comcast, one of the few remaining holdouts.

The deal Comcast is resisting is the \$1-per-subscriber-per-year surcharge for additional Olympics coverage on MSNBC and CNBC for the five sets of games going out through 2008.

This year, both cable networks will carry a total of 279 hours of Olympics programming in addition to NBC's 162.5 hours of coverage.

The two cable networks will run a dual feed during the games: one with the games for the surcharge-paying cable world, the other with regular programming.

NBC has succeeded in selling the supplemental cable coverage to about 90% of the market. Comcast, Cablevision, CableOne and the National Cable Television Cooperative (NCTC) are holding out.

The cost to CableOne would be about \$740,000 a year, and Tom Might, chairman of Cable One in Phoenix, said, "It's just too much money for two weeks of programming out of the year."

But he said he's still negotiating with NBC.

For Comcast, the surcharge alone could reach \$64 million by the end of NBC's eight-year Olympics package, but there's more than money involved, according to a cable operator familiar with NBC deal points.

"It's not just the surcharge but the other terms and conditions, which include dramatic license increases for CNBC and MSNBC through 2008," the cable executive said.

MSOs pay, on average, about 18



Sprinter Michael Johnson will be looking to add to his Olympic gold medals in Sydney, Australia.

cents per subscriber for CNBC and 13 cents for MSNBC, according to Paul Kagan Associates' numbers.

The increases would bump CNBC by about 10% per year, to around 30 cents in 2008, and MSNBC by about 12%, to around 25 cents by 2008.

NBC is also asking for minimum distribution, up to 60% of a cable operator's subscriber base, for MSNBC and CNBC2 and ValueVision, its version of the Home Shopping Network.

"What does ValueVision have to do with the Olympics?" the cable executive asked. "When you look at the aver-

age license fees and throw in these other things, it's just too much. Comcast and Cablevision are refusing to pay, but also they don't think MSNBC and CNBC should be carrying sports."

A spokeswoman at Comcast said only that the MSO was still negotiating with NBC. Cablevision declined to comment, but several sources close to the company predicted it will pick up the Olympics cable package within days. That deal is more likely also because Cablevision and NBC are 75/25 co-owners of Rainbow Media Holdings.

Frank Hughes, senior vice president of programming for the NCTC, said his organization is also still negotiating the Olympics package with NBC for some of its members.

NBC signed on many individual coop members during retransmission negotiations. The network had insisted on negotiating retrans with individual companies instead of with the 300-member cooperative.

For the rest, Hughes observed, "the economics of the deal are very, very rich. They've signed up most of the industry, and that's fine, but we can't sign up something we're not comfortable with. Some members may choose to sit on the sidelines and see what happens."

David Zaslav, president of NBC Cable, is confident that he'll have deals covering all 80 million cable households by the time the trumpets blare at the opening ceremony in Sydney, Australia, in September.

There is no specific deadline for operators to take the package, according to an NBC source, who was unable to say whether it would be restructured if a cable operator passed on the Sydney games but wanted in for the other Olympic games in subsequent years.

"We are really pleased that, with 60 days left to go before the Olympics, more than 90% of cable operators and virtually every other technology distributor have signed up for the package of NBC services, which include CNBC, MSNBC, CNBC2, ValueVision and the five Olympics," he said.

"We don't see [the surcharge] as a premium; we see it as a package." ■

At Boston convention, seldom was there a word about old core businesses, basic cable, pay channels or even pay-per-view.



Bundling at CTAM

One-stop shopping seen as the panacea for attracting consumers while confounding competitors

By John M. Higgins

Bundling is the theme, the marketing magic that will supposedly draw customers and repel rivals.

So said panelist after panelist at this year's CTAM convention in Boston, themed Digital Gold Rush, where, as it turned out, very few words could be heard about the industry's old core businesses, basic cable, pay channels, even pay-per-view.

Industry executives have practically given up on pushing basic growth further than the rate of housing growth in their markets. They see the advanced digital set-top converter as almost a magic bullet, enabling not just fat packages of new networks but a cable modem for both TV Web surfing and a PC connection, interactive programming and advertising, movies and TV shows on demand, and ultimately telephone service.

The technology allows consumers to one-stop shop, receive one bill (a big one) for cable, Internet, phone and, most critical, discounts for buying multiple services.

While one researcher said that 84%

of consumers indicate that they want telephone service in a bundle, operators see the idea as a competitive issue. Telephone companies can offer high-speed data, and DBS companies can offer video and some data, but cable operators can do it all.

"The reason bundling is so important is that we face competition in all three areas but there is no one else who can provide all three at once," said Kim Kelly, CFO of Insight Communications.

"I would hope that the people here would take away the bundling message," said Cox Communications

Chairman James Robbins, who heads the most aggressive MSO in deploying cable telephone services. But the new product packages also hold Robbins' biggest fear. What keeps him awake at night is "our continued execution of the new services."

Former Fox Family Channel President Rich Cronin cautioned that the fear is well founded. "Remember it's not bungling or bumbling. It's bundling," he told a panel session.

America Online President Bob Pittman pressed cable executives not to get distracted by the high-tech hardware and networks they're deploying. "It's about the consumer, it's not about technology," Pittman said, adding that "yes, we need the technology to enable it, but this is not about the box."

Media and Internet executives can't force the melding of TV and the Internet, he emphasized. "It's getting very blurry because the consumer wants it to blur, not because we want it to blur."

AT&T Broadband Chairman Daniel Somers took delight in snags developing at DBS service DirecTV, saying that that the time is getting ripe to reclaim some of the subscribers DBS has taken away. DirecTV disclosed that it's becoming tougher to find new customers, with subscriber-acquisition costs surging up to 25% this year and cash flow coming in far lower than once expected.

Somers attributes that in part to the deployment of digital cable and its fat packages of video services that are finally comparable to the slate offered by DBS services.

"I think that's because we're pushing back a little harder," Somers said. While the industry so far has just 6 million digital subscribers, further rollouts will help. "I think we can win them back from satellite," Somers said. "I think it will be an interesting battle over the next two years."

Somers said AT&T is working on a

MTV, Lifetime top CTAM awards list

MTV Networks won six Gold Mark promotional and marketing awards presented last week at CTAM. HBO was the second-most-honored cable programmer with four awards. AT&T Broadband won three Gold Mark awards, the most of any cable MSO. The Mark awards recognize excellence in the industry in consumer marketing and advertising. CTAM bestowed 47 gold and 80 silver awards from a field of 975 entrants. Separately, Lifetime Television's breast-cancer awareness campaign was this year's inductee into the CTAM Hall of Fame. The Hall of Fame honors campaigns that achieved extraordinary consumer awareness.

—P.J. Bednarski

couple of moves to boost digital cable. One is creating a fairly uniform digital package on its systems across the country. Although local systems will get some discretion to accommodate the ethnic makeup of their customer base, Somers wants a uniform programming slate at a uniform price across the country.

But operators' minds were also on an emerging sector of competitors: overbuilders, whose wired networks can also bundle all three cable services.

Rocco Commisso, chairman of rural MSO Mediacom, accused cable programmers of charging far higher rates for his rural and medium-size markets than MSOs in bigger markets, and even overbuilders, have to pay.

Panel moderator Cronin suggested to Turner Broadcasting System Entertainment Network President Brad Siegel that Turner networks must welcome the presence of cable overbuilders.

"I love 'em," Siegel responded. "For our newer services like Turner South or Turner Classic Movies, which isn't so new but is not fully distributed, overbuilders and satellites [DBS providers] provide the kind of catalyst that larger systems need to launch our services. They [overbuilders and DBS providers] are more aggressive.

"We're pitching Boomerang and all of our services to anyone who will take them. That's our job. ... If an overbuilder or a satellite wants to take them, we're more than happy to sell."

Commisso grouched that the reason \$5 billion has been invested in various overbuilders such as RCN Corp. and Digital Access was that "no one knows what the hell they're doing" and suggested that many of the companies are led by former cable executives who have \$500 million in investors money given to them, so they "take it and play." ■

PPV droops year-to-date

Revenue suffers without blowout boxing bouts

By Deborah D. McAdams

Pay-per-view is feeling the absence of Iron Mike. Revenue for the category is down 30% this year, from \$267.1 million in the first six months of 1999 to \$186.4 million in the same period this year, according to a report by Showtime Event Television.

Boxing alone dropped by 54% without Tyson, who fought Frans Botha in January 1999. That fight and last year's bout between Evander Holyfield and Lennox Lewis grossed in excess of \$100 million. So far this year, a total of four PPV boxing bouts has generated just about \$55 million. Tyson's only televised fight so far this year, an abbreviated bout with Scotsman Lou Savarase, was pulled from PPV by Showtime and run on its own pay channel. That 38-second fiasco, in which Tyson kept punching after the ref called the fight, led to further speculation about the boxer's future.

Boxing matches are the biggest individual events, but wrestling is by far the largest category, with 20 events pulling in \$123 million, or 66% of all PPV revenue for the first six months of 2000. Wrestling revenue is down 12% from last year, when *Wrestlemania XV* pulled down its largest numbers ever. Last year's *Wrestlemania* outsold this year's event by about 50,000 buys.

The total number of events was down as well, from 66 last year to 55 this year. Suppliers are less willing to take the financial risk, said Mark Greenberg, general manager and executive vice president of SET PPV. Another PPV executive said that the drop in revenue is just a matter of timing and that more events will pick up the slack in the remaining months.

In fact, Broadway Television Network will launch its fare with the musical revue *Smokey Joe's Café* on Sunday, Sept. 10, at 8:30 p.m. ET.

"Sure, when boxing gets a cold, pay-per-view gets the flu," said John Rubey, president of PPV event supplier Spring Communications. "But when boxing backs off a little bit, that's an opportunity for other events." ■



CABLE'S TOP 25

PEOPLE'S CHOICE

USA's 'WWF Entertainment' was bounced out of the No. 2 spot by ESPN's 'Home Run Derby,' which garnered a 5.7 rating/9.8 share.

Following are the top 25 basic cable programs for the week of July 10-16, 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	WWF Entertainment	USA	Mon	10:00P	67	6.8	5.3	5317	11.3
2	Home Run Derby	ESPN	Mon	8:00P	141	5.7	4.5	4478	9.8
3	m/'Nuremberg Pt. 1'	TNT	Sun	8:00P	120	5.6	4.4	4409	9.2
4	WWF Entertainment	USA	Mon	9:00P	60	5.2	4.1	4050	8.2
5	Real World IX	MTV	Tue	10:00P	30	3.6	2.7	2676	5.7
6	Spongebob	NICK	Sat	10:30A	30	3.2	2.5	2463	10.4
6	Rugrats	NICK	Sat	9:30A	30	3.2	2.5	2461	11.2
8	m/'Nuremberg Pt. 1'	TNT	Sun	10:00P	121	3.1	2.4	2417	5.7
8	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.1	2.4	2397	5.4
8	Rugrats	NICK	Mon	4:30P	30	3.1	2.4	2393	8.2
11	Rugrats	NICK	Sun	9:30A	30	3.0	2.4	2340	10.0
11	m/'Stranger in My Bed'	LIF	Sun	4:00P	120	3.0	2.3	2266	6.8
13	Spongebob	NICK	Sat	10:00A	30	2.9	2.3	2246	9.9
13	The FBI Files	DISC	Tue	10:00P	60	2.9	2.3	2245	4.7
13	Spongebob	NICK	Sun	10:00A	30	2.9	2.2	2227	9.3
13	m/'I Know My 1st Name Steve 2'	LIF	Sat	4:00P	120	2.9	2.2	2221	7.5
13	m/'Dangerous Intentions'	LIF	Tue	9:00A	120	2.9	2.2	2219	4.7
18	Spongebob	NICK	Sun	10:30A	30	2.8	2.2	2154	8.9
18	Rugrats	NICK	Mon	3:30P	30	2.8	2.1	2137	8.1
18	South Park	CMDY	Wed	10:00P	30	2.8	1.8	1808	4.5
21	Rugrats	NICK	Mon	4:00P	30	2.7	2.1	2132	7.9
21	Catdog	NICK	Sat	11:00A	30	2.7	2.1	2118	8.9
21	Rugrats	NICK	Mon	7:30P	30	2.7	2.1	2103	5.2
21	Rugrats	NICK	Tue	7:30P	30	2.7	2.1	2100	5.2
21	Rocket Power	NICK	Tue	3:30P	30	2.7	2.1	2088	8.3
21	WWF Sunday Night Heat	USA	Sun	7:00P	60	2.7	2.1	2087	5.0
21	Hitting Challenge	ESPN	Mon	10:21P	66	2.7	2.1	2084	4.6
21	m/'The Deadly Look of Love'	LIF	Sun	6:00P	120	2.7	2.1	2071	5.3

A New Beginning



**THE NEW
BROADCASTING & CABLE
COMING SOON**

TW to launch PVR test

Selected customers in L.A. market will get free ReplayTV equipment, EPG service

By Glen Dickson

Signaling the growing popularity of personal-video-recorder technology in the consumer marketplace, Time Warner Cable plans to begin testing ReplayTV's PVR system in its Los Angeles operation next month.

The MSO will give selected Southern California customers ReplayTV PVRs and the free ReplayTV electronic-program-guide service as part of their cable package. For the six-month trial, ReplayTV will create a special "Time Warner Cable ReplayZone" to highlight Time Warner's pay-per-view offerings, categorizing movies by genre and listing them for a seven-day period.

Time Warner is conducting the ReplayTV trial to gather more information about PVR usage before it adds disk recorders to its digital set-tops, says Senior Vice President of New-

Product Development Kevin Leddy.

"This is the customer research," he says. "We've all seen the technology, and we think it's a fascinating technology. We're convinced customers really appreciate it, and we're going ahead with plans to include hard drives in set-tops."

Leddy concedes that PVR systems like ReplayTV and TiVo pose a threat to a cable operator's electronic program guides, which have long been billed as a launching point for advertising, interactive services and e-commerce opportunities. He believes that issue will go away when Time Warner takes charge of the PVR by integrating it into the set-top. And he thinks the

PVR will improve Time Warner's premium programming business.

"It should also help pay-per-view," says Leddy. "Even in NVOD form, the PVR makes it that much more convenient: You can buy a movie and keep it stored on the hard drive." Through the set-top, he adds, Time Warner will know how many times a viewer used a PPV movie and "can charge accordingly."

The effect PVRs may have on video-on-demand is "more complicated" to gauge, he says, noting that customers might see less need to buy a VOD movie because they're getting more value out of their premium and basic services. ■

Hi-def politicians

30 U.S. stations to carry NHK's convention coverage

By Glen Dickson

Japanese broadcaster NHK has lined up 30 U.S. digital stations to carry its high-definition coverage of the major political conventions this summer.

NHK, which is producing a 1080-line interlace HDTV pool feed, will originate 21 hours of uninterrupted, gavel-to-gavel coverage from the Republican convention in Philadelphia July 31-Aug. 3, according to Producer Lisa Lane. Airtimes are 10 a.m.-3 p.m.

and 7 p.m.-11 p.m. (ET) on July 31, 7-11 p.m. the next three nights. The HDTV content will also be repurposed to create widescreen video for NHK's Web site, she says.

The broadcaster is bringing a high-definition production van in from Tokyo for the task and will have five camera positions in Philadelphia.

WRC-DT, the NBC owned-and-operated digital station in Washington, will be carrying the NHK feeds, which will be the only commercial television



ReplayTV will create a 'Time Warner Cable ReplayZone' highlighting pay-per-view movies.

The People. The Technology.
Your Partner in Digital Solutions.

broadcast of the conventions in its market. The station will provide no commentary and limited commercial interruptions.

WRC-DT President and General Manager Linda Sullivan says the agreement was easy since the station's director of operations and engineering, Bruce Miller, had worked extensively with NHK while running the Model HDTV Station in Washington. Sullivan says she is looking forward to delivering the

coverage to the roughly 1,200 DTV viewers in the market.

Production of the Democratic convention in Los Angeles Aug. 14-17 will be less costly than the Republican gathering, says NHK's Lane, because the convention site, the Staples Center, is already wired for HDTV. NHK is working with Slingshot Networks to procure production gear for the broadcast, which will run 2 p.m.-8 p.m. (PT) on Aug. 14-16, 2 p.m.-9 p.m. on Aug. 17. ■



NHK will use this OB (outside broadcast) truck to produce HDTV footage in Philadelphia.



CUTTING EDGE

By Glen Dickson

Panasonic unveils 720p DVCPRO

Making good on the promise it made in February, Panasonic has developed a working prototype of a 720-line progressive DVCPRO HD camcorder. The manufacturer demonstrated the unit, scheduled for delivery in December 2000 at a suggested list



Panasonic's 720p dual-rate DVCPRO HD camcorder is scheduled to ship in December, priced at \$60,000.

price of \$60,000, at the ITS Forum in Los Angeles earlier this month.

The AJ-HDC27A dual-frame-rate camcorder will be able to record up to 46 minutes of HDTV video in either the 720p/30fps or the 720p/60fps format.

BET expands news, taps AP's ENPS

Black Entertainment Television has selected Associated Press' Electronic News Production System (ENPS) as its newsroom computer system.

The ENPS purchase coincides with a major expansion of news programming from BET's Washington studios. The network will launch a

half-hour news program this fall. Programs slated to be produced using ENPS are *BET Tonight With Tavis Smiley*, *Lead Story*, *Heart & Soul*, *Teen Summit* and *Madd Sports*.

BellSouth picks Pace for DTH boxes

BellSouth Entertainment has chosen Pace Micro Technology to provide digital set-tops for the direct-to-home (DTH) satellite service that BellSouth plans to launch next year in its nine-state, 14 million-home market. BellSouth's initial order is for 200,000 boxes over 12 months.

The DVB-compliant set-tops will include an embedded 175-mips processor,

16-bit graphics capability and a software telco modem and will be capable of offering e-mail and Internet services. The deal is not surprising since Pace was the set-top supplier for BellSouth's fledgling MMDS service, which currently has 120,000 customers.

Slingshot opts for Tandberg encoders

Slingshot Networks is purchasing Tandberg Television digital SNG encoders for three of its mobile trucks. Slingshot is buying a total of 11 Tandberg E5425 mobile contribution encoders as part of an upgrade being supervised by systems integrator Digital System Technology.

According to Slingshot Vice President of Engineering and Chief Technology Officer Brian Redmond, the Tandberg units may be used to generate Web video as well as traditional television coverage.

gy. The Company.

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Cisco looks to interactive TV

\$100M investment gives networking giant 3.8% stake in Liberate Technologies

By Ken Kerschbaumer

Cisco Systems has done rather well helping drive the Internet revolution, so why not help drive the interactive-TV revolution? The Internet-networking giant's \$100 million investment in interactive-platform software provider Liberate Technologies will do just that.

"There are PCs connected by cable modems to our networks, and this allows us to extend that to the television set," says Larry Lang, vice president of marketing for Cisco's service-provider line. "There are tons more TVs than PCs, so we think there's a tremendous opportunity to deliver IP-based interactive-TV services."

The investment gives Cisco a 3.8% stake in Liberate and will enable the companies to jointly develop hardware and software.

"We're providing core infrastructure and platform foundation for the delivery of interactive services, and that's right in line with what Cisco does," says Liberate President and CEO Mitchell Kertzman. "It's just that they're a little deeper in the network and we're a little closer to the set-top box."

Kertzman says the two companies have worked on projects that involved the same customers, with each company doing different aspects of the project. "When we worked together, we were more successful in getting the systems implemented and delivered. So we feel that working closely makes the integration of the technology and things like joint marketing and selling easier."

Furthermore, he says, with the cable industry becoming increasingly IP-based and with Cisco being the leading provider in IP switching and networking infrastructure, the deal just made sense. Under the terms of the deal, Cisco's core broadband offering will be integrated with the Liberate TV Navigator client software and Connect server software. The combined architecture will include Cisco directory services and DOCSIS



With many more TVs than PCs in homes, Cisco's Larry Lang sees 'a tremendous opportunity to deliver IP-based interactive-TV services.'

and network software stacks.

Another reason for the match is that the companies have a common vision when it comes to standards-based networking. "The software to the set-top

box was the missing link to our providing a standards-based solution to the television," says Lang, "and Liberate's software opens up more opportunities."

Jupiter Communications Senior Analyst David Card is skeptical about how complementary the two companies are. "Liberate's software is not intrinsically complementary to what Cisco does, which is provisioning bandwidth and moving data around at the server before it goes to the client," he explains. "Liberate's software is built more for the creation of the programming rather than use at the backend."

Lang says, however, that Cisco is working with set-top box manufacturers like Pace to ensure that they offer a backbone solution that is standards based and can work with the headend equipment. "In terms of new joint developments with Liberate, we're just out of the gate," he adds. "But we have been working with Liberate for quite some time. The investment really confirms the commitment of the two companies to pursue these opportunities together." ■

iSky picks up \$137M

EchoStar leads group of second-round financiers

By Ken Kerschbaumer

Isky, which promises to roll out affordable broadband services via Ka-band satellite to users regardless of location by late 2001, took another step forward when it closed a second round of financing for \$137 million.

Leading the list of investors was EchoStar, which anted up \$50 million. Other investors included Liberty Media, TV Guide, TRW and venture capital firm Kleiner Perkins Caufield & Byers.

"Two of our investors, KPCB and Liberty Media, have significant investments in @Home and the cable-modem infrastructure, so they're

clearly saying that there needs to be another broadband platform, which is satellite broadband," says Vice President of Marketing and Business Development Brad Greenwald. "And EchoStar, specifically, is a great partner. We have a distribution deal with them and are working on a single set of equipment that would offer video and high-speed data."

Greenwald believes the new financing gets the company over the hump. "We're in execution mode now. We have about 12 to 18 months to raise the rest of the money, and we're looking at various debt and equity instruments to do that." ■

DOT'S NEW MEDIA CAFE

By Ken Kerschbaumer

New format for digital media

Windows Media Technologies 7, Microsoft's new platform for authoring, delivering and playing digital media, is available at www.microsoft.com/windows/windowsmedia/. The platform consists of Windows Media Player 7 for consumers, Windows Media Services for Windows 2000 for content delivery, Windows Media Encoder 7 for content creation, Windows Media Rights Manager 7 for digital rights management, and the Windows Media Software Development Kit (SDK) 7 for application development.

According to Microsoft, it offers near-VHS-quality video at 400 kb/s, near-DVD quality at 700 kb/s and CD-quality audio.

Bringing magic to t-commerce

MerlinTV.com, a privately held start-up whose principal backers include Publicis Group, is a real-time t-commerce engine that the company says synchronizes product recommendations with the content of specific television shows. MerlinTV's proprietary engine combines real-time product recommendations and a database of more than 100,000 carefully sorted products and servic-

es with an integrated system that is available for immediate license by broadcasters, cable operators and other content owners. MerlinTV is being deployed at www.merlintv.com in a co-located environment, where two separate devices are used: a television for the TV broadcast and a computer for Web content.

AT&T Wireless to offer AOL content

Beginning this fall, America Online and AT&T Wireless Services will bring AOL content and features to AOL customers via AT&T Digital PocketNet service. AOL features, including e-mail, news, weather, stock quotes and tools from Digital City will be available for \$6.99 or \$14.99 a month, depending on service.

WorldGate makes WISH come true

Much has been made of the "digital divide," but WorldGate is looking to help bridge it. Beginning this fall, the company will offer free in-home cable Internet access to primary school students.

Fourth-grade students in Connecticut, Illinois, Louisiana and Ohio will be among the first to participate in the WorldGate Internet School to Home (WISH) TVSM program. Participants will

receive a full school year of free in-home Internet access through the television set. Local cable operators Charter Communications, Buckeye CableSystem and Massillon Cable TV will install free cable access for partici-



FCC Chairman William Kennard (third from left) holds WorldGate's keypad. With him are WorldGate Chairman and CEO Hal Krisbergh (far left) and Ken Johnson of Rep. Billy Tauzin's office.

pating students and schools in their coverage area.

Support for the program is provided by Charter, Buckeye and Massillon, Motorola and Scientific-Atlanta.

Excite joins in new broadband firm

Excite@Home, international cable operator UPC and its parent UnitedGlobalCom have formed Excite Chello, the largest broadband company outside North America. The new firm, a result of the merger of UPC's Chello broadband subsidiary with Excite@Home's international operation, will provide broadband portals and services to consumers in Europe, Asia and Latin America.



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CHANGING HANDS

The week's tabulation of station sales

TVS

KXTX-TV Dallas/Fort Worth, Texas

Price: \$85.55 million

Buyer: Pappas Telecasting Cos., Visalia, Calif. (Harry J. Pappas, president/owner); owns/is buying 18 other TVs, one FM and one AM; is selling KFRE(AM) Fresno, Calif. Pappas also has construction permit to build WMMF-TV Fond du Lac, Wis.

Seller: Southwest Sports Television LP, Dallas (Thomas O. Hicks, ultimate owner). Hicks also ultimately controls AMFM Inc. and LIN Corp. and Sunrise Television Corp. LIN and Sunrise own/are buying 39 TVs. Upon completion of AMFM's merger into Clear Channel Communications Inc., the new Clear Channel will own/be buying 19 TVs and 879 radio stations, including five Dallas-area FMs—KDMX and KZPS, KHKS Denton and KEGL-FM and KTXQ Fort Worth—and six FMs in Bangor, Maine (see first FM item, below). Meanwhile, AMFM is selling KCDA(FM) Spokane, Wash. (See item below). Note: Southwest Sports first will pay \$1 million for KXTX-TV, which it currently operates under an LMA. The seller in that deal is Christian Broadcasting Network Inc., Virginia Beach, Va. (Pat Robertson, president); no other broadcast interests

Facilities: Ch. 39, 4470 kW visual, 447 kW aural, ant. 1,679 ft.

Affiliation: Independent

COMBOS

WCEN-AM-FM Mount Pleasant/Midland/Saginaw, Mich.

Price: \$6 million

Buyer: Wilks Broadcasting Holdings, New York (Craig B. Klosk, president); owns WSGW(AM)-WGER-FM and WTCF(FM) Saginaw

Seller: Sommerville Associates LLC, Mount Pleasant (Richard Sommerville, president); no other broadcast interests

Facilities: AM: 1150 kHz, 1 kW day, 500 W night; FM: 94.5 MHz, 100 kW, ant. 994 ft.

Formats: AM: news/talk; FM: hot country

FMS

WLKE Bar Harbor, WBFB Belfast/Brewer, WKSQ Ellsworth/Brewer, WVOM

PROPOSED STATION TRADES

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

THIS WEEK

TV/Radio ■ \$0 ■ 0
TVs ■ \$85,550,000 ■ 1
Combos ■ \$6,000,000 ■ 1
FMs ■ \$24,700,000 ■ 2
AMs ■ \$19,800,000 ■ 1
Total ■ \$136,050,000 ■ 5

SO FAR IN 2000

TV/Radio ■ \$2,133,450 ■ 1
TVs ■ \$1,635,452,139 ■ 38
Combos ■ \$7,454,253,267 ■ 135
FMs ■ \$1,026,855,098 ■ 169
AMs ■ \$263,947,915 ■ 121
Total ■ \$10,382,641,869 ■ 464

Howland, WGUY Dexter/Newport and WBYA Searsport, all Bangor, Maine area

Price: \$20 million

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, chairman); owns/is buying 19 TVs and 873 other radio stations

Seller: Communications Capital Managers LLC, East Lansing, Mich. (Michael H. Osterle, managing member). Osterle and other members of CCM own/are buying four AMs. Osterle also is a manager of Southern Broadcast Group LLC, which is buying four AMs and five FMs. Note: CCM has acquired the FMs it is selling for \$13.7 million since February (Changing Hands, Feb. 28, March 27, April 10)

Facilities: WLKE: 99.1 MHz, 45 kW, ant. 400 ft.; WBFB: 104.7 MHz, 10 kW, ant. 1,099 ft.; WKSQ: 94.5 MHz, 11.5 kW, ant. 1,027 ft.; WVOM: 103.9 MHz, 54 kW, ant. 1,509 ft.; WGUY: 102.1 MHz, 26.5 kW, ant. 672 ft.; WBYA: 101.7 MHz, 6 kW, ant. 236 ft.

Formats: WLKE, WBFB: country; WKSQ: AC; WVOM: news/talk; WGUY: hits of the '50s, '60s and early '70s; WBYA: classical

Broker: Communications Equity Association (seller)

KCDA(FM) Spokane, Wash.

Price: \$4.7 million

Buyer: AGM Nevada LLC, Riderwood, Md. (Charles H. Salisbury, member/50% owner; brothers

Anthony S. and L. Rogers Brandon, each member/25% owner); owns/is buying four AMs and nine other FMs. Salisbury owns six FMs; Brandon brothers have interest in five other AMs and 15 other FMs

Seller: AMFM Inc., Dallas (Thomas O. Hicks, chairman); owns/is buying 124 AMs and 318 FMs, including KAQQ(AM)-KISC(FM) and KUDY(AM)-KKZX(FM) Spokane and KNFR(FM) Opportunity/Spokane, Wash. (see first TV item)

Facilities: 103.1 MHz, 2.35 MHz, ant. 4,400 ft.

Format: Country

AMS

WDZK(AM) Bloomfield/Hartford, Conn.; WMNE(AM) Riviera Beach/West Palm Beach, Fla.; WMKI(AM) (formerly WPZE) Boston; WGFY(AM) Charlotte, N.C.; WHRC(AM) (formerly WDYZ) Providence, R.I., and WZDY(AM) Richmond, Va.

Price: \$19.8 million

Buyer: ABC Inc., New York (Steven M. Bornstein, president; John Hare, president, radio division [Walt Disney Co., parent (Robert Iger, president)]); owns/is buying 10 TVs, 27 AMs and 17 other FMs

Seller: Hibernia Communications Inc., New York (Kevin L. Reymond, president); no other broadcast interests

Facilities: WDZK: 1550 kHz, 5 kW day, 2 kW night; WMNE: 1600 kHz, 5 kW day, 4.7 kW night; WMKI: 1260 kHz, 5 kW; WGFY: 1480 kHz, 5 kW; WHRC: 1450 kHz, 1 kW; WZDY: 1290 kHz, 5 kW day, 41 W night

Formats: WDZK: Spanish; WMNE: children's; WMKI, WGFY: Radio Disney; WHRC: children's; WZDY: oldies

AMPLIFICATIONS

John Pierce & Co. was the broker for buyer Carolina Metro Radio LLC in the \$500,000 deal for WBZK(AM) York, S.C. (Changing Hands, July 10).

Media Venture Partners brokered the \$55 million sale of KFRQ(FM), KKPS(FM), KVLV(FM) and KVPA(FM) Harlingen/Brownsville/McAllen, Texas, from Sunburst Media Corp. to Entravision Communications Co. LLC (Changing Hands, June 26).

—Compiled by Alisa Holmes

Charting Sportvision's course

Dodging icebergs at 30 knots probably doesn't sound like fun to most 45-year-old CTOs. For Sportvision's Stan Honey, though, it's a vacation.

Honey, the engineering brains behind Fox's glowing hockey puck and Sportvision's virtual football first-down line, is a world-class sailor who holds four major ocean-racing records. He currently navigates Playstation, a 105-foot catamaran that is trying to break the transatlantic record.

In fact, it was pioneering work with navigational software that jump-started Honey's career. He was doing military-related research at SRI International in 1983 when he sailed with Pong inventor and Atari founder Nolan Bushnell to victory in a transpacific race. Bushnell was impressed with Honey's navigational electronics and asked whether he had any other ideas. Honey suggested a car navigation system.

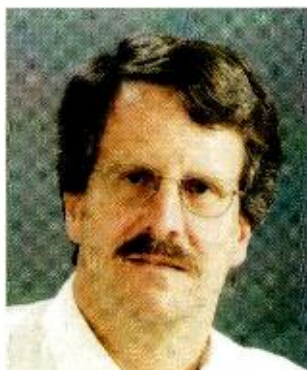
Bushnell gave him \$500,000 in seed money, and the digital-mapping firm Etak (named after a Polynesian term for navigation) was born. Honey and some SRI colleagues created a computer-based process that could accurately map a large city like Los Angeles and store it on digital tapes. Combining digital-map data with yachting navigation principles such as dead reckoning, Etak created a system accurate to within 50 feet.

Unfortunately, the \$1,200 Navigator was ahead of its time as a consumer product, and Etak sold it to police departments and shipping companies. By 1989, Etak had become profitable and was purchased by News Corp. for a reported \$25 million (sold to Sony in 1997, it is now owned by Belgian map firm Tele Atlas). News Corp. Chairman Rupert Murdoch saw Etak's digital road map of the U.S. "as a medium upon which to add consumer services," such as shopping and travel, says Honey.

Honey, Etak's president and chief executive officer, soon became an informal technology adviser to many News Corp. executives and, in 1993, was named executive vice president of technology for News Corp.

The new post was a staff job, however, and Honey liked building things. So he started the News Technology Group to do projects, such as developing a worldwide set-top box for News Corp.'s DTH satellite ventures.

In mid 1994, Honey was briefing Fox



"We're kind of an anomaly in that we're heading for the convergence space from the TV side rather than the advanced-media side."

Stanley Kohnen Honey

Executive vice president and chief technology officer, Sportvision, Mountain View, Calif.; b. Pasadena, Calif., April 8, 1955; B.S., engineering and applied science, Yale University, 1978; M.S., electrical engineering, Stanford University, 1983; SRI International, Menlo Park, Calif., research engineer, 1978-83; Etak, Menlo Park, Calif., founder, 1983; executive vice president of engineering, 1983-89; president and chief executive officer, 1989-93; News Corp., Los Angeles, executive vice president for technology, 1993-97; current position since January 1998; m. Sally Lindsay, March 29, 1997.

Sports head David Hill on how virtual imaging could insert advertising into broadcasts. Hill didn't like that idea but thought a system to track hockey pucks would be useful, since Fox was acquiring NHL rights. Honey said it was technically feasible but too expensive for television. Hill disagreed, and so did Murdoch, who told Honey to build it for \$2 million.

So Honey pulled engineers from Etak and recruited former SRI colleagues to tackle the 18-month project, which ranged from the image overlay to the puck-position determination to the puck electronics itself. The 12-member team delivered the glowing "FoxTrax" graphic on time (and almost on budget) for the 1996 All-Star Game.

"In some ways, it was more fun than anything that the group of us had ever done," Honey recalls. "At that point in our careers, it was fun to ... work absolutely focused on a specific project again."

Honey's team was eager, but there weren't any immediate projects at Fox. So Sportvision was spun off in January 1998 with major investments from Mets owner Fred Wilpon and Roy Disney, with whom Honey had sailed. News Corp. licensed the intellectual property behind FoxTrax to Sportvision in exchange for a small equity stake.

The company's first new product was AIRfx, a vertical-leap system for basketball. The company's big break came with the "1st and Ten" virtual first-down graphic, which was introduced by ESPN in 1998 and is now routinely seen on ABC, ESPN and Fox football coverage.

Sportvision has also developed the Bat-Track bat-speed system for baseball and SmashFactor tee-shot system for golf, and its home run-measurement system was used for ESPN's coverage of the 2000 All-Star Home Run Derby. Current projects include Internet streaming coverage of triathlons and an auto racing system that can highlight cars and track such data as turning speed and throttle position.

Honey believes Sportvision is well-positioned for advanced media applications such as gaming and interactive television. "There are very few people in Silicon Valley who really have an operating experience with honest-to-God TV broadcast operations," he says. "So we're kind of an anomaly in that we're heading for the convergence space from the TV side rather than the advanced-media side."

—Glen Dickson

BROADCAST TV



Watson

Appointments at the Ackerley Group: **Ray Watson**, president, GM, KGET(TV) Bakerfield, Calif., named president, central California station group; **Stephen Kimatian**, president/GM, WIXT(TV) Syracuse, N.Y., named president, New York station group; **Mark Faylor**, president/GM, KCBA(TV) Salinas, Calif., named president, North Coast station group.



Lopez

Fernando Lopez, assistant news director, KCBS-TV Los Angeles, joins KVEA(TV) Corona (Los Angeles area), Calif., as VP and GM.

Appointments at WLEX-TV Lexington, Ky: **Sandy Stevenson**,

national sales coordinator, named national sales manager; **Tim Gilbert**, GM, WPTA-TV Fort Wayne, Ind., joins as director of marketing.

Shawn Oswald, national sales manager, WISN(TV) Milwaukee, joins WFTX-TV Cape Coral (Naples area), Fla., as general sales manager.

Sherry Karrick, director of national sales and marketing, WLEX-TV Lexington, Ky., joins WAVE(TV) Louisville, Ky., as national sales manager.

Celeste January, account executive, KTXA(TV) Arlington, Texas, joins KDFI-TV Dallas as national sales manager.

Richard B. Waifisz, account executive, Young Broadcasting Inc., New York, joins KCAL(TV) Los Angeles as national sales manager.

CABLE

Marvin S. Rappaport, government affairs consultant, Washington, joins Charter Communications Inc., Washington, as VP, public policy.

Appointments at Road Runner:

Andrew G. Bast, group VP, regional operations, Herndon, Va., named senior VP of operations, there; **Robert G. Benya**, VP, power and media services, New York, named senior VP, marketing and sales, there.

Appointments at InSight Telecommunications Corp.: **Marianne Hartmann**, national manager, United Artists' Satellite Theater Network, Denver, join as regional sales manager, Denver; **Michael Waxman**, western division sales manager, Raycom Sports, Los Angeles, joins as regional sales manager, Los Angeles.

ADVERTISING/MARKETING/
PUBLIC RELATIONS

Appointments at Bozell, New York: **Lillian Kennedy**, senior partner and media manager, named managing partner and media director; **John J. Grogan**, president and CEO, Interactive Marketing Communications Inc., Stamford, Conn., joins as senior partner in charge.

Victor Mazzeo, VP and creative director, Bates Worldwide, New York, named executive creative director, 141 Integrated Communications North America.

Chris Kager, executive VP, Columbia TriStar Television Advertising Sales, New York, joins Rainbow Advertising Sales Corp., New York, as president, national advertising sales.

Joe Evans, account executive, Millennium Sales & Marketing, Charlotte, N.C., named sales manager, Miami.

PROGRAMMING

Bryan Smith, director of production and on-air, National Geographic Channel International, London, England, named senior VP, production, Washington.

Rodd Feingold, VP, physical production, Fox Family Worldwide, Los Angeles, named senior VP.

Christie Legg, coordinator, marketing and promotion, new digital network, Inspiration Life Television, Charlotte, N.C., named manager of affiliate relations marketing, The Inspiration Networks, Charlotte, N.C.

Appointments at Discovery Networks: **Bruce Leftkowitz**, divisional VP, New

York, named senior VP, national advertising sales; **Ben Price**, divisional VP, regional offices, Los Angeles, named senior VP, national advertising sales.



Wallach

Appointments at Comedy Central: **Lou Wallach**, director, creative affairs, Fox Television Studios, Los Angeles, joins as VP, East Coast development and production, New York; **Zoe Friedman**, senior talent

coordinator, *Late, Late Show*, Worldwide Pants, Los Angeles, joins as director, West Coast development and production, Los Angeles.



Lachman

Appointments at Twentieth Television, Los Angeles: **Cliff Lachman**, senior VP, programming and production, named executive VP, programming and production; **Lee Gonslaves**, VP, development,

named senior VP, development.

Fontana Fitzwilson, senior director of research, TV Guide Networks, Tulsa, Okla., named VP, marketing research.

Kyle Sherman, senior VP, national spot sales, Western sales, Los Angeles, Fox Sports Net, named senior VP and director, national spot sales.

Kevin Conner, controller, Tribune Broadcasting Co., Chicago, named director, finance and administration, WGN Cable, there.

Howard Schacter, VP, communications, SFX Sports Group, New York, named VP of public relations.

Maggie Spurlin, director, public relations, Sambuca Group Ltd., Atlanta, joins Fox Cable Networks, Atlanta, as account executive.

JOURNALISM

Lena Sadiwskyj, news director, WKMG-TV Orlando Fla., joins WOFL(TV) Orlando as news director.

Appointments at KDVR(TV) Denver: **Serena Ung**, promotion coordinator, creative services, named special projects producer; **Duncan Shaw**, producer, KUSA-TV Denver, joins as producer; **Annette Visty**, freelance producer, Dallas, joins as sports producer; **Amanada Smith**, 10 p.m. news producer, KRDO-TV Colorado Springs, Colo., joins as writer.

Andy Skoogman, reporter, The Golf Channel, Orlando, Fla., joins KSTP-TV St. Paul, Minn., as reporter.

Barbara Pinto, chief reporter and coordinator of news coverage, WFSB(TV) Hartford, Conn., joins *The Wall Street Journal Report*, CNBC, Fort Lee, N.J., as reporter.

Anna Davlantes, anchor and reporter, KRIV(TV) Chicago, joins WMAQ-TV Chicago as anchor/reporter.

RADIO

Robert Garcia, GM, CNRRadio Network, Atlanta, named VP.

Jennifer Page, part-time air talent, US Country, Englewood, Colo., named music director, Jones International Networks, Englewood, Colo.

Val Maki, VP and GM, KPWR(FM) Los Angeles, named senior VP market manager.

Joe Schwartz, president, Bengal Communications Management Co., Delray Beach, Fla., joins KXPK(FM) Evergreen (Denver area), Colo., as GM.

Beth Dowdie, sales rep, WGKX(FM) Memphis, Tenn., joins WSRF(FM) Memphis, Tenn., as general sales manager.

Mike De Amicis, general sales manager, WEKL(FM) Augusta, Ga., joins WGKX(FM) Memphis, Tenn., as general sales manager.

Shawn Pastor, director of affiliate relations, sports, Westwood One, Washington, named VP, affiliate sales for sports programming and Southeast networks.

Dave Ervin, VP and GM, KZLA-FM Los Angeles, joins Bonneville International Corp., St. Louis, as president, St. Louis Radio Group.

TECHNOLOGY

Appointments at Communications Engineering Inc., Newington, Va.: **John Wesley Nash**, VP, engineering,

named executive VP and CEO; **Jim Conley**, director of engineering, named VP, engineering.

INTERNET

Appointments at Television.com, Santa Monica, Calif.: **Jill Schwarz-McKiernan**, VP, development and production, named VP of content; **Steve Matela**, media consultant, Shelter Ventures, Los Angeles, joins as manager of broadcasting and cable relations.



Ciampi

Vincent A. Ciampi, VP sales, AnyDay.com, Cambridge, Mass., joins Broadcast AMERICA.com, Portland, Maine, as VP, sales acquisition and business development.

Allan Infeld, VP, advertising sales, MTVi Group, New York, named senior VP, advertising sales.

Appointments at Q101.com, Chicago: **Anthony Demoon**, manager, external projects, Illinois Institute of Technology, Chicago, named interactive content manager; **Phil Grosch**, former promotions assistant, WKQX-FM Chicago, named interactive producer.

Tom Worley, production manager, Gist Communications, New York, named VP, production.

ASSOCIATIONS AND LAW FIRMS



Tobin

Karen Tobin, VP, offline marketing, Soundbreak.com, Los Angeles, additionally takes on the responsibility of chair of the board of directors, Promax, Los Angeles.

ALLIED FIELDS

Andrew Messick, president, Nutrimerics North America, Calgary, Alberta, joins NBA as senior VP, international.

Douglas Schrier, senior VP for

acquisitions and strategic ventures, Science Applications International Corp., San Diego, joins Ceon Corp., Redwood City, Calif., as executive VP, strategic corporate business development.

OBITUARIES

Meredith MacRae, talk-show host and star of TV's *Petticoat Junction*, died of brain cancer Friday, July 15, at her home in Manhattan Beach, Calif. She was 56.

At 7 years old, she began her acting career beside her father, Gordon MacRae, and Doris Day in the 1953 film *By the Light of the Silvery Moon*. Her role as Billie Jo on *Petticoat Junction* from 1966 to 1970 began a long line of film and television appearances, including a regular role on *My Three Sons*. She won a local Emmy for her work in the '80s as co-host of *Mid-Morning L.A.* on KHJ-TV Los Angeles.

She is survived by her husband, Phil Neal; daughter, Allison; mother, Sheila MacRae; and two stepsons.

Christie R. Basham, who held executive positions at NBC, CBS and PBS, died Sunday, July 16, of brain cancer in her home in Washington. She was 68.

She began her 40-year career in broadcast news in 1957 as a reporter and researcher for David Brinkley at NBC. She spent four years at CBS News, as producer of morning and evening news and northeast bureau manager. Before returning to NBC in 1982, she was executive producer of news and public affairs at PBS' WETA-TV Washington. After her retirement, Basham was a consultant for several TV documentaries.

Her husband, William R. Basham, died in 1986. She is survived by her brother.

Joshua Darsa, former CBS news correspondent and senior program officer for the Corporation for Public Broadcasting, died Friday, July 14, of cancer. He was 67.

During his 15 years with the Corporation for Public Broadcasting, Darsa helped develop such highly regarded shows as the *McNeil-Lehrer News Hour* and *Frontline*. He won a 1978 Peabody Award for the documentary "Dialogues on a Tightrope: An Italian Mosaic."

He is survived by his brother, Aaron.

—Compiled by **Beth Shapouri**
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bshapouri@cahners.com

Broadcasting & Cable

How to advertise in the CLASSIFIEDS

Classified/Help Wanted Rates:

BASIC LINE ad - \$2.75 per word net (20 word minimum),
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*Please note: Cable advertisers receive rate of \$163 per
column inch gross w/ art.*

Column inch is equivalent to 2 $\frac{1}{8}$ " wide X 1" deep.
(1 column width = 2 $\frac{1}{8}$ ", 2 column width = 4 $\frac{1}{2}$ ",
3 column width = 6 $\frac{3}{4}$ ")

BLIND BOX - \$40 extra charge, will forward replies.

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BASIC LINE ad - \$1.50 per word (20 word minimum);
BOXED DISPLAY ad - \$163 per column inch gross w/ art.

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TELEVISION

MARKETING CAREERS

MARKETING DIRECTOR MEDIA GENERAL BROADCAST GROUP www.mgbg.com WLSL-TV, Newschannel 10, in the heart of the Blue Ridge Mountains, is searching for a Marketing Director. You will be a key department head responsible for the creation and implementation of the station's marketing plan. You will also create and implement all advertising and communication that build station image and brand. A successful background in news marketing is essential. Must be well organized with strong management skills. A strong knowledge of all phases of TV, Radio, Outdoor and Print Production is recommended. Send resume to Human Resources Dept. EOE M/F Drug Screening.

TECHNICAL CAREERS

BROADCAST ENGINEER MEDIA GENERAL BROADCAST GROUP www.mgbg.com WFLA. Join the NBC Affiliate team at our new broadcast facility in Tampa. We're looking for a candidate with 4 years experience who has an understanding of broadcast automation (preferably Floralcat), and is familiar with server technology. Duties will include on-air switching, video tape operations, and satellite feeds. Handsome benefits package, including 401K. A Media General Company. Send resume to WFLA-TV HR Dept.-4th Floor, 200 S. Parker Street, Tampa, FL 33606. EOE M/F Drug Screen.

CHIEF ENGINEER WMC-TV Memphis TN, a Raycom Media Station and the #1 TV station in the Mid-south is seeking a Chief Engineer. Candidate must have a minimum of ten years of medium market broadcast experience in a News intensive environment. Microwave, transmitter, building and information systems planning and management knowledge essential. Broadcast operations and capital budget experience is also necessary. Prefer a minimum of a two-year technical school education with a preference for an ASEE or BSEE. Reporting to the General Manager, this departmental management position has the responsibility and authority over all studio operations, technical maintenance, building facilities, information systems. Send resume to Human Resources, 1960 Union Avenue, Memphis, TN 38104. Drug Screening Required. Equal Opportunity Employer.

CHIEF ENGINEER of Television Division needed for a large mid-west broadcast corporation. CE will be responsible for local studio complex as well as local low and full power transmitters. Must be a team player and able to interface with corporate engineering staff in the development of capital projects and new construction. Applicant must be self-motivated with good troubleshooting skills. Must be NARTE certified or certifiable within 6 months of employment. Salary commensurate with experience and education and includes one of the best benefits packages in the industry. If you are a chief/assistant chief in a small to medium market and ready to move up, send your resume to: Director of Engineering, 39 Morrison Court, Little Rock, AR 72212.

TECHNICAL CAREERS

ENGINEERING SYSTEMS SUPERVISOR WAVY/FOX43 is seeking a person with the technical knowledge and personal attributes necessary to implement and maintain complex automation, video/audio, and other Windows-NT based studio computer systems and maintain them at peak performance in a demanding 24/7 broadcast environment. Current installed systems include Louth automation, Phillips routers, master control switchers and Media Pool servers, and Avstar newsroom computer and Profile-based Editstar news editing systems. Additional experience with VHF/UHF TV transmitters or SNG truck operation would be a plus. This is an exempt position. Send resume to WAVY Engineering Dept., WAVY-TV, 300 Wavy St., Portsmouth, VA 23704. NO PHONE CALLS PLEASE! EOE.

STUDIO MAINTENANCE ENGINEER Must be able to perform the following duties: install and maintain studio transmission equipment including video switchers, audio consoles, DVE, CG, SS, cameras, and robotics. Familiarity with automation systems and master control environment. Should possess a general computer/networking background. Must be able to work on a rotating shift schedule. Candidate should have an engineering degree or equivalent technical training. SBE/FCC certification a plus. If you want to be a part of the exciting training to HDTV in the most exciting city in the world, please send your resume and cover letter to: Kurl Hanson, Chief Engineer, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

FULL TIME TECHNICAL DIRECTOR (night work as well as weekend and holiday work is required) **REQUIREMENTS:** Motivated and creative person with at least two years experience switching live events. Must be able to work in the fast paced environment of several live newscasts daily on Phillips DD35 switcher. Master Control experience is helpful. **CONTACT: ENGINEERING DEPARTMENT, WOOD TV8, 120 College Ave. SE, Grand Rapids, MI 49503. WOOD-TV is an EOE.**

CHIEF ENGINEER of Low Power Television Division needed for a large mid-west broadcast corporation. CE will be responsible for local and remote Transmitters. Must be a team player and able to interface with corporate engineering staff in the development of capital projects and new construction. Applicant must be self-motivated with good troubleshooting skills. Must be NARTE certified or certifiable within 6 months of employment. Salary commensurate with experience and education. We provide one of the best benefits packages in the industry. Extensive travel may be required. Director of Engineering, 39 Morrison Court, Little Rock, AR 72212.

DIRECTOR/TECHNICAL DIRECTOR WYFF-TV. A top 35 Hearst-Argyle NBC affiliate is seeking a Director/TD for our fast paced news product. Applicants should have 2 years experience, and must be capable of switching, or directing, or both for certain shows. Experience on Ampex switcher and ADO, Pinnacle Lighting, and ENPS, will be helpful. Send resumes and tapes to Danny Ross, WYFF-TV, P.O. Box 788, Greenville, SC, 29602. EOE.

Broadcast Engineers

QVC, Inc. the nation's #1 electronic retailer, has excellent opportunities available at our state-of-the-art, all digital headquarters. Working within a 24/7 live broadcast operation, you will provide live show and post production technical support in the following positions:

Maintenance Engineer - Minimum of 3 years previous experience required, along with an AS in electronics or related discipline (SBE certification or FCC license preferred). Experience with set up and maintenance of cameras, switchers, VTRs, audio equipment, component level troubleshooting, TV systems design and installation, and competence in dealing with live broadcasts. Experience with non-linear editing systems and strong computer skills a plus.

Systems Support Manager - 8 years previous broadcast experience and 3 years minimum supervisory experience required. AS degree in electronics or related discipline required (SBE certification or FCC license preferred). Experience must include studio and uplink design, construction, maintenance and extensive technical background with state-of-the-art broadcast equipment, including both systems and component level troubleshooting. Proven track record of coaching and developing staff, extensive computer skills and budget experience essential.

Project Engineer - 7 years recent experience in a television broadcasting environment. AS degree in electronics (SBE certification or FCC license preferred). Experience with satellite uplink/downlink equipment, CATV distribution, wireless communications, microprocessor control systems, camera robotics, and computers. Prior project management skills and ability to work independently required.

QVC offers a comprehensive benefits package, competitive salary and room for professional growth. We're located just 30 miles west of Philadelphia in a highly rated suburban area. To apply, forward your resume, noting position of interest, to: **QVC, Inc., AB/ENG, Mailcode 133, 1200 Wilson Drive at Studio Park, West Chester, PA 19380. Fax: (610) 701-1150. www.qvc.com.** EOE, Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.



PROMOTIONS CAREERS

CORPORATE DIRECTOR OF PROMOTIONS

Nexstar Broadcasting Group is seeking an experienced dynamic executive to assist our growing group of stations with their promotional needs. Primary responsibility is to add value to our company by developing effective station image and news campaigns that result in significant audience share growth. Duties will also include analysis of station on-air promotional inventory and placement, assisting with local community involvement projects, and establishing better idea sharing among our stations. Successful candidate will assist the Director of Sales in supporting sales projects and promotions, and will work closely with the Corporate News Director. Qualifications include at least 5 years of television promotion management experience, working knowledge of non-linear editing and computer assisted graphics design. Interested candidates should forward a resume, reference and tape to: Duane Lammers, Vice President/Director of Sales, Nexstar Broadcasting Group, Meadows Shopping Center, Suite 7D, Terre Haute, IN 47803. Nexstar is an Equal Opportunity Employer, Women and Minorities are encouraged to apply. No Phone Calls Please.

PROMOTION DIRECTOR IN THE ROCKIES

KCNC-TV, one of the most prestigious local news organizations in the country, is looking for a highly motivated, self-starting, dynamic Promotion Director who will lend his or her talent and creativity to our energized Creative Services Team. Supervising our promotion team, enhancing our brand and media strategies in this highly energized and creative market. The successful candidate will focus their superior creative, people, and organizational skills to produce effective promotion that generates results. Strong conceptual skills and the ability to translate news information into compelling image and topical promotions are key requirements. 5 years experience in broadcast television, along with strong shooting, writing, editing and supervisory skills are a must. Take advantage of this excellent career opportunity and mail your resume, writing and promotion samples to: KCNC-TV, 1044 Lincoln, Denver, CO 80203, Attn: Dan Diamond. Or Fax to 303-830-6537 or Email ddiamond@cbs.com. We are an equal opportunity employer.

PROMOTION WRITER/PRODUCER

Top rated station in Austin is looking for creative and highly motivated Writer/Producer to join our winning team. Responsibilities include writing, producing, shooting and editing promos for news, programming, station events and public service announcements. Two years experience in television promotion or creative services required. Strong writing and Avid editing skills a plus. Send resume and non-returnable VHS tape by July 29, 2000 to... Box 01700 EOE.

CREATIVE CAREERS

MOTION GRAPHICS DESIGNER

PAX TV is looking for a highly motivated Motion Graphics Junior Designer to join our promo department. Applicants should have experience in type-setting and type-animation, design and compositing. Knowledge of After Effects, Photoshop and Illustrator are a must. A BFA in Graphic Design is strongly preferred. Please submit a reel and resume to: Creative Services, Ref: graphics Position, 12001 Ventura Place, Suite 600, Studio City, CA 91604. No phone calls, please. EOE.

MISC CAREERS



Sinclair Broadcast Group, Inc. owns or programs 61 TV stations in 40 markets and has affiliations with all 6 networks. We reach nearly 25% of the U.S. and aggressively lead the evolution of broadcasting in technology, programming, promotions, and sales. We seek the one element which gives us the edge on the competition and the power to stay on top – the best people in the business. If you're looking for a position in the broadcast industry at any level, chances are we have the perfect place for you. Some of our current vacancies include:

<input type="checkbox"/> Art Director	<input type="checkbox"/> Photographers
<input type="checkbox"/> Local Sales Manager	<input type="checkbox"/> Writers/Producers
<input type="checkbox"/> National Sales Manager	<input type="checkbox"/> Anchors/Reporters
<input type="checkbox"/> Master Control Operators	<input type="checkbox"/> Account Executives

Explore your opportunities at:

www.sbg.net

Sinclair is proud to be an Equal Opportunity Employer and a Drug-Free Workplace. Women and Minorities are encouraged to apply.

Oxygen, the first on-air/online brand to create converged programming dedicated exclusively to a woman's view of the world, is looking to fill the following positions:

- Senior Writer/Producer
- Senior Designer
- Designer

RESUME/REEL to:
Oxygen Media, OnScreen Promotion, 75 Ninth Ave., NY, NY 10011



SW NEWS CAREERS

BIG MARKET P-B-P PRO available for upcoming college or pro football and basketball seasons. All inquiries welcome. Call (818) 718-5911.

TALENT CAREERS

WANTED: EXPERIENCED ON AIR TALENT and sports news production personnel for a long-running major weekly cable motorsports show. Motorsports experience a plus. Based in Charlotte, NC. Please send resumes/tapes to: HR Manager, 6025 Victory Lane, Harrisburg, NC 28075.

PRODUCTION CAREERS

PRODUCER/WRITER Music Documentary Series - Seeking enthusiastic and talented producer/writer for critically acclaimed documentary series. Minimum five years of documentary and/or news producing experience necessary. Must have strong writing skills (with emphasis on storytelling), extensive interviewing and field producing skills, and familiarity with all aspects of post-production. Please send resume and reels to Reply to Box 01689 Equal Opportunity Employer.

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PROFESSIONALS IN
THE INDUSTRY.**

GRAPHICS CAREERS

NEWS CAREERS

CREATIVITY

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IMAGINATION

If you thirst for fast-paced opportunities that challenge your skills and keep you coming back for more, then look to Bloomberg. At our company, the phrase "slow down" is not in our vocabulary. Here, you'll find an energized atmosphere that is open to your ideas and encourages your professional growth. You'll discover that we value each person and the unique contributions you make to our success. Experience the future of business with Bloomberg.

GRAPHIC ARTIST

We are seeking a Graphic Artist with a minimum of two years broadcast experience, preferably in TV news. You will design for our daily financial news shows. Responsibilities include full-screen, logo and on-air promotions design. The ideal candidate will have a BFA or equivalent in design/communications arts and must be proficient in Photoshop and Illustrator. A working knowledge of AfterEffects is a plus.

SR. GRAPHIC DESIGNER

As a Senior Designer for our daily financial news shows, please bring us a demonstrated strength in typography and conceptualization along with proficiency in Photoshop, Illustrator and AfterEffects. An understanding of 3D Animation is preferred.

Both positions require the ability to communicate effectively with editors and producers, manage projects independently and thrive in our fast-paced environment, while working within tight deadlines.

If you have the skills and experience and want to take the next step, send a resume and non-returnable VHS demo tape, indicating position of interest, to: **J. Firstenberg, Bloomberg L.P., 499 Park Avenue, New York, NY 10022. E-mail: broadcast@bloomberg.com or fax to 917-369-6163. No phone calls, please. EOE M/F/D/V**

www.bloomberg.com

TEAMWORK

TALENT

ENERGY

NEWS DIRECTOR Mid-size, group-owned affiliate seeks an individual with proven leadership skills to motivate staff while maintaining a strong journalistic focus. We produce more local news than any of our competitors. Combine our regions quality of life with your strategic vision and innovative approach to newsgathering and presentation. Resumes, news philosophy and salary requirements to: Box 01699 EOE.

EDITING The Creative Services department of a fast-growing broadcast network is looking for a talented, self-driven editor for our second-shift. Duties will include the cutting for a promotional material, updating graphic treatments on existing promos and on-line work. requires a comprehensive background in broadcast television practices and Non-linear editing experience; Avid preferred. This is a position in which a highly motivated and talented person can rise to an advanced editing position. Please send resume and reel to: Jim Berwanger, Director of Operations, PAX TV, 12001 Ventura Place, Suite 600, Studio City, CA 91604. EOE.

KJRH-TV MAIN ANCHOR: 7 years experience preferred; anchoring experience required; major-market experience preferred. **WEEKEND METEOROLOGIST:** 3 years experience preferred; college degree required; meteorology degree preferred. **WEEKEND CO-ANCHOR:** 5 years reporting/anchoring experience preferred; major market reporting experience preferred. **EXECUTIVE PRODUCER:** 5 years producing experience required; major market producing experience preferred. Send tapes and resumes to: Todd Spessard, News Director; KJRH; 3701 S. Peoria, Tulsa, OK 74105.

EXECUTIVE PRODUCER KESQ-TV (ABC) "The Desert's News Leader" is accepting applications for an executive producer. Our newsroom produces nine 1/2 hour newscasts daily, including shows for our FOX and Telemundo affiliates. The successful candidate will oversee the continuity of these newscasts. A qualified applicant will have a proven track record in the broadcast news. He/she should be a leader and mentor who works side-by-side with the news director daily. Excellent writing and copy-editing skills a must. Please send letter and resume to: KESQ-TV Human Resources, Attn: H. Kaylor, 42-650 Melanie Place, Palm Springs, CA 92211. EOE.

WEEKEND REPORTER WAVY News 10 has an opening for a part-time Weekend Reporter. The ideal candidate will be a journalist who can enterprise a story yet jump directly into spot news when duty calls. You must have experience working as a television news reporter. College degree required. No beginners. Please send letter, tape and resume to Robin Freese, Assistant Director, WAVY-TV, 300 Wavy St., Portsmouth, VA 23704. EOE.

CHIEF METEOROLOGIST Are you the McGwire or Sosa of the weather world? The dominant CBS affiliate in the Topeka market has a rare opportunity for a great chief. We have the only SNG truck, the only Live Doppler radar and more newscasts than anybody else. Sorry, no single hitters. We'll exceed the salary cap for the right person. Prefer meteorologist with 5-10 years experience to handle 5, 6 and 10p.m. M-F. Send resume and tape to Personnel Director, WIBW-TV, P.O. Box 119, Topeka, KS 66601. EOE.

NEWS CAREERS

PRODUCER/ANCHOR Will produce and anchor 6pm and 11pm newscasts Mon-Fri. Some reporting also required, must be strong writer, energetic, highly motivated with good organizational skills. Must have 1-2 years full time experience in TV newsroom. Must be willing and able to focus on local news. NBC25 is a small market NBC Affiliate. We offer a comprehensive benefit package, including 401(k) and section 125 plans. Please send resume and VHS tape to NBC25, Dept. W, 13 East Washington Street, Hagerstown 21740. Drug Screen Required. EOE.

ANCHOR/REPORTER WTAP-TV, a small market, but award winning television station in Parkersburg, WV, is seeking an anchor/producer/reporter. We are seeking an effective communicator with ability to ad lib. Being a team player with a commitment to a small community is a plus. The station offers good benefits and is an Equal Opportunity Employer. WTAP-TV is a Benedek Broadcasting Corporation station and an NBC and CNN affiliate. Send cover letters with resumes and a non-returnable audition tape to News Director Kathy Lucas-Stephens, One Television Plaza, Parkersburg, WV 26101; 304-485-4588. No phone calls please.

www.broadcastingcable.com

NEWS CAREERS

NEWS REPORTER TRAINEE KFSN-TV, an ABC/Disney owned station in Fresno, CA, is looking for a News Reporter Trainee. Qualified candidates should have a 4-year degree, print or broadcast journalism preferred. One year of previous television news experience as a writer, producer, assignment editor or photographer is required. Good writing and communication skills are essential. This is a 12 to 18 month program designed to develop an individual's on air reporting skills to a level consistent with 54th market. We're looking for a self-starting team player who has demonstrated through previous work experience that they have the aptitude, knowledge and ambition to be a television news reporter. Please send tape and resume to: KFSN-TV, Personnel Dept., Job #00-19, 1777 G Street, Dept. BC, Fresno, CA 93706. ABC, Inc. is an Equal opportunity Employer. Women and minorities are encouraged to apply.

WE'RE A GROUP OWNED CBS AFFILIATE that does more than anyone in the market! We're looking for 2 (two) **PRIMARY NEWS ANCHORS** for our 5/6/11 pm newscasts. Qualified candidates will be dynamic communicators with strong journalistic skills, excellent live abilities and superb writing talent. Applicants must be gifted reporters, capable of producing solid newscasts as required. We are looking for a **REPORTER/PHOTOGRAPHER** who generates great story ideas, knows how to tell a story, turn outstanding live shots and fill-in as substitute anchor and produce in a pinch. We also seek a newscast **PRODUCER** (not a stacker) who loves local news, knows how to engage the viewer and writes exceptionally well. Send non-returnable tape and resume to News Director, KTVL-TV, PO Box 10, Medford, OR 97501. KTVL is an Equal Opportunity Employer.

NEWS PRODUCER KESQ-TV (ABC) "The Desert's News Leader" is seeking a news producer. Producers are responsible for enterprising local stories, delegating to reporters and planning daily news shows. A qualified candidate is an excellent writer, has great news judgement, likes to lead others and is creative. One year of newsroom experience is preferred. Please send letter and resume to: KESQ-TV Human Resources, Attn: H. Kaylor, 42-650 Melanie Place, Palm Springs, CA 92211. EOE.

NEWS ANCHOR ABC affiliate in beautiful New England is searching for an anchor/reporter for our 6PM and 11PM weekday news. We're looking for a leader - both on the air and off. This candidate should have a strong sense of community and a willingness to be an ambassador for the station's outreach efforts. Previous experience required in news anchoring and reporting in a top-50 market along with excellent verbal and written communication skills. If this describes you, send your tape, resume and cover letter to: Paula J. Fischbach, Human Resources Department, ABC6/WLNE-TV, 10 Orms Street, Providence, RI 02904. ABC6/WLNE-TV is an Equal Opportunity Employer. Women and minorities encouraged to apply.



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TV TECHNOLOGY REPORTER
San Francisco

Bring your driving interest in technology and your TV reporting skills to Bloomberg Television in San Francisco. You will report on technology with an emphasis on investment opportunities in this fast-moving industry. In addition, you will cover live breaking news.

The ideal candidate must be able to develop original story ideas and turn them into well-produced and intriguing television packages. A strong background in technology and financial news is required.

Send resume to: **Bloomberg L.P., Attn J. Firstenberg, 499 Park Avenue, New York, NY 10022. Fax: 917-369-6163. E-mail: broadcast@bloomberg.com. No phone calls, please.**

www.bloomberg.com

EOE M/F/D/V

WEEKDAY MALE ANCHOR for our 5:30, 6 & 11 p.m. newscasts. We're looking for an authoritative journalist who leads by example, and is not afraid to go after the big stories himself. This requires professional integrity and confidence and the energy, intelligence and enthusiasm to overcome obstacles and break stories. Ability to blend into a team and be a collaborator and co-creator are key attributes. The willingness to make public appearances and build contacts and connections in the community are also important to us. We're a CBS affiliate in the 38th television market. Send resume, tape and summary of news philosophy to: Margie Candela, Human Resources, WWMT-TV, 590 West Maple Street, Kalamazoo, MI 49008 - a Freedom Communications station.

WEATHER ANCHOR/REPORTER the top-rated NBC affiliate in Austin, Texas is looking for someone to co-host our weekend morning newscasts. The right person will have a degree in communications or the equivalent and at least two years experience. Good storytelling and interviewing skills required. It's also helpful if you are familiar with Genesis, VIPIR and A.D.O.N.I.S. Please send resume, tape and salary requirements to Staci Novelli, Newsroom Administrator, KXAN-TV, 908 W. MLK Blvd. Austin, TX 78701. We will not be taking any phone calls about this opening. KXAN-TV and LIN Television are Equal Opportunity Employers.

NEWS PHOTOGRAPHER/EDITOR 3 positions available. Do you want to grow as both photojournalist and technician? And live in the sunny Southeast? We train at a slightly slower pace for safe ENG/SNG operations, and we send photos to the annual NPPA video workshop. Prefer at least one year of TV news experience, but with less experience and the right tape, you could get the nod. Tape should include your best work and a copy of the raw footage from one story you edited. Send your tape and resume to News Operations Coordinator, WTVC, PO Box 60028, Chattanooga, TN 37406-0028. Equal Opportunity Employer.

NEWS REPORTER WKBD TV Detroit has an immediate opening for News Reporter for the Ten O'clock News. We are looking for a reporter who routinely leads the pack. The key to this job is strong enterprise reporting. Bring us the fresh story of the day, and know how to tell it with great writing, strong visuals and engaging live presence. If you're a self starter who's energy, motivation and team play can ignite a newsroom, let's talk. Minimum three years on camera experience in a mid to major market. College degree preferred. Qualified applicants may send a resume and tape to the address listed below. Tom Bell, News Director, WKBD TV, 26905 W. Eleven Mile Rd., Southfield, MI 48037. No phone calls, and no beginners. WKBD is an Equal Opportunity Employer.

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NEWS CAREERS

BET NEWS (Black Entertainment Television) is seeking to hire reporters, writers, segment producers, producers and bookers on a contractual basis with a minimum of 3 to 5 years experience in major market television news. Please send resumes and tapes to: BET News, 1900 W Place N.E. Washington, D.C. 20018. No phone calls please.

MAINTENANCE ENGINEER WUTR-TV, an ABC affiliate in Utica, NY is searching for a Maintenance Engineer. A strong technical background with studio video and audio equipment, DVCPRO25, microwave/satellite equipment a must. UHF transmitter and computer experience a plus. SBE Certification of FCC General Class License desirable. Send resume to: Chief Engineer, WUTR-TV, PO Box 20, Utica, NY 13503. EOE.

PRODUCER WAVY-TV, the #1 station in the Norfolk, Virginia, market is looking for a News Producer. We thrive on spot news and stories that give viewer benefit. Good showcasing and live shot skills are a must. The position requires a college degree and at least one year line-producing experience. The position may require overnights and weekends. Please send cover letter, resume and a copy of your latest newscast to Robin Freese, Assistant News Director, WAVY-TV, 300 Wavy St., Portsmouth, VA 23704. EOE.

CARIBBEAN OPPORTUNITY - COMMERCIAL VIDEOGRAPHER/EDITOR Television Centre, Cayman Islands requires a top-notch commercial videographer who can shoot and edit 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 and knowledge of Macintosh a plus. Please reply to Operations Manager with resume and cover letter via fax to (345) 946-0236, e-mail ralper@cayman27.com.ky or Mail to P.O. Box 30563 SMB, Grand Cayman, Cayman Islands BWI.

NEWS ASSOCIATE CNBC, the leading financial news provider, is seeking a News Associate for the Burbank Bureau. Responsibilities include coordinating and scheduling interviews, fielding calls, research and assisting in related aspects of broadcast news. The right candidate will be a team player, excel at multi-tasking, possess strong computer skills, and must be detail oriented and be able to show initiative in assuming responsibility. Requires a knowledge of business news. Great opportunity. This is an entry level position. CNBC is an equal opportunity employer. Send a cover letter and resume to: Jerry Cobb, CNBC Bureau, 3000 W. Alameda Ave., Suite #C293, Burbank, CA 91523. jerry.cobb@nbc.com.

PRODUCER KTRK-TV's live morning talk show, Debra Duncan, has an immediate opening for a producer. Looking for a creative genius, who can consistently recognize and generate compelling and promotable show content and guests. Must be able to work on multiple projects as well as possess strong writing, research and production skills. Special event field producing, news special projects or assignments' desk experience a plus. Three years television producing experience preferred. Qualified applicants should send tapes and resume to: Wendy Granato, C/O KTRK-TV, 3310 Bissonnet St., Houston, TX 77005. No phone calls please. Equal Opportunity Employer (M/F/V/D).

EXECUTIVE NEWS PRODUCER WKBD TV Detroit has an immediate opening for Executive Producer of the Ten O'clock News. This is a rare key position in a newsroom built on strong local enterprise reporting and breaking news. Excellent writing, showcasing and graphic skills are a must. If you can motivate a team of pro's and deliver a compelling newscast night after night, we want to hear from you. Please send tape, resume and a page on your news/producing philosophy to: Tom Bell, News Director, WKBD TV, 26905 W. Eleven Mile Rd., Southfield, MI 48037. No phone calls, and no beginners. WKBD is an Equal Opportunity Employer.

CREATIVE SERVICES CAREERS

WPTZ 5
NEWSCHANNEL

**CREATIVE SERVICES
DIRECTOR**

WPTZ-TV, the Hearst-Argyle station in the Burlington, VT/Plattsburgh NY market, seeks a Creative Services Director to lead our research-driven marketing effort.

As a key member of the management staff, you'll supervise station branding, on-air promotion, and develop our outside media strategy. You'll work closely with the news department, supervise promotion producers and graphic designers, and lead our community outreach efforts.

Your award-winning staff is in place. Your second AVID has been installed. All you have to do is move to a breathtakingly beautiful place and promote an aggressive news department that's taking the market by storm, featuring the most popular anchors in the Champlain Valley.

Send your resume and tape (including image and topical promos) to:

Paul A. Sands
General Manager, WPTZ-TV
5 Television Drive
Plattsburgh, NY 12901

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CREATIVE SERVICES CAREERS



**CN8, THE COMCAST NETWORK
SEEKS PROMOTION PROFESSIONALS**

Creative Services Director

Strong, creative professional to guide promotion and branding efforts of its award-winning, Philadelphia Television Network. You must have the leadership abilities to help a talented team of writers, producers and designers create their best work. You must have the creative strength to write and produce successful spots on your own. You must have solid experience in both image and topical promotion.

This is a breakthrough opportunity.

Submit tape and resume. No phone calls, please.

Promotion Writer/Producer:

You must have solid experience in quick turnaround, but innovative topical on-air promotion. A good graphic sense is a necessity. Hands-on, Media 100 editing ability is preferred. If you're ready to break new ground in day-to-day episodic promotion, send us your tape and resume. No phone calls please.

Send to: **CN8 c/o Video From Video, Inc**
132 East 72nd Street New York, NY 10021
attn: Lou Zaccheo

RADIO

MANAGEMENT CAREERS

GENERAL MANAGER/WEST COAST

Hard-working, well-rounded General Manager needed for a middle market broadcast group. Multi-level managing experience with sales focus. Convenient recreational lifestyle opportunities. Great family location. Competitive salary, bonus and benefits package.

All inquiries are confidential.

Fax cover/resume to
MSNBCY100 @
212.818.8956

GM/GSM SOUTHERN NEW ENGLAND AM/AM combo in market with little radio competition. Heritage station. Need strong retail oriented GM/GSM to hire, train and manage sales/station. Fax resume to 781-848-4715. Inquiries strictly confidential. SalesGroup 781-848-4201.

OPERATIONS MANAGER WHLC FM-104.5

Live in desirable mountain resort of Highlands, NC at 4118 Ft -- experienced, mature, sober, non-smoker, trustworthy operations manager needed for established successful adult station - air work, production, included in duties -- good communication/people skills a must/ great benefits including living quarters, free rent and utilities. Send resume, salary history, references, cassette tape to Charisma Radio Corp. P.O. Box 1889, Highlands, NC 28741- EOE.

TECHNICAL CAREERS

BROADCAST/RECORDING TECHNICIAN NPR is looking for several individuals to work in our award winning Audio Engineering Department at the Washington, DC, headquarters. Also, need an individual for a 20-hour per week position in our New York Bureau. Position is responsible for the technical operation and technical quality of programs and program segments produced in technical facilities and for the technical aspects of remote assignments. Works rotating shifts throughout the broadcast day and week - 24 hours a day, 365 days a year. Predominately works in support of news programming. High school degree required, and Bachelor's degree in broadcasting, audio recording, or a related field preferred. Three years hands-on technical broadcasting and/or production experience; demonstrated knowledge of audio, recording and radio production theory and practice; and ability to work rotating shifts required. On-air and shift work experience; and/or public radio experience preferred. Job Code #BC199. Send cover letter and resume, identifying position by number and title, to: National Public Radio, Human Resources Department, 635 Massachusetts Ave. NW, Washington, DC 20001-3753. Fax - 202-414-3047. employment@npr.org. EOE/AA/MF/D/V.

SW FOR SALE STATIONS

RADIO STATION OWNERS I want to earn equity in your radio station for superior sales and marketing or turn around performance. Call 818.883.8639.

BROADCASTING CAREERS

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Wall Street smiled last week on the long-awaited news that the Justice Department had cleared the \$23.5 billion merger of radio giants AMFM Inc. and Clear Channel Communications Inc. San Antonio-based Clear Channel's stock price rose more than 7% last Thursday to close at nearly \$76 per share. There were no surprises in Justice's stipulations; Clear Channel has been working on the department's antitrust concerns for months and in March announced plans to sell 112 stations for about \$4.3 billion. However, in its news release on Thursday, Justice did not address its concerns about AMFM's 30% interest in outdoor-advertising firm Lamar Advertising (B&C, July 17). That will await the filing of a consent decree "later," Justice said. The department did order eight stations put into trust; Clear Channel had already named buyers for them, including four in Harrisburg, Pa., slated for Cumulus Media Inc. "[Justice attorneys] may still have issues with the buyers," Clear Channel spokesman Randy Palmer said. Closing of the deal is expected on FCC approval, which is required within 60 days but is expected any day.

WCVB-TV Boston became the second station in the market to change its anchor lineup last week, following WBZ-TV by days. Changes at the Hearst-Argyle anchor desk had been expected since long-married co-anchors Chet Curtis and Natalie Jacobson drew national headlines when they announced late last year that they were separating, although they con-

tinued to anchor the 5, 6 and 11 p.m. news together. Beginning Monday, Jacobson will anchor the 5 p.m. newscast, NewsCenter 5, with Anthony Everett and will solo-anchor at 6 p.m. Curtis will be paired with Pam Cross for the Sunday evening editions of NewsCenter 5 and will expand his role in the station's in-depth reports, "A Closer Look," the station said. Everett and Heather Kahn will continue at 5:30 p.m. and add the 11 p.m. newscast.

Atlanta TV stations experienced additional tension on an already difficult story when Piedmont Hospital officials tried to deny WXIA-TV and WSB-TV reports that Sen. Paul Coverdell had died Tuesday night. A hospital spokeswoman said that, although the senator was in serious condition and in intensive care, he was still alive. But it turned out that the stations were correct and Coverdell had indeed passed away at the time both stations reported it. WSB-TV anchor John Pruitt had given a conditional apology—adding a personal prayer that the report was wrong—while on air with hospital officials, who were apparently unaware Coverdell had died. "It was the prudent thing to do" in an awkward situation, said News Director Ray Carter, who said the station had been tipped to Coverdell's death by Washington sources and had confirmed it by another source before going on the air.

Fewer than two in 10 DTV owners rely on over-the-air signals for their programming, according to a survey released last week by

the National Consumers League.

Almost half of DTV owners (48%) rely on satellite as the primary source for programming, followed by cable (28%), rooftop antenna (16%) and indoor antenna (2%). Although various TV industry groups are squabbling over the potential for over-the-air reception problems, DTV owners are more concerned about the price of

equipment (27%) and the lack of digital programming (25%). The survey was funded by the Consumer Electronics Association.

Dick Kurlander, vice president, programming, Petry Television, has resigned effective Aug. 15. He will be relocating to Charlotte, N.C., and will take some time to consider his next career move. "I've

Nader, Cronkite testify on reporters' behalf

Husband-and-wife reporters Steve Wilson and Jane Akre brought out an Emmy and activist consumer-advocate and presidential candidate Ralph Nader as they accused Fox-owned WTVT (TV) Tampa, Fla., in court of bowing to corporate pressure over an investigative piece about tainted milk. Wilson and Akre claim that, after promoting them as hard-hitting investigative reporters, the station fired them for refusing to include misleading information on a story that said Florida dairy cows were being fed a potentially dangerous Monsanto-made hormone, after Monsanto had its lawyers pressure Fox.

Monsanto and Fox have denied the charges, and Fox counters that Wilson and Akre were uncooperative employees, were committed to an unfair piece and refused suggestions that would have improved the piece. Taking a break from presidential campaigning, Nader did not attest to the truthfulness of Wilson and Akre's charges but told the court that stations that distort facts under pressure from an advertiser or other corporation violate FCC rules and the station's public trust. He also described Wilson—who is representing himself and showed one of his Emmys to the jury when the trial began—and Akre as top reporters. A trust run by Nader's family has honored the reporters for their fight against Fox. Outside the courtroom, Nader said Monsanto has a history of pressuring journalists through lawyer's letters, according to local reports.

Star testimony is also expected—on tape—from CBS News icon Walter Cronkite, who will address not the facts of the case but the duty of reporters to fight the kinds of pressures alleged by Wilson and Akre. Earlier in the week, Akre, who has a lawyer, responded to charges of bias and spoke of Fox's alleged efforts to pressure her. Wilson told BROADCASTING & CABLE last week that he thought the early going went well for his side and that he and Akre had already achieved a victory of sorts: "We got to court. We did what everybody said we couldn't do."—Dan Trigoboff

been with Petry for 14½ years, and I just decided it was time to do something new," he said. He said he has been thinking about a possible change over the past year. Before joining Petry, Kurlander was programming director at WBZ-TV Boston.

Quantel, the UK-based manufacturer of broadcast graphics and effects systems, has completed a \$76.6 million management buyout from parent company Carlton Communications. Underwritten by venture-capital firm Lloyds TSB Development Capital, the buyout had been expected since November, when Carlton announced a proposed merger with United News and Media. Since then, Carlton has divested itself of non-core businesses, including audio-console maker Solid State Logic.

CBS can't get enough of 'Big Brother.' The network has added an hour-long episode of the reality series on Wednesdays, cozily positioning it as the lead-out to uber-successful *Survivor*. In total, *Big Brother* will air six nights—Monday, Tuesday, Thursday, Friday and Saturday at 8 p.m. and Wednesdays at 9 p.m. While *Big Brother* has not enjoyed the same breakout status as *Survivor*, *Big Brother* has brought CBS more advertiser-friendly, adult 18-49 viewers in its time periods.

Pegasus Communications, Bala

Cynwyd, Pa., has closed a deal to sell its 11 broadcast towers to tower operator SpectraSite Broadcast Group, a unit of SpectraSite Holdings, for \$37 million in SpectraSite stock (based on a share price of \$27.313 at market close July 17). Under the agreement, SpectraSite will lease existing towers to Pegasus Broadcast Television, a division of Pegasus that operates 10 Fox, UPN and WB affiliates. SpectraSite will also build several new DTV towers for the Pegasus station group.

Prompted by a flurry of media coverage, a group of AT&T's institutional investors, primarily religious groups, have sent a letter to AT&T asking it to "reconsider" its decision to partner with The Hot Network to offer a sexually explicit adult network on its cable systems. The groups, which claim to hold a total of 2.8 million AT&T shares (a fraction of 1%), sent a letter to the company asking it to "return to its traditions of responsible corporate behavior." AT&T spokeswoman Tracy Hollingsworth replied: "We want to be responsive to our shareholders and customers. Launching on digital puts the control in consumer's hands."

DES, a Los Angeles-based media-application service provider whose clients include DreamWorks SKG, Paramount, Warner Bros. and Universal,



Dr. Teruaki Aoki (l), corporate senior VP, Sony Corp., and Warren N. Lieberfarb (r), president, Warner Home Video, are this year's recipients of the Vision Fund of America Award, which benefits Lighthouse International and its national outreach programs that help adults and children with vision impairments. Pictured center are Mary Chapin Carpenter, musician, and David Brenner, comedian.

has introduced the Global Media Engine, a proprietary process of combining media technologies, applications and expertise to leverage the power of broadband to consumers. Capabilities include encoding, hosting, asset management and storage of digital content that can then be distributed via broadband to consumers with any IP-enabled device.

In a media marriage sparked by the heat of competition, **CNet was set to take over ZDNet last week in a \$1.6 billion stock swap.** The move brings one of CNet's principal Web competitors for technical news into its camp. As part of the deal, CNet also acquires Ziff-Davis' *Computer Shopper* publication and its online educational service, Smart Planet. CNet claims the new combination gives it the eighth-largest Internet property, with

16.6 million different users monthly, reaching 22% of the current Web-surfing audience. "ZDNet's established international presence will quickly propel our combined company into a position of global leadership in technology media," said Shelby Bonnie, CEO of CNet Networks. CNet will pick up the outstanding common stock of Ziff-Davis and issue 50 million shares of common stock in the new company. CNet previously had 85.8 million shares outstanding. Ziff-Davis stockholders will own a 35% stake in the new company. Softbank, which holds the majority of Ziff-Davis voting stock, is backing the merger. The deal is expected to close in the fourth quarter.

Correction: Steve McCanne is chief technical officer of Fast Forward Networks, not president as reported in the July 17 issue.

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Full speed ahead

To borrow a sailing term to describe Navy veteran John McCain, we like the cut of his jib. He does seem a man focused on achieving his own agenda rather than gerrymandering one to make it fit his party.

Back from the presidential primary wars, McCain suggests he is ready to shake up the telcom scene, particularly by reforming the FCC (both in the sense of remaking and of rehabilitating, we gather, given the harshness of his criticisms of that agency in the interview on page 22).

McCain also says there are enough communications voices to at least consider revisiting broadcasters' public-interest obligations. He says the ownership caps should be raised, even though he is concerned that he has seen more consolidation than competition from the Telecom Act of 1996 (which, predicting that outcome, he opposed). He also likes Michael Powell for FCC chairman (we like Powell, too, although we are not ready for endorsements quite yet). And, although McCain has been an outspoken critic of media violence and says Congress should encourage the media to adopt labeling systems and codes of conduct, he says it is not the government's business to force those issues.

The Senator is no more neatly tailored to our agenda than he is to that of his own party: We don't think the government should be mandating free airtime, and we disagree on creating new low-power FM stations. He says let 'em in and sort out the interference later. We think that's a recipe for disaster, particularly for an FCC that McCain says can't handle what's already on its plate.

That said, the industry could do worse than having the tough, independent-minded McCain back full time at the Commerce Committee.

P.S. Of course, that point about being back full time is still being debated. There was some renewed talk about McCain's interest in the vice presidency last week. We have always been struck by the fact that the Senator says only that he has asked not to be considered and does not want to be considered (he echoed those sentiments and that phrasing to us last week). What he doesn't say is "no." Sounds to us like an old soldier who would not ignore the call of duty, if it were clear and loud. We'll know soon enough which pulpit McCain considers the bullier one.

The brighter side

What with peep cams and talking urinals and news as infotainment, we haven't been doing too much bragging about the old box lately. However, the announcement of this year's prime time Emmy nominations last week gives us an opportunity to look at what's right with TV, and there's a lot of it.

With dramas like *The West Wing*, *The Sopranos*, *The Practice*, *ER* and *Law & Order* competing for the top prize, that genre has as fine a group of shows as any in recent memory, with cable again strongly represented.

On the comedy side, cable is again in contention with acclaimed *Sex and the City* up against, among others, the wonderful *Frasier* and a *Raymond* that, if its acting nominations are any clue, everybody at the academy loves, too. And for those who are looking for the kind of dramas they did in the so-called Golden Age, we had that, too, with the live, black-and-white *Fail Safe* on CBS.

And let's face it, even though it didn't get nominated for an Emmy, we all watched some part of *Millionaire* and had fun. Like that little girl with the curl, when TV is bad, it's horrid. But when it's good, it is very, very good. Thanks, Emmy, for reminding us.

WHAT DO YOU THINK?

We invite your comments on our editorials and other matters affecting the TV, radio and Internet businesses. You may submit a letter to the editor by mail (Harry A. Jessell, Editor, BROADCASTING & CABLE, 245 West 17th Street, New York, N.Y., 10011); by e-mail (jessell@cahners.com); or by fax (212-337-7028). Your letter may be edited for clarity and length and may appear on our Web site (broadcastingcable.com).

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A brief history of news services...



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