

# BROADCASTING CABLE

DECEMBER 4, 2000  
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## AT&T CABLE FOR SALE?

Operators circle broadband unit spinoff

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## MALONE AGAIN, NATURALLY

At Western Show, Liberty chief defends investments

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## LAND HO!

SEC okays DBS without the 'S'

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## RECOUNT THE SWEEPS!

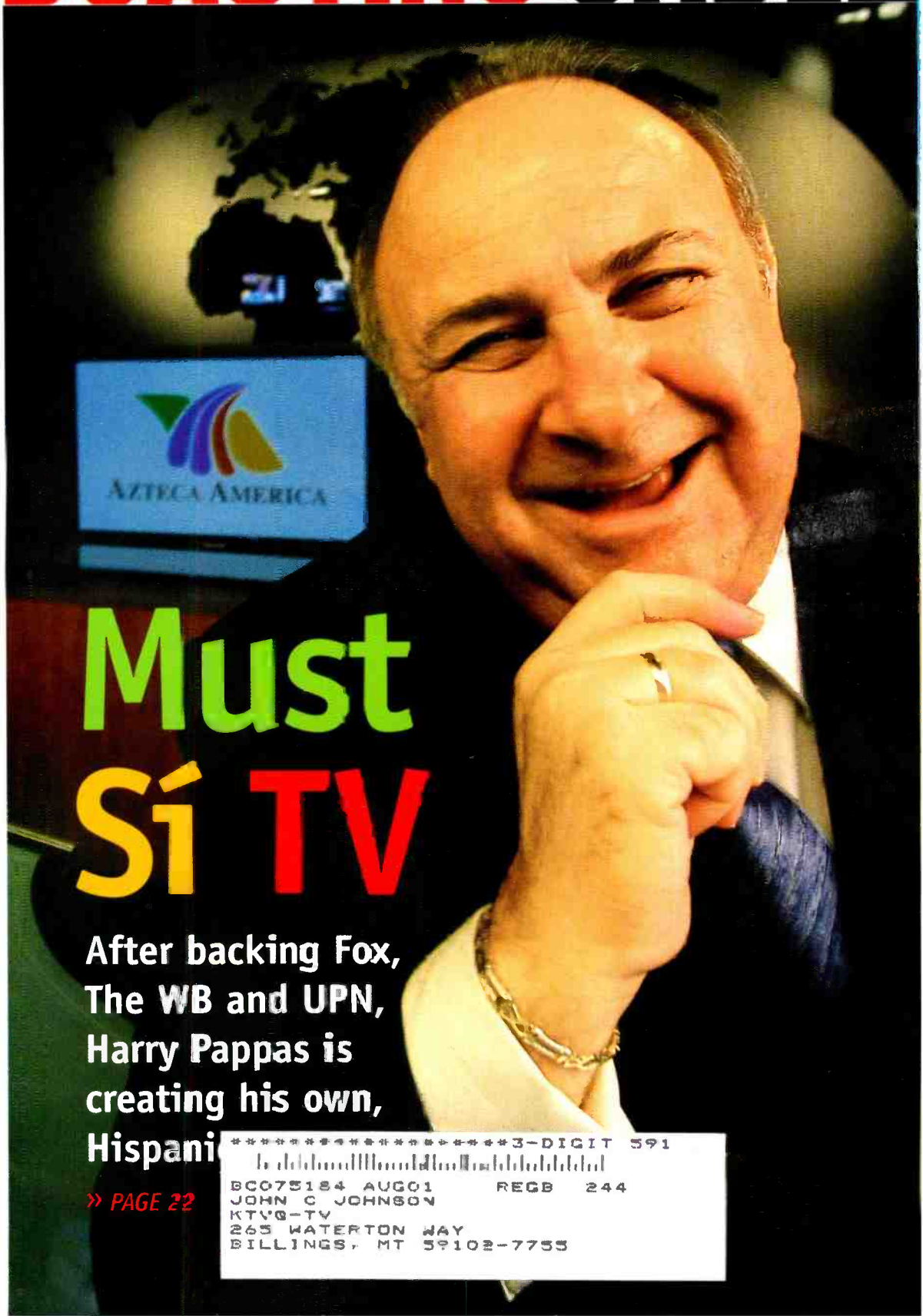
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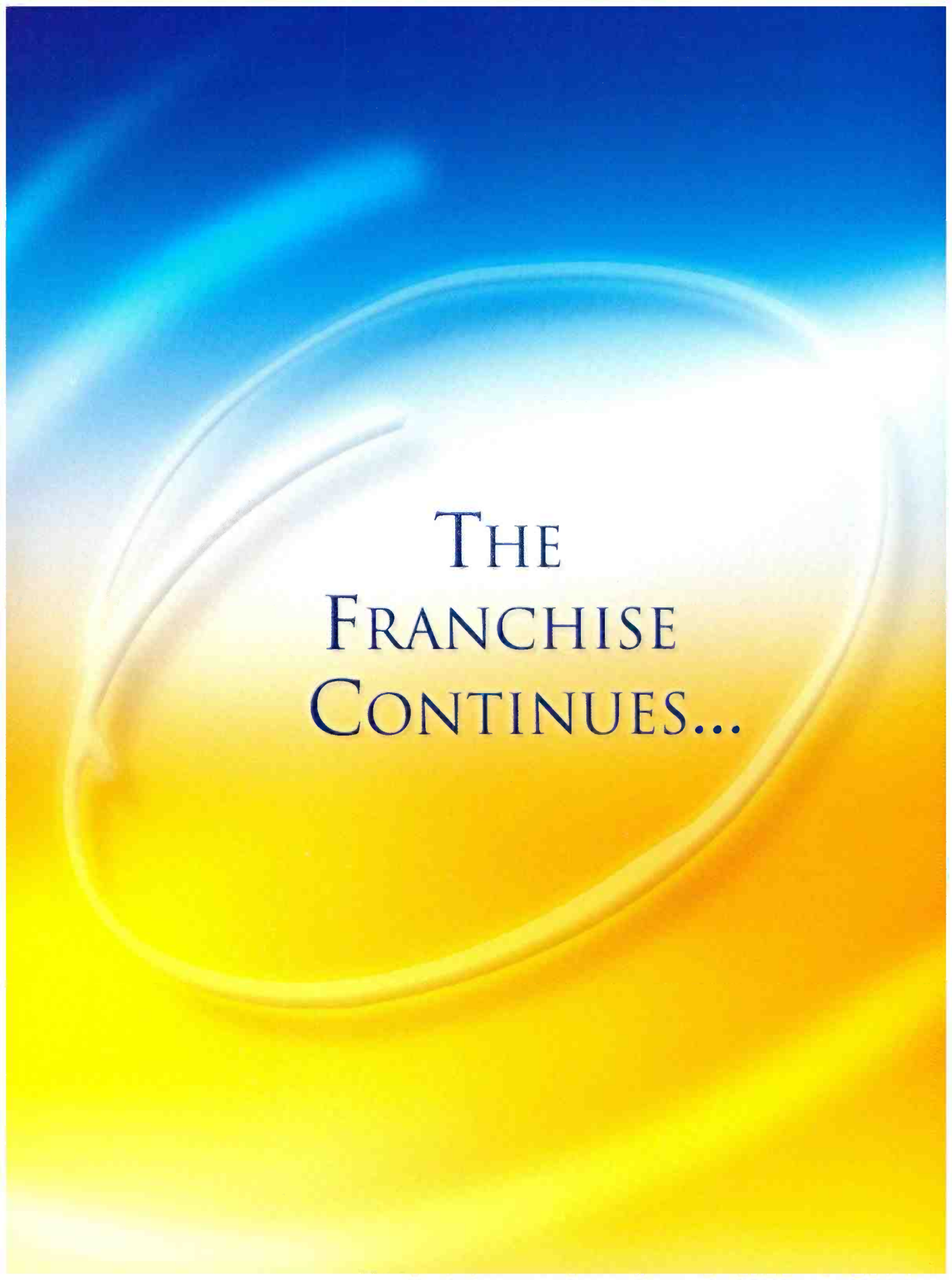
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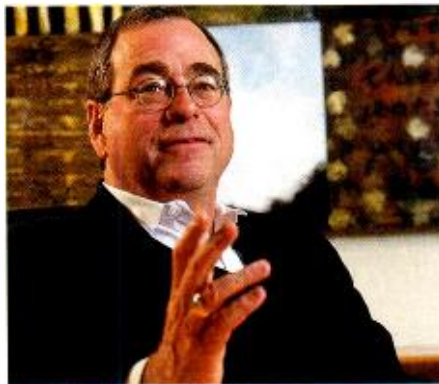


Photo: David Cornwell

AT&T's Dan Somers mounts his defense.



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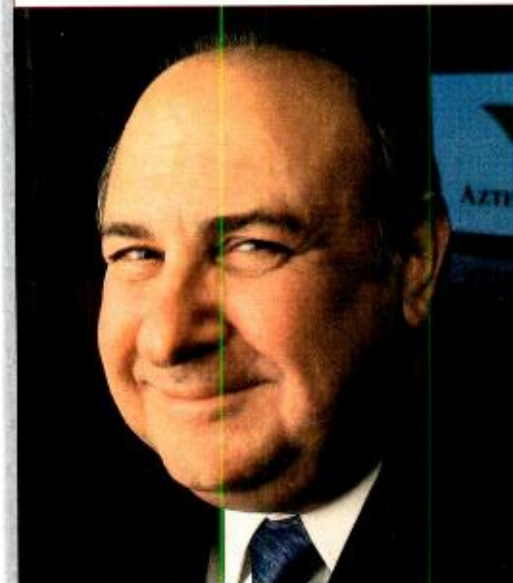
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RADIO

## FCC raises red flag

Cumulus Media's acquisition of five radio stations in the Bismarck, N.D., area will be reviewed by an FCC administrative law judge this week. The sale is the first radio deal designated for a hearing since the agency began "red flagging" mergers that result in heavy market concentration. The commissioners will order the review at their monthly meeting Thursday.

With the purchase from Anderson Broadcasting, Cumulus would own nine stations in the Bismarck area. Cumulus currently operates the Anderson stations under a management agreement. Since August 1998, the FCC has sought public comment on radio deals that lead to one or two companies dominating a market. Deals are flagged when one company would have 50% or more of radio ad revenue or two companies would share 70%. Radio owners have complained the FCC has no policy for resolving red flags and has accomplished little other than delaying mergers.

Also next week the FCC is scheduled to alter the way it defines radio markets. Some commissioners have complained that the current policy allows owners to control more outlets in a market than intended by FCC rules.

## Ghost town.com

Last year's Super Bowl had something like 19 dotcom advertisers. Then the bottom fell out. Appropriately this year, for one returning advertiser, E-trade.com, Silicon Valley will look more like Death Valley.

We hear that for one of the E-trade.com spots being shot for the big game, the online brokerage shows a series of vacant buildings, supposedly once occupied by Web start-ups, now cobwebbed and empty. A wrecking ball crashes into the desolate headquarters of a defunct dotcom, and along with debris, out flies an object that looks like the Sock Puppet—all that remains of Pets.com.



E-trade.com has an interesting Super Bowl plan for this familiar looking doggy.



SYNDICATION

## Ricki Lake en Español?

Harris Salomon (producer of Dr. Ruth's and Joan Lunden's talk shows), thinks he has the next break-out talk hit in Latin pop singer Melina. The 23-year-old newcomer will be in a Miami studio this week making a pilot aimed at young Latinas. "It will be similar in scope and style to Ricki Lake, except in Spanish," says Salomon.

"There are very few Spanish shows geared to younger women and we think there should be a show like Ricki Lake that deals domestically with this underserved audience." The show is being pitched to Univision, Telemundo and the new Azteca America network.

### MEDIA'S OWN RECOUNT

Just two weeks after BC Eye reported the FCC's broadcast station total list hadn't been updated for a year, the commission has resumed its monthly update. According to the FCC there are now 12,717 radio stations (4,685 AM, 5,892 FM and 2,140 educational), 1,663 full-power TV, and 2,388 low-power TV. The number of stations increased from a year ago in all categories except AM, where there was a decline of 98. That doesn't mean the number of AM outlets is going down, says FCC audio-services division chief, Linda Blair. The FCC just finished a review of its database and

discovered some licenses had been counted twice.

### SUN MICROSYSTEM'S FAUX FLIPPER

Arguably the most arresting sight on the Western Cable Show's exhibition floor last week was Sun Microsystem's giant water tank and dolphin. Booth workers were peppered with complaints, and attendees called county animal control over the 7-foot-long dolphin in a tank about three times the size of a coffin. It took people a while to realize that Flipper was not real, but a rubber animatronic critter controlled by two guys sitting off to the side.

On November 26th over

# 95,000<sup>\*</sup>

women called to request  
**Lifetime Movie Network.**

When Lifetime ran a sneak preview of Lifetime Movie Network, the results were amazing, but not surprising.

**Lifetime Movie Network**  
is women's #1 choice  
among all emerging  
and mid-sized networks...<sup>\*\*</sup>  
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STUDY-INTEREST IN MID-SIZED/EMERGING NETWORKS

# AT&T for sale?

*Many rival MSOs think spinning off cable unit is inevitable*

By John M. Higgins

**D**espite AT&T Corp. Chairman Michael Armstrong's proclamations about the rosy future for his cable unit as an independent company, other cable operators are salivating over the troubles at AT&T Broadband. They believe the cable systems now serving 16.4 million may soon be up for grabs.

Cable and Wall Street executives widely expect that the planned splintering of AT&T into five pieces will give them a chance to either mount a takeover on the cable unit or parcel its assets among several operators. The most likely suitors are the 2000 version of the "three C's": Cox Communications, Comcast Communications and Charter Communications.

The portfolio is too massive for a pure financial player, and, learning from AT&T's experience, other established media or telecom companies are expected to avoid cable deals.

One big believer in a short life for AT&T Broadband is John Malone, AT&T director and major shareholder as well as chairman of AT&T tracking-stock subsidiary Liberty Media. Speaking at the Western Cable Show in Los Angeles last week, Malone predicted a "feeding frenzy" for AT&T's cable systems but only if AT&T doesn't erect fences to repel potential suitors.

"This is not going to stay an independent cable company for long," says a senior executive with one major MSO, who acknowledges that his company is studying AT&T Broadband. "Everybody is paying attention."



Photo: David Cornwell

AT&T Broadband Chairman Dan Somers dismisses the takeover talk as "speculation."

"Of course we're interested," says another MSO executive. "The question is, how will the thing be structured and how can you take it over?" Or, as a finance executive at another MSO ponders, "Can you take over a tracking stock?"

Indeed, AT&T Broadband could spotlight the downside of the fashionable "tracking-stock" spin-offs, in which shareholders have even fewer rights than they do in conventional companies.

When AT&T swallowed MSOs Tele-Communications Inc. and MediaOne Group Inc., the conventional wisdom dictated that those systems were gone from the market forever.

**This is not going to stay an independent cable company for long.'**

—a senior executive with a major MSO

Spending \$120 billion—before selling off billions in stray assets—AT&T was making such a huge commitment to cable that few expected the company ever to exit the market.

But sliding cable cash flow, the accelerating decline of AT&T's core long-distance business, and new problems at its business-telephone unit resulted in a dramatic 70% decline in AT&T's stock. Led by ex-TCI Chairman Malone, investors put enormous pressure on Armstrong to restructure the company and reverse the decline.

Armstrong responded with a plan to divide the company into five pieces: AT&T Broadband, cellular, consumer long distance, business telephone, and Liberty Media.

AT&T Broadband is to be tied to a tracking stock next spring. Over the fol-

lowing year, the tracking stock is to be converted into a conventional common stock. The lure to other operators is the sheer size of AT&T Broadband's 16.4 million-subscriber portfolio, concentrated in 80% to 90% of the cable homes in lucrative markets including San Francisco, Chicago, Seattle, Denver and Atlanta. Four years ago, operators bragged when they owned just 40% of a market.

Further, the company's cash flow has deteriorated so dramatically in the past two years that, even at a relatively high multiple, AT&T's systems could be cheap. Assuming that the cable operations generate double-digit gains in cash flow for each of the next two years—a tremendous success given the division's recent performance—an operator paying a healthy 17 to 18 times forward cash flow could get the properties for just



\$3,500 to \$3,600 per subscriber. That's far less than the \$5,000 to \$6,500 paid for other systems.

Moreover, unlike other major cable companies such as Cablevision Systems, Adelphia or all the three C's, AT&T Broadband would have no single controlling shareholder to thwart a hostile takeover.

But just because AT&T Broadband is coming loose, suitors wouldn't necessarily have an easy time. The markets for financing such a huge deal are terrible and not expected to recover for months. An operator might have to sell off some systems to avoid limits on system ownership.

The most difficult obstacle is Armstrong. After casting himself as the savior of AT&T, he has been tremendously embarrassed by the 70% stock slide that is prompting the spin-off. He is unlikely to assent to something that could be construed as a fire sale. "Armstrong has to somehow save face to make it work," says the CEO of a cable operator who is not interested in a complete takeover but hopes some system clusters shake out of a takeover mounted by someone else.

AT&T Broadband Chairman Dan Somers dismisses the talk as "speculation." Cox, Charter and Comcast would not comment.

One big issue is what an outsider can do with a tracking stock. "If Armstrong won't sell, can we launch a tender offer and take control of the AT&T Cable?" asked one MSO executive. "Do we have to sit around until it converts into a common stock? Can we force them to convert?"

Investment bankers say that such questions point up the pitfall of investing in a tracking stock. A shareholder is entitled to the economic interest of the assets of a tracking-stock company but doesn't actually "own" the assets. That ownership, in this case, would belong to AT&T. And once the cable unit becomes a tracking stock, AT&T would have no economic interest in selling AT&T Broadband's assets to anyone.

"You don't get ownership of the assets," says one investment banker who has studied taking over other tracking-stock companies. "You're buying stock in the parent

company. It's kind of a legal, economic, contractual relationship." Worse still, financial executives disagree on what kind of fiduciary duty AT&T's board of directors would owe AT&T Broadband shareholders. Normally, the board of a company facing a takeover bid would have a legal obligation to consider it and justify rejecting it. Depending on how AT&T Broadband is structured, that may not be the case.

"The tracker can have a separate advisory board, but the board is the parent company's board," says one media-company CEO who has looked into the creation of tracking stocks. "Here the fiduciary re-

sponsibility is to the AT&T shareholders, not to the tracker."

However, a senior executive at another investment company disagrees: "If AT&T is issuing the security, its board has a fiduciary duty to holders of that security." He points to AT&T's Liberty Media, a tracking-stock subsidiary that is managed separately by Malone. "AT&T's board has a fiduciary obligation to those shareholders." What's interesting, the executive adds, is that Liberty executives have no fiduciary duty or much accountability. "Fortunately, the chairman is the largest shareholder so everyone's interests run the same direction." ■

## Malone again, naturally

*AT&T's disgruntled director speculates about cable sell-off*

John Malone has been particularly divisive lately. He waged a successful campaign to pressure AT&T Corp. Chairman Mike Armstrong to spin off AT&T's Broadband cable unit and its other operations into distinct public companies. Malone wants to boost the value of the once multibillion-dollar chunk of AT&T shares he got by selling Tele-Communications Inc. to the telco last year.

At the same time, he won freedom for his Liberty Media Corp., his tracking-stock subsidiary of AT&T that will now be fully separated and run as an independent company.

In an interview with BROADCASTING & CABLE Deputy Editor John M. Higgins, Malone assessed AT&T Broadband's prospects, defended Liberty's investments and assessed the fire sale among Internet companies. An edited transcript follows:

**How long will AT&T Broadband last as an independent company? Other MSOs seem to want to swallow it fast.**

It's entirely a function of how they structure the split-up of the business. If they just put a bow around it and kick it out the door, there will be a feeding frenzy of people wanting to do a deal with them.

**As a director, will you push for it to be attractive as a takeover or protected to let it build up more value?**

I would hope that AT&T says: "Here, we have three open companies and the store is open every day. We'll talk to anybody about anything that creates value for our shareholders."

One of the principal reasons you have an independent company is so it can carry a buyout premium in its stock, which helps you raise capital. Whether it wants to get taken out or not, whether anybody ever does take it out or not, it's nice to have the premium in your stock. When it's a tracking stock or you have a controlled company, you trade at a substantial discount because nobody can buy it. That's one of the reasons people invest in stocks, because of the potential consolidation or acquisition. Sure you want that.

**Will they do that or will Armstrong get tied up in the politics of what's gone on there?**

I think they'll do exactly that.

**What's the value of AT&T's cable systems when they come loose?**

Right now, their financial results, other

A portrait of Michael Baisden, a man with a goatee and mustache, smiling. He is wearing a dark suit jacket over a light-colored t-shirt. His arms are crossed, and a white pocket square is visible in his jacket. The background is a plain, light-colored wall.

Let's

Hosted by  
**Michael Baisden**

# Talk About Reality

## TALK or WALK

**8 of top 10 markets sold/38% of the U.S.**

**WPIX** New York  
**KTLA** Los Angeles  
**WGN** Chicago  
**WPHL** Philadelphia  
**WLVI** Boston  
**KDAF** Dallas  
**WBDC** Washington D.C.

**WATL** Atlanta  
**KHWB** Houston  
**KCPQ/KTWB** Seattle  
**WBZL** Miami  
**KWGN** Denver  
**KTXL** Sacramento  
**KSWB** San Diego

**WXIN** Indianapolis  
**WTIC/WTXX** Hartford  
**WXMI** Grand Rapids  
**WNOL** New Orleans  
**WEWB** Albany  
**WPMT** Harrisburg/York



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**TRIBUNE**  
ENTERTAINMENT

## FINANCIAL WRAP-UP

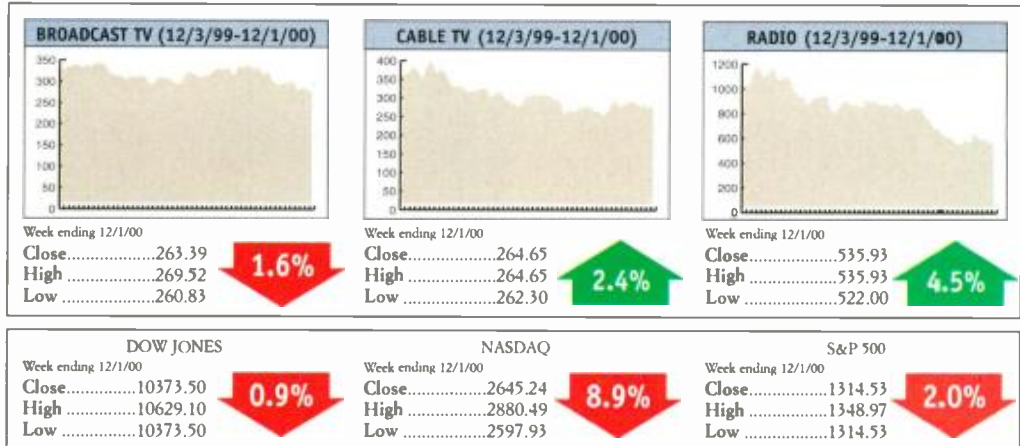
Week of November 27-December 1

### WINNERS

	12/1	% change
dick clark prod.....	\$13.00.....23.81	
Westwood One.....	\$19.56.....16.79	
Shop at Home.....	\$1.38.....15.79	
Radio One.....	\$11.81.....13.86	
Emmis Comm.....	\$24.38.....13.04	


### LOSERS

	12/1	% change
Liberty Satellite.....	\$2.18.....(44.88)	
Granite Bst.....	\$1.25.....(31.03)	
EchoStar Comm.....	\$25.88.....(25.94)	
Cumulus.....	\$4.00.....(25.58)	
Spanish Bst.....	\$5.03.....(22.60)	




# Redefining *Media* Merchant Banking

  
**Prime Television Limited**  
 has arranged the sale of its 50% ownership in

  
 to an affiliate of  
**J.P. Morgan & Co., Inc.**  
 for  
**\$66,000,000**

We acted as financial advisor to, and assisted in the negotiations on behalf of, Prime Television Limited.  
 February 2000

  
**Emmis Communications Corp.**  
 has acquired

**Sinclair Broadcast Group**  
 St. Louis Radio assets

for  
**\$220,000,000**

We acted as financial advisor to Emmis Communications Corp.  
 October 2000

Francis L'Esperance  
 Managing Director  
 Broadcasting and Communications  
 lesperancef@veronissuhler.com

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than revenues, are very depressed by the aggressive nature of their service deployment. You can take your foot off the accelerator and the fuel consumption goes way down; it'll look terrific six months later. But that would be unwise. You want to make hay while the sun is shining. That's what Dan [Somers, AT&T Broadband chairman] is doing. Until he runs out of money, if he runs out of money.

I wouldn't have sold the company to AT&T if I had enough money to do what they're doing now, which is aggressively deploying these multiple services. It's the right thing for a cable guy to do; it's just very painful in the financial marketplace to see your earnings go down, your cash flow go down and your capital spending go up unless somebody is willing to look through that and say, "Yeah, but you're running a hell of a lot of units." This is for patient investors, not guys who are trying to make a quick Internet killing. Day traders are dead.

**The dotcom stocks a year ago, were they appropriately valued, or overvalued?**

Most of them were grossly overvalued against their business plans. If you believe their business plan and did the present value calculation, they were still overvalued. So the market was exuberantly irrational to the extreme.

**You complain that Wall Street doesn't look beyond the near term. But then investors were looking long term. You never complained that they were wrong at the time.**

Why would you complain about that? I'm not complaining today. There's opportunity on both ends of the spectrum. There's opportunity to make a lot of money in an exuberant marketplace if you're smart enough to cash out when it's hot. There's certainly opportunity to pick through the debris in a severely down market and find the opportunity on a selective basis because there are not many people picking through the debris. Limbo is when things are sort of [moderately] valued and not going anywhere. Then it's very hard to do. ■

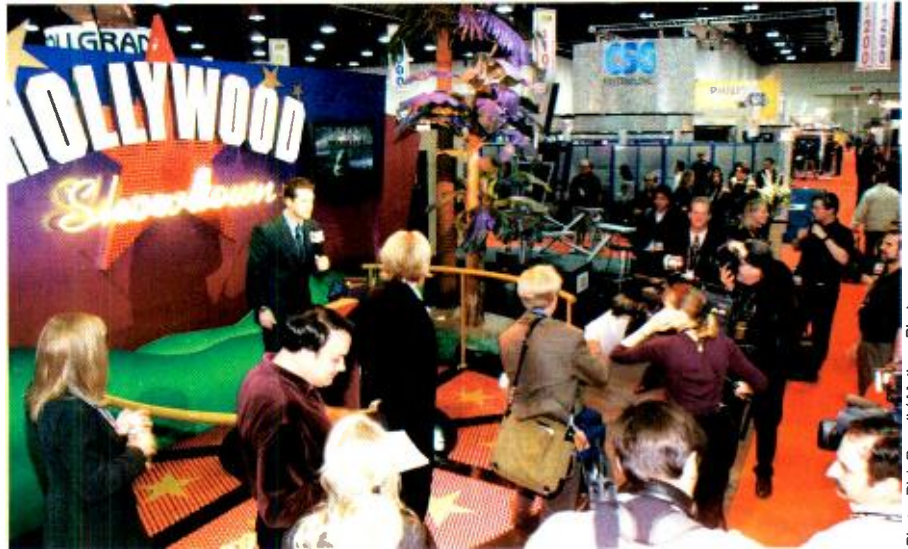


Photo: Rick Rowell / Matthew Photo

The Game Show Network attracted Western Show crowds.

## Into the breach

*Some programmers weren't there and neither were many operators, but Western Show was loaded with tech exhibitors*

By John M. Higgins and Deborah McAdams

The exiting programmers and absent operators will certainly be missed, but there do indeed seem to be plenty of techies to fill in the gaps as technology nearly overwhelmed last week's annual Western Cable Show.

Attendance at the annual Western show hit an announced 32,800, up about 4% from last year's convention. That's good news for sponsor California Cable Television Association, which is grappling with the loss of major exhibitors including Home Box Office, Showtime and, insiders say, Comedy Central, as industry takeovers leave buying decisions in the hands of fewer and fewer cable operators.

Networks are finding it better to divert the \$500,000 to \$1 million cost of exhibiting into other affiliate sales efforts. But technology companies such as Sun Microsystems,

3Com and Microsoft are, for now, taking up the slack, trying to convince the world how broadband they can be.

The biggest secret of any trade show—how many attendees worked for buyers and how many were merely booth bunnies working for exhibitors—remained secret.

Cablevision Systems Corp. Chairman Charles Dolan decided at the last minute to come out, intent on spending two days walking the exhibition floor and hearing what people said in various panel sessions.

Dolan said he finds crawling technology booths invaluable, looking primarily at video-on-demand gear this year. But he recognizes he's one of the few operators who still do. "When you see an actual cable person, you jump up for joy," Dolan said.

Henk Hanselaar, CEO of video-on-demand equipment vendor DIVA Systems, said that the network defections don't matter to him. "You have to be here," he main-

**'I hope you're only a shareholder in AT&T not Sprint, Worldcom, Priceline, Amazon.'**

— AT&T Broadband Chairman Dan Somers

Photo: Rick Rowell / Matthew Photo



Organizers say 32,800 attended the Western Show, about 4% more than last year.

tained. "You need the buzz, and you'll be noticed if you're not here."

John Burns, president of distribution for Fox Family, said, "The main complaint is that there are no operators here and there's nothing but programmers standing around and looking at one another. The value would be enhanced if there were more operators." Still, he finds that he and his executives need to "walk around this floor and see how the networks are programming, how they are thinking, how they are marketing and what they're going to do. We can walk around the floor and see what the competition is doing."

Senior cable executives missing in action included Charter Communications Inc. Chairman Jerry Kent, Cox Communications Chairman Jim Robbins and Time Warner Cable Chairman Joe Collins. Time Warner Inc. Chairman Jerry Levin was in town, but not in evidence at the show itself. Those attending included Liberty Media Corp. Chairman John Malone, AT&T Broadband Chairman Dan Somers and Insight Communications Inc.'s Mike Willner, but all were speakers at the show.

The high profile of interactive technology and IP telephone-gear makers couldn't dissipate the shadow cast by crumbling media and Internet stocks, reflecting investors' loss of confidence in cable systems' and network owners' core strategies for expansion. The executives have all made bet-the-company pushes into Internet and interactive services, either investing billions on now-ailing content plays or expensive upgrades of cable systems to carry heavy

electronic traffic to consumers.

Moderator Ken Auletta, who has covered media moguls extensively for *New Yorker* magazine, joked about how rapidly the industry can change. "Many of these people were wealthier last year than they are this year. Last year, America Online was an adversary, now they're a member of the fraternity."

Finally, Michael Armstrong, AT&T Corp. chairman, and John Malone, Liberty Media Corp. chairman and unhappy AT&T director, "were talking freely."

But the executives called Wall Street's pounding of media and Web stocks indiscriminate and short-sighted. "It takes time to roll this stuff out; it's just now near," said USA Networks Chairman Barry Diller. "It's almost there. Everywhere I go, I just see fatter distribution systems. ... Fatter distribution systems are the best way to bring this revolution to consumers."

AT&T Broadband Chairman Dan Somers particularly bristled when asked, given the drop in its stock price, how long AT&T has to "get it right." Somers responded that "I hope you're only a shareholder in AT&T not Sprint, Worldcom, Priceline, Amazon," all companies that have been pounded on Wall Street. He maintained that AT&T has lived up to 95% of the promises made

when it took over Tele-Communications Inc. last year, to aggressively deploy digital cable, high-speed Internet and cable telephone service in pursuit of higher revenues and cash flow.

Even AT&T critic Malone said that heavy investment in launching new services is "deferred gratification," but the investors want to be gratified within 90 days, "at most." He firmly believes in a large, ultimate payoff. But when companies like AT&T "push down the accelerator, you push down current results. Dan's got both feet down."

However, with "any kind of disappointment or delay, you get enormous punishment."

None of the executives was willing to harshly criticize federal regulators' lengthy review of AOL's takeover of Time Warner Inc., whose executives are conspicuous only in their low profile in Los Angeles this week.

Malone, a Republican with libertarian leanings, said that regulators should only act when they see actual abuse of consumers. But Somers said that despite the likely requirement that AOL open Time

Warner's cable systems to other Internet providers, something that many cable operators oppose, "I don't think out of this will come anything that is damaging to the merger. I think it will be helpful to the long-term direction of the industry."

There were the usual mishaps. Oracle Corp. Chairman Larry Ellison can move at Internet speed but missed his scheduled appearance because his private jet couldn't land at a fogged-

in LAX. A group of Philippine executives almost couldn't make it because of political unrest there, then fretted they wouldn't be allowed back in. FCC Chairman William Kennard canceled a speech, though it was unclear if he ever agreed to be there in the first place. ■



Wildlife is the stuff of the Outdoor Life Channel.

Photo: Rick Rowell / Matthew Photo



# Hear ye, Hear ye

*Supreme Court expedites tape but excludes live audio, video*

By Dan Trigoboff

The U.S. Supreme Court relented last week—if only slightly—in its long-standing antipathy to electronic media inside its courtroom and provided the media with an audiotape of Friday's historic arguments on Florida's presidential balloting.

Typically, the court offers a limited release of the tapes a few hours after hearings, but only to allow reporters to check their quotes, according to C-SPAN—which has been trying for years to overcome the court's opposition to cameras in the court. Tapes of Supreme Court arguments are not generally available until they are archived, typically weeks after arguments.

The arguments ended at about 11:30 Friday morning, and within 15 minutes, the

tape was running from ABC's pool feed over C-SPAN, CNN, Fox News, NBC, ABC, CBS, MSNBC and CNBC. CNN and the NBC channels provided an ongoing transcript, and each network provided visuals of the justices—sometimes highlighting the specific justice or attorney speaking. ABC, NBC and CBS had all broken into regular programming by late morning for argument coverage, and began airing all or part of the tape.

The unprecedented High Court decision to provide the tape came after repeated requests from media—including CNN, Court TV, C-SPAN, the Radio-Television News Directors Association (RTNDA) and the Society of Professional Journalists. But the court—which offered only an expedited



NBC News and other networks aired audio from the Supreme Court.

transcript—rejected live video or audio coverage of the arguments and rebuffed a History Channel request to preserve the arguments on video for later documentary use.

RTNDA President Barbara Cochran called the expedited tape “a chink in the wall. It’s an important first step.”

Following the quick rejection of C-SPAN's initial request, RTNDA had hand-delivered letters to all nine members of the court, asking them to reconsider their decision and at

*extremely charming,*  
yet modestly self-deprecating

least make audio available.

The appeal to the individual justices followed Chief Justice Rehnquist's written remark to C-SPAN head Brian Lamb that "a majority of the Court remains of the view that we should adhere to our present practice of allowing public attendance and print media coverage of argument sessions, but not allow camera or audio coverage."

That indicated, RTNDA's Cochran said, that there was a minority favoring the cameras. In a follow-up letter to Rehnquist, Bruce Collins, C-SPAN vice president and general counsel, noted that "maybe one of these days, the minority in favor of a televised Supreme Court will become a majority."

Collins continued, "It is difficult to conceive of any other oral argument before the Court more deserving of the largest possible audience than this one. We continue to believe that C-SPAN's trademark gavel-to-gavel coverage would have been enormously informative and would have helped Americans of all political persuasions to understand the Supreme Court's role in this uncertain process, and perhaps even to accept the eventual outcome of the election, whatever it may be."

Historically, opposition to cameras and microphones was based in large part on the cumbersome equipment and fear of the media-inspired chaos that emerged in some cases covered by newsreel and radio.

Many legal scholars agree that whatever progress had been made toward electronic coverage of federal courts by cameras-in-court advocates was largely negated by the mid-1990s due to the chaotic atmosphere surrounding numerous legal proceedings, including Supreme Court confirmation hearings for Robert Bork and Clarence Thomas and, most notably, the O.J. Simpson murder trial. The chaos, however, camera-advocates note, came outside the courtroom and was not related to cameras inside.

If federal courts in general and the Supreme Court in particular have been least receptive to cameras in court, Florida courts—where the case originated and where court proceedings have been televised

for 20 years—have been the most accepting. Florida's open-door policy to cameras has allowed much of this remarkable election story to play out live before the public.

In a recent interview with a Canadian lawyers' publication, Justice Ruth Bader Ginsburg said that, while she has no particular objections to televising trials, she respects

the wishes of her colleagues who oppose it.

Justice David Souter—who experienced televised trials as a judge in New Hampshire—said, however, that cameras would have to "roll [into the courtroom] over my dead body." Justice Anthony Kennedy has stated that "we are not part of a national entertainment network." ■

## Voter News Service called into question

*NBC, Fox News threaten to bolt, and an activist group wants a Justice Department probe of the election-night foul-up*

By Dan Trigoboff

**F**ox News and NBC said last week they would not remain members of the Voter News Service unless the polling consortium can explain the election-night misinformation that led to great embarrassment for the networks as well as itself. An antitrust activist group last week asked the Justice Department to break up VNS, blaming the election-night mishaps on the absence of competition for data among networks.

And telecommunications law firm Smithwick & Belendiuk sees VNS at the heart of an FCC investigation it seeks.

NBC also said it would not renew VNS membership unless "it is satisfied that VNS has taken the steps needed to ensure the accuracy and integrity of its data. We stand ready to provide our fair share of additional funding that might be needed to accomplish this."

Fox and NBC said last week they would not call the results of a state until all the polls are closed in that state. Previous policies, after talks with Congress, delayed calls only until most polls in a state were closed.

ABC News made a similar pledge Nov. 22.

The American Antitrust Institute blamed the Voter News Service for the absence of competition in exit polling for the erroneous election results. In a letter to the Justice Department's Antitrust Division, AAI Senior Scholar Robert H. Lande, a professor of law at the University of

Baltimore, said that "The Voter News Service fiasco makes us wonder whether things have gotten to the point where a mistake or bias will not be corrected by the normal give and take of competition among media firms. There is, however, a solution that will at least move us in the right direction:

**Fox and NBC joined ABC in saying that they would not call the results of a state until all the polls are closed in that state.**

The antitrust enforcers should break up the Voter News Service." Until 1990, the news networks did their own exit polling.

Smithwick & Belendiuk is asking the FCC to launch a private investigation under a little-used section of the Communications Act, which allows the agency to initiate a review even if it has not received a petition from a party with standing. The provision was first used during the TV quiz-show investigations. ■

# WB ratings rise brings mercy

Nearly every show on the rebounding net's schedule is being given a new chance

By Joe Schlosser

The WB is celebrating its rebound in the ratings by giving nearly every show on its schedule another shot in the second half of the season.

Coming off its best November sweeps ratings in its six-year history, The WB has given production renewals to all of its veteran dramas and freshman series, including comedy *Grosse Pointe*, in which network executives say they have confidence despite sluggish ratings. The good news at The WB is especially welcome as the network is coming off its toughest season ever, where distribution woes and low national ratings bungled its plans.

"There is no place where we are down," says an upbeat Jamie Kellner, The WB's CEO. "We have been careful and loyal to our programs that were on the schedule last



*Felicity* will get an additional four episodes, but still will share its season with *Jack & Jill*.

season, and we have been continuing to nurture some of them in better time periods."

The WB has ordered another eight episodes of second-year drama *Roswell* (20th Century Fox/Regency TV), eight more of freshman drama *Gilmore Girls* (Warner Bros.) and nine more of new com-

edy *Nikki* (Mohawk Productions/Warner Bros.). Of the *Gilmore Girls*, Kellner says, "I love that show, that show to me is picked up for next year already."

*Felicity*, which was almost canceled last season, got an additional four episodes that will take the series through the May sweeps period. The WB will air 11 episodes of *Felicity* through January, *Jack & Jill* will then run until mid April and *Felicity* will return for the remainder of the season.

And comedy newcomers *Hype* (Warner Bros.) and *Grosse Pointe* (ATG) have each been given four more episodes to prove themselves. Both shows have struggled in the national ratings, with *Grosse Pointe* currently standing as the lowest-rated network series in adults 18-49, averaging a 1.0 rating/3 share, according to Nielsen Media Research. ■

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## IN BRIEF

**THE NIGHTLY TIMES**

PBS and *The New York Times* are an underwriter away from a national nightly late newscast that would compete with late local news. The proposed *National Edition* would be more like a network newscast than like PBS' signature *Newshour With Jim Lehrer*, which is more analytical and covers fewer stories. Local stations would be given time for sports, weather or news inserts.

**COMCAST PICKS UP SURGING FNC**

Fox News Channel, now in 55 million homes, will pick up a majority of Comcast's major-market systems over the next three years, the network said. Comcast has already launched FNC in Baltimore and in Sarasota, Fla.

The network is picking up bigger numbers in ratings as well. Thanks to the election that never ended, it had a record-setting month in November, hitting an all-time-high 4.1 rating/2.2 million households on the Sunday night that Katherine Harris certified the Florida tally. For the month, the number of households watching FNC was up 342% over last year in total day.

**CEA NUDGES FCC ON DTV SETS**

The cable industry has reneged on its pledge to make DTV sets that connect to cable without set-top boxes, and the FCC should step in, the Consumer Electronics Association said last week. CEA wants two FCC actions: imposition of descrambler standards so customers can eliminate set-top boxes, and an agreement that will allow use of electronic program guides and other interactive TV services. The cable industry says standards are moving along and urged the FCC to leave industry standards to the private sector.

# New player in DBS band

*A victory for Northpoint may also be a win for Pegasus, but established satellite providers want a fight with FCC*

By Bill McConnell

A controversial new TV service received FCC approval last week, setting up a politically charged battle over which company will control the new channels.

The service's creation has pitted entrepreneurial companies against each other as well as against direct broadcast satellite carriers, the one-time upstarts that will be forced to share their frequencies with the new service.

The FCC said it would allocate spectrum for a new land-based direct-broadcast system that will transmit multichannel programming via terrestrial microwave transmitters. In part, the agency is eager to start a new service because the FCC is required by the 1996 Telecommunication Act to find new ways to bring multichannel offerings to rural and other underserved markets.

The decision is a victory for Northpoint Technology, which six years ago applied to set up the service. How big a victory remains to be seen. Although company officials say they are entitled to the spectrum at no charge, the FCC said it might auction the frequencies instead.

If so, that would be a win for Pegasus Communications, a reseller of DirecTV service in rural areas that applied to launch a terrestrial service after Northpoint made its request. "We are pleased the FCC established a new service that will give Pegasus an opportunity," said company Chairman Mark Pagon. "The FCC appears to have done the right thing."

Pegasus is eager to refute Northpoint's contention that it is the sole legitimate applicant for the TV service.

"Pegasus and the other applicants are Johnny-come-latelys," said Northpoint Executive Vice President Toni Cook Bush.

The prospect of an auction is particularly

distressing to Northpoint, because the FCC also will add non-geostationary satellite operators such as Skybridge and Boeing to the band. "There are already nine companies seeking to share the spectrum with DBS operators," Bush said. "We're not getting clear spectrum."

The DBS operators, however, say they are the biggest losers. They say adding a terrestrial service will create unacceptable interference for the country's 15 million satellite subscribers. "Congress and the FCC have worked hard to establish a competitor to cable, and DBS has emerged as a true rival," said Marc Lumpkin, spokesman for DBS provider EchoStar. "This ruling may jeopardize that."

Many Capitol Hill Republicans warn that Northpoint is trying to use its Democratic ties (B&C, Aug. 7) to curry favor with the FCC's Democratic majority rather than compete for the frequencies at auction.

Still, the DBS companies say the battle is just beginning. The FCC must still establish interference rules,

and neither Northpoint nor any other company has proven that they can launch without hurting DBS, critics assert.

"We're disappointed to see that the commission concluded that we can share our spectrum," said Pantelis Michalopoulos, counsel for DirecTV. "We intend to forcefully argue the Northpoint system doesn't meet any conceivable interference standards."

To decide who controls the new service, the FCC is asking for comment on several critical issues, including technical rules for spectrum sharing on the band, carving out service areas and frequency assignments and the merits of the three competing TV applications. The third application is from Satellite Receivers Ltd.

Capitol Hill Republicans are insisting that the FCC put the spectrum up for bid. They say that

**'It is not so simple as letting everyone out there do what they want. We have to make sure there's no interference.'**

—Commissioner Susan Ness

Northpoint officials are attempting a "spectrum grab" through Clinton-administration largess.

"The law requires spectrum auctions in those circumstances where mutually exclusive applications are filed," House and Budget Committee Chairman John Kasich (R-Ohio) wrote in a Nov. 27 letter to FCC Chairman William Kennard. "It would be my assumption that multiple applicants could not practically share this spectrum."

"There's a lot of frustrated people on a lot of different sides right now, but hopefully innovative technologies will make it into the

marketplace," Commissioner Harold Furchtgott-Roth told attendees of the cable industry's Western Show in Los Angeles.

"It is not so simple as letting everyone out there do what they want," Commissioner Susan Ness added. "We have to make sure there's no interference."

Northpoint officials say interference with DBS is not created. Their plan is to transmit signals from the north, so their signals bounce harmlessly off the back of DBS dishes, which receive their signals from satellites in the southern sky. ■

## Is Garth going?

*Sassa proclaims NBC's sweeps win, but mum on Ancier's fate*

By Joe Schlosser

With 50 entertainment reporters listening in on a conference call last week, NBC West Coast President Scott Sassa proclaimed NBC the winner of the key adults 18-49 race in the November sweeps, but he failed to deflect or put an end to numerous questions about the long-term future of his top lieutenant, NBC Entertainment President Garth Ancier.

After Ancier answered a handful of questions about his future at the network, Sassa was asked directly if Ancier had a vote of confidence from NBC brass. Sassa replied with a long-winded answer that failed to address the issue.

"Here's the trick to that question: When I worked for Turner, every week we were rumored to be bought or buying another company and the day that you start answering that question and you don't answer that question, is the day that you get in trouble," Sassa said. "Because the day we were going to merge with Time Warner and all of sudden it was no comment versus a no, it was a big difference. So from a company point of view, you can't be out



Garth Ancier (l) got no vote of confidence from his boss Scott Sassa last week.

there saying support or no support or whatever, because sometime in the future, under different circumstances, you can't play that game of publicly being out there, because of the absence of your answer may be an issue."

Asked to clarify that by the same reporter, Sassa replied, "I'm not going to comment on any specifics. We never have commented on people in the past and we won't do it in the future."

On a Hollywood panel at the outset of the season, Ancier, along with the top programmers from the other broadcast networks, were all asked to rate their job security on a scale of 1 to 10. Ancier, who is known for being a straight-shooter, gave himself a five; most of the other network heads claimed higher numbers.

"I probably made a very big mistake in the way I answered that question," Ancier now says. "I thought since all of my colleagues were saying on a scale of one to 10 that they were nines and eights, that I would be a little more humble about it and say I'm a five, 50-50." ■

## IN BRIEF

### WE GETS 10 MILLION SUBSCRIBERS

WE, née Romance Classics, has sealed deals for about 10 million subscribers over the next two years. Beginning in January, Adelphia will roll out Women's Entertainment network on its digital basic tier, which reaches about 500,000 subscribers, and will eventually give the network to about 80% of its subscriber base. The Charter Communications deal is for analog basic in systems covering about 3.2 million subs. The additional distribution will put WE at around 46 million homes by the end of 2002. WE will also potentially snag another 1 million when parent Cablevision rolls out its advanced set-top boxes.

### COTTON TO CNBC EUROPE

Richard Cotton, NBC executive vice president and general counsel, has been named president and managing director, CNBC Europe. General counsel at NBC for 11 years, he has also served on the board of CNBC Europe and CNBC Asia and has been part of the executive team overseeing CNBC Europe's expansion in key territories over the past year. NBC said Susan Weiner will replace Cotton, at least temporarily, as acting general counsel, NBC.

### RULES ON RADIOS

The FCC at its monthly meeting this week will propose rules for "software-defined" radios, which allow a single receiver to work with several types of service. A plan to deal with several digital-TV issues, including a proposal to require all 13-inch-plus sets to include both digital receivers by 2003 has been dropped from next week's agenda.



# Cable's future is now

*Western Show looked ahead, and that's where all the trouble is*

A classic episode of *The Honeymooners* involves yet another of Ralph's get-rich-quick schemes. He buys a shipment of forgotten all-in-one kitchen utensils for next to nothing. With a little help from Norton and a live TV commercial, he figures to make a bundle and move Alice into a swankier apartment—one with, say, three rooms. Ralph brands his ticket to the good life Chef of the Future.

The organizers of the Western Show are a little bit like Ralph and Norton. But their product isn't a kitchen gadget. It's Cable of the Future, an all-in-one contraption that's part TV, part telephone and part computer. IT CURES ALL THAT AILS THE MODERN FAMILY. One came away from the Western Show feeling he had sat through a three-day infomercial from the makers of Oxyclean.

Well, isn't that the job of a convention—providing a showcase for what's possible, what's coming—during the few days a year when executives are relieved of the day-to-day headaches of run-

ning their businesses? Sure, but the unrelenting talk of interactive TV and VOD and Internet access and EPGs and IP telephony suggests that the industry can't sell Cable of the Present anymore—or simply is no longer interested.

Cable of the Present is all that boring stuff: HBO, Showtime, ESPN, MTV, USA, Lifetime, A&E, Discovery, C-SPAN and excuse me for not listing all the other familiar cable networks that my limited space doesn't allow. It's the product that delivers 99.9% of cable's revenue today. It was broadband before broadband was cool.

In his financial analysis of the top eight cable operators a week ago (B&C, Nov. 27),

Wall Street media analyst Rich Billoti reminded us that, despite the Cable-of-the-Future hype, it's still a Cable-of-the-Present business. Right now, he said, Cable of the Future is nothing but a drag on earnings. Heavy capital spending to prepare the way for new services by AT&T and Cox "so far doesn't correlate to revenue growth," he said.

Given the uncertain prospects of Cable of the Future, I would say that operators and their convention organizers had better start selling Cable of the Present a little harder. The last word I heard from my cable operator—Cablevision in Chatham, N.J.—is that my monthly cable bill was going to go up another 5% in January.

In the real world—the world beyond the Los Angeles Convention Center—most cable operators' only real means for boosting revenue and cash flow is jacking up rates as high as the Washington watchdogs and competition will allow them to.

I'm not sure how far the regulators will let cable go, but the competition is making it tough for operators to take rates much higher.

The week before I learned of the Cablevision hike, I picked up a brochure on the latest DirecTV offering at my local Blockbuster store. For the \$60 I pay Cablevision each month, I could receive via satellite many more "cable" networks, access to a ton of PPV movies and a capable electronic program guide.

For a few dollars more, I could subscribe to out-of-market sports. All that's stopping me from making the leap from land to sky is the \$200 one-dish-two-receiver installation charge and the prospect of losing some local broadcast signals and Cablevision's regional news service. It's a toss up for me.

But millions of others have already opted for satellite.

Given the heavy spending that the major operators are doing to upgrade their systems, it is a safe bet that some of the two-way services will materialize and help keep customers from straying to the birds. But it would be a mistake to concede any customer between now and the unknown when the new services come online.

**Interactive TV.  
VOD. EPGs.  
Telephony. Right  
now, they're all  
just a drag on  
earnings.**

How about an NCTA convention in June dedicated to selling Cable of the Present: retaining subscribers and finding new ones? That would be refreshing and help reassure investors.

(Given that it's also the convention's 50th anniversary, it would be nice to remember Cable of the Past.)

Needless to say, Ralph's dreams of cashing in on Chef of the Future came crashing down along with the set of his TV commercial. But he was OK. He had kept his job with the bus company. There must be a lesson in there somewhere. ■

*Jessell may be reached at  
jessell@cabners.com or  
212-337-6964.*





*meet the boy:*

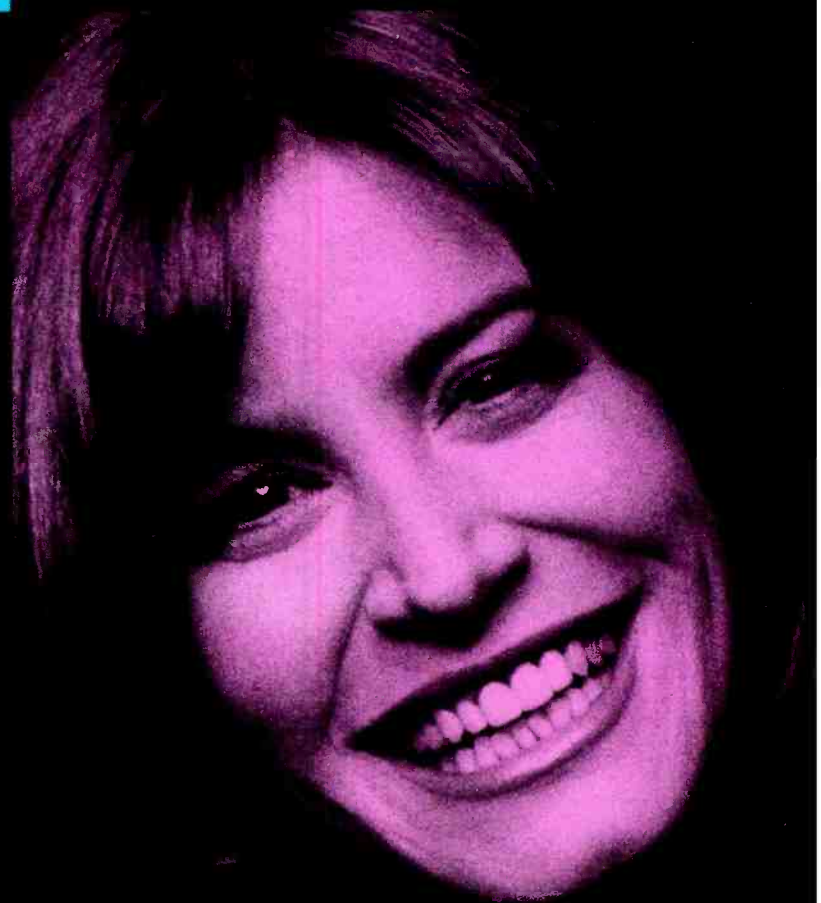
**I'm no prince, but**

**I can be charming.**

*meet the girl:*

**I'm no princess, but**

**I still believe in fairy tales.**



## *meet the panel:*

One comedian, one relationship expert and two celebrity guests.

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Greg Proops

Ellen Ladowsky



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# rendez-view

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Rendez-View is officially on the market and hot-to-trot. Hosted by Greg Proops from *Whose Line Is It Anyway?* and noted author/dating expert Ellen Ladowsky, it's a more irreverent look at *amour* than anything that's come before.



Pappas takes  
on Univision  
and Telemundo

# Room for tres?

*Stakes \$1.5 billion on the  
launch of Azteca America*

Harry Pappas, chairman and  
CEO of Pappas Telecasting  
and Azteca America.

**By Steve McClellan**

**B**ack in 1964, Harry Pappas placed his first bet on broadcasting, investing \$5,000 with his older twin brothers, Mike and Pete, in a radio station in rural California. Seven years later, Pappas built his first independent TV station, KMPH-TV Visalia, Calif., in the Fresno-Visalia market.

Over the next 30 years, Pappas invested hundreds of millions in TV properties at some risk, backing Fox affiliates when that network was started 15 years ago, as well as WB and UPN affiliates when those two networks started out five years ago.

Today, Pappas Telecasting is the largest privately held TV-station operator in the country, with 30 stations either owned or in the process of being acquired or built.

But the fun is just beginning. Pappas is

making the single biggest entrepreneurial bet of his career. With Mexico-based minority partner TV Azteca, he has set out on a \$1.5 billion effort to launch a third U.S. Hispanic television network, called Azteca America.

For Pappas, the move into Hispanic TV represents a strategy shift from a singular focus on mainstream U.S. television to a two-pronged offensive that focuses equally on the core U.S. business and Spanish-lan-

## KXTX(TV) 'was almost this serendipitous finding. Here was this enormous infrastructure that just needed some additional facilities.'

—Harry Pappas

guage television.

While he's still a big believer in the core business, the move into Spanish-language TV is one that Pappas has been mulling for nearly a decade, having developed conventional stations in markets with rapidly growing Hispanic-population segments.

In fact, although the Azteca America venture was announced in September, the two partners had initiated conversations almost two years earlier and actually had what Pappas describes as the "framework of an agreement" by spring '99. For more than a year, the parties kept their agreement private as they ironed out details and Pappas went about acquiring stations and construction permits needed for the new network's distribution system. He's contributing 13 stations to the venture; the 17 others in his stable will remain English-language affiliates and independents.

"Fortunately, we were able to maintain confidentiality," Pappas says. "That allowed us to make some extraordinary arrangements for television stations that were key to the establishment of our distribution system."

Case in point: KXTX(TV) Dallas, which Pappas recently purchased from billionaire investor Thomas O. Hicks for \$86 million. That's a relative bargain for a well-established top-10 independent station—and one that Hicks spent millions on to digitally upgrade. Indeed, at one time, he had network plans of his own: a regional sports network built around the Texas Rangers and Dallas Stars.

KXTX serves multiple purposes for Azteca America. Located in one of the top Hispanic markets, the station will serve as the network's flagship and will also house its technical-operations center. An IBM computer system will automatically feed the rest of the network its programming, promotion and commercial spots.

The IBM system is key from a cost stand-

point. Pappas estimates that the venture will have just under 1,000 employees. The automated system will save the network from having to hire "several hundred" more employees, or 25% to 35% additional positions, he says.

Pappas gushes when talking about what a great buy KXTX was. "It was almost this serendipitous finding. Here was this enormous infrastructure that just needed some additional facilities layered onto this incredible base, so that we could operate a typical network-operation center with the usual time-zone feeds and all of that."

Ironically, the previous owner of KXTX—Christian Broadcasting Network—had little use or even tolerance for the Spanish language. Hicks operated the station as an LMA before acquiring it from CBN earlier this year. As part of the LMA, Hicks had to agree to an all-English-language format, because CBN founder Pat Robertson en-

dorsed the position that English should be the official language of the U.S.

The Spanish-language restrictions on KXTX expire at the end of the year, just in time for a pre-launch of the network on both the Dallas and Houston stations. That will happen in January. The full network launch is set for April.

Meanwhile, Pappas has tapped two key outsiders and a coterie of company insiders to get the network going. Stuart Livingston, a former Univision and Telemundo executive has been tapped to run Azteca America as president and COO of the network and stations group. And Peter Chrisanthopoulos joined the crusade last month as president and COO of network and spot sales and marketing.

Chrisanthopoulos joined the network from New York media buyer Mindshare, where he was president, national broadcast and programming, and oversaw some \$2.6

### If you can't join 'em, beat 'em

When Azteca America launches next year as the third U.S. Hispanic broadcasting network, it will probably get its clock cleaned by dominant Univision, the way Telemundo does quarter in and quarter out. According to Nielsen's Hispanic Television Index, Univision garnered a 53% share of Hispanic viewers 18 to 49 for the calendar year 1999. Of the four major networks, all but CBS collected a higher share of the Hispanic 18-49 audience than Telemundo.

At launch next spring, Azteca America will have 55% to 60% coverage of the U.S. Hispanic population, compared with 92% for Univision and 85% for Telemundo. Univision is on track to generate \$830 million or more in revenue this year, or roughly 75% of the \$1.1 billion U.S. Hispanic TV advertising pie. It's not surprising, then, that Azteca America executives told Wall Street analysts that they think they can bump the weaker Telemundo off in a couple of years and then go after Univision.

Telemundo, though, continues to fight the good fight. Last year, it brought in new management, and reports surfaced last week that it's trying to strengthen its distribution with the proposed acquisition of a second station in Los Angeles, KWHY-TV. For TV Azteca, it's a case of if you can't join 'em, beat 'em. The Mexico City-based network tried to acquire Telemundo several times in 1997 and 1998 before starting talks with Pappas early last year.

Asked about his comments to analysts, Azteca America chief Harry Pappas said he thinks growth in the Hispanic ad market—at least 15% a year for the foreseeable future—will "lift all boats. There's more than enough room for them and for us." —S.McC.



Although little original entertainment production is planned, sources say Azteca probably feels some pressure to do some originals to compete effectively with Univision and Telemundo.

billion in annual spending by advertisers.

Livingston was senior vice president, operations and business affairs, at Telemundo for four years before joining Pappas last year as a consultant to the new network. Prior to that, he was head of affiliate relations for Univision and ran the network's cable network Galavisión before that.

Livingston, a Mexican-American who grew up in Houston, says job one at the network is to get the rest of the distribution in place—particularly in New York (where a recent deal to buy Shop at Home's WSAH-TV fell through), Chicago and Miami, the big Hispanic markets where Azteca America still has to establish outlets. Livingston hopes to have deals to announce for those markets by January.

Meanwhile, the programming schedule for the January pre-launch is just about set. Telenovellas, the Spanish-language equivalent of serial melodramas, will be the prime

time staple, says Livingston. No real surprise there: Both Univision and Telemundo have shown that novellas tend to drive Hispanic viewership higher than any other format in prime time.

What comes as somewhat of a surprise is that TV Azteca will produce a slate of original talk shows and magazines to fill the daytime schedule.

The deal that Pappas has with TV Azteca is complete access to the Mexican broadcaster's production facilities and program library, which is growing at an annual rate of about 10,000 hours that the network produces. In exchange, TV Azteca gets a 20% equity stake in the network and a fixed percentage of the network's annual revenues, starting at 10% and climbing to 15% after several years.

Plans also call for local and national newscasts at the stations and the network. The national newscast would utilize the

resources of TV Azteca's existing news operation in Mexico. It produces newscasts for both of the company's Mexican Networks (Azteca 13 and Azteca 7).

Plans also call for lots of sports programming on the weekends. TV Azteca has the rights to Mexican League Football, the soccer league. Those matches will also air on Azteca America.

Pappas has maintained that there will be little in the way of original entertainment production to start. But sources say the new venture probably feels some pressure to do some original programming to compete effectively with Univision and Telemundo, both of which produce significant amounts of first-run fare.

Even so, Azteca America will struggle in the first year or two to get advertising revenue. Pappas says he'd be happy to take a modest single-digit share in the first year, although he also believes that the venture



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## He recognizes a trend before it is one

Harry Pappas was 18 when he started what is now a 36-year entrepreneurial run in the broadcasting business. In 1964, he and his older twin brothers (Mike and Pete, both now deceased) scraped together about \$25,000 to buy their first radio station. By 1966, they were into FM and country-music formats before either, as the song goes, was cool.

In 1971, Pappas and his brothers made the leap to independent television against what he calls a "background of failure" in the Fresno-Visalia, Calif., market. Seven different owners had tried to make a go of four independent stations there, and "they'd all failed," says Pappas.

But the times and the regulatory environment were changing. The FCC adopted the financial-interest and syndication rules, which gave independent stations a competitive leg up. The Pappases exploited the opportunity and made it work, first at KMPH-TV Visalia, still Pappas Telecasting's flagship station, and then at other stations, which have subsequently allied with Fox, The WB and UPN.

Pappas, now 54, swapped his radio holdings for his brothers' TV holdings in 1977 and has focused primarily on TV ever since. The move into Spanish TV, he says, is similar, "in terms of the philosophical underpinning," to earlier moves. "Usually, the greater gains in value are in recognizing a durable trend in its early phases."

—S.McC.

can reach break-even after just two years.

Pappas also expects the network's individual stations to be the bigger revenue drivers to start, with the network gaining momentum as its distribution builds. And the business plan calls for the network to own most or all of its distribution, the way Pax TV does. At launch, Pappas expects to cover 57% to 60% of the U.S. Hispanic population.

Such coverage may not seem appealing to advertisers that have two other network options in Univision and Telemundo. But Chrisanthopoulos says Azteca America has several things going for it. First, advertisers love to see as much competition on the distribution side as possible, which is why they supported Fox when it launched (for greater negotiating leverage with the Big Three) and why they supported The WB and UPN when they launched (for greater negotiating leverage with the Big Four).

"Agencies are always looking for ways to encourage competition among networks," he says. "It's in their best interests, and I feel this opportunity is one they will want to support as well." He argues that advertisers buy cable networks with 50% coverage of the country or less "because it's the right audience or programming."

Soon Chrisanthopoulos will be preparing for what will be the network's first upfront presentation in New York next spring. His pitch to advertisers: growing Hispanic spending power (\$440 billion and counting) and the fact that research shows that, even in bilingual households—a growing segment within the Hispanic-household universe—recall of specific commercials is higher when they are in Spanish. "People know you are deliberately trying to communicate with them," he says.

Still, the advertising market has been full of uncertainty in recent months. Even the dominant Hispanic network, Univision, hasn't been unaffected. Last summer, when its upfront advertising take underwhelmed Wall Street, its stock took a one-day 13% plunge. And since peaking in August at about \$62, the company's stock sank to \$26 in October and has only recently climbed back past the \$35 mark. ■

# Networks write new stories in November

NBC wrests 18-49s away, ties ABC in total viewers



Emmy winner *The West Wing* helped NBC pull ahead in the November sweeps.

By Joe Schlosser

What a difference a year makes. This time last year, ABC and *Who Wants to Be a Millionaire?* were taking off on the network's glorious ride to a season victory, crushing the competition in all ratings categories.

This season, it's a different story for ABC and many of its rival networks.

With strong performances by veteran and sophomore series such as *The West Wing*, NBC claimed the November-sweeps title in adults 18-49 and tied ABC in total viewers. As *Millionaire* goes, so goes ABC: As the game show has gotten older, so has the network's median age.

Fox, which was being written off this time last year, appears to be back on track and gaining momentum with a mix of new and returning offerings. And The WB,

which struggled through distribution woes and UPN's wrestling fortunes a year ago, has come charging back with solid performances by a lineup of mainly veteran series.

### NBC

Veteran series have been NBC's calling card this season, especially in November, with hits *ER*, *Law & Order*, *Friends* and *Frasier* carrying the network to a going-away victory in adults 18-49. NBC averaged a 5.6 national rating in that demo for the sweeps period, up 4% from a year ago. NBC was 12% ahead of ABC in the key demographic, the *Millionaire* network averaging a 5.0 rating. ABC was off 15% from its November-sweeps average a year ago, according to Nielsen Media Research.

"As you will remember, last November we trailed ABC by half of a ratings point,

and I'm very happy to report, on a demographic basis, we have turned that around by 1.1 ratings point," said NBC West Coast President Scott Sassa.

In total viewers, the race came down to the final night, with ABC edging NBC by the slightest margin: 14.0 million viewers to 13.9 million. And NBC executives once again pointed out that their affiliates were the beneficiaries of the largest lead-in average for late-night news programming: NBC's 10:30-11 p.m. (9:30-10 p.m. CT) average in adults 18-49 was a strong 7.0, up 6% from a year ago. ABC was a distant second, averaging a 4.3 rating, a 10% decline.

But not everything is so ducky at NBC: The network has already canceled three shows and is likely to pull the plug on *Titans* soon. "We still have time periods that fall in the work-in-progress category, but that's why we do development for next year," said Entertainment President Garth Ancier.

### ABC

ABC executives had to defend their programming of four weekly installments of *Millionaire* this season and the potential long-term damage that could do. ABC's median age has gone from 41.6 years last November to 46.2 years this year, a rise of 5%. Last November, *Millionaire's* median age was 44.1; this year, during the sweeps, the average viewer was 53.1 years old.

"The age of [*Millionaire*] has skewed up a little bit, there is no question about it," said ABC Entertainment TV Co-Chairman Lloyd Braun. "But we have seen when we have editions like *Celebrity Millionaire* that the age comes down."

ABC's change of strategy on Friday nights, dropping its TGIF programming in favor of older sitcoms this season, has also hurt its median-age average.

### FOX

A year ago, Fox finished the November sweeps a distant third in adults 18-49, a full rating point behind ABC. This year, Fox

## IN BRIEF

**ECHOSTAR GETS STYLE**

EchoStar's Dish Network is adding style, the digital sister network to E! Entertainment Television, to its channel lineup.

Style will take channel 115 on America's Top 150, \$39.95 programming package. Style currently has about 10 million subscribers.

**FUNNY BUNNY**

Fox has ordered a new comedy from *Just Shoot Me* producer Steve Levitan for next season titled *Greg The Bunny*. The single-camera comedy from co-owned studio 20th Century Fox Television has been given a 13-episode commitment from network executives for a fall 2001 launch.

Fox Entertainment President Gail Berman calls the series a cross between *The Larry Sanders Show* and *Sesame Street*.

*Greg The Bunny* was originally produced as a short for the Independent Film Channel and will go behind the scenes at a fictional children's TV series where "the puppets are living, breathing, often neurotic, second-class citizens who interact with humans."

**TNN TAKES XFL GAMES**

TNN: The National Network, as it calls itself, will air the non-broadcast cable games of the XFL, as expected.

The games of the XFL—the new football league started by the World Wrestling Federation—will appear on TNN on Sunday afternoons at 4 p.m. ET beginning Feb. 11, 2001, and continue through April 8.

In all, nine XFL games will air on TNN, with play-off and championship games going to NBC.

averaged a 4.7 rating in the demo—still good for third place but only by 0.3 rating point. The network also tied NBC for first place in adults 18-34 and won in teen viewers.

"Season to date, we are the only network to show year-to-year growth in adults 18-49. Even when we exclude the World Series from our average, we have added over 1 million total viewers to our audience, and no other network can come close to that," said Sandy Grushow, chairman of Fox TV Entertainment Group.

**CBS**

CBS finished fourth in adults 18-49 for the sweeps, averaging a 3.8 rating (down 5%) and third in total viewers (12.1 million, down 9%). That left CBS TV CEO and President Les Moonves talking about the season's second half, when the network has the Super Bowl and a second installment of *Survivor*. "Part of our strategy, as we head into the first of the year, is to

stay close, because we feel that the second part of the year, we are going to be much stronger."

**THE WB**

The WB enjoyed the most growth of any network in both adults 18-34 and adults 18-49, pulling itself up from last year. The network jumped 22% in the former and 19% in the latter from a year ago. It even topped rival UPN in both total viewers (4.5 million vs. 4.1 million) and adults 18-49 (1.9 vs. 1.7) despite continued growth by UPN. Veteran series like *7th Heaven* led the way, aided by the addition of *Sabrina, the Teenage Witch* and a new Sunday-night lineup.

"It feels a hell of a lot better than last year. Last year was terrible, and this year is wonderful," said WB chief Jamie Kellner. "What's the reason for our success? It's the growth of the stations. It's being careful and loyal to the programs that were on our schedule last season and continuing to nurture some of them creatively." ■

## Nat Geo plus *N.Y. Times*

*A new channel joins forces with an old newspaper to draw science lovers*

By Deborah D. McAdams

The new television channel focusing on all things wild is making nice with an American icon of civility. National Geographic Channel has struck up a content partnership with *The New York Times*. Together, the pair will produce a weekly, hour-long news magazine for the network called *Science Times*.

Each episode of *Science Times* will have three long-form stories covering scientific exploits and hijinks and how they impact folks' everyday lives. The two-year deal initially calls for 26 episodes to start airing in prime time in June 2001.

On the surface, the partnership resembles the usual print-television marriage, with the channel pushing the newspaper on the air and

the newspaper hawking the channel in print. But for the National Geographic Channel, which is launching T-minus 38 days and counting, the deal is particularly sweet. The network has already spent millions on a studio to produce live daily news, something it hopes will give it an edge over Discovery, the incumbent king of nature content. The weekly science section of *The New York Times* is 21 years old, and sidling up to the newspaper gives the fledgling National Geographic Channel access to about 50 seasoned reporters. Content from *Science Times* will be lifted for *National Geographic Today*, the network's nightly 7 and 10 p.m. newscasts.

*Science Times* will appear on the network on Tuesday evenings, the same day *The Times* runs its science section, but it won't just be a rehash of the section, said Christian Gwinn, managing director of *The New York Times* television division. ■

*Science Times* will appear on the network on Tuesday evenings, the same day the *Times* runs its science section.

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# Make way for the new

*Syndicated shows Talk or Walk, Ananda and Iyanla lock up time slots as low-rated rookies are likely to get bumped*

By Susanne Ault

There's good news for syndicated strips *Talk or Walk*, *Ananda* and *Iyanla*, which have locked up key clearances in several top markets for 2001. But that's bad news for other first-run shows, especially certain low-rated ones slotted in the same daytime periods that next year's programs want for themselves.

Some morning and early afternoon shows will probably be bumped to make room for the three new hour-long talkers from Tribune, King World and Buena Vista, respectively. *Caroline* from Paramount and *The Other View* from NBC may also be doing some bumping, but they have not yet been officially announced. The most vulnerable targets are the rookie strips, none of which tracked above a 2.0 weighted metered-market average during last month's sweeps (according to Nielsen Media Research for the period Nov. 1-27).

"Shows that have daytime clearances, including some of the new talk and court shows are on the bubble," says Katz TV's Bill Carroll. "It's fair to say that many of the new shows, are having a tough time [with ratings] this year. And stations have to be looking for potential replacements."

Although stations and studios determine ad rates by national household and demographic ratings (both of which will be available in December), November's metered-market results, covering 60% of the country, do offer a hint of the way things are heading.

In the following sampling of metered-market performances last month by the mostly daytime freshman strips, all are off from 1999's comparable average for their time period: leader *Power of Attorney* 1.9 rating/6 share (-27%); *Judge*

*Hatchett* 1.7/5 (-23%); *Curtis Court*—which moved into *Dr. Laura's* afternoon homes when many stations shuffled her to late, late night—1.4/5 (-13%); *To Tell the Truth* 1.2/4 (-25%); *Men Are From Mars, Women Are From Venus* 1.1/4 (-31%); *Housecalls* 1.0/3 (-41%); and *Moral Court* 0.9/3 (-18%).

Stations are going to have a hard time, though, figuring out which shows will have to go. Normally, rookies' fates are decided right after the November sweeps, but the presidential-election saga, which interrupted shows and siphoned off syndicated viewers to cable-news alternatives, will prevent stations from getting a good read on how shows are doing.

"There are six normal days out of the entire November book," says King World Executive Vice President of Research Moira Coffey. "I'm extraordinarily concerned about anyone's using this book as a reference point to judge shows." Her advice? "The dust will have settled by December, so my recommendation is to give shows another book."

Other factors also come into play in studios' and stations' decisions to renew programs, weighing heavier on syndicators' minds than ratings: "leverage of other products, relationships, needs," notes Blair Television Vice President of Programming Garnett Losak.

"Most things aren't renewable based totally on their own merits," Losak explains, adding that Twentieth Television's *Power of Attorney* (which is tracking above a 2.0 in the national household ratings) is a shoo-in for another season, because it's paired in most markets with hit *Divorce Court*.



Though not yet announced, *Judge Hackett* is expected to be cleared for next year.

Also, observes another source, "Stu Billet [producer of *Moral Court* and *People's Court*] has a lot of clout in the business. Will his shows come back? You can bet on it."

Some studios invest too much of themselves to automatically throw in the towel on struggling offerings.

Says Steve Mosko, chief of *Mars, Venus* distributor Columbia TriStar Television Distribution, "We spend lots of money creating programs, our salesmen spend 52 weeks selling, so we are committed to our shows."

One can always have fun guessing, of course, where some of the new guys will land.

"We can put on our Sherlock Holmes hat, and [claim] we've figured it out," says one syndication source. "*Caroline*? That'll be in *Laura's* time period on CBS O&Os [both shows are from Paramount]. The NBC project [*The Other View*]? That's [headed for] *Mars, Venus'* NBC O&O-skewing home. *Talk or Walk* will go in for one of the court shows."

It's still premature for studios to announce show renewals, but, "if a show is a big hit, a syndicator immediately goes into the marketplace to renew it," adds the source. "No one that I'm aware of is aggressively renewing their shows."

Among the freshmen strips, sources say, *Arrest & Trial*, scheduled primarily in access, is set for another season; *Power of Attorney* is nearing new deals; and *Judge Hatchett* should be cleared for next year. Officially, no studio has announced second-season pickups. ■



Talk show *Iyanla* has been cleared in top markets for 2001.

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Photo: Rick Rowell / Matthew Photo

Celebrating the new WE are (l-r): Michellie Jones, host of new series *Winning Women*; model Rachel Hunter; Faye Dunaway, whose directorial debut will be a WE original movie; Judy Hirigoyen, profiled on *Journey Women Off the Map*; producer Debbie Allen; and Cindy Crawford.

# The Romance is gone

Rainbow Media renames the network Women's Entertainment

By Deborah D. McAdams

Romance Classics was from Venus. Women's Entertainment is from Mars. The newly renamed Rainbow Media women's network won't be nurturing relationships anymore. WE television will be for women who don't have time for cutesy stuff.

That's Kate McEnroe's take on the new direction. "Martha Stewart will not be on this network," the president of AMC Networks declared in announcing the name change at last week's Western Show. "WE will not be making flower arrangements."

The biggest piece of WE's programming overhaul is a new original-movie franchise, which WE is kicking off with no less than Faye Dunaway's directorial debut on a Tennessee Williams tale called *The Yellow Bird*. Given to Dunaway by the playwright, *Bird* is about a young Southern woman who throws off the oppression of her strict min-

ister father. James Coburn and Brenda Blethyn star in the film, which features music by Diane Warren and Robert Palmer.

Dunaway called it "a little guerilla, try-to-stay-in-the-budget type of film." What that budget was, she and McEnroe declined to say, but the average for original films, excluding the monstrous miniseries, is about \$5 million per picture. WE is partnering with sister company IFC films to make its movies, so it won't be shouldering all the costs.

Still, Rainbow Media is sinking some bucks into WE. According to figures from Kagan & Associates, Romance would have spent \$37 million on programming this year. With Oxygen earmarking close to \$100 million a year for program-

ming and Lifetime breaking the \$200 million mark, Rainbow had to open the purse strings or be left in the dust.

The rest of the new schedule is a mix of style, fashion, travel and profiles.

Supermodel Cindy Crawford will host *Fashion Flashback*, a four-part look at fashion throughout history, to air Saturdays at 8 p.m. starting April 7. Former supermodel Rachel Hunter will host *Style World*, a regular weekly series that has her hopping about the planet checking out everything design, from architecture to clogs. In *Journey Women off the Map*, cameras document the true-life exploits of thirty-something women traveling alone into remote areas of the world. *Journey* premieres Tuesday, Feb. 22, at 8 p.m., but will appear thereafter in the same time slot on Thursday nights. *Winning Women* takes a look at female athletes in extreme sports. The one-hour special premieres Jan. 27 at 8 p.m.

Only two shows remain from the old days of Romance: *Great Romances*, a sort of *Biography* of famous pairings, and *Everyday Elegance*, with Colin Cowie, a mercenary lifestyle adviser who says forget fiddling with baby's breath and buy candles for the dinner table: The light hides wrinkles. Debbie Allen's *Cool Women*, new enough to the network to be considered WE and not Romance, returns for a second season. Ditto for *Cinematherapy*, the hosted, themed series of acquired movies. New titles for 2001 include *Peggy Sue Got Married*, *Soapdish*, *An Officer and a Gentleman*, *Desperately Seeking Susan* and *Urban Cowboy*.

The renaming of Romance has been in the works for months but was kept close to the vest for the big Western Show announcement. However, the hat was tipped and spilled the day before the formal announcement, when a bunch of balloons bearing the WE: Women's Entertainment logo were released on the exhibit hall floor and it took union workers 36 hours to get them down. ■

**'Martha Stewart will not be on this network. WE will not be making flower arrangements.'**

—Kate McEnroe, president, AMC Networks



# 25 Days of Christmas. Because one is never enough.

All Dogs Christmas Carol  
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 The Bear Who Slept Through Christmas  
 12 Days of Christmas  
**Babes in Toyland**  
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 Christmas Comes to Willow Creek  
**Santa Claus Is Comin' to Town**  
 Christmas Elves  
 The Christmas Gift  
 Annabelle's Wish  
**'Twas the Night Before Christmas**  
 The Christmas List  
 Frost Fest  
 Christmas Miracles  
**Frosty's Winter Wonderland**  
 CinderElmo  
 Deck the Halls  
 The Forgotten Toys  
**Rudolph's Shiny New Year**  
 The Story of the First Christmas Snow  
 Jolly Old St. Nicholas  
 Leprechaun's Christmas Gold  
 Like Father, Like Santa  
**Little Drummer Boy**  
 The Littlest Angel  
 The Man in the Santa Claus Suit  
**Miracle on 34th Street**  
 The Christmas Path  
**Jack Frost**  
 Christmas Reunion  
 The Munsters' Scary Little Christmas  
 Borrowed Hearts  
**Jingle Bells**  
 Nestor, the Long-Eared Christmas Donkey  
 Little Drummer Boy, Book II  
 Christmas Every Day  
 The Life & Adventures of Santa Claus  
**The Night They Saved Christmas**  
 The Nobel Concert  
 Noel  
 O Christmas Tree  
 Angel of Pennsylvania Avenue  
**The Night Before Christmas**  
 Robbie the Reindeer in Hooves of Fire  
 Santa Mouse and the Ratdeer  
**Special Delivery**  
 A Home for the Holidays  
 The Strangest Man in Town  
 TSO: The Ghosts of Christmas Eve  
 Cricket on the Hearth  
**We Wish You a Merry Christmas**  
 Pinocchio's Christmas  
 Red Boots for Christmas  
**Yes, Virginia, There Is a Santa Claus**  
 All Dogs Christmas Carol  
 Richie Rich's Christmas Wish  
**The Year Without a Santa Claus**  
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# StationBreak

BY DAN TRIGOB OFF

## TV REPORT VALIDATED

A four-month investigation into the July suicide of Hillsborough County, Fla.'s top prosecutor confirmed the reporting of the TV journalist who found Harry Lee Coe's dead body after his story ran—and was blamed by some for the death (B&C, July 17). The special prosecutor's report concluded that Coe was an addicted gambler with deep financial difficulties who had manipulated public funds and records to cover his debts.

"Everything my sources told me was in that report this week," said WFLA-TV Tampa reporter Steve Andrews. But Andrews was hardly gloating. Coe's suicide and the backlash it caused have been troubling for the veteran journalist. "I knew Harry Lee Coe. We weren't friends; but we were acquaintances through our jobs. I never felt that our facts were in error. There's no doubt in my mind this was a story that needed to be done. This report underscores the need for the media to keep vigil on public officials. This guy prosecuted people for things he did."

Still, Andrews wishes he hadn't been the one to find Coe's body. And there were scores of e-mails, phone calls and letters—some calling him a murderer. He responded to every one that wasn't anonymous: "I wanted them to know that what they were saying was reaching someone. Frequently, after we spoke, we ended up in a fairly pleasant

conversation." Following Coe's suicide, Andrews received reassurance from colleagues, mentors and journalists around the country. "They told me that this is our job. And they said to hang in there, [I'd] get through it."

## POSSIBLE TELEMUNDO DUOPOLY IN L.A.

Currently negotiating the purchase of KWHY-TV Los Angeles, Telemundo, which already owns KVEA(TV), is poised to create the nation's first Spanish-language duopoly. KWHY-TV, an independent station owned by Harriscope, switched last year to full-time Spanish-language program-



### Hail and farewell

Boston reporter Charlie Austin retired in late November after 32 years with WBZ-TV. Austin, who has battled health problems recently, including prostate cancer and two aneurysms, was praised by local dignitaries and even by local newspapers for his courage, fairness and integrity.

ming after years of a daytime business-news format. There is some history between the companies: Telemundo purchased WSNS(TV) from Harriscope in 1995.

According to President and CEO Buzz Harris, KWHY-TV is the last TV station owned by Harriscope, which used to own seven, including five network affiliates.

## SUSPENSION STORY AN EXAGGERATION

The story that KAPP(TV) and KVEW(TV) Yakima, Wash., weatherman Thom Spencer was suspended after his boss spotted him on another station, making an appearance—in station blazer—at a Republican rally has been exaggerated, according to General Manager Darrell Blue.

Company policy bars discussing personnel matters, Blue said, adding that Spencer did not appear for a couple of days following the rally because he had taken the days off on his own. Spencer continues to be an employee in good standing, Blue said. The weatherman could not be reached. The suspension stories brought a flood of protest to the station, some suggesting that Spencer's Mormon religion requires and the U.S. Constitution permits that he speak out on issues of conscience.

Nothing in Spencer's contract forbids such an appearance. However, Blue said that he questions whether such

activity—which could suggest the approval of the station—is proper. A station policy on the subject could be in order, he said.

## TLC ON WCBS

WCBS-TV New York has added cable network The Learning Channel as a content partner for the late evening news. News Director Joel Cheatwood said the new partnership, scheduled to begin this month, will provide "unique information that cannot traditionally be found on local newscasts. This agreement is a move to continue to expand the reach of our coverage and give our viewers the most complete source of information available, while maintaining the focus on stories that are relevant to their lives."

The CBS group flagship station has similar agreements with several content partners, both inside and outside the Viacom corporate family, including VH1 News, Court TV, CBS Healthwatch, CBS Marketwatch, CBS News, CNN, Hollywood.com, Office.com, and the New York *Daily News*. Asked whether the content partnerships would provide a model for other CBS stations, Cheatwood, who is executive VP for news for all the CBS O&Os, said only that each station has different needs.

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

# SyndicationWatch

NOVEMBER 6-11 *Syndicated programming ratings according to Nielsen Media Research*

## Winning over the long haul

It has to be tough keeping viewers excited about long-running shows year after year, but Columbia TriStar Television Distribution seems to be holding viewer attention with *Ricki*, currently in its eighth season.

The studio points to an 80% failure rate for 122 first-run strips that have debuted during *Ricki*'s tenure. "People have come and gone," says studio chief Steve Mosko, "but *Ricki* has continued to evolve."

For this season through Nov. 12, *Ricki* has a 2.3 rating among women 18-34 (according to Nielsen Media Research), placing it third among all talk shows—behind *Oprah* (3.2) and *Jerry Springer* (2.4).

For October, *Ricki* was tops in its time period among women 18-34 in the three largest markets: New York, Los Angeles and Chicago. In one instance in the New York market, running at 5 p.m. on WWOR-TV, *Ricki* (3.0) beat out WABC-TV's local news (1.8), WPTX's *7th Heaven* (1.3) and WNBC's local news (1.3).

"While we're certainly in the business of developing new programs, we do everything we can to make sure that *Ricki* works. There's nothing else like her on television," says Mosko. "This is the backbone of our original programming."

CTTD's commitment has meant beefing up the show's Web site and "making sure the show really speaks to viewers," says Senior Vice President of Reality Programming Melanie Chitek.

Involved in such community programs as the National Campaign to Prevent Teen Pregnancy and Project Cuddle (which aids pregnant women), Chitek and Ricki Lake work to incorporate topics they feel are relevant.

A couple weeks ago, the narcotics unit of San Francisco's police department asked for a copy of a *Ricki* episode that focused on the dangers of date-rape drugs, to use as part of its officer-training program. "We make boldly entertaining programming," says Chitek, "but we're also able to produce stuff that has social value to our audience." —*Susanne Ault*



In its eighth season, *Ricki* ranks third among all talk shows.

## TOP 20 SHOWS

Rank/Program	HH	HH
	AA	GAA
1. Wheel of Fortune	11.2	11.2
2. Jeopardy	8.7	8.7
3. Judge Judy	6.8	9.6
4. Oprah Winfrey	6.0	6.1
5. Entertainment Tonight	5.8	5.9
6. Friends	5.7	6.4
6. Wheel of Fortune (wknd)	5.7	5.7
8. Seinfeld	5.6	5.6
9. Frasier	5.0	5.4
10. Live With Regis	4.2	4.2
11. Judge Joe Brown	4.0	5.4
11. Entertainment Tonight (wknd)	4.0	4.1
11. Hollywood Squares	4.0	4.0
11. Seinfeld (wknd)	4.0	4.0
15. X-Files	3.9	4.2
15. Xena	3.9	4.0
17. Andromeda	3.8	4.0
18. Jerry Springer	3.6	3.9
19. Drew Carey	3.5	3.8
20. Extra	3.3	3.4
20. Inside Edition	3.3	3.4
20. Maury	3.3	3.4
20. Montel Williams	3.3	3.4
21. Friends (wknd)	3.2	3.6
21. 3rd Rock From The Sun	3.2	3.4
21. Rosie O'Donnell	3.2	3.2

## TOP ROOKIE FIRST-RUN

Rank/Program	HH	HH
	AA	GAA
1. Andromeda	3.8	4.0
2. Power of Attorney	2.5	3.1
3. Maximum Exposure	2.2	2.3
4. Judge Hatchett	2.1	2.4
5. Arrest & Trial	2.0	2.2

According to Nielsen Media Research Syndication Service Ranking Report Nov. 6-11, 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



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## IN BRIEF

**CURSED BLESSED**

NBC picked up the back-nine episodes of new comedy *Cursed* from ATG and co-owned NBC Studios.

The order is only the second renewal handed out by NBC executives for a new series this season.

New drama *Ed* was given a full-season order last month. *Cursed* has averaged 17.5 million viewers in its cushy Thursday 8:30 p.m. time slot.

**MUTANT IS A GO**

Tribune Entertainment has given a green light to new weekly hour *Mutant X*, based on the Marvel comic series, for a fall 2001 start. The show (a cast hasn't yet been assembled) has been cleared in 60% of the country, including the Tribune Broadcasting stations. Top-market outlets on board with two-year deals for *Mutant X*, produced by Fireworks Entertainment in association with Marvel Entertainment and Tribune Entertainment, include KTLA Los Angeles, WPIX New York and WPHL Philadelphia.

**LYLE ADDS TITLE, SCOPE**

David Lyle, entertainment chief of Pearson Television, Europe, has added the duties of executive vice president of entertainment at Pearson Television, North America. Syd Vinnedge, who jump-started Pearson's domestic-entertainment division after the company acquired All-American (creator of *Baywatch*), will now serve as a consultant to Pearson.

Lyle will now supervise the development, acquisition, and production of all the studio's game, quiz and reality formats. Prior to joining Pearson in July 1999, Lyle worked as program development director of Australian broadcaster Nine Network.

# TNN trades western duds for space gear

*Rebranded network acquires 'Star Trek' films, series to catch eyes of adults 18-49*

By Susanne Ault

Thinking up all new content for a network has to take a lot of work, but rebranded The National Network thinks it's on the right track with its \$364 million pickup of a slew of *Star Trek* films and series.

TNN says it had to grab some big-name programming to attract its new core audience base: adults 18-49, who are used to seeing TNN (formerly The Nashville Network) as a network geared toward country-western fans. The acquisition, totaling 500 hours of *Star Trek*-themed programming available for airing in 2001, includes Paramount-distributed syndicated series *Star Trek: The Next Generation*, *Star Trek: Deep Space Nine* and *Star Trek: Voyager*.

"We need people to sample our new network," explains General Manager Diane Robina, "and *Star Trek* definitely has a loyal following."

That's for sure. For seven straight years, *Deep Space Nine* was the highest-rated first-run syndicated program. *Star Trek: Voyager* has been UPN's top show since the network's debut.

Although TNN is aiming to eventually offer half original and half acquired programming, "you can make the greatest original programming in the world," Robina notes, "but,



Programming like *Star Trek: Voyager* will be a platform for promoting TNN original shows.

if no one is watching your network in the first place, then it doesn't matter."

TNN already offers the World Wrestling Federation franchise and has nabbed the cable rights to the WWF's and NBC's new football league, the XFL. Robina believes the *Star Trek* programming—which also includes films *Star Trek: The Motion Picture*, *Star Trek II: The Wrath of Kahn* and *Star Trek III: The Search for Spock*—will be a great platform for promoting TNN's original shows. Also acquired were *Star Trek IV: The Voyage Home* and *Star Trek V: The Final Frontier*.

Expect TNN to announce more content in the next six to nine months. All shows are being hyped under the slogan "We've Got Pop." ■

## TechTV goes live for 5

*Adds new programming for news, products, advice*

By Deborah D. McAdams

TechTV is becoming a Headline News of all things digital. The network "dedicated to the digital lifestyle" is adding six hours of new programming—five of it live—

to the daily schedule under the umbrella moniker of *TechTV Live*.

The bulk of the new programming block is a four-hour, live news wheel divided into technology news, help, new products and entertainment, and consumer advice, said Greg Drebin, senior vice president of programming. Segment lengths will typically be one hour, but may vary

**Sometimes**

**it all comes together**

**the right host...**

**the right show...**





# The Right Stations!

**WABC**

New York

**WPVI**

Philadelphia

**KGO**

San Francisco

**WUSA**

Washington D.C.

**WGCL**

Atlanta

**KTRK**

Houston

**KING**

Seattle

**WFTS**

Tampa

**KNXV**

Phoenix

**KGW**

Portland

**WMAR**

Baltimore

**WBTV**

Charlotte

**WTVD**

Raleigh

**KSHB**

Kansas City

**KJZZ**

Salt Lake City

**WWMT**

Grand Rapids

**KFSN**

Fresno

**WJRT**

Flint

**KOLO**

Reno

***i*yanla**

From Barbara Walters and Bill Geddie, Executive Producers of "The View."

Fall 2001



Buena Vista Television

# CableWatch

NOVEMBER 20-26 *Cable programing ratings according to Nielsen Media Research*

## CABLE'S TOP 20

Following are the top-20 basic cable programs ranked by ratings. Cable rating is coverage area rating within each basic cable network's universe. U.S. rating is of 100.6 million TV households. Cable share is the program's percentage of cable households using television. Sources: Nielsen Media Research, Turner

Rank	Program	Network	Day	Time	Duration	Cable	Ratings	U.S.	HHs (000)	Cable Share
1	WWF Entertainment	TNN	Mon	10:00P	68	5.3	4.2	4.2	4159	8.3
2	NFL/Giants/Cardinals	ESPN	Sun	8:28P	193	5.2	4.2	4.2	4157	7.7
3	WWF Entertainment	TNN	Mon	9:00P	60	4.7	3.7	3.7	3699	6.5
4	Bush PC/Reacts to Recount	CNN	Sun	9:30P	6	4.3	3.4	3.4	3426	5.9
4	Sp Rpt/Baker PC	MSNB	Sun	7:51P	9	4.3	2.6	2.6	2649	6.3
6	Election 2000: Florida Vote	CNN	Sun	7:00P	60	4.2	3.3	3.3	3306	6.3
6	Decision 2000	MSNB	Sun	7:45P	6	4.2	2.6	2.6	2556	6.2
8	SR/FL Sec St Certify Votes	FOXN	Sun	7:26P	8	4.1	2.3	2.3	2273	6.1
8	Fox News Live	FOXN	Sun	7:34P	7	4.1	2.3	2.3	2254	6.1
10	Rugrats	NICK	Tue	7:30P	30	3.7	2.9	2.9	2935	6.1
11	Larry King Live	CNN	Sun	9:36P	24	3.6	2.9	2.9	2887	5.0
12	Sp Rpt/Kathryn Harris PC	MSNB	Sun	7:26P	11	3.5	2.2	2.2	2169	5.3
13	Rugrats	NICK	Sun	5:30P	30	3.4	2.7	2.7	2728	5.7
13	Hey Arnold	NICK	Tue	7:00P	30	3.4	2.7	2.7	2709	5.8
13	Fox News Live	FOXN	Sun	7:45P	7	3.4	1.9	1.9	1889	5.1
16	Rugrats	NICK	Mon	7:30P	30	3.3	2.6	2.6	2626	5.1
16	m/"Wizard of Oz"	TNT	Sat	8:00P	140	3.3	2.6	2.6	2622	5.5
16	Rugrats	NICK	Sun	6:00P	30	3.3	2.6	2.6	2616	5.3
19	NFL Primetime	ESPN	Sun	7:30P	58	3.2	2.6	2.6	2567	4.7
19	Wild Thornberrys	NICK	Sun	9:30A	30	3.2	2.5	2.5	2519	9.0
19	m/"D. Steels Full Circle"	LIF	Sun	2:00P	120	3.2	2.5	2.5	2486	6.2
19	SR/GWBush Adviser Baker PC	FOXN	Sun	7:52P	9	3.2	1.8	1.8	1793	4.8

## DEMO TRACKER: PEOPLE 18-34

Following are the top-10 basic cable programs by demographic, ranked by ratings. Source: Fox Family Channel.

Rank	Program	Network	Day	Time	Duration	Cable	Ratings	U.S.	HHs (000)	Cable Share
1	WWF Entertainment	TNN	Mon	10:00P	68	5.0	3.8	3.8	2339	13.0
2	WWF Entertainment	TNN	Mon	9:00P	60	4.7	3.6	3.6	2212	10.4
3	NFL Regular Season	ESPN	Sun	8:28P	193	3.8	2.9	2.9	1793	8.9
4	South Park	CMDY	Wed	10:00P	30	3.8	2.6	2.6	1604	12.4
5	NFL Prime Time	ESPN	Sun	7:30P	58	3.0	2.4	2.4	1430	7.7
6	TBS Movie Saturday	TBS	Sat	1:35P	150	2.1	1.7	1.7	1038	11.0
6	TBS Movie Saturday	TBS	Sat	6:05P	120	2.2	1.7	1.7	1057	8.8
6	NFL Sportscenter	ESPN	Sun	11:41P	60	2.2	1.7	1.7	1051	8.4
9	TBS Movie Saturday	TBS	Sat	4:05P	120	2.0	1.6	1.6	970	9.2
9	Movie USA Special	USA	Thu	9:15P	154	2.0	1.6	1.6	953	5.9

depending on the major story of the day.

"If a major virus is launched, we'll have more help segments and probably a cyber-crime segment," he said.

The four-hour *TechTV Live* news wheel will run from noon to 4 p.m. daily. The other two hours of new programming will consist of two, live half-hours of market news coverage, one at 7 a.m.; the other at 4 p.m.; and a one-hour wrap-up show in prime time called *Best of Tech Live*. The new programming block will be launched April 2, 2001.

TechTV Chairman and CEO Larry Wangberg said the new programming ini-

tiative arose out of previous shows and profiles on the network that led to technology news in the mainstream press. "We are the only network that's a real go-to network for what's happening on the technology front, whether it's the introduction of a chip or a new technology."

TechTV was launched by Ziff-Davis as ZDTV in May of 1998. Paul Allen's Vulcan Ventures subsequently bought the network, which was rebranded earlier this year.

As a private company, TechTV's programming budget is closely held, but Wangberg did say that production is nearly

doubling, from 31 hours to 59 hours per week. Accordingly, new staff is being hired, new bureaus are being added in Washington, New York City and Seattle, and new studio space has been acquired in San Francisco, where TechTV is based.

TechTV reaches around 20 million U.S. households. The network is not yet rated by Nielsen, but Wangberg said a growing number of non-technology advertisers are embracing it, including General Motors, Volkswagen and Mitsubishi. Wangberg said there are no immediate plans to take the company public, "but it is possible at some future date." ■





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# BroadcastWatch

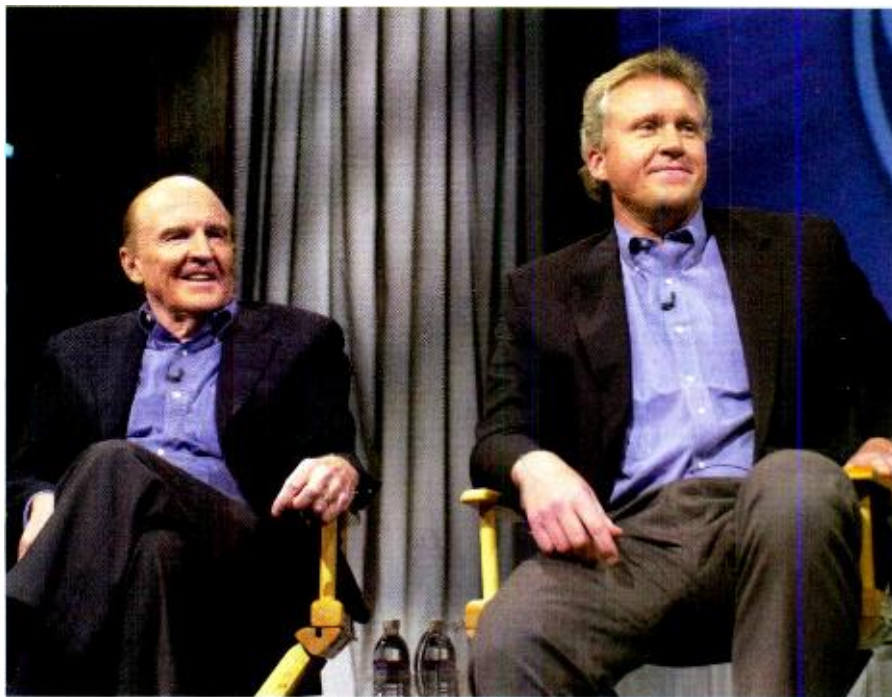
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NOV. 20-26 Broadcast network prime time ratings according to Nielsen Media Research

Week	abc	CBS	NBC	FOX	PAX TV	UPN	WB
8	11.9/18	10.5/16	8.1/12	7.5/11	1.0/2	2.5/4	4.3/6
8:00	41. 20/20 Downtown 7.8/13	21. King of Queens 9.6/14	46. Dixie Chicks: On the Fly 7.9/11	51. Boston Public 7.2/11	123. Miracle Pets 0.7/1	92. Moesha 2.5/4	64. 7th Heaven 5.7/8
8:30		24. Yes, Dear 9.3/14				89. The Parkers 2.8/4	
9:00	2. NFL Monday Night Football—Washington Redskins vs. St. Louis Rams 13.9/23	3. Ev Lvs Raymd 13.7/20	40. Law & Order 8.0/11	41. Ally McBeal 7.8/11		92. The Hughleys 2.5/4	87. Roswell 2.9/4
9:30		9. Becker 11.9/17			113. Touched by an Angel 1.2/2	97. Girlfriends 2.3/3	
10:00		24. Family Law 9.3/15	30. Third Watch 8.8/14				
10:30							
8:00	10.2/16	10.0/16	7.6/12	6.6/10	1.2/2	1.8/3	3.1/5
8:30	4. Who Wants to Be a Millionaire? 13.3/21	29. JAG 9.2/14	72. Mich Richards 5.1/8	55. That '70s Show 6.8/11	120. Mysterious Ways 0.9/1	101. UPN's Movie Tuesday—Love Jones 1.8/3	85. Buffy the Vampire Slayer 3.2/5
9:00	36. Dharma & Greg 8.4/13	24. 60 Minutes II 9.3/14	67. 3rd Rock fr/Sun 5.5/8	62. Titus 5.9/9			
9:30	49. Geena Davis 7.5/11		11. Frasier 11.6/18	54. Dark Angel 6.9/10	115. Touched by an Angel 1.1/2		86. Angel 3.0/5
10:00	56. Once and Again 6.4/11	11. Judging Amy 11.6/19	30. DAG 8.8/13				
10:30			46. Dateline NBC 7.6/13		106. Diagnosis Murder 1.7/3		
8:00	8.6/15	6.6/11	9.3/16	4.1/7	1.1/2	2.3/4	2.7/4
8:30	6. Who Wants to Be a Millionaire? 12.5/22	65. Bette 5.6/10	79. Titans 4.6/8	60. Malcolm/Middl 6.0/11	123. Twice in a Lifetime 0.7/1	101. 7 Days 1.8/3	87. Dawson's Creek 2.9/5
9:00		75. Welcome to NY 4.7/8		79. Normal, Ohio 4.6/8			
9:30	34. Drew Carey 8.5/14		13. The West Wing 11.1/18	89. The Street 2.8/5	111. Touched by an Angel 1.3/2	89. Star Trek: Voyager 2.8/5	94. Felicity 2.4/4
10:00	52. Spin City 7.1/12	50. CBS Wednesday Movie—Love Lessons 7.3/12					
10:30	71. Gideon's Crossing 5.3/9		8. Law & Order 12.2/21		110. Diagnosis Murder 1.4/2		
8:00	6.4/12	7.7/14	11.7/21	4.8/9	0.7/1	3.3/6	1.9/4
8:30	82. Whose Line 4.0/8	41. Faith! 7.8/15	21. Friends 9.6/19	74. Fox Thursday Night Movie—Austin Powers, International Man of Mystery 4.8/9	123. It's a Miracle 0.7/1		101. Charmed 1.8/3
9:00	75. Whose Line 4.7/9		32. Just Shoot Me 8.7/16			84. WWF Smackdown! 3.3/6	
9:30	23. Who Wants to Be a Millionaire? 9.6/17	46. Grand Ole Opry 75th Anniversary 7.6/13	15. Will & Grace 10.8/19		123. Christie: The Movie 0.7/1		99. Charmed 2.1/4
10:00	67. Primetime 5.5/10		1. ER 15.2/27				
10:30							
8:00	7.2/13	7.5/13	10.2/18	5.9/10	0.9/2	1.2/2	1.9/3
8:30	79. Two Guys a Girl 4.6/8	58. The Fugitive 6.2/11		62. Fox Movie Special—The Nutty Professor 5.9/10	122. Encounters With the Unexplained 0.8/1	111. Freedom 1.3/2	98. Sabrina/Witch 2.2/4
9:00	75. Norm 4.5/8		17. Providence 10.4/18		120. Touched by an Angel 0.9/2		94. Sabrina/Witch 2.4/4
9:30	24. Who Wants to Be a Millionaire? 9.3/16	34. C.S.I. 8.5/14				115. Level 9 1.1/2	109. Popular 1.6/3
10:00	44. 20/20 7.7/14	44. Nash Bridges 7.7/14	18. Law & Order: Special Victims Unit 9.8/18		117. Diagnosis Murder 1.0/2		
10:30							
8:00	6.0/10	7.4/13	5.1/9	6.0/10	1.1/2	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TV UNIVERSE ESTIMATED AT 102.2 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 1,022,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • * PREMIERE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • S-T-D = SEASON TO DATE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH	
8:30	58. ABC Saturday Night Movie—Jingle All the Way 6.2/11	67. That's Life 5.5/10		67. Cops 5.5/10	113. Bonanza 1.2/2		
9:00		53. Walker, Texas Ranger 7.0/12	72. NBC Saturday Night Movies—Jurassic Park 5.1/9	56. Cops 6.4/11			
9:30				60. AMW: America Fights Back 6.0/10	117. Bonanza 1.0/2		
10:00	65. Best Commercials Never Seen 5.6/10	18. The District 9.8/17			117. Bonanza 1.0/2		
10:30							
7:00	10.9/16	10.5/16	10.7/16	7.1/10	0.6/1	1.9/3	
7:30	24. Wonderful World of Disney—The Santa Clause 9.3/14	(nr) NFL Game 2 16.0/26		83. Futurama 3.7/6	127. Encounters With the Unexplained 0.6/1		101. Jamie Foxx 1.8/3
8:00		9. 60 Minutes 11.9/18		75. King of the Hill 4.7/7			106. The PJs 1.7/3
8:30			16. NBC Sunday Night Movie—Titanic 10.7/16	36. The Simpsons 8.4/12	127. It's a Miracle 0.6/1		94. Steve Harvey 2.4/3
9:00		18. Touched by an Angel 9.8/14		32. Malcolm/Middl 8.7/12			101. Hype 1.8/3
9:30	5. Who Wants to Be a Millionaire? 13.2/19			38. The X-Files 8.3/12			99. Nikki 2.1/3
10:00		38. CBS Sunday Movie—The Moving of Sophia Myles 8.3/13			127. Pax Big Event—One Special Victory 0.6/1		106. Grosse Pointe 1.7/2
10:30	6. The Practice 12.5/20						
WEEK	8.7/14	8.6/14	9.0/15	6.1/10	0.9/2	2.2/4	2.6/4
S-T-D	9.0/15	8.7/14	8.8/14	6.8/11	0.9/1	2.8/4	2.9/5

# NBC to report record revenue

MSNBC turning first profit in '00; 20% growth remains goal, but Internet activities a \$170M drain



GE's Jeffrey Immelt (r), named to replace retiring Chairman Jack Welch, said NBC contributes "a tremendous amount both financially and in best practices" to the corporation.

By Steve McClellan

General Electric Chairman-elect Jeffrey Immelt admitted to not knowing much about the television business when he told reporters last week that he's counting on NBC President and GE Vice Chairman Bob Wright to teach him all about it.

But the soon-to-be-head of GE knows a lot about financial performance. Last week, he said that the 20% annual-growth benchmark that current GE Chairman Jack Welch has demanded from his division heads will remain the standard under his watch. And when asked specifically about GE's network-television subsidiary last week, Immelt said NBC contributes "a tremendous amount both financially and in best practices" to GE.

Indeed, sources familiar with the num-

bers say NBC will post a record \$6.7 billion in revenue for 2000, making it the fourth-largest GE division (just below the \$7 billion Medical Systems division that Immelt most recently ran). That's up 20% over 1999. Operating profit for the year will be approximately \$1.8 billion, up 14%, with net income of about \$955 million, up 14%.

Since 1994, NBC has exceeded the 20% growth mandated by GE, its annual earnings averaging 21%.

Pretax earnings for the NBC Television Network will total approximately \$520 million, up 10%, and profits at the owned TV stations will reach \$690 million, up 30% from last year. Sources credited the strong ad market for the first 10 months of the year (including the Sydney Olympics and the political campaigns) as the primary driver.

NBC News will be the single biggest

contributor to network operating profits for the network this year, the news division posting nearly \$300 million in profits. News profits have grown an average 34% since 1994.

The big contributors within the news division, sources say, are the *Today* show, which expanded to three hours and continues to dominate its time period; prime time magazine *Dateline*; and a resurgent *Meet the Press*.

The news division continues to leverage its resources across other media, including cable and the Internet. This year, MSNBC will turn a profit for the first time, on revenues of \$250 million.

NBC's cable division will generate pretax earnings of \$400 million this year, up 40% over 1999. The cable unit will post \$880 million in revenues, including \$590 million in ad sales (up 24% from 1999) and \$290 million in subscriber fees from cable operators (up 72% over two years). Sub fees are expected to climb another 43% by 2002, to \$415 million.

CNBC will post revenues of \$490 million this year, up 28%, with \$290 million in pretax earnings, up 45% from 1999. Since 1997, CNBC has grown profits by an average 34% annually, sources say.

The company is still sorting its way through various Internet initiatives and will lose \$170 million on those activities in 2000.

But executives expect such investments to pay off over time. NBC has invested \$1.2 billion in cash over the past eight years or so in various cable and broadcast ventures, including Rainbow Media, Paxson Communications, CNBC and MSNBC, A&E, and Valuevision. The combined value of those investments is estimated at \$12 billion to \$13 billion. ■

# Will digital ever stick?

Hollywood executives wonder aloud whether consumers will embrace the new technology, and where the profit is

By Susanne Ault

**D**igitally distributed entertainment—from on-demand TV content to Web-streamed films—was definitely what people were talking about at the Western Show. But during a Wednesday session titled “Hooray for Digital Hollywood,” several industry executives wondered whether enough consumers will ever latch onto the technology for entertainment companies to push it into the mainstream.

Certain savvy viewers do enjoy short films on the Internet or watch programs on digitally sent cable channels, but most make do with basic network and cable services. Still, there have been recent examples of digital technology catching on: For instance, the success of film *The Blair Witch Project* has been credited to the Internet.

“Once there’s massive deployment of high-speed, broadband services to TV sets, we will not be backing unprofitable business



Joe Cantwell (l), Bravo Network’s executive vice president of new media, talks shop with BBC America COO Paul Lee.

models,” explained Luke McDonough, of iFilm, which offers short films on the Web. “This is a better, faster, cheaper way to deliver what people want.”

Panelist Renee Besson, a digital-only filmmaker, explained that his latest project *Boxer*, which recently aired on the Independent Film Channel, cost less than \$300.

Digital video technology also provides more opportunities for studios to get their product out to consumers in general, and studios are looking to deliver on-demand programs through broadband, high-speed

technology.

But “what’s their business model going to be?” asked Sun Microsystems Entertainment Director Stephen McKenna. “If everyone has every movie all the time at their fingertips, then why watch A channel over B channel?”

The answer: Branding. Traditional cable companies, with strong name recognition, can survive in a digital world, if it ever arrives, said McKenna. Moreover, a company like Disney, which operates its own cable channel, is unlikely to digitize its films for on-demand usage anytime soon: He estimates that it would cost “hundreds of millions of dollars” for Disney to digitize its entire catalogue of films.

Paul Lee, chief operating officer of digitally delivered BBC America, which reaches 15 million U.S. households, added, “Cable is in a strong position. They have a relationship with people already, in a way that the entire dotcom community doesn’t have. [The dotcoms] are asking, how do I get that for myself.”

Cable then may have a head start on a digital revolution because “they are the only in-house network solution at the moment,” said moderator Joe Cantwell, Bravo Networks new-media executive vice president. Cable companies, he observed, can just add the digital elements themselves to their offerings. ■

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# Changing Hands

## TVs

### 69.4% of KSCI(TV) Long Beach/Los Angeles, Calif., and KIKU(TV) Honolulu

**Price:** \$165 million cash (for stock; includes \$1 million noncompete agreement)

**Buyer:** IMG Acquisition LLC, Los Angeles (managers include Jae Ku Chang and Jae Min Chang [AsianMedia Investors I LP, 76% owner (GEI Capital III LLC, general partner/owner); Korea Times Los Angeles Inc., 24% owner (Jae Min Chang, president/50% owner)]). Chang has interest in KFOX(FM) Redondo Beach/Los Angeles, Calif.; KREA(AM) Honolulu; WTRI(AM) Brunswick (near Frederick), Md., and WPWC(AM) Dumfries-Triangle, Va. (near Washington)

**Seller:** Citicorp Venture Capital Ltd., New York (Joseph Silvestri, principal). Under noncompete agreement, CVC cannot own more than 7.5% in a TV station that primarily broadcasts non-English, non-Hispanic programming

**Facilities:** KSCI: ch. 18, 3,090 kW visual, 618 kW aural, ant. 2,393 ft.; KIKU: ch. 20, 467 kW visual, 46.7 kW aural, ant. 2,040 ft.

**Affiliations:** Both independent

## Combos

### WWWT(AM)-WCVR-FM Randolph, Vt./ Hanover, N.H., WSYB(AM)-WZRT(FM) Rutland/Randolph, Vt./ Hanover and WLCQ(FM) (formerly WXNT) Port Henry, N.Y./Middlebury, Vt.

**Price:** \$5.85 million

**Buyer:** Clear Channel (see first TV item and items, below); owns/is buying WTSL(AM)-WGXL(FM) Hanover, WXXX(FM) Lebanon/Hanover and WVRP(FM) Newport/Lebanon/Hanover, N.H., WEZF(FM) Burlington, Vt., and WCPV(FM) Essex, N.Y./Burlington

**Seller:** Excalibur Media Inc., Farmington, Conn. (Joel M. Hartstone, chairman/50% owner). Hartstone owns Sabre Communications, which owns nine FMs and five AMs in Indiana, New York and Pennsylvania and is a director of Three Eagles Communications Inc., which owns 21 FMs, 13 AMs and one construction permit in five states. Note: Excalibur bought WWWT-WCVR for \$1.15 million (Changing Hands, Oct. 11, 1999)

**Facilities:** WWWT: 1320 kHz, 1 kW day, 66 W night; WCVR-FM: 102.1 MHz, 11 kW, ant. 436 ft.; WSYB: 1380 kHz, 5 kW day, 1 kW

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	□ \$165,000,000 □ 1
Combos	□ \$5,850,000 □ 1
FMs	□ \$19,750,000 □ 5
AMs	□ \$5,375,000 □ 5
Total	□ \$195,975,000 □ 12
SO FAR IN 2000	
TV/Radio	□ \$2,133,450 □ 1
TVs	□ \$1,183,026,089 □ 32
Combos	□ \$3,686,352,127 □ 101
FMs	□ \$1,449,090,292 □ 170
AMs	□ \$288,413,885 □ 111
Total	□ \$6,609,015,843 □ 415

night; WZRT: 97.1 MHz, 1.15 kW, ant. 2,591 ft.; WLCQ: 92.1 MHz, 18 kW, ant. 10 ft.

**Formats:** WWWT: country; WCVR-FM: news; WSYB: news/talk; WZRT: AC; WLCQ: news/talk

**Broker:** Joregson Broadcast Brokerage (buyer)

## FMs

### KDRH(FM) Glenwood Springs/Aspen, Colo., KJOL(FM) Grand Junction/Glenwood Springs, Colo./Vernal, Utah, and KWBI(FM) Morrison, Colo./Cheyenne, Wyo.

**Price:** \$16 million

**Buyer:** Educational Media Foundation, Sacramento, Calif. (K. Richard Jenkins, president); owns/is buying 23 FMs, two AMs and CPs to build KBAP(FM) King City and another noncommercial FM in Hollister, Calif. Note: EMF will help seller write and produce a daily 70-second feature to air twice a day on buyer's radio network; on KDRH, KJOL and KWBI, reference to seller will air hourly and PSAs for seller will air 78 times per month

**Seller:** Colorado Christian University, Lakewood, Colo. (Larry Donnithorne, president); no other broadcast interests. Note: University will provide yearly scholarship to buyer for promotional giveaway and deem buyer a "Gold Corporate Sponsor" of CCU.

**Facilities:** KDRH: 91.9 MHz, 220 W, ant. 2,660 ft. KJOL: 90.3 MHz, 1.5 kW, ant. 1,296 ft.; KWBI: 91.1 MHz, 100 kW, ant. 1,184 ft.

**Formats:** KDRH: rebroadcasts KJOL; KJOL: Christian, MOR, easy contemporary; KWBI: religion

**Broker:** John Pierce & Co. (buyer)

### WCRS-FM Greenwood, S.C. (moving to Mauldin/Greenville or Simpsonville/Greenville, S.C.)

**Price:** \$1.4 million (includes \$1,000, three-year noncompete agreement)

**Buyer:** Clear Channel (see items, above and below); owns WESC-FM, WGVL(AM)-WSSL-FM and WLFJ(AM) Greenville and WMYI(FM) Hendersonville, N.C./Greenville; Is selling WJMZ-FM Anderson/Greenville, S.C.; is swapping away WROQ(FM) Anderson/Greenville and WTPT(FM) Forest City/Greenville, S.C.

**Seller:** Douglas M. Sutton Jr., Union, S.C.; owns WVGC(FM) (formerly WDXZ) Newberry and WBCU(AM) Union, S.C.; is selling WCRS(AM) Greenwood

**Facilities:** 96.7 MHz, 4.1 kW, ant. 390 ft.

**Format:** Country

**Broker:** Gordon Rice Associates (seller)

### KXAL-FM Pittsburg (between Dallas and Texarkana), Texas

**Price:** Less than \$1 million

**Buyer:** On-Air Family LLC, Lakewood, Colo. (co-owners James G. and Janice A. Hunt); is buying KLES(FM) Mapton, Wash. Hunts also co-own KJKB(FM) Jacksboro and KDVE(FM) Tatum, Texas

**Sellers:** Ron and Diane Gray, Gilmer, Texas; no other broadcast interests

**Facilities:** 103.1 MHz, 3.82 kW, ant. 328 ft.

**Format:** Urban contemporary

### Construction permit for KCHY(FM) Hope, N.D. (between Grand Forks and Fargo, N.D.)

**Price:** \$800,000

**Buyer:** Clear Channel (see items, above and below); owns KJKJ(FM) and KKXL-AM-FM Grand Forks, KQHT(FM) Crookston, Minn./Grand Forks and KSNR(FM) Thief River Falls, Minn./Grand Forks

**Seller:** Michael Radio Group, Cheyenne, Wyo. (co-owners/brothers Vic and Van Michael); is building KREO(FM) Superior, Mont. Michaels co-own (with their wives) four Wyoming FMs. Vic Michael is buying KLDI(AM)-KRQU(FM) Laramie, Wyo.

**Facilities:** 104.7 MHz (no further infor-



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## Changing Hands

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**Broker:** Star Media Group Inc.

**WEZG (FM) Jefferson City/Johnson City, Tenn.**

**Price:** \$550,000 cash

**Buyer:** Whitfield Communications Inc., Dalton, Ga. (Paul G. Fink, president/50% owner); owns WSEV(FM) (formerly WDLY) Gatlinburg and WSEV(AM) Sevierville, Tenn. Principals of Whitfield are buying WOXC(FM) Benton, WCLE-FM Calhoun and WCLE(AM) Cleveland, all Tenn.

**Seller:** Bristol Broadcasting Co. Inc., Bristol, Va. (W.L. Nininger, president); owns nine FMs and six AMs, including WXBQ-AM-FM Bristol, Tenn./Va. and WAEZ(FM) Elizabethton, Tenn./Bristol, Va. Note: Bristol bought WEZG for \$300,000 (Changing Hands, Oct. 18, 1999)

**Facilities:** 99.3 MHz, 3 kW, ant. 654 ft.

**Format:** CHR

### AMs

**WBZT West Palm Beach, Fla.**

**Price:** \$2 million

**Buyer:** James Crystal Holdings Inc., West Palm Beach (James C. Hillard, president/owner); owns/is buying six other AMs, including WFTL(AM) Fort Lauderdale, WDJA(AM) West Palm Beach and WLVI(AM) Royal Palm Beach/West Palm Beach, Fla.; is selling WJNA(AM), WRLX(FM) and WRMF(FM) West Palm Beach to seller

**Seller:** Clear Channel (see items, above and below); owns/is buying WJNA(AM), WJNO(AM), WRLX(FM) and WRMF(FM) West Palm Beach, WIRA(AM)-WLDI(FM), WJNX(AM) and WKGR(FM) Fort Pierce/West Palm Beach, WOLL(FM) Jupiter/West Palm Beach and WWLV(FM) Riviera Beach/West Palm Beach, Fla. Note: Clear Channel had to sell WBZT as well as WRMF, which it acquired from James Crystal, to meet FCC radio-station ownership caps (Changing Hands, Sept. 4)

**Facilities:** 1290 kHz, 5 kW

**Format:** News/talk, sports

**KZPM (formerly KAFY) Bakersfield, Calif.**

**Price:** \$1.4 million (includes two-year non-compete agreement)

**Buyer:** Clear Channel (see items, above); is buying KHIS(AM)-KKXX-FM and KRAB(FM) Bakersfield and KDFO(FM) and KKDJ(FM) Delano/Bakersfield, Calif.

**Seller:** Golden Pegasus Financial Services Inc., Hughson, Calif. (Nelson Gomez, president); owns KBYN(AM) Arnold and KZPM(AM) Bakersfield, Calif. Gomez owns KNTO(AM) Livingston, Calif. Note: Golden Pegasus bought KAFY for \$825,000

(Changing Hands, May 1)

**Facilities:** 970 kHz, 1 kW day, 5 kW night

**Format:** Spanish

**Broker:** Jorgenson Broadcast Brokerage (buyer)

**KOTD Plattsmouth/Omaha, Neb.**

**Price:** \$750,000

**Buyer:** Waitt Media Inc., Omaha (Norman W. Waitt Jr., chairman/owner); owns/is buying/manages five TVs, 34 FMs and 20 other AMs, including KKAR(AM) Omaha, KAZP(AM) and KOIL(AM) Bellevue/Omaha, KISP(FM) Blair/Omaha, KZFX(FM) Lincoln/Omaha and KCTY-FM (formerly KOTD-FM) Plattsmouth/Omaha, Neb., and KQKQ-FM Council Bluffs, Iowa/Omaha. Note: Waitt will have to sell one Omaha AM or FM to meet FCC ownership caps

**Seller:** Warga Broadcasting LLC, Plattsmouth (Charles Warga, member/manager); no other broadcast interests

**Facilities:** 1020 kHz, 1 kW day

**Format:** MOR, nostalgia, big band

**KCNW Fairway/Kansas City, Kan.**

**Price:** \$725,000

**Buyer:** Wilkins Communications Network Inc., Spartanburg, S.C. (Robert L. Wilkins, president); owns six other AMs in six other states

**Seller:** Catholic Radio Network, Chicago (John Bitting, CEO); is selling eight other AMs

**Facilities:** 1380 kHz, 2.5 kW day, 29 W night

**Format:** Talk

**Broker:** Media Services Group Inc.

**WJOK Kaukauna (near Green Bay and Oshkosh), Wis.**

**Price:** \$500,000

**Buyer:** Christ the King Communications Inc., Green Bay (John P. Cavil, president/25% owner); no other broadcast interests

**Seller:** Fox Cities License Corp., Green Bay (Lyle Robert Evans, president/owner); has applied to build AM in Oneida, Wis. Evans also owns WZRK(FM) Kentland and KHAM(FM) St. Ansgar, Iowa; WOBE(FM) Crystal Falls and WMXG(FM) Stephenson, Mich., and WNOB(FM) Old Forge, N.Y.; 75% of WMDC(FM) Mayville, Wis., and 50% of WMBE(AM) Chilton, Wis.; has applied to build five FMs and five AMs; is selling WZRK(FM) Kentland, Ind. Note: Fox Cities bought WJOK in 1993 for \$380,000

**Facilities:** 1050 kHz, 1 kW day, 500 W night

**Format:** Country

—Compiled by Elizabeth A. Rathbun



# EchoStar granted a reprieve

*Court says DBS operator does not have to cut off 'illegal' subs—just yet*

By **Paige Albiniak**

**E**choStar Communications Corp. can keep its distant network customers turned on for at least a little longer, a federal appeals court ruled last week.

"It is disappointing that the networks and their affiliates ... have attempted to trample this most fundamental constitutional right of consumers to receive televised news and other information from whatever source they choose," said EchoStar CEO Charlie Ergen in a statement.

Disappointing, perhaps, but not surprising. Two years ago, a federal district court in Miami forced DirecTV to turn off thousands of its distant-network subscribers, ruling they were receiving signals illegally.

Broadcasters, who won that case, say copyright law is clear: Satellite TV subscribers may receive local TV signals via satellite only if they can't otherwise receive them over the air. And they may not receive out-of-market signals of network affiliates if they can receive the local affiliates over the air. Broadcasters worry about protecting the boundaries of their local markets because viewers in local markets are essential to their getting advertising revenue.

EchoStar's case started in the same Miami court that ruled last September that EchoStar should turn off all subscribers who are illegally receiving distant signals.

The Eleventh Circuit Court of Appeals in Atlanta last week stayed that ruling and agreed to hear EchoStar's case. EchoStar asked the court to rule quickly because the injunction issued by the Miami court in September made several errors with regard to dates and facts. Briefs are expected to be completed by the end of January 2001, according to EchoStar.

The difference between EchoStar's lawsuit and DirecTV's is that EchoStar also is challenging other aspects of the TV satellite law Congress passed a year ago.

Among them: the standard by which the quality of a subscriber's television picture is measured. EchoStar argues that the standard, which the FCC uses to determine whether a household can receive a "good" quality over-the-air TV signal, was developed in the 1950s and is no longer a good gauge. EchoStar fought in vain in

the two years preceding the new law to change that standard.

Broadcasters don't want to alter the standard. They say it is based on objective physics—how far the broadcast signal measurably extends—and accurately determines their market reach. EchoStar says broadcasters just want to maintain their markets and are unwilling to concede that some TV pictures, even within their determined signal area, are not acceptable. ■

## FCC urges change in DBS rules

Satellite-TV companies would be permitted to increase the number of homes they serve with broadcast-network signals from distant markets, under an FCC proposal.

The commission last week urged Congress to change slightly the measuring stick used to determine which homes are eligible for network signals from out-of-town stations. Under the FCC proposal, direct-broadcast satellite providers could use a predictive model known as Individual Location Longley-Rice to determine how a home's distance from a local network station will cause a signal to be degraded, which is one component of a customer's eligibility.

This type of degradation, known as time fading, is incorporated into the FCC's overall method for predicting whether a home receives an acceptable signal. Currently, time fading predictions are based on a fixed numerical formula. The more complex Longley-Rice model, which more accurately accounts for signal-propagation curves, is intended to forecast signal strength at a home's specific location.

Longley-Rice is already used to predict other components of signal strength.

Under the FCC's rules, DBS customers who live within a local network affiliate's outer, or "Grade B," coverage area are eligible to receive an imported network signal via satellite only if they receive an acceptable local signal less than 90% of the time. Although field measurements of a local station's signals can also be used to determine whether an acceptable signal is received, DBS carriers prefer to rely on less-costly, predictive models.

The FCC expects that the use of Longley-Rice for predicting time fade will lead to increased eligibility for imported signals among homes in the outer 2 to 7 miles of a station's Grade B area. The gain could be offset, though not entirely, by a decrease in the number of eligible homes in the first 40 miles of a station's Grade B area. —Bill McConnell

# Pole case pitched to High Court

*NCTA, FCC ask Supreme Court to overturn pole-attachment ruling*

By Bill McConnell

The cable industry and the FCC are asking the Supreme Court to prevent utility companies from “jacking up” industry costs as local cable systems roll out broadband services.

The case also could have a major impact on cable’s fight against open-access rules that would give competing Internet providers access to their broadband networks.

The nation’s highest court has been asked to overturn a decision by the federal appeals court in Atlanta that could greatly increase the rates utilities are allowed to charge when cable companies attach their lines to power poles.

In April, the Atlanta court said that FCC price caps do not apply when cable companies add high-speed Internet services to traditional cable services. The issue is critical to cable systems across the country because they are rapidly expanding their infrastructure in order to lure Internet subscribers.

Since the Atlanta court’s ruling, several utility companies have announced dramatic rate increases—from as low as \$5 a month per pole to almost \$40—although they are barred from collecting the higher fees until the Supreme Court appeal is decided.

Overturning the ruling “is critical to the development and availability of high-speed Internet services,” the NCTA said in its petition to the Supreme Court.

Utility-company officials counter that the new rates would be in line with what other companies pay for pole attachment.

The Atlanta court said cable-modem service is an “information service” not under the jurisdiction of the FCC. As a consequence, the federal government’s complex formula for capping pole costs does not apply when cable companies “co-mingle” traditional TV service with broadband.

But the FCC and the NCTA said that conclusion would contradict Congress,

which ordered the FCC to foster the development of advanced services, such as cable broadband, as part of the 1996 Telecommunications Act.

“It strains credulity to suggest that Congress intended to limit the commission’s authority and thereby penalize cable entities that choose to expand their services,” the NCTA said.

The Supreme Court’s decision to take the case also could shape the debate over Internet-service providers’ access to cable carriage. That could happen if the justices decide which regulatory scheme cable-Internet services fall under. If the court’s decision goes that far, it would resolve conflicting rulings from the

Atlanta bench and federal courts in San Francisco and Richmond about cable-Internet service under government control.

The FCC, which is currently reviewing the issue as part of its open-access rulemaking, wants to decide and is asking the court not to go that far.

It is unclear whether the Supreme Court will decide whether to take up the FCC/NCTA appeal for this year’s term. The opposing side, led by Pensacola, Fla.-based Gulf Power, must submit its written rebuttal to the

court by Dec. 27, and it’s unclear whether that will leave enough time for justices to review and add the case to its next term, which lasts from June to October 2001. ■

**Overturning the ruling ‘is critical to the development and availability of high-speed Internet services.’**

—NCTA petition

## High-powered look at low-power radio

*Federal appeals court hears broadcasters’ arguments on FCC plan*

By Bill McConnell

The federal appeals court in Washington took a hard look at the FCC’s plan for low-power radio last week.

The three-judge panel seemed skeptical of broadcasters’ argument that the FCC overstepped its bounds in easing interference standards to create the non-commercial service. During oral arguments, they appeared to cast a jaundiced eye on industry claims that the proliferation of inexpensive radios has created a market incapable of sorting out conflict-

ing signals from low-power outlets.

“The fact that [consumers] buy these cheap radios means they are willing to ignore” the added interference, suggested Judge David Tatel.

But National Association of Broadcasters officials found solace in the judges’ willingness to delve into the issue of “Swiss cheese” interference, which is created when several low-power outlets eat away the coverage area of one full-power station.

The judges, however, seemed hardly accepting of the NAB’s argument, although association officials noted that judges often

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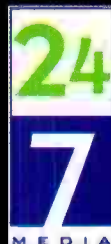
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play devil's advocate. "In general, we're encouraged that the court grappled very seriously and posed tough questions for both sides," said NAB counsel Jack Goodman. Donald Verrilli, of Washington firm Jenner & Block, argued the NAB case.

Most of the tough questions for the FCC, however, focused on whether the agency's ban on unlicensed "pirate"

broadcasters shut down by the FCC went too far in barring them from ever receiving a low-power license. Even former pirates with a decade or more of compliance with FCC rules must get waivers to get low-power licenses. "What's the rationale behind that?" asked Judge Judith Rogers.

"The judges were more skeptical of the industry's position than the FCC's," com-

mented agency lawyer Grey Pash.

Congress passed legislation to scale back the number of low-power outlets as part of a larger spending package that has yet to be forwarded to President Clinton. He supports low-power and has threatened to veto the bill, primarily over disagreements on immigration provisions and other issues. ■

# Open access is a shut case

*NCTA says the force is with it, and market is opening on its own anyway*

By Paige Albiniak

**T**he cable industry says the law is on its side as the FCC considers whether operators must allow Internet service providers to offer high-powered services over cable's high-capacity networks.

So-called "open," or "forced," access has been debated and passed over in legislatures in nearly half the states in the Union, and has been given the thumbs down in three federal courts, NCTA attorneys say. Because of this widespread rejection of the notion that the industry needs new rules to follow, the cable industry should be left on its own to negotiate access deals in the marketplace, the lawyers say.

Moreover, the market is embracing open access on its own, says NCTA President Robert Sachs. AT&T is conducting a test in Boulder, Colo., allowing eight ISPs to offer services on its cable system there. MSO Comcast has announced a similar test. AOL Time Warner this month signed a contract to carry ISP EarthLink. And both AOL Time Warner and AT&T have signed "memorandums of understanding" (MOU) saying that they have every intention of opening their networks up for ISPs' use.

Regulators aren't ignoring the progress, but the MOUs, while frequently waved around as proof of cable's efforts, have done little to assuage regulators' concerns. And Federal Trade Commission officials don't seem as impressed with AOL Time

Warner's EarthLink deal as the mega-entertainment company had hoped.

The FTC still is considering the conditions it will levy on the merger between AOL and Time Warner, at least some of which are expected to be open-access provisions. The FCC also has opened a notice of inquiry on open access, which leaves open the door to federal regulation. That means the cable industry faces at least the possibility of open-access requirements, which it wants to avoid at all costs.

The FCC's proceeding will determine how regulators define cable-modem service. The Ninth Circuit Court of Appeals in San Francisco has ruled that cable-modem service is not a telecommunications service, which means cable

operators are not required to open their networks as telephone-service providers are. But that court left the final decision to the FCC, which responded by launching an inquiry.

"Cable-modem service is a cable service, or at most an information service," NCTA says. "Under no circumstances, is it a telecommunications service.

"Under the Communications Act, a 'telecommunications service' is the offering of transport to the public for a fee. Cable operators do not offer pure transport capa-

bility for a fee to any member of the public, and thus cable-modem service does not fall within the statutory definition."

NCTA Senior Vice President Dan Brenner says competition will solve the problem. "There is fierce competition in the narrowband market. The broadband market is growing nicely now. With this kind of competition, you wouldn't want the government to take the viewpoint that it did [previously], using the old model of AT&T as the monopoly telecommunications provider."

Even though the FCC has opened an inquiry, Cable Services Bureau Chief Deborah Lathen would prefer to leave the matter to the market. "I believe the companies are going to see that it is to

their benefit to have open systems," she said during a panel at the Western Show. "But I'm an incredible optimist."

The first round of comments in FCC's inquiry were due Friday. AT&T in its filing credited the FCC's "hands-off" policy for fueling the industry's deployment. By keeping cable free of access obligations, the industry has been better able to apply the competitive pressure that forced telephone companies to accelerate their rollout of competing DSL services. ■

**I believe the companies are going to see that it is to their benefit to have open systems. But I'm an incredible optimist.'**

—Deborah Lathen, FCC



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## Interactive Media

# Cable execs debate value of jumping into streaming

*Will video on the Internet fit in with their core programming business?*

By Deborah D. McAdams and  
Ken Kerschbaumer

**W**hen video delivery via the Internet, aka streaming media, started gaining attention four or five years ago, it was hailed as a media revolution that would forever alter television as we knew it. Streaming techies predicted that within five years televisions and computers would be one and the same. High-capacity hard-drive television would make video-on-demand ubiquitous. Interactive commerce would have couch potato shoppers pointing and clicking the tiny Tahari suit right off Ally McBeal's body. The discussions at Tuesday afternoon's Western Show session on streaming media and the pre-show luncheon discussion on the same topic illustrated why that model remains a carrot on a stick: The triad of video delivery—traditional television networks, streamers and distributors—are at cross purposes.

Streamers depend on broadband distribution from cable operators, who depend on the revenue model provided by networks, who are leery of the competitive



**Intertainer's Jonathan Taplin wondered, "If [Discovery Communications' John] Hendricks starts the gorilla channel, can he really program it 24 hours a day?"**

potential of streamers. The relationship may seem to be one of keeping your friends close but your enemies closer.

"There may be a wonderful value of streaming video to the viewer, but will they pay for it?" asked Henry Schleiff, chairman and CEO of Court TV. "I'm not so sure. And will an advertiser support the kind of numbers in terms of niches? I don't know.

I personally wouldn't want to test it."

Jessica Reif-Cohen, first vice president and managing director of Merrill Lynch, countered that the question of value to the cable network also needs to be weighed as well. "Isn't [the cable network] more valuable to the viewer once they return to the television? Aren't they a more valuable viewer?"

To Jonathan Taplin, CEO of Intertainer, a broadband entertainment-content aggregator, the bottleneck is at the headend—the one connected to the neck bone—of networks and distributors who are threatened by the renegade streamers. He rejected a widely held notion, fueled by the infamous Victoria's Secret.com traffic jam, that streaming is being held back by inadequate infrastructure. The capacity is available, he said, it's just not being used. That cable operators are more likely to pick up yet another iteration of a Discovery channel rather than allot that space to broadband delivery demonstrates their resistance to streaming, he said. Most cable operations allot 6 Mhz, the equivalent of one analog channel, to broadband delivery.

Photo: Rick Rowell / Matthew Photo

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## Interactive Media

"If [John] Hendricks [chairman and CEO of Discovery Communications] starts the gorilla channel, can he really program it 24 hours a day? Why not give that to the streamer for even six hours a day?" Taplin asked.

One reason may be that viewers still prefer traditional television to streamed video, ventured Richard Wolpert, strategic adviser for RealNetworks. "Social adaptation takes time. People still want to be entertained."

"Oh, that's Disney brainwashing,"



"Isn't [the cable network] more valuable to the viewer once they return to the television?" asked Merrill Lynch's Jessica Reif Cohen.

Taplin countered. "There are 220 channels out there. ..."

"So why do three or four channels own 90% of the audience?" Wolpert parried, eliciting agreement from George Bell, chairman and CEO of Excite@Home.

"Media is built for inertia," Bell said. "People take only a small number of channels out of the first 20, maybe one out of the next 20, and after that they replace

channels. People are locked into channels because of inertia."

Competition, however, could remove that inertia, according to John Billock, president of HBO U.S. Network Group. "There is one thing that can upset the apple cart, and that's competition. Things like DSL will force timing of changes, because you can't wait and evolve at your own pace, and I think, frankly, that is what is going to happen in the streaming world."

And while many in the video-streaming business may be a bit gun-shy given the recent travails of record companies and peer-to-peer networking companies like Napster, Taplin dismisses the assumption that streaming will lead to content pirating of video.

"Where are you going to store a terabyte in your house for 100 movies? People tend to watch movies once—they rent them. They own music," he said.

Bell was not so sure. "The risk is driven by simpler behaviors. American consumers always get what they want, even if it's illegal."

And the movie industry itself may take an approach of piracy be damned, especially if what Paul Sagan hinted at happens. Sagan is president of Akamai, a provider of Internet infrastructure servers that allow for the moving of content. "There are several studios that will download movies overnight to laptops, full length in about half a gig, and that's your new set-top box. And there are a couple of big companies with offices in this city that are going to try, and they're going to open a window and try to rent their movies." ■

### TV NEWS SITES

October 2000

Ranked by duration of usage

SITE	Unique minutes spent by each person
1 CNBC.com	28.5 down
2 CNN.com	24.2 down
3 MSNBC.com	19.3 up
4 ABC News*	17.7 down
5 Bloomberg.com	16.6 down
6 CNNfn.com*	13.8 down
7 FoxNews.com	11.1 up
8 WebFN.com	...
9 CBSNews.com	...
<b>Total WWW</b>	<b>734.3 up</b>

Source: Media Metrix

... = Statistically insignificant traffic

### TOP CABLE AND NETWORK TV SITES

October 2000

Ranked by duration of usage

SITE	Unique minutes spent by each person
1 ESPN*	39.8 down
2 CNBC.com	28.5 up
3 CNN.com	24.2 down
4 CartoonNetwork.com	22.1 up
5 MSNBC.com	19.3 up
6 NBCi*	16.8 down
7 FoodTV.com	15.9 up
8 SCIFI.com	13.1 down
9 HGTV.com	13.0 down
10 PBS.org	12.2 up
11 FoxNews.com	11.1 up
12 ABC*	11.0 up
13 ComedyCentral.com	10.8 up
14 Weather.com	9.2 down
15 Discovery.com	8.6 NC
<b>Total WWW</b>	<b>734.3</b>
<b>Cable and Network Universe</b>	<b>34.4 up</b>

Source: Media Metrix

\* Represents an aggregation of commonly owned/branded domain names.

Up/down compared to last month.

NC = no change

Media Metrix definitions:

**Average minutes spent per usage month:** The average total number of minutes spent on the Web site/channel application during the month, per visiting person.

**Cable and network universe:** The total number of unique pages viewed on the sites belonging in the cable and network TV category of Web sites.

**Sample size:** Approximately 60,000 individuals throughout the U.S. participate in the Media Metrix sample.

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## IN BRIEF

**LAND HO! FOR OPENTV**

OpenTV, which has successfully deployed its interactive TV platform overseas and on EchoStar, has finally made land-fall with a deal to be launched on USA Media Group's Northern California cable system in the first quarter of 2001.

Services will include t-commerce, on-demand news, weather, sports, entertainment and information on USA Media's installed base of Motorola DCT-2000 set-top box.

**COMPAQ JOINING THE MICKEY MOUSE CLUB**

A three-year \$100 million agreement between Compaq Computer and the Walt Disney Internet Group (WDIG) will result in a large amount of cash and services changing hands.

Compaq will become the preferred technology provider to the WDIG, including the consolidation of the WDIG's Windows-based server architecture on Compaq Proliant servers. The WDIG will feel the love in the form of Compaq advertising as well as distribution of WDIG content within Compaq computers and products.

Specifics of the deal were not available, but it is said to involve "tens of millions in cash" from both sides.

**GAMES AFOOT**

Interactive TV provider Mixed Signals Technologies has teamed with Pearson Television to create interactive components for Pearson's syndicated game shows *Family Feud* and *To Tell The Truth*. Viewers can play the games in real time via a standard set-top box.

# The \$50 million plan to drive interactive

*Liberate Technologies launches corporate venture fund*

By Ken Kerschbaumer

**L**iberate Technologies has started a \$50 million corporate venture fund to drive

interactive TV content. Mitchell Kertzman, president and CEO of Liberate, is targeting companies that he believes will play a major role in programming interactive TV. The first investment is \$7 million in interactive-TV-gaming provider Two Way TV.

"The consumers don't care about competing standards and things like that," says Kertzman. "They just want great programming that looks terrific."

Given the current VC climate, announcing a \$50 million venture fund might be akin to dropping horsemeat into a shark tank, but Kertzman makes it clear that Liberate is not interested in investing in startups. "We're investing in companies in their mid- to later-round stages of funding, when they have proven their product and they really just need to jump-start their business plan. We're investing in companies that we think will give us a significant return on our investment."

Interestingly, one of those keys to success is not being proprietary to the Liberate platform, something that Kertzman says could actually make a company less attractive. "We view this broadly," he says. "A lot of the companies we'll be investing in will do things for other platforms like Microsoft, but we think that if interactive TV is successful we'll get more than our share of the market."

In addition to helping other companies move forward while getting a stake in their success, Kertzman also says the fund will help create an "ecosystem" in which Liberate's platform can thrive.



**Kertzman: "A lot of the companies we'll be investing in will do things for other platforms like Microsoft."**

"We've come to the conclusion that one of the most significant things we can do is to help enable the development of great content, applications and complementary infrastructure that will effectively help create an ecosystem around standards-based platforms. That way, when the network operators deploy interactive-TV platforms in consumers' homes, there are

things that they'll enjoy using."

Regarding Two Way TV (which is distributed by TWIN Entertainment in the U.S.), the investment gives Liberate a 7% stake in the company. Liberate and Two Way TV have

already worked together in the UK, courtesy of NTL and Telewest, which has Two Way TV sitting on the Liberate platform.

"We've found that interactive gaming is a killer application of interactive TV," adds Kertzman. "One type is parlor games that allow people to compete within the home or the cable system, and another is downloadable games."

The plan going forward is for Liberate to co-invest

with top-tier venture-capital funds and, in most cases, to not seek to retain a seat on a company's board of directors. According to Liberate, the investment will generally run between 15% and 25% of any given financing event. ■

The plan going forward is to co-invest with top-tier venture-capital funds. According to the company, the investment will generally run 15% to 25% of a financing event.



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- TechTV has a 29% higher than average concentration of people interested in subscribing to Digital Cable.



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Source: 2000 BETA Research Cable Subscriber Interest Study. Concentration reflects percent of people with high interest in TechTV (4 or 5 on a scale of 1 to 5) who are interested in subscribing to Digital Cable divided by percent of total cable subscribers interested in the service. © 2000 ZDTV LLC. TechTV is a trademark of ZDTV LLC.

# CBS primes for WebTV

Interactive entertainment shows will follow college football telecasts

By Richard Tedesco

CBS is plotting its first major interactive-TV ploy, with plans to create enhanced content around two prime time entertainment shows in Microsoft's WebTV format early next year.

At least one comedy and one drama, as yet unnamed, will be supplemented with additional content that WebTV subscribers can access with a click of their remotes. And more than two CBS series may be part of the interactive mix this season, providing episodic information, cast bios and merchandise for sale, among other things. Viewers will be prompted at intervals by on-screen icons alerting them the content is there for the clicking, but David Katz, CBS vice president of strategic planning and interactive ventures, says CBS is intent on an unobtrusive approach that takes up minimal screen space with a nominal amount of text.

"We need to figure out what the tolerance of the viewer is," says Katz.

Ultimately, CBS plans to enhance the full gamut of its programming, including specials and movies, encompassing 500 hours to be rendered interactive in ways that can easily migrate to other formats such as



Roughly 1 million viewers use WebTV, but there's no gauge on how many have been going for the interactive gridiron material that CBS initiated last month.

Microsoft TV and AOLTV.

CBS unveiled the initiative last week, as part of a game plan it began with a slate of college football games in mid-November and is set to conclude with the Army-Navy game on Dec. 2 and the Wells Fargo Sun Bowl on Dec. 29. Football fans can see statistics or player bios, predict plays or respond to trivia quizzes while they watch the games. CBS has no gauge on how many of the roughly 1 million WebTV takers have been going for the interactive gridiron material, according to Katz.

"It helps the overall industry on its slow march to the promised land of interactivity," says Steve Von der Haar, analyst with



the Boston-based Yankee Group. But, he adds, "The devil's going to be in the details in terms of CBS' commitment. Are they going to use high-profile shows or take a deserted part of the schedule and throw interactivity at it?"

CBS could use the WebTV plan to spark some buzz around the heavily promoted but underperforming *Bette* sitcom or its slumping Sunday drama *Touched by an Angel* (and sell CDs by Bette Midler and Della Reese). Or it could further hype its hit *Everybody Loves Raymond* sitcom. And then there's the second edition of *Survivor* waiting in the wings.

CBS becomes the first major network to put entertainment to the WebTV test. NBC has created WebTV content around *Dateline* and *Today*. But the question of whether comedies or dramas can draw viewers to interact with their TV sets remains.

"We're providing content that is contextual to what you're watching on television," says Katz. "The viewer has the choice to engage in it."

CBS will measure audience reaction by polling WebTV viewers who tune in, and conducting focus groups with them.

Talks are underway with Microsoft TV and AOLTV, according to Katz. CBS has already signed on as a content partner with Wink Communications for its set-top-enabled interactive format. ■

## Icebox heats up Fox



Icebox, a Web site offering original, Web-based animated content, has hit the mother lode with a licensing deal with Fox Broadcasting for its *Zombie College* series. Plans call for the series to be developed into a live-action, half-hour pilot for the 2001-02 season. It's the first series both created for and premiering on the Internet to be purchased by one of the four major U.S. television networks. It also marks the second off-line deal for Icebox; *Starship Regulars* was licensed to Showtime Networks also to be produced as a live-action half-hour series.

# Trial by endless ordeal

*Florida's local-TV-news sites earn their stripes in election coverage*

A bug-eyed vote counter staring into a magnifying glass may not be great television à la *The West Wing*, but what he saw through the glass has a big role in determining who will occupy the real West Wing come Jan. 20 and, thus, made for compelling viewing, particularly at election ground zero.

On a Florida holiday over the Thanksgiving weekend almost at geographic midpoint between the Palm Beach and Broward County courthouses, I periodically tore myself away from surfing the local Florida stations to see how they were playing this story on their Web sites. Plainly, this galvanizing story was a major test of local-TV-news sites' ability to present conflicting opinions and information in a thorough, balanced, timely and cogent manner.

None of the several local-station sites had a more complete suite of election news than NBC affiliate WPTV(TV) West Palm Beach. Though a little slow to load, the site (<http://www.tcpalm.com>) offered streaming video of Vice

President Gore's remarks explaining why his campaign is contesting the certified election results in Florida.

Also on WPTV's TCPalm site that weekend, a constantly updated, easily navigated Florida Recount special section provided staff-written updates on the five-front court battle and the move of the Florida legislature to go into special session to consider naming its own slate of electors, as well as feedback from station viewers and readers of the site's several newspaper-content partners.

Readers of this column may have noticed that I'm big on site navigation and organization of content into logical groupings. If you are new to

the concept of Web-site navigation, think of an online equivalent of a smooth on-air segue.

TCPalm wins the content-organization battle, too. The stories on the Florida Recount main page were listed in order of their posting, the most recent first. On the main page, each received a one-paragraph summary, with a link to the page where the story was posted in full.

Unlike some national-election sites, where the results were difficult to find, TCPalm also provided clear links to vote-returns pages in most counties within the viewing area.

The Miami-Fort Lauderdale station sites

acquitted themselves superbly as well. With a special mandate to cover the events in Miami-Dade and Broward Counties, ABC affiliate WPLG-TV's Click10.com offered several streaming-video clips, as well as a much needed Quick Update page with a bulleted series of summaries from all over the election front.

Click10.com also offered a lively discussion area, with several hundred postings from viewers aggrieved at the presidential candidates, Florida state officials, local vote-counters and—no surprise here—the media.

There was even a lively discussion thread on "Voter Horror Stories," with a few viewer-posters talking about their difficulties punching the ballot all the way through and others responding contentiously.

Such dialogue is great, by the way. A Web site without lively dialogue from viewer-readers sells short the medium's potential for two-way communication.

As much as I might like to, I can't be as complimentary about Nbc6.net, the Web site

for Miami-Fort Lauderdale NBC affiliate WTVJ-TV. On the day before Thanksgiving, the Florida presidential-returns margin cited was a Precambrian figure, even though the official 537-vote margin had been certified three days earlier. The Electoral College results map was two weeks old and didn't include the certification of Oregon for Gore.

Almost as bad, a streaming-video page with some sort of proprietary media-player interface was nicely designed but slow to load



**TCPalm, the Web site of WPTV(TV) West Palm Beach, kept local viewers up-to-date on the election saga in Florida.**

and buggy and wound up crashing my browser.

Memo to all sites with overeager Web designers: Think functionality, not pretty graphics. Build your streaming-video content so that it will render *inside* an existing media-player interface. ■

*Russell Shaw's column about Internet and interactive issues appears regularly. He can be reached at [russellshaw@delphi.com](mailto:russellshaw@delphi.com).*

## Technology

# ReplayTV pauses, shifts focus

*Personal television supplier moves from manufacturing to licensing*

By Glen Dickson

**P**ersonal television supplier ReplayTV switched gears last week, dramatically cutting its manufacturing efforts and changing its focus to licensing software to third-party providers such as cable operators and set-top manufacturers.

As part of what it called "an aggressive new corporate direction," the Mountain View, Calif.-based company has laid off about 100 of its 260 employees, mostly from its manufacturing arm. CEO Kim LeMasters has also resigned, reflecting the company's shift away from pursuing revenues through programming and advertising partnerships. Founder Anthony Wood is the new CEO and chairman of the board.

These moves aren't surprising: Both ReplayTV and competitor TiVo have maintained that partnering with cable and DBS operators to create "combination set-tops" is necessary for the mass proliferation of their technology. To that end, ReplayTV is already in trials with MSOs Time Warner, Comcast and AT&T and has partnered with Charter Communications, investment firm Vulcan Ventures and set-top manufacturer Motorola to integrate hard-disk recording into digital set-tops. That effort, code-named "Project Disco"



**ReplayTV's service will still be available at retail through the Panasonic ShowStopper hard-disk recorder.**

(B&C, Oct. 30), is the model for ReplayTV's future technology licensing, according to Senior Vice President of Strategic Planning Tom Carhart.

"We understand that cable operators want to operate their own private services," says Carhart. "Those discussions are already far along, and we're already making that shift. This just formalizes the change."

Although ReplayTV will no longer make its own personal video recorder (PVR), it will continue to maintain its personal TV service, which consists of a personalized electronic program guide (EPG) that is updated via phone line. Analysts estimate that there are about 30,000 subscribers who own either a ReplayTV box or Panasonic's ShowStopper, a PVR that runs the

ReplayTV service. ReplayTV officials said the costs of maintaining the ReplayTV service for those boxes are negligible and they will encourage Panasonic and other potential consumer electronics partners to exploit new business opportunities through the ReplayTV service.

Panasonic spokesman Kurt Praschak confirmed that Panasonic will continue to sell the ShowStopper, which is available in \$499, \$599 and \$799 models with varying levels of hard-disk storage. "Nothing has changed in our plans," he says.

But getting out of the manufacturing business and pursuing a straight technology-licensing model is a big change for ReplayTV, which has heavily subsidized its PVR models while being soundly beaten in the retail space by competitor TiVo. Unlike ReplayTV, TiVo never attempted to make its own PVRs but instead partnered with Philips and Sony to manufacture them. Although TiVo also subsidizes those boxes, it also charges \$9.95 a month for its programming service, giving the company a recurring revenue stream ReplayTV doesn't have.

"This move cuts our expenses by a factor of five because we used to subsidize to the tune of several hundred dollars," says

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ReplayTV Vice President of Product Management Steve Shannon. "Now, rather than that money going out, we have cash coming in every time a box ships. Plus, we're shifting a lot of the marketing responsibility to our licensees vs. having a \$50 million or \$100 million [marketing budget]. We were talking about \$150 million to \$200 million to get us through a year. That's now down to around \$20 million or \$30 million."

In the meantime, TiVo gains a clear path in the retail PVR market. The company already has more than 70,000 subscribers and recently unveiled a combination set-top that integrates the DirecTV service with TiVo PVR functionality.

"We're two different companies that approach retailing differently and branding differently," says TiVo Director of Business Development Edward Lichty. "We feel that we provide a service that has value to the customers, but [ReplayTV] didn't choose that route. They decided to generate their revenue from incremental revenue streams that we think are going to materialize, but we didn't bet the whole game on that. So they were left without a source of revenue."

The "incremental revenue streams" to which Lichty refers are advertising deals under which ReplayTV would promote Universal Pictures and Coca-Cola products through its service.

While the immediate future looks bright for TiVo, ReplayTV may be a better fit for cable operators, because of its technology. ■

*Ken Kerschbaumer contributed to this story.*

# Telestreaming news by Web

*TheNewsMarket.com relies on IP transmission system*

By Glen Dickson

A new company aimed at revolutionizing the distribution of news content is using Telestream's Internet-based delivery system to jumpstart its business.

New York-based TheNewsMarket.com operates a Web site that brokers news content to broadcast users. It launched at the Sydney Olympics using Telestream's ClipMailPro and Clip-Express IP (Internet Protocol) transmission system. The Telestream equipment was used by more than 100 broadcasters in 23 countries to preview and download video clips from VISA, Coca-Cola, Adidas and the Australian Tourist Commission, according to CEO Shoba Purushothaman.

TheNewsMarket.com, which will complete beta testing by the end of the year, has signed a joint sales and marketing agreement with Nevada City, Calif.-based Telestream to promote ClipMail technology. It will continue to use Telestream as one of its intake and delivery methods, and Telestream customers will receive preferential pricing from TheNewsMarket.com.

"The agreement we have is to work with the entire network," says Puru-

shothaman. "Telestream has been populating post houses and newsrooms for a while, and lot of them offer ClipMail on a walk-in basis. And in Europe, where there are a lot of independent producers, a lot of people already have ClipMail or are getting it."

TheNewsMarket.com allows users to preview content at two low-resolution rates: 40 kilobits per second or 300 kilobits

per second. If they want a clip, they pay a fee and download MPEG-2 video that is encoded at up to 10 Mb/s.

Although TheNewsMarket.com was founded on the premise that emerging broadband connections will support broadcast video delivery, "the big question has

been when can people distribute broadcast quality over the Web," says Purushothaman, a former *Wall Street Journal* reporter and public relations executive. But the company has been pleased with Telestream's transfer times over T1 connections, particularly since most clips are less than 90 seconds.

In the "best-case scenario," she says, a one-minute clip takes five to six minutes to download. "ClipMail Pro is a very simple communications tool they can go out and buy off the shelf today." ■



**TheNewsMarket.com will help market Telestream's ClipMail Pro delivery system.**

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One step ahead

# The trouble with picking labels

*Battle heats up over how the FCC describes cable-compatible digital TVs*

By Bill McConnell

**W**hat's in a name? A lot, apparently, if you're talking about digital television sets. One of the biggest fights in the DTV transition is over the seemingly simple question of what to call digital sets that work with cable.

After the cable industry and set makers failed to agree, the FCC in September came up with a labeling scheme intended to let consumers know whether a model would connect directly to cable lines and whether it also would accept—either with or without a set-top box—interactive features that cable systems plan to offer.

Now the cable industry says the FCC got it all wrong. Last week, the National Cable Television Association asked the FCC to reconsider the labels. The trade group argues that the FCC's decision to rely on the "Cable Ready" moniker is confusing and risks a buyer backlash that could sour consumers on DTV.

At issue are three DTV labels that the FCC created in September:

- Digital Cable Ready 1. No interactivity. Allows a TV to connect directly to cable without a set-top box, albeit with a security module for viewing encrypted programming. Does not contain the required IEEE-1394 "firewire" connector necessary for two-way communication.

- Digital Cable Ready 2. Connects to interactive set-top boxes with firewire.

- Digital Cable Ready 3. Provides interactivity without set-top by placing all two-way functions inside the TV. No firewire.

The NCTA says the "1-2-3" classifications don't tell consumers enough about sets' capabilities and urges the FCC to accept the "Digital TV-Cable Connect" and "Digital TV-Cable Interactive" labels brokered in a deal with the Consumer Electronics Association this spring. That deal fell apart, though, after some CEA

members balked.

NCTA says the term "cable ready" is confusing because consumers expect any cable-ready set to work without a set-top box.

"For good reason, the cable and consumer electronics industries rejected 'cable ready' terminology for digital receivers early on," NCTA said in its petition to the FCC.

NCTA also opposes interactive sets without the firewire because they might become outmoded when additional interactive services are created if the sets have no way to connect to set-tops.

If the FCC refuses to drop the "cable

ready" moniker, NCTA says, the agency instead should create two wholly new labels: "Digital Cable Ready One-Way" for sets without a firewire connector and Digital Cable Ready Two-Way" for those with the connector. Manufacturers also should be required to post a grid comparison chart on marketing materials and on showroom floors spelling out the different capabilities of the sets, NCTA says.

CEA officials are not requesting any changes to the government labels. "We're not comfortable with the FCC's mandating labels," said technology-policy chief Michael Petricone. ■

## Chyron streams, interacts

*Launches new divisions, snags Microsoft investment*

By Glen Dickson

**E**xpanding on initiatives it announced a year ago, Chyron Corp. used last week's Western Show to unveil two divisions aimed at streaming media and interactive television. The broadcast graphics, automation and routing supplier also announced that Microsoft has taken a \$6 million stake in the company, following up on an agreement made at the 1999 Western Show to jointly develop interactive TV graphics systems.

Chyron has been talking about streaming media and interactive TV for most of 2000. In February, the Melville, N.Y.-based company launched Clarinet, a streaming-media coder that connects to standard broadcast equipment. And at NAB 2000, the company's big news wasn't HDTV graphics or routing, but the \$20 million it had raised to focus on new-media activities.

"Now we're actually doing it," says Chyron CEO Roger Henderson, who adds



Chyron first got into streaming last February with Clarinet, a streaming-media coder.

that the new divisions will continue to capitalize on technology contained in Chyron's existing graphics and automation products.

Chyron Streaming Services will focus on providing turnkey streaming solutions, including hardware and software, and will leverage the company's experience in handling metadata from its Pro-Bel asset-management products. Chyron Interactive Services will come up with new software that will allow existing Chyron graphics products to create interactive content. As part of the deal with Microsoft, Chyron will also work to integrate its graphics systems (which Chyron estimates are in 80% of U.S. control rooms) with the Microsoft TV platform and Windows Media systems. ■

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## This Week

**Dec. 4-6 PaineWebber** 28th Annual Media Conference: New Beginnings. Grand Hyatt Hotel, New York City. Contact: Amy Rosenberg (212) 713-8510.

## Also in December

**Dec. 12 New York Association of Black Journalists** 14th Annual NYBJ Scholarship & Awards Dinner. Roone Arlege Auditorium, Alfred Lerner Hall, Columbia University, New York City. Contact: April Prince or Renée E. Warren (212) 370-5483.

**Dec. 12 SCTE** Cable 101 training seminar. Hyatt Regency Hotel, Chicago. Contact: Ginny Nagle (610) 524-1725, ext. 210.

**Dec. 12-15 Content Management Network** Web Content Management for News and Media. Hilton Alexandria Old Town, Alexandria, Va. Contact: Laura Murray (617) 482-3258, ext. 208.

**Dec. 13 IRTS** Annual Christmas Benefit Luncheon. Waldorf-Astoria Hotel, New York City. Contact: Marilyn Ellis (212) 867-6650, ext. 303.

**Dec. 13 Broadcasters' Foundation** Sonny Awards. New York Athletic Club, New York City. Contact: Gordon Hastings (203) 862-8577.

**Dec. 15 HRTS** Premiere of HRTS Mentoring Foundation Benefit (formerly the HRTS Holiday Party). Beverly Hilton Hotel, Beverly Hills, Calif. Contact: Gene Herd (818) 789-1182

## January 2001

**Jan. 6-9 CEA** International CES: Your Source for Workstyle and Lifestyle Technology. Las Vegas Convention Center, Las Vegas. Contact: Jeff Joseph (703) 907-7664.

**Jan. 8-10 SCTE** Conference on Emerging Technologies. New Orleans Hilton Riverside Hotel, New Orleans. Contact: Alex Springer (800) 524-5040, ext. 232.

**Jan. 11-14 National Educational Telecommunications Association** The NETA Conference. Hyatt Regency, Savannah, Ga. Contact: Beth Helberg (803) 799-5517.

**Jan. 18-19 E.J. Krause** International Sport Summit/Sport Summit Interactive 2001. Marriott Marquis Hotel, New York City. Contact: Chyrl Dorcas (212) 714-1280, ext. 337.

**Jan. 20 Television News Center** Advanced Anchor Training. Washington. Contact: Herb Brubaker (301) 340-6160.

## Major Meetings

**Jan. 6-9, 2001 CEA** International CES: Your Source for Workstyle and Lifestyle Technology. Las Vegas Convention Center, Las Vegas.

Contact: Jeff Joseph (703) 907-7664.

**Jan. 22-25, 2001 National Association of TV Program Executives** 37th annual Conference and Exhibition. Las Vegas. Contact: Lana Westermeier (310) 453-4440.

**April 21-26, 2001 National Association of Broadcasters** Annual Convention. Las Vegas Convention Center and Sands Expo Center, Las Vegas. Contact: Kathleen L. Muller (202) 775-3527.

**TVB** Annual Marketing conference, **April 23-24, 2001.** Contact: Janice Garjian (212) 486-1111.

**May 6-9, 2001 ELA and CEA** Spring Conference. Washington. Contact: Jeff Joseph (703) 907-7664.

**June 10-13, 2001 National Cable & Television Association** Annual Convention. Chicago. Contact: Bobbie Boyd (202) 775-3669.

**Sept. 5-8, 2001 National Association of Broadcasters** Radio Show. New Orleans. Contact: Gene Sanders (202) 429-4194.

**Sept. 12-15, 2001 Radio-Television News Directors Association** International Conference and Exhibition. Nashville. Contact: Rick Osmanski (202) 467-5200.

**Jan. 22 Association of Local Television Stations** ALTV Convention. Las Vegas Hilton, Las Vegas. Contact: Angela Giroux (202) 887-1970.

**Jan. 22-24 National Cable Television Cooperative** Winter Educational Conference. Dallas. Contact: Caprice Caster (913) 599-5900, ext. 305.

**Jan. 22-25 NATPE** 37th annual Conference and Exhibition. Las Vegas. Contact: Lana Westermeier (310) 453-4440.

**Jan. 23 IRTS Foundation** Q&A Seminar: Integrated Marketing. NBC, Conference rooms A & B, New York City. Contact: Michelle Marsala (212) 867-6650, ext. 303.

**Jan. 28-31 CTAM** Research Conference: Enabling Broadband's Future. The Sheraton Bal Harbour Hotel, Bal Harbour,

Fla. Contact: Barbara Gural (703) 837-6540.

**Jan. 29-30 Access Conferences International** Broadcast Graphics & Virtual Studios. Mandarin Oriental, London. Contact: Katie Milton +44 (0) 7840-2700.

**Jan. 30-31 The Carmel Group** DBS 2001: The Five Burning Questions. The Sheraton Hotel at LAX, Los Angeles. Contact: Natalie McChesney (831) 643-2222.

## February 2001

**Feb. 1-3 Eckstein, Summers & Co.** The Television Industry's Annual Conference on New Business Development. The Naples Beach Hotel & Golf Club, Naples, Fla. Contact: Roland J. Eckstein (732) 530-1996.

**Feb. 1-4 Radio Advertising Bureau** RAB2001. The Adams Mark Hotel, Dallas. Contact: Renee Cassis (212) 681-7222.

**Feb. 6 CAB** Cable Advertising Conference. New York Marriott Marquis, New York. Contact: Joleen Martin (212) 508-1214.

**Feb. 8-10 CAB** Cable Sales Management School. Orlando Airport Marriott, Orlando, Fla. Contact: Nancy Lagos (212) 508-1229.

**Feb. 10-13 National Religious Broadcasters** 58th Annual Convention & Exposition. Wyndham Anatole Hotel, Dallas. Contact: Karl Stoll (703) 330-7000, ext. 517.

**Feb. 14 AMPPR** Announcer Workshop. KUAT(AM) Tucson, Ariz. Contact: Deanne Poulos (480) 833-1122.

**Feb. 14-18 AMPPR** 39th Annual Conference. Marriott University Park Hotel, Tucson, Ariz. Contact: Deanne Poulos (480) 833-1122.

**Feb. 19-21 Access Conferences International** Interactive TV & Mobile Games. One Whitehall Place, London. Contact: Hannah Sanders +44 (0) 7840-2700.

**Feb. 19-22 Monte Carlo Festival:** Monte Carlo TV Market. Monte Carlo Grand Hotel, Monaco. Contact: Liliane J.F. Vitale (201) 869-4022.

**Feb. 21-23 BCCA** Credit Conference. Omni Houston, Houston. Contact: Mary Teister (847) 296-0200.

**Feb. 21-25 IRTS Foundation** Faculty/Industry Seminar. Marriott East Side, New York City. Contact: Michelle Marsala (212) 867-6650, ext. 303.

**Feb. 23 IRTS Foundation** Newsmaker Luncheon. Waldorf-Astoria, New York City. Contact: Michelle Marsala (212) 867-6650, ext. 303.

—Compiled by Beatrice Williams-Rude  
(bwilliams@cabners.com)





## Tongue-tied Crier

FCC Commissioner **Susan Ness** probably has the agency's easiest name, but it sure gave Court TV personality **Catherine Crier** a hard time at last week's Western Show in Los Angeles.

First, Crier welcomed the crowd to a panel with Commissioners **Powell**, **Furchtgott** and **Roth**, to which Ness immediately (and rightfully) objected. (Furchtgott-Roth is just one tall bureaucrat, not two separate persons.)

Once corrected, Crier referred to Ness as Hess throughout the rest of the session, even after Ness passed her a note with the correct spelling.

Finally, at the end of the hour, Crier thanked Commissioners **Susan Ness**, **Michael Powell** and **Harold Furchtgott-Roth**.



Photo: Rick Rowell / Matthew Photo

## CNBC'S NEW DIGS

Late last month, CNBC, with the help of anchor **Sue Herera**, CNBC president **Bill Bolster** and New Jersey Gov. **Christine Todd Whitman**, broke ground for its new multimillion-dollar, state-of-the-art global headquarters in Englewood Cliffs, N.J. It's not yet the "global financial destination" Bolster predicts it will be, but the new HQ will share a ZIP code with other giants: Lipton, Best Foods and Conoco.

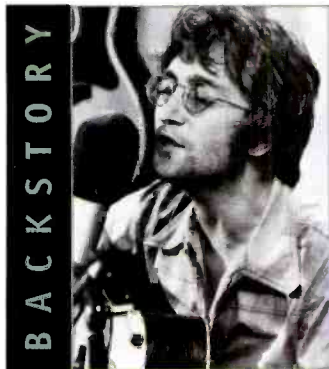
## THE CRYING NUNS

Consumers won't go long without their TV. This point was made in earnest by Disney VP **Preston Padden** at a conference on digital TV in Washington last month. Explaining how he knows Congress will never be able to do anything that makes TV sets go dark, Padden harked back to the period this year when Time Warner Cable turned off ABC's signal on some systems. Some viewers considered the situation so dire, he said, that *The New York Times* ran a photo of nuns who were crying because they couldn't watch last year's fave show, *Who Wants to Be a Millionaire?* (They had a habit.) "You can't do better than crying nuns in *The New York Times*," he glowed.

# The Gerrys gab

Time Warner Chairman and HBO pioneer **Gerald Levin** and Oxygen President and CEO **Geraldine Laybourne** were among the cable luminaries talking old times at the Museum of Television and Radio in Los Angeles last week after the first day of the Western Show. They were just two in a star-studded group celebrating the 25th anniversary of cable's first commercial satellite transmission: HBO's coverage of the Oct. 1, 1975, **Ali-Frazier** bout.

A day later, the FCC's **Michael Powell** met with Laybourne when **Henry Schleiff**, Court TV's CEO, got the two face-to-face to discuss the problem retransmission consent causes fledgling networks like Oxygen. Schleiff and Laybourne contend that, without the muscle of cable networks owned by ABC, CBS, NBC or Fox, channels like Oxygen have a hard time getting carriage. Powell, we hear, told Laybourne he wanted to hear more about that.



BACKSTORY

*Broadcasting* described the coverage of John Lennon's Dec. 8, 1980, murder outside the Dakota apartment house in New York as a "rare blend of news and entertainment" in the Dec. 15 issue. Beatles music dominated on radio, and TV and radio news divisions offered retrospectives of his life.

Part of NBC's coverage included the rebroadcast of a 1975 Lennon interview with Tom Snyder on the *Tomorrow* show, while CBS devoted half of the *Evening News With Walter Cronkite* to the story and broadcast a documentary. NBC also aired a news special.

Although the television coverage was substantial, the tragedy was a radio story; many rock stations played nothing but Beatles tunes for several days. RKO fed its affiliates a 7½-minute piece from Lennon's last interview and made parts of it available to all news media. ABC Radio gave its affiliates 36 short feature segments to air before album cuts. NBC Radio affiliates had two- to three-minute segments on Lennon, as well as hourly reports as the story developed. And The Mutual Network's *Larry King Show* was flooded with calls from mourners.

F A T E S & F O R T U N E S

**Broadcasting**

**Steven Kuo**, VP, business development, Fox Television, Los Angeles, named senior VP of that function.

**Mitch Metcalf**, senior VP, program research, NBC West Coast, Burbank, Calif., named senior VP, program planning and scheduling, NBC Entertainment.

**Scott Langermann**, senior counsel, Turner Entertainment Group, Atlanta, joins BBC America, Bethesda, Md., as VP, new business.

Appointments at UPN, Los Angeles: **Patrick Moran**, president, Renaissance Pictures Television, Los Angeles, joins as VP, drama development; **Robin Gurney**, director, drama development, named executive director, drama development.

Appointments at ABC News: **Su-Lin Cheng Nichols**, director, media relations, Washington, D.C., named executive director, media relations; **Todd Polkes**, assistant director of public affairs, *Time* magazine, New York, joins as director of

media relations, New York.

**Stephan G. Scheel**, technical operations supervisor, PBS, Alexandria, Va., named senior director of technical systems planning.

**Marv Danielski**, corporate marketing executive, Gannett Television, Arlington, Va., joins WBAL-TV Baltimore as creative services director.

**Jim Ferriera**, account supervisor, KMSB-TV Tucson, Ariz., and KTUU-TV Tucson, Ariz., named local sales manager.

**Cable**

**Nora Feeley**, president, Event by Nora Inc., Denver, Co., joins Cablevision Systems Corp., Bethpage, N.Y., as VP, community affairs.

**Programming**

**Lorraine Snebold**, VP, creative services, WTTG(TV) Washington, D.C., joins The National Geographic Channel, Washington, D.C., as senior VP, brand management.

**Charles Sommer**, director of business and legal affairs, USA Broadcasting, New York,

named general counsel and senior VP, business affairs.

**Thalia Doherty**, sales manager, Cartoon Network, Los Angeles, named VP, Western region, sales and marketing.

**Robert V. Edney**, account executive, A&E Television Networks, New York, named VP, advertising sales planning.

**James Petretti**, director, syndication research, Columbia TriStar Television Distribution, Culver City, Calif., named VP, syndication research.

**Jim Morgenthaler**, executive director, SportsTicker, Jersey City, N.J., named GM.

Appointments at Touchstone Television, Los Angeles: **Charissa Victors Gilmore**, senior manager publicity, promotion and special events, Buena Vista International Television, Los Angeles joins as publicity director; **Sharon Liggins**, director of communications and publicity, Odyssey Network, Los Angeles, joins as publicity director.

Appointments at Fox Cable Networks Group: **Matt**

**Packard**, manager, affiliate sales and marketing, Irving, Texas, named director of affiliate sales and marketing, Southwest region; **Cynthia MacCallum**, director, network broadcasting, BCE Media, Toronto, Canada, joins as manager, alternate technology distribution, Los Angeles; **Kristi Staab**, director, affiliate sales and marketing, Phoenix, Ariz., named director of local ad sales, Los Angeles.

Appointments at Comedy Central, New York: **Naomi Frisch**, director, local promotions and events, affiliate marketing, named director, East Coast talent; **JoAnn Grigioni**, manager, affiliate marketing department, named manager, East Coast talent.

Appointments at Lifetime Television, Los Angeles: **Amanda Gibbs**, regional account manager, named director, distribution and field marketing; **Alexandra Carsia**, marketing and promotions coordinator, CableRep Arizona, named manger, distribution and field marketing; **Arlene Damasco**,



Steven Kuo



Mitch Metcalf



Jim Ferriera



Nora Feeley

# Television's Casting a New Shadow

## SPECIAL REPORT ON **TELEVISION COMMERCE**

*Broadcasting & Cable Magazine* concludes the year by analyzing the most intriguing question that faces media executives: How to turn convergence, interactivity and digital technology advances into new revenue streams?

In our closing issue, we're showcasing a customized supplement focusing on the rising emergence of Television Commerce. This special report is loaded with vital information for industry leaders, including a year-end analysis of the top moneymakers, current applications and their projected advancement, and how the media industry plans to turn the latest opportunities into new profitable strategies.

*Broadcasting & Cable's* special report on Television Commerce will reach thousands of decision-makers who are cashing in on this technological breakthrough, including key executives in the Broadcast, Cable, Satellite, DBS, Networks, Advertising Agencies and New Media segments.

Reserve your space and reach over 36,000 industry leaders with your message on how your company is capitalizing on this groundbreaking venture.

**Issue Date • Dec. 18, 2000**

**Ad Close • Tuesday, Dec. 5**

**Materials Close • Monday, Dec. 11**

*Note - Early close dates*



# BROADCASTING & CABLE

Chuck Bolcom: 775-852-1290 • Marcia Orcutt: 323-549-4114 • Yvonne Pettus: 212-337-6945  
Rob Payne: 212-337-7022 • Michael Farina: 212-337-6941 • Classified Advertising & Marketplace Advertising: 866-256-1075  
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F A T E S & F O R T U N E S

marketing communications specialist, Cox Communications, San Diego, named manager, distribution and field marketing.

**Advertising/Marketing/PR**

**Michael Michota**, general sales manager, CableRep Advertising, Orange County, Calif., named VP and GM.

Appointments at Petry Television: **Joseph Lyons**, VP, director of sales, New York, named senior VP of that function; **Lynn Evans**, VP/GM, Chicago, named senior VP/GM.

**Journalism**

**David Doss**, executive producer, *NBC Nightly News* with Tom Brokaw, New York, joins *PrimeTime Thursday*, ABC, New York, as executive producer.

**Roshini Rajkumar**, reporter, KCCI(TV) Des Moines, Iowa, joins WTVF(TV) Nashville, Tenn., as reporter.

Appointments at WDAF-TV Kansas City, Mo.: **Heidi Schmidt**, recent grad of Tabor college, Hillsboro, Kan., joins

as dayside associate producer; **Jennifer Mazi**, recent grad of Truman State University, Kirksville, Mo., joins as associate producer.

Appointments at Internet Broadcasting Systems: **Fred Olsen**, news producer, KETV(TV) Omaha, Neb., joins TheOmahaChannel.com, as managing editor; **Marcus Riley**, general assignment reporter, WLKY-TV Louisville, Ky., named managing editor, TheLouisvilleChannel.com, Louisville, Ky.

**Radio**

**Deborah Esayian**, jobcityusa.com, New York, joins Emmis Communications Corp., Chicago, as VP, integrated sales.

**Karin Williams**, assistant director, resource development, United Way, Passaic County, N.J., joins WFUV(FM) New York, as membership director.

**Karen Peterson**, senior director of affiliate sales, South Central region, Westwood One, Dallas, and regional sales manager, TM

Century, Dallas, joins Premiere Radio Networks, Dallas, as director of affiliate marketing, talk division.

**Internet**

**Erik Flannigan**, VP, Mr. Showbiz, Movies.com and Wall of Sound sites, Walt Disney Internet Group, Seattle, named senior VP, non-Disney branded entertainment Web sites, Los Angeles.

**Laura Fedele**, Web manager, New Mass. Media Inc., Mass., joins WFUV(FM) New York as Web site director.

**Associations/Law Firms**

**Lindsay Wood Davis**, senior VP, meetings, Radio Advertising Bureau, Monona, Wis., named executive VP,

meetings.

**Phyllis Dickerson-Johnson**, director of communications, Recreational Boating and Fishing Foundation, Alexandria, Va., joins Cable & Telecommunications Association for Marketing, Alexandria Va., as director of communications and media relations.

**Allied Fields**

**James B. O'Brien**, president, Jones Intercable Inc., Englewood, Colo., joins The National Cable Television Center and Museum, Denver, as president and CEO.

**Debra Smul**, VP, chairman's office, Oxygen Media, New York, named senior VP, corporate development.

**Obituary**

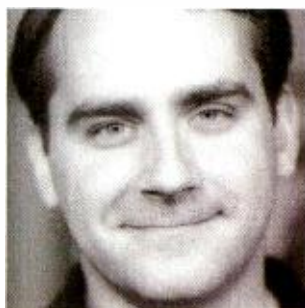
**Dennis J. O'Mara**, best known for his work on WCBS-FM New York, died Oct. 30. He was 49. During his career, he worked for Shadow Traffic as program director and announcer. He was also the voice of the Food Emporium commercials. He is survived by his father, Arthur; his sister, Patricia; brothers, James and John; and his grandmother.



James Petretti



Roshini Rajkumar



Erik Flannigan



Phyllis Dickerson-Johnson

# NATPE Buyer's Guide

## What's on your shopping list?

1 Real Life Adventure  
 2 Prime Time Comedies  
 Movie of the Week  
 Game Show  
 1 Hospital Drama  
 1 Nature Show  
 2 Cartoons

**More than browsing** is necessary at this year's NATPE conference. With a plethora of new programs from talk shows to action adventures, this year is sure to be a programmer's lollapalooza.

**Broadcasting & Cable's** special issue contains a broadcaster's Buyer's Guide for the NATPE conference. It will feature detailed descriptions of the major new first-run and off-network offerings, with the latest on who's buying what shows. This special report is a must-have for industry leaders to get a jumpstart on what to expect at this year's conference.

**This NATPE issue** will reach thousands of industry leaders including key executives in the Broadcast, Cable, Satellite, DBS, Network, Advertising Agency, International and New Media segments. Reserve your space and reach over 36,000 industry leaders with your message on the lucrative shopping strategies of your company.

ISSUE DATE

Monday, Jan. 8, 2001

CLOSING DATE

Friday, Dec., 29, 2000

MATERIALS DUE

Tuesday, Jan., 2001

## BROADCASTING & CABLE

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THE FIFTH ESTATER

# Thriving on the edge

Exec VP's division has tallied over \$1B in revenue since it began

**B**uilding an entire television-syndication division from scratch would be enough of an accomplishment for most careers. But David Spiegelman is just getting started. Having started New Line Television—with Bob Friedman, now president of the division—and now steering sales of the studio's film packages and first-run programming to network, cable and pay-per-view outlets, Spiegelman isn't about to quit.

"I love this company. I know it sounds goofy and corny, but I really feel this way," insists Spiegelman, who also creates TV promotional campaigns for New Line products. "Monday is my favorite day of the week. I'm serious."

But after crafting the first dual broadcast/cable window for a theatrical release (Fox and Turner networks' airing of Jim Carrey vehicle *The Mask*), and launching New Line's first syndicated show (*Sir Arthur Conan Doyle's The Lost World*), what is there left to tackle?

One thing on Spiegelman's to-do list is touting the syndicated weekly series *Hard Knox* to broadcast stations. The *Moonlighting*-ish project, debuting in fall 2001, will feature Thomas Calabro (*Melrose Place*) falling for martial-arts expert Kim-Maree Penn. *Hard Knox* also stars former *Six Million Dollar Man* Lee Majors.

Since New Line does not have a station group, distribution for its product is never guaranteed. However, this just fires up Spiegelman. "You know what I say? [Having a station group] would make it too easy. We like to be on the edge. I think that, if the product is good enough, then we'll find station groups."

In making the rounds with *Hard Knox*, "I've never gotten a better reception to a sales tape," he claims. "First-run is incredibly challenging, which is why we bring out so few products, but the ones we bring out seem to really hit."

Currently, Spiegelman is fine-tuning his *Hard Knox* selling strategies for January's NATPE. Many of the major studios will have locked up show clearances before the convention starts, but the show affords the smaller New Line sales force a valuable opportunity. "NATPE is very busy for us," he explains. "We see a ton of our clients. I wish NATPE were four days long."

Although he "can't tell you how much" he loves his job—



**David Spiegelman**  
Executive Vice President,  
Domestic TV Distribution and  
Marketing, New Line Television

**B. Sept. 12, 1958; B.S., communications, Ithaca College, 1980; agent trainee, William Morris Agency, New York, 1980-82; syndication sales executive, Orbis Communications, 1982-86; vice president of distribution, Orbis, 1986-92; vice president of domestic TV distribution, New Line Television, New York, 1992-95; executive vice president, domestic TV distribution, New Line, 1995-99; current position since 1999.**

he caught the broadcasting bug designing a functional radio station while in high school—he is grateful to the people who allow him to enjoy his work. "If I ran the whole show, then we'd be in big trouble. It takes a group effort. It doesn't matter if you're an assistant or the president, everyone gets

involved." As examples, he cites a man in New Line's sales unit who came up with the name *Hard Knox* and a woman in the studio's legal division who thought up *First Date* (a fall 2000 syndicated prospect that never launched).

However, Spiegelman deserves credit, too.

"He understands the marketplace. He's a salesman's salesman," says Eric Frankel, executive vice president of Warner Bros.' domestic cable distribution and co-founder of Spiegelman's high-school radio station. "He loves to sell, loves to close a deal. That's why he's terrific at bringing in a huge piece of New Line's revenue."

Spiegelman estimates that since its inception, New Line's TV unit has tallied more than \$1 billion in revenue.

Besides selling *The Lost World*, consistently one of the top-rated action hours according to Nielsen Media Research, Spiegelman has also sold film packages, including such hit movies as *Austin Powers: The Spy Who Shagged Me*. He just publicity for upcoming New Line film *The 13th Day* with Kevin Costner: CBS will air Costner's *The Bodyguard*, with the star hosting, on the night of *Day's* theatrical release.

Frankel expects Spiegelman to take on more and more responsibilities at New Line. And Spiegelman is open to the idea. "Why not? This is a great place. I love motion pictures. I love television."—*Susanne Ault*

# BROADCASTING CABLE

## HOW TO ADVERTISE IN THE CLASSIFIEDS

### Classified/Help Wanted Rates:

BASIC LINE ad - \$2.75 per word net (20 word minimum),  
BOXED DISPLAY classified ad - \$240 per column inch  
gross w/ art.

*Please note: Cable advertisers receive rate of \$163 per  
column inch gross w/ art.*

Column inch is equivalent to 2<sup>3</sup>/<sub>16</sub>" wide X 1" deep.

1 column width = 2<sup>3</sup>/<sub>16</sub>"

2 column width = 4<sup>5</sup>/<sub>16</sub>"

3 column width = 7<sup>1</sup>/<sub>16</sub>"

BLIND BOX - \$35 extra charge, will forward replies.

### Situations Wanted Rates:

BASIC LINE ad - \$1.49 per word (20 word minimum);  
BOXED DISPLAY classified ad - \$163 per column inch  
gross w/ art.

### Professional Cards Page Rates:

13X contract = \$115 per issue,

26X contract = \$110 per issue,

or 51X contract = \$80 per issue.

Size = 1<sup>9</sup>/<sub>16</sub>" wide X 1" deep

### ONLINE BONUS:

*Maximize your print ad! For an extra \$50.00 flat  
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days. Get exposure before the print issue comes  
out. Our web site is updated hourly.*

[www.broadcastingcable.com](http://www.broadcastingcable.com)

**We have a new issue every Monday!**

### Deadlines:

SPACE AND MATERIALS DUE: Tuesday by 5:00 pm EST  
prior to the following Monday's issue date.

**Payment:** You may pay with a credit card, or we can bill  
you per issue.

*For more information please call*

**Kristin Parker** (Account Executive)

kbparker@cahners.com

**Neil Andrews** (Account Executive)

nandrews@cahners.com

Phone: 617-558-4532 or 617-558-4481

Fax: 617-630-3955

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Allied Fields  Interactive  
Media

Job Category:

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News  Programming

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Finance &  
Accounting  Other

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Please attach a type written copy of your ad to this order form and mail or fax to:

**Broadcasting & Cable**, 275 Washington St., 4th Fl., Newton, MA 02458 Attention: Kristin Parker or Neil Andrews

Fax Number: 617-630-3955 • kbparker@cahners.com • nandrews@cahners.com

# Classifieds

## Television

### MANAGEMENT CAREERS

#### TV STATION MANAGER

Experienced manager to oversee daily operation of television station, reporting to GM. Experience with affiliate and independent stations. Responsible for operations, sales and other depts. as appropriate. Excellent salary and benefits package.

*All inquiries are confidential.*

*Fax cover/resume to*

602-867-4153 or

pmk@primenet.com.

#### GENERAL MANAGER

Group owner of TV stations in Southern U.S. seeks highly energetic entrepreneurial General Manager for expanding properties. Candidate should have previous GM and/or GSM experience, history of operating LMA's and multi-channel is preferred. Competitive GM compensation package that rewards growth including equity for the right person. Minimum of 5-7 years management experience. Please send resume and references to: Broadcasting & Cable, Box 1204, 275 Washington Street, Newton, MA 02458 EOE, minorities are encouraged to apply.

### MARKETING CAREERS

#### MARKETING

Wanted: seasoned business affairs and marketing professional. A company which produces two national public affairs programs seeks a senior TV marketer to manage sponsorship proposals, contract renewals, station relations and media relations. TV sales experience desirable. Knowledge of the public broadcast system (PBS), the Nielsen ratings system, Filemaker Pro, and Microsoft Excel preferred. Excellent pay and benefits. Great DC location. Please send cover letter, resume, and references to "Business Affairs" at 202-785-8670.

### AUCTION EVENTS

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LINWOOD, NE 10 AM

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### REQUEST FOR PROPOSALS



Request for Proposal (RFP). Chemonics International seeks US firm to provide broadcasting and public relations training and technical assistance involving news media coverage of the financial markets in Jordan. 254-person day requirement anticipated. Middle East experience highly desirable, copies of RFP available by email [mbuckingham@chemonics.com](mailto:mbuckingham@chemonics.com).

### MISCELLANEOUS CAREERS



PAY-PER-VIEW FOR THE DEMANDING VIEWER

iN DEMAND, the leader in pay-per-view, one of cable's most important providers of distinctive in-home entertainment programming, has the following openings:

**Senior Vice President, Distribution, (New York Office)** reporting to the Executive Vice President, Distribution and Product Development. Responsibilities include: developing and maintaining strategic business relationships with affiliates; overseeing the Affiliate Relations staff in 4 locations; partnering with internal departments to drive pay-per-view revenue; and, represent the company within the cable industry. Travel required. Candidate must have a Bachelor's degree and minimum of 10 years of industry related experience.

**Vice President, Business & Product Development, (New York Office)** reporting to the Executive Vice President, Distribution and Product Development. Responsibilities include: developing financial projections on potential new business opportunities; identifying potential partners to form strategic relationships; negotiating programming and licensing agreements; preparing business plans; and, researching industry trends and technology. Some travel required. Candidate must have an MBA and/or JD, minimum of 3-4 years of industry experience.

**Director, Affiliate Relations (Atlanta Office)** reporting to Regional Vice President, Affiliate Relations and National Accounts. As the #2 person in the office, responsibilities include: developing and implementing sales and marketing strategies throughout the southeast region; executing marketing promotions and programs; calling on key accounts to develop new business and to service existing affiliates; and, representing the company within the cable industry. Travel required. Candidate must have a Bachelor's degree and minimum of 5-7 years of industry related experience.

**Regional Trainer, Affiliate Relations (Denver Office)** reporting to Regional Vice President, Affiliate Relations and National Accounts. Responsibilities include: developing and implementing effective training and motivational programs for customer relations staff at cable systems; developing an understanding of each cable system's environment; and, ordering and maintaining an adequate supply of premiums and training materials. Travel required. Candidate must have a Bachelor's degree and a minimum of 1 year of work experience. Cable background a plus.

We offer a competitive benefits package. Send resume and salary requirements to: iN DEMAND, 345 Hudson Street, 17th Fl, New York, NY 10014, or e-mail to: [resume@indemand.com](mailto:resume@indemand.com) or fax to 646-486-0852.



## Classifieds

### Television

#### MISCELLANEOUS CAREERS

# SBG

## SINCLAIR BROADCAST GROUP

Sinclair Broadcast Group, Inc. owns or programs 62 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"/> Commercial Producer | <input type="checkbox"/> General Sales Manager    |
| <input type="checkbox"/> General Manager     | <input type="checkbox"/> Anchors/Reporters        |
| <input type="checkbox"/> Associate Producer  | <input type="checkbox"/> Master Control Operators |
| <input type="checkbox"/> Photographers       | <input type="checkbox"/> Account Executives       |

Explore your opportunities at:

[www.sbg.net](http://www.sbg.net)

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

#### Media General Broadcast Group [www.mgbg.com](http://www.mgbg.com) WFLA-TV

The News Center in Tampa, Florida is growing and has several opportunities in its new digital facility. If you like to work in an exciting, nationally recognized converged media environment, one of the following full time positions may be for you:

- News Associate Producer
- News Producer
- News Segment Producer
- News Video Editor
- Account Executive
- Sales Assistant
- Marketing Graphic Designer
- Marketing Writer/Producer
- Technical Director
- Director
- Master Control Operator (Part Time)

EOE M/F Drug Screen. Send resume to WFLA-TV, HR Dept. 4th Floor, 200 South Parker Street, Tampa, Florida 33606

#### CREATIVE SERVICES

##### DESIGN DIRECTOR

KTBC FOX 7 (O&O)/KVC 13 (Independent) in Austin, Texas is looking for a Design Director to lead our graphics department. Excellent opportunity for a creative individual with the motivation to move up. Ideal candidate will have a diverse portfolio that demonstrates a strong sense of design and creative concepts as well as a commanding knowledge of broadcast and print graphic production. Opportunity to work on diverse projects, including news, sports and entertainment promotion. Experience with Quanteil Paintbox and Macintosh system software (Adobe Photoshop, QuarkXpress, After Effects, Final Cut Pro, Electric Image) required. Strong leadership and communication skills essential. 2-3 years experience in broadcast design and college degree desired. Send resume, cover letter and tape to Human Resources, FOX-7/KVC-13, 119 E. 10th Street, Austin, TX 78701, Ref: position title on envelope. No phone calls, please. EEO Employer.

#### WABC-TV NEWS TRAINING PROGRAM

This 12-month internship program seeks applicants who are recent college graduates interested in editorial or management positions. Progressive job responsibility will include basic newsroom functions through writing for newscasts. Pay and some benefits are provided. Minority applicants are encouraged to apply. Please send cover letter and resume to: Kenny Plotnik, Assistant News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are equal opportunity employer.

#### MEDIABUYER

##### STOP AND ASK YOURSELF THESE 3 QUESTIONS:

- 1) Are you a short form buyer going nowhere?
- 2) Are you bored and looking for a challenge?
- 3) Are you searching for a dynamic company with growth opportunities?

If you have answered yes...we'd like to talk to you immediately. We are seeking a team member to play a vital role in growing our ever expanding short form department. We offer 100% paid medical, dental and vision. Plus 401k. Need a working knowledge of Nielsen. All inquiries remain confidential. Fax us your resume NOW! (805)543-7570.

#### DIRECTOR CAREERS

### "ARE YOU THE TOP GUN IN A LARGE MEDIA MARKET? THEN YOU MAY BE QUALIFIED TO JOIN ESPN'S STUDIO DIRECTING STAFF."

#### STUDIO DIRECTOR

Responsible for conceptual aspects and creative direction of technical facilities in connection with studio production. Orchestrates all on-air program elements and is responsible for show pace and tempo, camera shot selection and the creative ideas and coordination of all technical equipment and the electronic special effects devices.

College degree preferred with TEN years of major television production experience, including EXTENSIVE experience with MULTI-CAMERA STUDIO SHOWS. A wide variety of sports knowledge required. If you are ready to put in a great day's work, send your resume to:

ESPN, Inc.  
ESPN Plaza  
Bristol, CT 06010-7454  
E-mail: [jobs@espn.com](mailto:jobs@espn.com)



ESPN is an Equal Opportunity Employer

# Classifieds

## Television

### EXECUTIVE CAREERS

#### PRESIDENT & CEO THE ASSOCIATION OF AMERICA'S PUBLIC TELEVISION STATIONS WASHINGTON, DC

The Board of Trustees of the Association of America's Public Television Stations (APTS) seeks applications for the national leadership post of President & Chief Executive Officer. APTS is a nonprofit membership organization established in 1980 to support the continued growth and development of a strong and financially sound noncommercial television service for the American public. APTS provides advocacy for public television interests at the national level, as well as consistent leadership and information in marshaling grassroots and congressional support for its members, the nation's public television stations. APTS also conducts planning and research functions, policy development, and regulatory advocacy on behalf of its member stations. The president & CEO reports to a board of trustees elected by public television station representatives, consisting of nine public representatives, nine professional representatives, and up to six at-large trustees who may be elected by the board. The president & CEO also serves as a board member. APTS has a \$3.5 million budget and an 18 member staff.

The president & CEO is responsible for overall APTS leadership and direction, consistent with the missions, goals and interests of the APTS Board of Trustees and member stations. The ideal candidate should have: a minimum of a bachelor's degree in a relevant academic discipline, with an advanced degree preferred; at least ten years of successful and relevant senior management experience in business, education, government or public telecommunications with accountability to a governing board; demonstrated understanding and appreciation of public broadcasting; exceptional oral, written, analytical, administrative, strategic and financial planning, fund raising, entrepreneurial and interpersonal skills; demonstrated and successful public policy experience with state/federal government and a wide range of diverse constituencies; the ability to define, communicate and implement an organizational and system vision; an understanding and appreciation of new technologies and services; a commitment to EEO; and the intellectual and physical vigor and administrative versatility required for successful and dynamic leadership of a national public telecommunications organization.

The deadline for receipt of applications is January 12, 2001. Applications must include: 1) a narrative letter describing how training and experience relate directly to the outlined job responsibilities and qualifications; 2) a detailed professional resume; and, 3) the names, addresses and phone numbers of no less than five professional references who can attest directly to the applicant's suitability for this leadership post. Attractive and competitive salary and fringe benefits, commensurate with qualifications and experience.

Applications should be directed to  
Ronald C. Bornstein  
Bornstein & Associates  
1524 East Crown Ridge Way  
Tucson, AZ 85737-7100



APTS is an equal opportunity employer

#### DIRECTOR OF BUSINESS OPERATIONS

"We Will Be The Company To Look To First For The Communications Products And Services That Connect People To What's Important In Their Lives." Comcast Cable Communications, Inc. is searching for a Director of Business Operations who will provide direction and leadership of all financial accounting and MIS functions for a 220,000 plus subscriber system.

The ideal candidate will have a minimum of seven years of progressive experience that includes a mix of operations and financial/analytical responsibilities, and be certified as a public accountant.

This award winning organization has both the vision to recognize business opportunities and the passion, resources and skill to capitalize on them. Qualified applicants can fax their resumes to:

Maurice E. Licorish 410.931.6750 or Email  
MDDEcareers@cable.comcast.com  
Comcast is an Equal Opportunity Employer  
M/F/D/V

### NEWSCAREERS

#### NEWS ANCHOR / REPORTER

6News, Sunflower Cablevision. Involves anchoring 6 & 10pm newscasts five nights per week. Also requires writing and editing stories. Please send all resumes and tapes to Donna Wiley, Human Resources Mgr., Lawrence Journal-World, 609 New Hampshire, Lawrence, KS 66044-0888. Also see our listing at [www.ljworld.com/jobs](http://www.ljworld.com/jobs). EOE, ADA compliant.

#### WEEKEND ASSIGNMENT EDITOR

Experienced aggressive Assignment Editor We're looking for someone who can effectively utilize the reporting and photography staff, develop contacts. Requires superb news judgment and organizational skills. Send resume to Gene Ross, News Director, KLAS-TV, 3228 Channel 8 Drive, Las Vegas, Nevada 89109. EOE.

#### NEWS DIRECTOR

6News, Sunflower Cablevision. Responsible for overseeing award-winning cable news / sports department. Please forward all resumes and tapes to Donna Wiley, Human Resources Mgr., Lawrence Journal-World, 609 New Hampshire, Lawrence, KS 66044-0888. Also see our listing at [www.ljworld.com/jobs](http://www.ljworld.com/jobs). EOE, ADA compliant.

#### KKCO NBC

Positions Available-Experience Required. TECHNICAL NEWS DIRECTOR, CHIEF PHOTOGRAPHER: News/Commercial Production, PROMOTION MANAGER: Editor Resume Tape Paul Varecha, 2325 Interstate Ave., Grand Junction, Co., 81505

#### WEATHER ANCHOR

KWBP-TV, Portland, OR, is looking for a part-time weather anchor to work in Money Magazine's #1 place in the country to live. KWBP-TV, one of the nation's leading WB affiliates and nationally known for our innovative weather, is looking for a creative, outgoing weather anchor to continue the tradition of unpredictable presentations of traditional weather. If you fit this personality, please rush non-returnable videotape and resume to KWBP-TV, Weather Anchor 10255 SW Arctic Drive, Beaverton, OR 97005. KWBP-TV is an equal opportunity employer.

### NEWSCAREERS

#### CONSUMER NEWS RESEARCHER

Research consumer stories for the Seven On Your Side unit; supervise volunteers who answer phones and open mail; generate enterprise stories and coordinate production schedule with producers, assignment desk and managers; develop and maintain working relationships with consumer advocacy groups and national/state/local consumer fraud agencies. BA degree and three years experience in consumer affairs and/or consumer journalism or advocacy preferred. Must have working knowledge of computers, Internet and consumer law. Contacts with local consumer organizations is preferred.

Please send cover letter and resume to:

KGO-TV / ABC 7  
900 Front Street

San Francisco, CA 94111

Attn: Human Resources Department

NO PHONE CALLS PLEASE

KGO-TV, an owned station of ABC, Inc., is an Equal Opportunity Employer

#### NEWS DIRECTOR

Channel 6 News, WRGB, Albany, NY. Seeking a leader for an experienced and successful News organization. Successful candidate will have a positive track record in highly-competitive broadcast markets and a desire to take this number two station to the top. Must have strong communication, leadership and mentoring skills.

WRGB is a respected, news and information-oriented station owned by Freedom Communications, Inc., and located in the Capital District of New York State.

EQUAL OPPORTUNITY EMPLOYER/DRUG-FREE WORKPLACE

Send resume to:

WRGB

1400 Balltown Road

Niskayuna, NY 12309

Attn: General Manager

#### METEOROLOGIST

KVUE TV, the Belo owned station in Austin, Texas has an immediate opening for a weekend meteorologist. The successful candidate should have a degree in meteorology or related field, and their AMS seal. This person will also be assigned to report on environmental issues. Please send a tape and resume to Frank Volpicella, News Director, KVUE TV, 3201 Steck Avenue, Austin, TX 78757.

It is KVUE policy to conduct pre-employment drug testing. EOE.

#### INTERACTIVE SITE PRODUCER

Must possess excellent news judgement, strong writing skills and thorough knowledge of Internet technologies and HTML. Journalism and web producing experience required. You will be directly involved in the business and creative development of our website. Please send resume to: Carolann Monroe, Director of Web Operations, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are equal opportunity employer.

# Classifieds

## Television

### NEWS CAREERS

#### NEWS MANAGER

Jefferson Pilot Television seeks an experienced News Manager for WCSC-TV in Charleston, SC. Successful candidate will have proven ability as a producer of product and a coach who can manage and motivate a seasoned staff. The position requires skill in the creation of operating and capital budgets. Jefferson Pilot Television prizes highly collaborative individuals who thrive in team situations and possess an understanding of the key role local news plays in the creation of a successful television operation. Please send resumes to: Human Resources, Jefferson Pilot Communications, One Julian Price Place, Charlotte, NC 28208. No phone calls please. EOE.

#### MORNING PRODUCER

Are you a morning person with broadcast writing ability, good news judgment, and news production skills? We need you to produce our AM news/information show. Send resume and non-returnable tape to Executive Producer, WTVC, P.O. Box 60028, Chattanooga, TN 37406-6028. Please include referral source. Equal Opportunity Employer.

#### ASSIGNMENT EDITOR

KGO-TV / ABC 7 is seeking an assignment editor to be responsible for coordinating numerous aspects of daily news coverage. The position will involve assigning crews, gathering information about developing news stories, and handling inquiries and requests from a variety of individuals and organizations. This person will work closely with managing editor, producers and other assignment editors to coordinate coverage of breaking and daily stories. At least five years of assignment desk experience in medium to large market required. Knowledge of Bay Area, the Internet and on-line newsgathering preferred. Please send cover letter and resume to:

KGO-TV / ABC 7  
900 Front Street

San Francisco, CA 94111

Attn: Human Resources Department  
NO PHONE CALLS PLEASE

KGO-TV, an owned station of ABC, Inc.,  
is an Equal Opportunity Employer

#### NEWS ANCHOR / REPORTER

One of the world's leading financial services firms has a contract position open for a daily in-house financial newscast. News Anchor/Reporter to write, research and report on-camera. Broadcast financial news experience a must. Position is five days a week. Email resume and salary history to [videojob@exchange.ml.com](mailto:videojob@exchange.ml.com). Place resume in body of email. Do not send attachments.

#### REPORTER

Great storyteller with exceptional live reporting skills, someone who has lead story ideas and can make compelling live television. Three years experience required. Send resume and non-returnable tape to Gene Ross, News Director, KLAS-TV, 3228 Channel 8 Drive, Las Vegas, Nevada 89109. EOE.

#### ASSIGNMENT MANAGER

6News, Sunflower Cablevision. Coordinate assignments between reporters and photographers. Liaison between 6News and CNN News source and AP. Please send all resumes and tapes to Donna Wiley, Human Resources Mgr., Lawrence Journal-World, 609 New Hampshire, Lawrence, KS 66044-0888. Also see our listing at [www.ijworld.com/jobs](http://www.ijworld.com/jobs). EOE, ADA compliant.

#### INVESTIGATIVE PRODUCER/ PHOTOGRAPHER

WTVR-TV, a Raycom Media station, is searching for a candidate with writing or reporting background combined with solid shooting abilities to work with our investigative reporter. The ideal candidate will be a self-starter with excellent research skills. College degree with related experience with local TV story producing preferred. Please send tape and resume to Stan Heist, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. WTVR-TV is an EOE M/F.

### PRODUCER CAREERS

#### PROMOTION PRODUCER - WCSC-TV

#1 TV station in Charleston, South Carolina is seeking a dynamic, hands on, creative individual who can write, produce, edit and shoot. Tools include Non-Linear Editing, After Effects and 3D Studio Max. Must be a team player, self-motivated and have an outstanding reel. Good salary, benefits and a great working environment. If you are interested in joining one of the nations top creative teams send your resume to WCSC-TV, 2126 Charlie Hall Blvd, Charleston, SC 29414. (Fax: 843-402-5579). A division of Jefferson Pilot Communications. No phone calls please. EOE.

#### ASSOCIATE PRODUCER

WYFF, a top 35 Hearst-Argyle NBC affiliate is searching for an Associate Producer. This is an entry-level position for a recent college grad who wants to learn to produce newscasts. College degree required. Internships preferred. Apply to Andy Still, News Director, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609, or on-line to [astill@hearst.com](mailto:astill@hearst.com). EOE.

### SALES CAREERS

#### SOUTHWEST REGIONAL SALES MANAGER - WORLDNOW

WorldNow is the leading force in the rapidly emerging field of converging broadcast and online. WorldNow builds, delivers and supports a complete Internet solution that enables television stations to establish superior web businesses. Responsibilities: WorldNow is looking for a Regional Sales Manager to direct and manage our sales the station sales operation for Southwest Region. RSM will act as primary contact with television station management for WorldNow partnership; Develop general Internet sales strategy for each market, and establish and oversee training procedures for station sales force. General Requirements: 5-7 years of sales experience - On-line and/or Broadcast; At least 3 years success in sales management & leadership; Strong client management and relationship building skills; Working knowledge of the TV industry. Base Location: Southwestern US; extensive travel required. Excellent compensation package includes competitive salary/bonus, company paid benefits, stock options. Please forward all resumes to [lwhite@worldnow.com](mailto:lwhite@worldnow.com) EOE.

### SALES CAREERS

#### SEASONED ACCOUNT EXECUTIVE

Pulse Digital seeks a dynamic salesperson with experience selling to NYC-based Broadcasters and/or Post-Production facilities. Must have a track record of building relationships, be comfortable with cutting-edge technologies and have a working knowledge of video equipment/technology. Computer networking and system sales are a plus. Excellent compensation package and benefits.

Pulse Digital, a leading digital video systems integrator, specializes in applying new video technologies including Video-on-Demand, Web Streaming, Encoding tools, Asset Management, and DVD authoring.

Fax resume to 212-818-0529 or email resume to [hr@pulsedigital.com](mailto:hr@pulsedigital.com).

#### STATION SALES TRAINING MANAGER - WORLDNOW

WorldNow is the leading force in the rapidly emerging field of converging the broadcast and online. WorldNow builds, delivers and supports a complete Internet solution that enables television stations to establish superior web businesses.

Responsibilities: WorldNow is looking for a Station Sales Training Manager based in NYC to train our affiliate partner's Internet sales representatives in sales activities, use of sales software and assist with the general development of the station's Internet sales strategy.

General Requirements: A minimum of 5 years television and/or Internet sales experience; Strong training skills; Strong client management and relationship building skills; extensive travel required.

Excellent compensation package includes competitive salary/bonus, company paid benefits, stock options. Please forward all resumes to [bfein@worldnow.com](mailto:bfein@worldnow.com). EOE.

#### ACCOUNT EXECUTIVES WFAA-TV, Dallas, Texas

Top rated ABC affiliate and Belo flagship is building the sales department of the future. The success of our new sales re-structure has resulted in the need for additional Account Executives. Applicants should have 2-5 years television sales experience and proven ability to develop new business.

Please send resumes to: WFAA-TV, Attn: Human Resources, 606 Young Street, Dallas, Texas 75202

Visit our website: [www.wfaa.com](http://www.wfaa.com)

WFAA-TV is an equal opportunity employer  
WFAA-TV Co., a Belo Subsidiary

#### SALES PROMOTION/ MARKETING MANAGER

The ABC owned and operated station in the #5 market seeks an energetic, self-motivated leader with a proven ability to direct a television station's sales promotion and marketing efforts. Candidates must have a minimum of 5 years television/radio experience and possess strong management, creative and business development skills. You must be able to identify potential sources of advertising revenues and develop sales campaigns. Should be experienced with the latest sales computer tools and have a verifiable track record in new business development and sales promotion. Please send cover letter and resume to:

KGO-TV / ABC 7  
900 Front Street

San Francisco, CA 94111

Attn: Human Resources Department

NO PHONE CALLS PLEASE

KGO-TV, an owned station of ABC, Inc.,  
is an Equal Opportunity Employer

## Classifieds

### Television

#### SALESCAREERS

"I found a great career opportunity, increased my income by over \$20,000 and got to live in a city I always wanted to live in." "I found my future at

**www.MediaRecruiter.com**

Over 200 Jobs Available • Over 75 Cities • Over 80 Companies • Free Service to Candidates  
Employers Post Your Job Opening—Only \$295 • Over 21,000 Media Pros Visit Our Site Monthly

#### ACCOUNT EXECUTIVE

WAVY-TV seeks an energetic sales professional to join our Local Sales team. Successful candidate should have Sales experience and a strong desire to add to our client roster. Broadcast or Print media sales a plus. Knowledge of PowerPoint, Word and Excel, and a college degree preferred. Please send resume and cover letter to: John Cochrane, Local Sales Manager, WAVY-TV, 300 Wavy St., Portsmouth, VA 23704. No phone calls, please. EOE

#### GENERAL SALES MANAGER

KATC-TV, Acadiana's News Channel has an outstanding opportunity for a GENERAL SALES MANAGER. This person should have proven experience in national and local sales management, sales training, retail (direct sales) development, the ability to conceptualize and sell promotions, and inventory control/management. Send your resume to: General Manager KATC-TV P.O. Box 63333 Lafayette, LA 70506. EEO.

#### TECHNICALCAREERS

##### TECH CREW NEEDED FOR NEW CABLE MUSIC CHANNEL

Looking for technical/production crew for full time positions, Mon - Fri with vacation/benefits package for start up of a new cable network located in New York City. Must have at least 3-5 years experience. E.I.C.-Engineer In Charge, Video Engineer, Technical Director, Audio Mixer, Audio Asst. Camera Operators, Chyron Maxine/Still Store Operator, Tape Operators, Lighting Director, Utility/Gaffer, Prompter Operator, Online Editors, Online Playbacks and Non-Linear AVID Symphony Editors & Digitizer/Loaders. Experience in After Effects, Photoshop, Illustrator a plus. Please send resume to: MK, P.O. Box 125, 847A Second Avenue, New York, N.Y. 10017.

##### 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 transition to HDTV in the most exciting city in the world, please send your resume and cover letter to: Kurt Hanson, Chief Engineer, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

#### TECHNICALCAREERS

##### TV VIDEOGRAPHER/EDITOR

Montgomery County Public Schools (MCPS) seeks a videographer/editor responsible for shooting and editing news and feature packages using non-linear editors. Must have at least five years experience in a broadcast quality setting with either a TV station or production house. Able to meet quick deadlines. Must know current technologies in TV. Writing ability and working knowledge of governmental agencies desirable. BA degree with major coursework in communications. Job open until filled. Salary range \$37,040 - \$50,472.

Send resume, cover letter and short resume reel on VHS to: Ms. Dale Horos, MCPS, 7361 Calhoun Place, Suite 401, Rockville, MD. 20855

##### ENGINEERING OPPORTUNITIES

WLVI-TV (WB56), Boston's WB affiliate and a multi-channel broadcast operation, needs to fill two key positions in our growing engineering department:

Engineering Operations Manager - Requires 3-5 years broadcast engineering management experience, plus maintenance and operations knowledge. Key responsibilities include managing day-to-day Engineering, MIS Operations, and the station's overall IS infrastructure. Experience with NT network environment, LAN, AS-400, Windows 95/98/2000/Office required. Understanding of Louth Automation preferred.

Engineering Maintenance Technician - Requires 5-10 years of television maintenance experience. Understanding of satellite, microwave, RF systems, broadcast television systems including current 1/2" videotape formats, studio and field cameras, digital effects systems, character generator, still storage devices and audio systems required. Strong background in computers, LANs (Windows NT), CAD, digital and non-linear systems preferred.

If you're a talented team player with the necessary broadcast engineering qualifications, we'd like a chance to meet you. Please send your resume to Jennifer Fay, HR Director, WB56, 75 Morrissey Blvd., Boston, MA 02125. For more information, log onto www.wb56.com.

WB56 is a TRIBUNE BROADCASTING STATION and an Equal Opportunity Employer

#### CAPTIONSERVICES

Digital Captioning and Subtitling  
**800-822-3566**  
**CAPTIONMAX**

#### TECHNICALCAREERS

##### TELEVISION ENGINEERING

We are a leader in the design and construction of many of the most prestigious broadcast television facilities in the nation. The explosion in electronic media and the digital revolution has dramatically impacted our growth opportunities. As a result, we are seeking a number of highly-motivated people to help us grow. Opportunities exist for Senior Project Managers, Engineers, Applications/Proposal Engineer, Support Specialists, Computer System/Network Engineers with video experience, Installation Personnel and Supervisors for permanent or freelance positions. If you have experience in television engineering or a related discipline and would like to join a dynamic company, we would like to hear from you. Please send your resume and a letter describing your career interests to: Employment Manager, A. F. Associates, Inc. 100 Stonehurst Court, Northvale, NJ 07647. Fax: 201-784-8637 or e-mail: hr@afassoc.com (No attachments please). No phone calls please. We are an Equal Opportunity Employer

#### RESUMETAPES

##### CAREER VIDEOS

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

### Radio

#### FORSALESTATIONS

##### AM/FM/RADIO - TV FOR SALE

New England, Fullpower, Net. affiliate,  
Top 50 market, cash flow .....\$25.0M  
GA, UPN, Affiliate, Fullpower.....\$5.9M  
LPTV Rochester, NY market with translator,  
positive cash flow .....\$3.0M  
GA, Fullpower, UHF Ind. medium growth market  
w/great upside .....\$6.0M  
NY, LPTV stations, UPN Net. affiliate(s),  
priced to sell .....\$1.2M - \$5.0M  
FM Knoxville, TN Class A .....\$3.2M  
GA/FI/AL, 2X AM & 2 FM, Seller very motivated.  
Terms available .....\$1.5M  
Florida Panhandle: 2X Class A FM & 1 X  
full-time AM, Cash flow .....\$1.4M

Email Haddenws@aol.com or visit us online at:

[www.Haddenonline.com](http://www.Haddenonline.com)

**HADDEN & ASSOC.**

(Office) 407-699-6069 (FAX) 407-699-1444

  
**Satterfield & Perry, Inc.**  
Media Brokers Appraisers Consultants

Ron Swanson, V.P.

570/563-0900

[SwansonRon@AOL.com](mailto:SwansonRon@AOL.com)

## Classifieds

### Allied Fields

#### COLLECTION AGENCIES

##### POINT-CLICK-COLLECT With The Media Collection Dream Team

Attorney (former broadcast/cable and sales manager Katz, Petry, Lifetime and NBC-TV) and staff representing America's Top media firms for 12 years announces it's interactive credit & collection center:

[www.ccrcollect.com](http://www.ccrcollect.com)

- \* Place claims and receive acknowledgements and status reports on line.
- \* View relevant media specific articles on a wide variety of business management subjects.
- \* Examine our Media Credit & Collection procedures, services and contingent fees.

or Call/Write:

CCR \* George Stella  
1025 Old Country Rd., Ste. 3035  
Westbury, NY 11590  
Tel: 516-997-2000 \* 212-766-0851  
Fax: 516-997-2071  
E-Mail: [ccr@ccrcollect.com](mailto:ccr@ccrcollect.com)

#### FOR SALE STATIONS

##### CAROLINAS CLUSTER

3 FMs In Fast Growing Market  
**\$3.4 Million**

##### VIRGINIA CLUSTER

2 FMs and Heritage AM  
in One of Virginia's Largest Market  
**\$6.7 Million**

**SNOWDEN**

**Associates**

ZOPH POTTS

TOM SNOWDEN

252-940-1680

### Radio

#### SALES CAREERS

##### REGIONAL SALES AGENT

Broadcasting's oldest promotion company, Community Club Awards, seeks aggressive regional sales agent for presentations to radio, television and cable executives. Six figure potential. Independent Contractor. No relocation required. Send resume and picture to: Office Manager, CCA, PO Box 151, Westport, CT 06881.

#### DIRECTOR CAREERS

##### KLON, 88.1 FM, LONG BEACH, CA

KLON, America's #1 Jazz Station, is seeking a Program Director with proven ability in designing, planning and implementing successful jazz programming strategies. Requirements include 3 to 5 years professional experience, familiarity in non-commercial radio programming/management, knowledge of broadcast rules and regulations, and strong supervisory skills. Send cover letter, resume, references, and ultimate hour playlist by December 15, 2000 to: KLON PD Search Committee, 1288 N. Bellflower Blvd., Long Beach, CA 90815. NO CALLS, EEO.

### Academic

#### FACULTY CAREERS

##### FACULTY CHAIRPERSON

Norfolk State University Mass Communications & Journalism. PhD, teaching, professional media experience and scholarship desirable. Letter, vitae, three references by January 31st to: Dr. Stan Tickton, Co-Chair Search, NSU, 700 Park Ave. - Unit 3249, Norfolk, VA 23504 AA/EEO

##### DIRECTOR OF TELEVISION OPERATIONS PULLIAM CENTER FOR CONTEMPORARY MEDIA

DePauw University, a liberal arts institution of 2300 students in Greencastle, IN, seeks a Director of Television Operations to manage TV facility in multifaceted media center. Applicant should have administrative, creative and technical experience in similar multi-media environment and the ability to support on- and off-line television equipment, studio and web operations. Facility formats include Hi-8, Beta and non-linear audio/video equipment including an Avid Express. Successful applicant will have academic and professional credentials appropriate for teaching and administrative duties, and will work closely with facility engineer and faculty advisor to student television. Responsibilities include supervision of curricular and extra-curricular student television facility, support for student television productions, university supported video projects and professional production for the university. Important to the job is the ability to impart technical skill in a liberal arts environment and a vision for a cost-effective shift to digital production. For suitable candidates, and as other duties permit, part-time teaching may be arranged. Start date: January 29, 2001. Please send letter of interest, names of three references, resume, tape/cd and other supporting materials to TV Search Committee, Pulliam Center for Contemporary Media, 609 S. Locust, DePauw University, Greencastle, IN 46135. Review of applications will begin immediately and continue until position is filled. AA/EEO [www.depauw.edu/special/ccm](http://www.depauw.edu/special/ccm), [www.depauw.edu/special/ccm3](http://www.depauw.edu/special/ccm3)

##### ASSISTANT PROFESSOR IN MASS COMMUNICATION

Frostburg State University seeks a new full-time, tenure-track Assistant Professor to begin August 2001. Salary commensurate with experience and qualifications. RESPONSIBILITIES: Advise students; participate in departmental and university service activities. Teaching assignments may include introduction to mass communication, broadcast-cable programming and advertising and sales courses in the mass communications program. Intersession and summer assignments available. QUALIFICATIONS: Ph.D. in mass communication or closely related field and commitment to "hands on" approach to undergraduate mass communication education required. Send a letter of application, curriculum vitae, transcripts, and the names, addresses, and telephone numbers of three professional references by February 1, 2001, to: Frostburg State University, Office of Human Resources, ATTN: Assistant Professor in Mass Communication (Position #2001-1047-BC), Frostburg, MD 21532 or e-mail [humanresources@frostburg.edu](mailto:humanresources@frostburg.edu). FSU is an AA/EEO. Appropriate Auxiliary Aids & Services For Qualified Individuals W/Disability Will Be Provided Upon Request. Please Notify In Advance. WWW.FROSTBURG.EDU

##### ASSISTANT PROFESSOR

University of Cincinnati College-Conservatory of Music Electronic Media Division seeks creative individual at the rank of Assistant Professor (tenure track) in area of **Multimedia Production** beginning 9/1/01. **Responsibilities:** Thorough knowledge of multimedia applications and familiarity with web site design and development, HTML coding and editing, data compression techniques for the web, and basic network and server administration necessary. Applications include Adobe GoLive and PhotoShop, Macromedia's Flash and Director, Apple's Final Cut Pro and Terran's Media Cleaner Pro. Knowledge of streaming audio and video, and QuickTime VR a plus. Digital audio and video production and postproduction highly desirable. Candidate to teach in Jim and Judith Van Cleave Multimedia Lab, manage and maintain the eleven MacG3 workstation laboratory and QuickTime Server. Participation in the design and execution of the forthcoming MFA Degree expected. **Qualifications:** Ph.D./MFA with demonstrated experience in the multimedia domain. Undergraduate teaching experience is expected, graduate level teaching experience is desirable. Research/creative work is essential. Salary commensurate with educational background and experience. **Deadline:** January 19, 2001 or until position filled. Submit letter of application, current vitae, indicators of teaching effectiveness and professional experience, and three contacts for professional reference to: Manfred K. Wolfram, Ph.D., Head, Electronic Media Division, College-Conservatory of Music, University of Cincinnati, P.O. Box 210003, Cincinnati, Ohio 45221-0003 AA/EEO

##### ASSISTANT/ASSOCIATE PROFESSOR - BROADCAST NEWS (TENURE TRACK)

##### Department of Radio-Television

**Effective Date:** August 15, 2001  
**Salary:** Competitive

**Requirements:** Masters degree or Ph.D. upon date of hire in broadcast journalism or a related field. Associate Professor: Six years university-level teaching and evidence of scholarly or creative accomplishment. Assistant Professor: Potential for excellent teaching and scholarly or creative accomplishment. Significant professional broadcast news experience required. Experience with digital editing and new media desired.

**Responsibilities:** Teach courses in broadcast news including but not limited to: newswriting, reporting, production, performance, and electronic newsgathering. May also teach mass media survey and digital media courses as appropriate. Maintain strong industry contact through membership and service activities; support student internship and networking opportunities; work closely with SIUC Broadcasting Service in the production of daily student broadcast news programs.

Send application letter, current resume/curriculum vitae, tape of professional and/or student work and contact information for three references to: Max Grubb, Chair, Search Committee, SIUC, Department of Radio-Television, Mailcode 6609, Carbondale, IL 62901-6609

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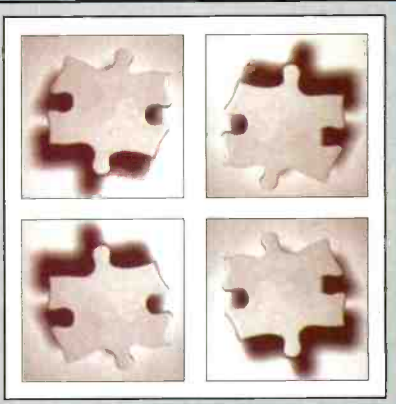
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# Voices

## T W O C E N T S

**"We have a ways to go."**

—CBS Senior Vice President for Diversity Josie Thomas on diversity, in *The Dallas Morning News*.

**"There have been gains for people of color. There was movement. But it has to be movement across the board, not for one group."**

—Alex Nogales, president of the National Hispanic Media Coalition, on the fact that most of the gains this fall have been made by black actors, writers and producers, in *The Dallas Morning News*.

**"You might even say the most entertaining new series of the fall season has been a wildly unpredictable reality series we'll call 'Election 2000: The Aftermath,' which has proven that even an irritating blowhard like Chris Matthews of Hardball can be weirdly compelling given the right set of historic circumstances."**

—Mike Duffy, in *The Detroit Free Press*.

**"With the election nightmare, cable finally found a subject worth all that open airtime. On this story, cable has been consistently ahead of the networks in depth and breadth. ABC, CBS, NBC and Fox are way too busy fattening the coffers of Disney, Viacom, General Electric and Rupert Murdoch,**

**respectively—that is, running pandering entertainment instead of keeping us fully informed."**

—*The Milwaukee Journal Sentinel's* Mike Drew.

**"I don't understand this need for speed. I don't think this is a crisis of American democracy. If anything, it's a superb civics lesson."**

—Walter Cronkite on the presidential election, in *The New York Times*.

**"Television, of course, is being highly unhelpful, not so much on account of partisanship one way or the other but because of the medium's incurable tendency to dramatize everything."**

—Molly Ivins on the coverage of the presidential election, in *The Newark Star Ledger*.

**"In other words, it's like an A&E Biography of the Clintons."**

—*Entertainment Weekly's* Ray Richmond on Fox's *Ball and Chain*, a one-hour drama in development about married superheroes who can't divorce because they'll lose their powers.

**"His post-certification statement walked right up to that line, but this election opera ain't over till the fat lady sings, and the fat lady whose aria we await wears nine black robes."**

—William Safire, in *The New York Times*, on Gov. Bush's careful wordplay on not being called president-elect while awaiting legal challenges being presented to the Supreme Court.

**"The U.S. Supreme Court missed an opportunity to serve the people and posterity by refusing to allow televised coverage of Friday's historic arguments about whether Florida properly handled its presidential vote recount."**

—*The Dallas Morning News*

**"That candor is one of the virtues of *Queer as Folk*. Yes, the language is raw—many of the wittiest lines are unprintable here. And the images are even more so. Never has so much male nudity and homosexual sex**

**been seen on the TV screen, or in mainstream movies for that matter ... But it is refreshing to see a television show about gays that steers clear of sanitized agitprop.**

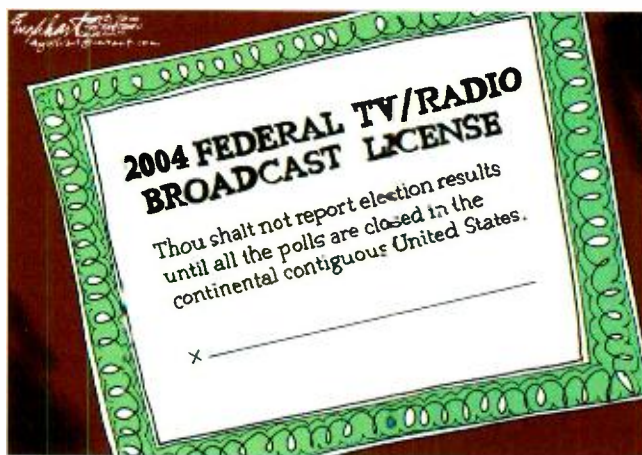
—Barbara D. Phillips, *The Wall Street Journal*, on Showtime's new show.

**"I'll be someone's love interest, I'll be singing, and I'm a lawyer, but that's all I know."**

—Actor Taye Diggs on his guest role on Fox's *Ally McBeal*, in *People* magazine.

**"My heart sank when I heard the news. He was brilliant in *Ally*. It's clearly something he has no control over."**

—Dick Wolf on Robert Downey Jr.'s newest drug-related arrest, as reported by the AP.



Illustrator: Robert Wenglehart/Hartford Courant

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The Fifth Estate TELEVISION Broadcasting

# Editorials

COMMITTED TO THE FIRST AMENDMENT

## Turning a blind eye

Thanks to the Florida government's refreshing openness to electronic journalism, viewers have gotten a general's-eye-view of that state's ongoing election fight—the warring parties exchanging legal volleys, the ballots whizzing by. We got to watch not only recounts and protests, but also the in-court battles that may yet determine the people's government. But when that fight moved to the highest court in the land, the American people were left in the dark, except for the few camped out in the cold overnight for a seat in the courtroom (some only to be rotated in for a few minutes at a time). And the lawyers, of course.

As we enter the 21st century, the Supreme Court remains in the 19th, refusing a real-time transmission of the arguments as sought by many in the media, or even a taping to preserve historic moments for posterity, as requested by The History Channel.

Long ago, video technology reached the point where its court presence is unobtrusive. If events get out of hand, it is from human failing, not the failure of technology. And the principal criticism of trial-court TV coverage—that it could adversely affect jurors or witnesses—certainly doesn't apply in appellate court cases like those heard at the nation's highest court.

The American people have been witness to extraordinary events since the advent of television, from the Army-McCarthy hearings to the moon walk to Watergate to the Clinton impeachment hearings. And then there were the confirmation hearings of a certain Clarence Thomas, who now sits on the same court that locks out most of the public.

Advocacy groups such as the Radio-Television News Directors Association and Society of Professional Journalists said last week that they appreciated the expedited audiotape of the proceedings that the court agreed to provide. So did we. It made for fascinating stuff last week and whetted our appetites for more. But they were just as quick to suggest that is only a first step. We certainly agree. That this expedited audiotape is considered a concession shows just how out of touch the court truly is.

We learned from one of the justices that they wish to protect their own anonymity (a little late for Rehnquist, Thomas or O'Connor). We find it hard to believe that intelligent, indeed brilliant, men and women could expect to occupy such a position of power and importance without having to withstand the spotlight that goes with it in this mass-media-driven world. We also find it hard to believe that these same men and women, supposedly committed to public service, would put their own interests above those of the American people. That's the wrong decision.

## DBT

In opening up the DBS band to terrestrial competition, the FCC last week paved the way for a new competitor (DBT?) to cable, laying the groundwork for price and service wars that would undoubtedly benefit viewers. Perhaps a few decades hence, we will be looking back at this time as cable now nostalgically recalls the days of wiring hilly Pennsylvania terrain to sell more newfangled sets down at the hardware store. We say perhaps because there remain obstacles. The DBS industry is, not surprisingly, exercised over the decision, saying that a new service threatens their existing one. If they mean competitively, that's tough. But their interference concerns, like those of noncommercial radio over a new drop-in LPFM service, have to be taken seriously. If a Northpoint or anyone else does not pass an interference test with flying colors or the prospects of doing so before the fact, it should have to strike its flag.

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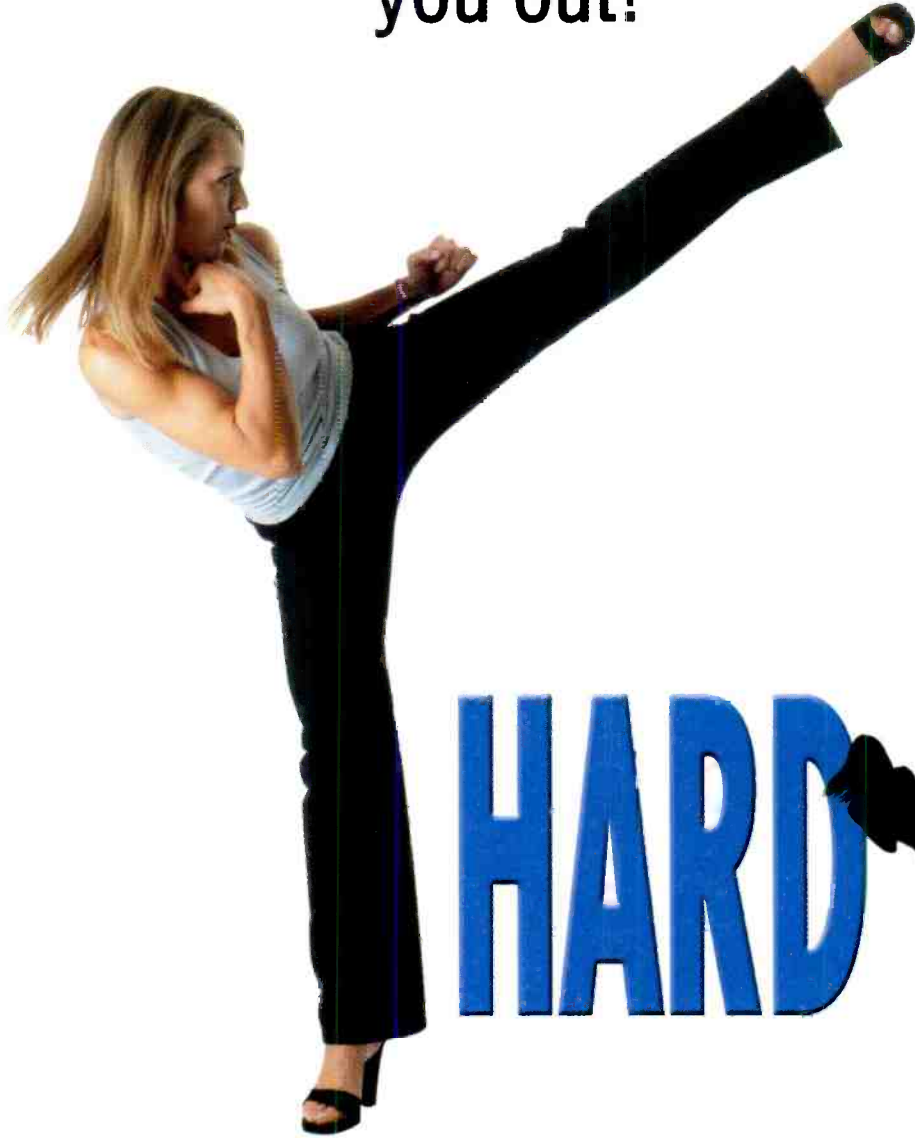
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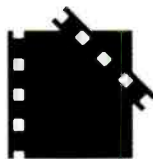


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