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## UNDER FIRE

### FCC feels the heat from the Hill

FCC Chairman Bill Kennard faces his congressional critics

Chancellor still has urge to merge

King World in play

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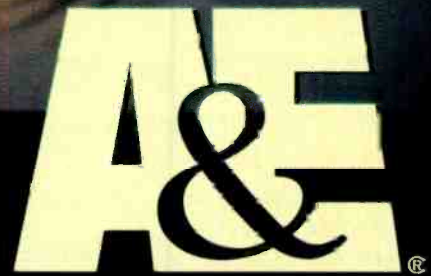
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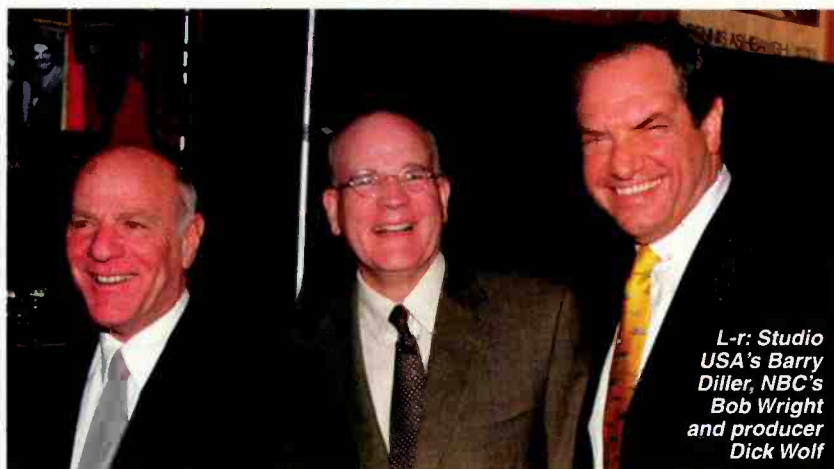
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WE CAPTURED  
THE TOP  
THREE SPOTS  
IN TOPICAL TALK...**



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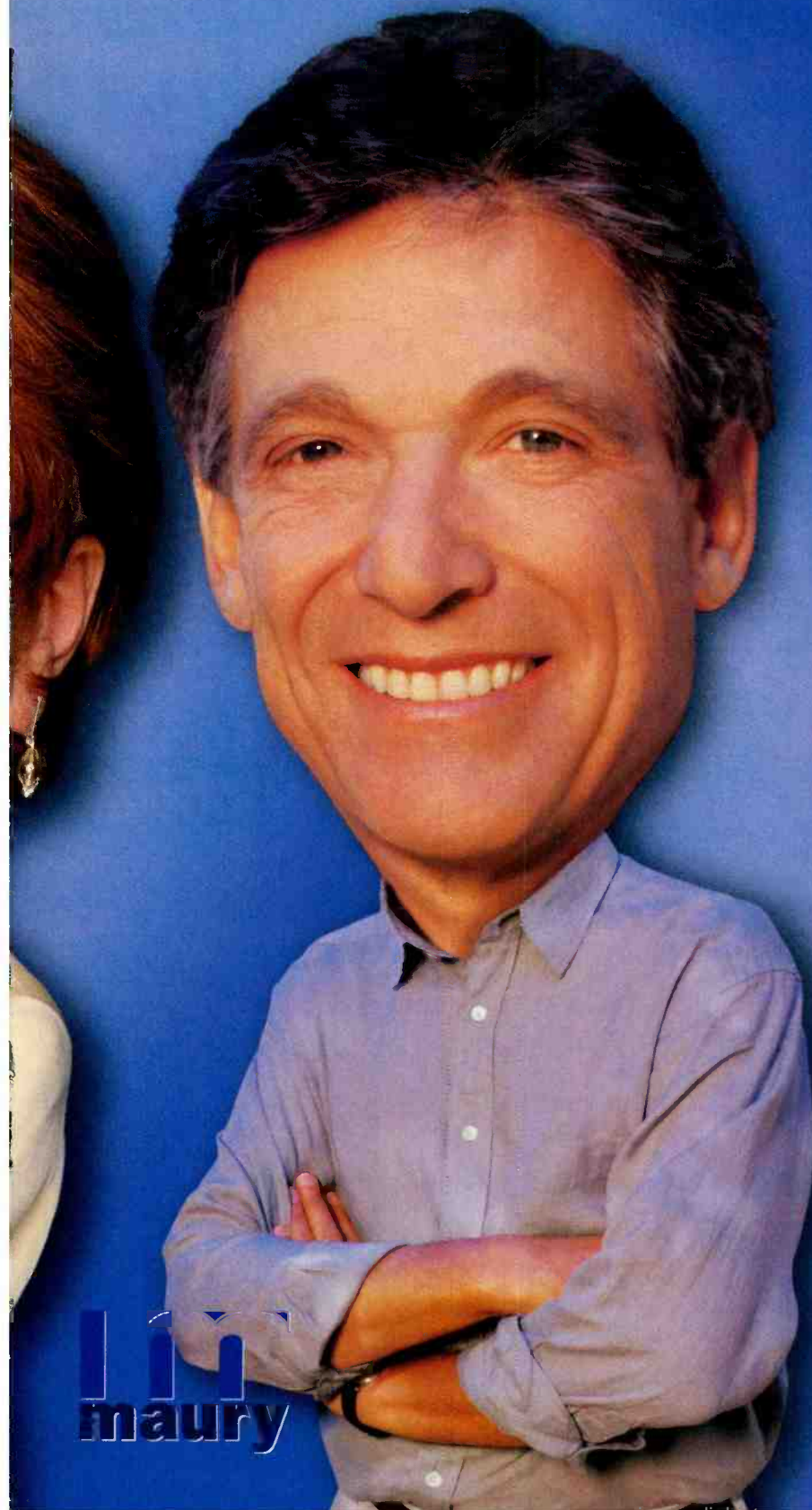


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#3	<b>MAURY</b>	<b>3.7/13</b>
#4	Montel	3.3/9
#5	Ricki	3.2/9
#6	Jenny	3.0/10
#7	Leeza	2.3/9
#8	Forgive	2.0/7

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Photos: Dennis Brack / Blackstar

# Kennard Catches Hill

*Wills of Congress, FCC chairman clash over direction of agency policies and initiatives*

By **Bill McConnell** and  
**Paige Albinia**

**F**CC Chairman William Kennard can't get it right—at least in the eyes of the lawmakers that direct telecommunications policy on Capitol Hill.

Since taking charge of the agency in November 1997, the Clinton appointee has angered key Republican leaders, and even some Democrats, over a growing list of issues. Beginning with his first major project, a call for requiring free airtime for political candidates, to new initiatives such as creating a low-power FM service, Kennard's relations with congressional leaders have steadily deteriorated.

"The [FCC] chairman knows full well that the commission's implementation of

the [Telecommunications Act of 1996] has been inconsistent with our intent," Rep. John Dingell (D-Mich.) said at a congressional hearing on the FCC last week.

"He has gotten away with it so far, and does not want us to step in and spoil his fun," Dingell said. "The FCC thinks it is not accountable to the Congress. This commission and the one proceeding it [chaired by Reed Hundt] has not only shown disregard for the law, but thumbed its nose at Congress."

Because the Kennard FCC is out of sync with the deregulatory-minded Congress, lawmakers—starting with House Telecommunications Subcommittee Chairman Billy Tauzin (R-LA.)—say it's time to bring the agency in line.

At a hearing last week, Tauzin and other lawmakers pledged to strip the FCC of its broad authority to pursue

social policy goals, a power the agency has sometimes wielded liberally since its creation in 1934. Although chances for passing FCC overhaul this Congress are dicey, last week's hearing will be the first of several as Tauzin begins an effort to force the agency to conform to lawmakers' will.

Chief among Tauzin's complaints: Kennard is dragging his feet, and in some cases blatantly opposing, the deregulatory edict of the 1996 Telecommunications Act by pursuing tighter broadcast ownership restrictions and adding a new "e-fee" to telephone bills to pay for wiring schools to the Internet.

At the same time, lawmakers say, Kennard has not made enough progress in bringing competition to monopoly-dominated sectors, such as local cable TV and residential phone service.



"Instead of concentrating its efforts in areas where it can play a useful role and make a difference to consumers, the FCC in recent years has delved into controversial areas," Tauzin complained.

Despite the often inflammatory rhetoric from the critics on Capitol Hill, not everyone in Congress holds such a harsh assessment of the Kennard FCC. Senate Majority Leader Trent Lott (R-Miss.) in a statement last month said the agency's critics should back off and "start empowering the FCC [to implement the 1996 Act] rather than criticize individual decisions."

Commerce Committee Chairman Thomas Bliley (R-Va.) has not joined in the Kennard bashing and has made no promises to move Tauzin's legislation if it passes the committee.

And the agency received an endorsement from the U.S. Supreme Court, which in January upheld the FCC's decision to require regional Bell telephone companies to open up their local service networks to competitors before getting into the long-distance business. Until the court's ruling, the FCC hard line drew harsh criticism on Capitol Hill.

What's more, FCC staffers note, Kennard has received letters from scores of lawmakers from both parties endorsing initiatives such as low-power radio and the "e-rate" fee for wiring schools to the Internet.

"I don't think there is a crescendo of bad relations. That happened in the first two or three months of Bill Kennard's tenure," said James Casserly, an aide to Commissioner Susan Ness. "Things are much better now," he says, although that assessment is apparently shared by few.

### Early warning

Kennard first learned what could happen if he angered lawmakers when he announced that the FCC would launch a rulemaking into free airtime for politicians one day after President Clinton requested it in his State of the Union address in January 1998. Powerful House and Senate Commerce Committee members quickly let Kennard know who they thought had the authority on free airtime—and it wasn't Kennard.

They blasted Kennard—chairman of an independent agency but hand-picked by Vice President Al Gore—for walking in lock step with the administration. They also chafed at the thought of giving Kennard any autonomy to craft policy.



Dingell (l) quips that Kennard is a 'few affiliates shy of a network.' Tauzin complains that instead of helping consumers, the FCC has 'delved into controversial areas.'

Perhaps Kennard's fiercest opponent on free airtime was Senate Commerce Committee Chairman John McCain (R-Ariz.). "Only the Congress can enact this or any other kind of programming obligation on broadcasters," McCain said. McCain hasn't let up on Kennard.

McCain's opposition to the proposal was especially significant considering that he had personally led a fight for free airtime in the Senate. McCain later introduced a measure that would forbid the FCC from taking action on the issue.

Tauzin got Kennard on the phone and told him that the airtime move would constitute "the worst start of any FCC commissioner in history." Like McCain, Tauzin later introduced legislation.

That week also was the first time Kennard heard rumbles of discontent from Dingell, the senior Democrat on the House Commerce Committee and someone who, by political alliance, should be a powerful ally of Kennard's.

"What's the FCC's authority here?"

Dingell wondered, even though he supports free airtime. Dingell's comments were only the beginning of what became a regular volley of verbal and written missiles from Dingell to Kennard.

Senate Republicans' stance on the issue became crystal clear that March, when Lott attached a measure similar to McCain's to a campaign finance reform bill that later failed in the Senate. "I feel very strongly the FCC should not be doing this," Lott said in a floor speech.

Later in March, the appropriations process became a forum for Kennard-bashing over the issue.

Sen. Fritz Hollings of South Carolina, the senior Democrat on the Senate Commerce Committee, told the chairman to stick to the business Congress already had given him.

"We set down the policy and you administer it," Hollings told Kennard at an appropriations hearing last March. "You have a big enough headache with the transition to digital television, and a big enough headache implementing the Telecommunications Act, without wandering afar into free airtime... You need to restrict yourself to doing the job we give you."

At that same hearing, Senate Appropriations Chairman Ted Stevens (R-Alaska) went so far as to suggest abolishing the agency altogether. "The two of us [Stevens and Hollings] have want-

## Disband on the run?

FCC Chairman William Kennard says he *has* gotten the message.

In a clear response to pressure from Capitol Hill, Kennard last week said the agency may back off plans to force in-market TV local marketing agreements to disband.

"All options are on the table," including permanently grandfathering LMA's, he said after a congressional hearing on FCC restructuring.

Despite objections from key lawmakers, however, Kennard insists the 1996 Telecommunications Act gives the FCC authority to force divestiture after a short grandfathering period. "We may disagree about precisely what the [law's] language means on grandfathering," Kennard told Rep. Cliff Stearns (R-Fla.).

Facing congressional opposition, Kennard in December canceled a commission vote on broadcast ownership rules that would have forced most TV LMA's to divest within three years. A more lenient grandfathering term now is "clearly one of the things we are considering," Kennard said. But anything short of a permanent safe harbor for TV LMA's would fly in the face of congressional intent, complained Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). "Why are you lawyering us to death on this?" he asked Kennard at last week's hearing.

Stearns charged that the FCC is "grasping at anything it can to push a different agenda than what Congress is instructing." —Bill McConne/

ed to reduce the FCC from five to three [in the past], and if you continue in this direction we could reduce it to zero as far as this senator is concerned.”

The administration finally gave Kennard some political cover in mid-March, threatening to veto a massive spending package after Stevens said he was tacking on McCain’s measure.

But Kennard ended up backing down when a House Appropriations panel threatened not to fund the agency. “I am not prepared to move forward unilaterally without extensive consultation from the Congress,” Kennard said. The chairman said the commission might instead do a casual inquiry on the issue, and that quieted Kennard’s critics for a time.

The free-airtime storm was just blowing over last March when Kennard introduced the next major item he would push: low-power radio. Congress has been much slower to criticize that effort, although Tauzin has recently been skeptical about the plan. “I have

never been so offended by an agency of government,” Tauzin said in a speech last month. Tauzin later this year plans to hold hearings on microradio.

The same day Kennard announced that the FCC would look into microradio, Dingell said Kennard was “a few affiliates short of a network” and went on to list several areas, including free airtime and implementing the 1996 Telecommunications Act, in which he felt Kennard could do better.

One year later, Dingell was calling for Kennard’s resignation, saying he should “return to the private sector.”

But once Kennard backed off on free air-time, things were largely quiet between Kennard and Congress... until the fall.

**Round two**

Last November, reports leaked to the press that Kennard was considering not just leaving the broadcast ownership rules the way they were, but tightening some of them even further.

Once again, key lawmakers shot off scathing letters to the chairman. “As with other issues, in this matter the commission appears ready to substitute its judgment for ours,” McCain and Sen. Conrad Burns (R-Mont.) wrote. “To the extent, the FCC shows itself incapable of following congressional intent, these issues will become part of our overall review of the commission’s function and structure during the next session of Congress.”

“We strongly urge you to reflect carefully on your duty to implement congressional directives fully and faithfully,” wrote Bliley, Tauzin, Dingell, McCain and Burns in a separate letter. “As we pointed out to you in prior correspondence, the commission appears to have strayed from this path.” They also encouraged the commission to consider rules that would provide “significant, meaningful, prospective relief to local radio and television broadcasters.”

**Where the commissioners stand**

**Hot-button issues divide the agency**

**DEMOCRATS**

**REPUBLICANS**



Kennard



Ness



Tristani



Powell



Furchtgott-Roth

KENNARD

NESS

TRISTANI

POWELL

FURCHTGOTT-ROTH

	KENNARD	NESS	TRISTANI	POWELL	FURCHTGOTT-ROTH
<i>Inquiry into free advertising time for candidates</i>	Yes	Yes	Yes	No	No
<i>Inquiry into alcohol advertising</i>	Yes	Yes	Yes	No	No
<i>Anti-discrimination guidelines for advertisers</i>	Yes	None	Yes	No	No
<i>Revised minority recruiting rules</i>	Yes	Yes	Yes	Yes	None <sup>1</sup>
<i>Low-power radio service</i>	Yes	Yes	Yes	Yes	No
<i>Elimination of FCC merger reviews</i>	No	No	No	Yes <sup>2</sup>	Yes
<i>Tighter broadcast ownership rules</i>	Yes <sup>3</sup>	Yes <sup>4</sup>	Yes	No	No

1 Furchtgott-Roth: Supported proposal, but withholding judgment on final rule

2 Powell: But wants FCC to have input in Justice Dept. decision

3 Kennard: But rethinking restrictive plan drafted last fall

4 Ness: Yes for local marketing agreements, waiver rules, but considering looser rules on owning two stations in a market

Photos: Dennis Brack / Blackstar

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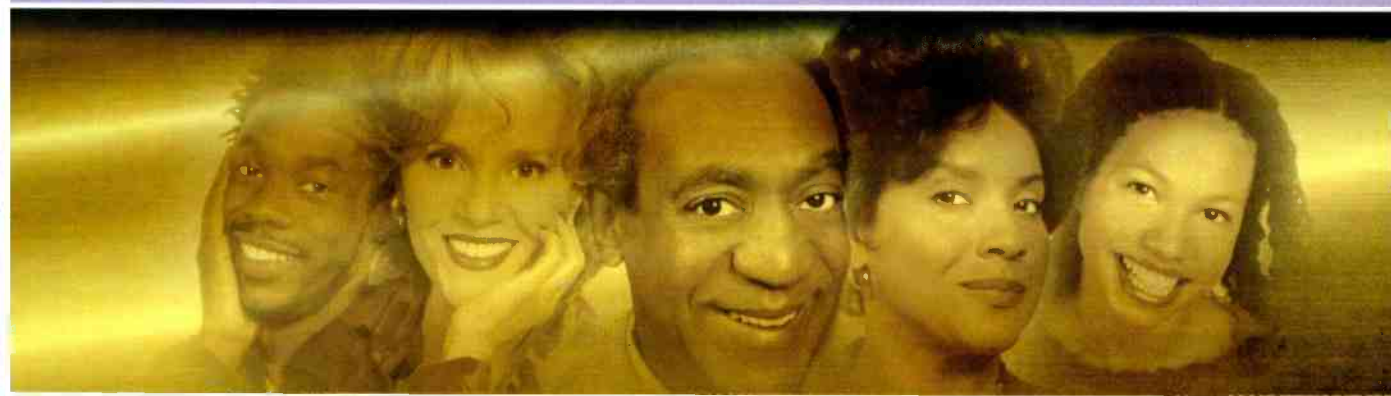
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<sup>1</sup> Source: US TV Industry Ratings/System-All Primetime TV-G Rated  
Comedies ranked by HH rating, NFI Season to Date Through 2/26/99.

<sup>2</sup> Source: CMR Total Advertising Expenditures 9/96 - 11/98.

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Comedy is...



But, unlike the free airtime battle, this time Hollings stayed on Kennard's side. "Hollings will definitely try to eliminate LMAs. Hollings has never liked the idea of LMAs or limiting the number of voices in a market," said Maury Lane, Hollings' spokesman.

Still, out of key Congressional Democrats only Rep. Ed Markey (D-Mass.) has consistently offered Kennard public support. "The U.S. telecommunications industry overall is the most competitive on the planet...and that's in no small measure due to the FCC and its staff."

Rapidly changing technology and the turbulent recent history between Congress and the FCC has brought on the new wave of interest in FCC reform. Without a congressional makeover, Tauzin predicts FCC regulation will stifle innovation in the digital era.

"Based on this troubling track record, the FCC may find the emerging Internet too tempting to resist," he said. "That's why it's vitally important for Congress to reform the agency from top to bottom before it morphs into the Federal Computer Commission."

The FCC restructuring also got a big endorsement from House Speaker Dennis Hastert (R-Ill.). "Looking back on the regulatory reform of the telecommunications industry, we should also have enacted *regulator* reform," he wrote in a letter that Tauzin read aloud at last week's hearing.

Kennard denies that he plans to expand the FCC's reach into new areas such as the Internet and has endorsed Tauzin's general goal of shifting more of the FCC's emphasis to enforcement.

"We recognize that there are hot-button issues, but we had a good hearing," Kennard said after his appearance on Capitol Hill. "We have worked hard to get a constructive dialogue with Congress."

Still, he disagrees on many of the specifics floated by lawmakers, especially weakening the agency's authority to decide whether mergers and license applications are in the public interest.

"To constrain the agency's ability to approve mergers would undermine our ability to carry out communications laws," he told reporters during a March 12 briefing on the restructuring. "We don't want FCC reorganization to become a wish list for industry," he said. "We've got to keep consumers first and foremost. Otherwise the effort will fail." ■

## Where do they go from here?

House Telecommunications Subcommittee Chairman Billy Tauzin contends that it's time to ditch the FCC's Depression-era structure.

In launching his campaign last week to remake the FCC, the Louisiana Republican is attempting to transform the FCC. He says the FCC was initially designed to oversee a nationwide telephone monopoly and three broadcast networks in the 1930s, but it should be preparing for a telecommunications industry bristling with competition and new digital technologies.

"[As] America prepares to enter the 21st century, we have, in effect, a horse-and-buggy agency trying to ride supersonic technology," he remarks.

Tauzin and other key lawmakers have become increasingly frustrated by what they see as an agency obstructing the deregulatory mandate of the 1996 Telecommunications Act. As his vehicle, Tauzin plans to use reauthorization legislation that he will introduce this summer. Since 1992, when the FCC's previous authorization expired, the agency has operated without updated authority from Capitol Hill.

Changes Tauzin is considering:

- Eliminating the FCC's power to impose "social policy" conditions on mergers
- Requiring the agency to eliminate more of its rules
- Consolidating the regulator's industry bureaus
- Imposing strict deadlines for approving mergers and issuing rules
- Setting expiration dates for many rules

For now, Kennard is offering little in the way of specifics for his own reorganization plan, but pledges to present a blueprint for a five-year strategy to his four fellow commissioners in May and send a final plan to Congress in July. Implementation of the plan would begin in fiscal 2000, he notes. Bureau consolidation and regulatory streamlining will be included in the plan.

Other FCC members also laid out their own ideas on how the agency.

For starters, Commissioner Michael Powell says the FCC should merge the mass media, cable, and portions of the satellite bureaus into one multi-channel bureau. The common carrier and wireless bureaus could also be consolidated, he adds. "A single leadership structure overseeing these fields would allow for greater harmonization of rules and decisions in furtherance of a merged and increasingly competitive industry segment," Powell explains.

Other changes Powell suggests:

- Eliminate duplication of duties of the FCC and other federal agencies (such as Justice Department and FCC merger reviews)
- Make the FCC set a formal list of priorities annually
- Require decisions to be made more quickly
- Eliminate more agency rules
- Shift greater resources to enforcement

Commissioner Susan Ness suggests that the FCC could eliminate rule-making delays by boosting the agency's engineering staff. To prevent agency rules from getting bogged down in court fights, she says Congress could require that challenges to FCC rulings be filed with the federal appeals court in the District of Columbia. "Too often we see industry players delay market-opening measures by challenging an FCC decision, or even a provision of the [law] itself, first in one court and then another," she said.

Commissioner Harold Furchtgott-Roth calls for the FCC to cut its staff and act more independently of the White House. For starters, he wants the FCC to submit its annual budget directly to Congress rather than having it included in the Office of Management and Budget's request. "The FCC does not need any intermediaries to communicate with Congress," he notes. He calls the administration's plan to impose spectrum-use taxes "irresponsible."

Taking a different tack, Commissioner Gloria Tristani lauds many of the initiatives that most rankle lawmakers. For instance, she says the "E-rate" charge included in telephone bills to pay for wiring schools to the Internet will "generate enormous social and economic benefits."

—By Bill McConnell

# Chancellor still wants partner

*But retrenches in hopes of getting better deal; Tom Hicks succeeds Marcus as CEO*

By Elizabeth A. Rathbun

Last week's upheaval at Chancellor Media Corp. is not the death knell for the company's merger hopes. In fact, the changes may improve the chances for such a deal.

Chairman and newly named CEO Thomas Hicks insists that the nation's largest radio group is still open to a merger in which his investment firm, Hicks, Muse, Tate & Furst Inc., would retain a significant stake. And if the planned changes at Chancellor pay off, the company will be much more attractive to potential partners.

In a major restructuring announced last Monday, Chancellor trashed plans to buy LIN Television Corp. for \$1.5 billion and Petry Media Corp. for \$150 million. Hicks also announced the resignation of President/CEO Jeffrey A. Marcus and named himself to the CEO position. He will share Marcus' duties with vice chairmen James E. de Castro, formerly president of Chancellor's Radio Group, and Capstar President Steven Hicks. De Castro also was named president of Chancellor's new Radio and Outdoor Group. Steve Hicks, who is Tom Hicks' brother, also will lead the company's new Internet



*Chancellor Chairman Tom Hicks, who takes over as CEO, says "the final curtain has come down" on a sale, but not on a merger.*

initiative, which has yet to be defined.

Chancellor on Jan. 20 said it was reviewing its "strategic alternatives," including a possible sale or merger. Monday's news means "the final curtain has come down" on an out-and-out sale, Hicks says.

But he pledges to put the company in

a much stronger negotiating position by the end of the year. By then, he says, Chancellor will have reduced its debt from 6.5 times EBITDA (earnings before interest, taxes, depreciation and amortization) to 4 or 5 times EBITDA.

Chancellor's retrenchment comes after failing to negotiate a "merger of equals" with Clear Channel Communications. Currently, "you're not looking at equal market-capital companies," says one analyst familiar with both Chancellor and Clear Channel. "It makes it kind of hard [for Hicks] to say, 'I want 50-50.'"

In addition, "there was a big spread between bid and ask," says Merrill Lynch & Co. Inc. analyst Jessica Reif Cohen of the Chancellor-Clear Channel talks. Clear Channel officials could not be reached for comment.

If Chancellor's stock price and overall health improves, a merger or sale could follow, analysts agree. "At some point, whether it's two months or two years, I think it's perfectly logical that [Chancellor] will be sold," Reif Cohen says.

Clear Channel remains the likeliest acquirer or partner. Infinity Broadcasting Corp., another large radio operator, is not interested because too many of its stations are in the same markets as Chancellor's. FCC rules limit the number of stations a single company may own in a market.

Other bidders have been mentioned: ABC Inc., NBC and Fox Entertainment Group. But, says Reif Cohen, "I just don't think they will [make an offer]."

Chancellor's restructuring emphasizes cutting the combined \$6.7 billion debt of Chancellor and Capstar Broadcasting Corp., which Chancellor is buying. Among the ways that will be accomplished is cutting at least \$15 million in corporate expenses and \$2.5 million in executive salaries. About \$50 million in local marketing agreement fees will be eliminated when Capstar formally merges into Chancellor. However, Chancellor will take a charge of up to \$25 million in the first quarter of this year, mostly as a result of closing out employees' contracts.

In more moves to boost Chancellor's stock price, Hicks Muse last week began a 10-day, \$500 million stock buyback. With the cash infusion, Hicks Muse will have sunk \$1.35 billion into Chancellor (which will become the firm's largest investment)

## Chancellor's rep realignment

Hicks Muse's decision last week to separate its radio and outdoor assets from its television holdings will result in the splitting up of Katz Media Corp.

Hicks Muse officials said last week that Katz's radio rep business will become part of Chancellor Media Services, a newly created division that will be run by former Capstar president Steve Hicks. Katz Television will become part of LIN, along with Petry Media, which also owns Blair Television.

However, the Justice Department is still examining Chancellor Media's proposed acquisition of Petry. Sources said last week that Justice has indicated it will approve the deal if Seltel, currently owned by Katz, is spun off to an independent third party. Last week, sources said that a group, including former Petry owner Dave Allen, has made an offer to acquire Seltel. If the Petry-Chancellor deal goes through, Petry would then be assigned to LIN Television. According to sources, current Petry owner and CEO Tom Burchill will oversee the three TV firms, Petry, Blair and Katz. What is unclear is to whom Burchill would report.

Technically, the TV rep division would come under LIN Television, headed by Gary Chapman. It's also conceivable that Burchill could report to Tom Hicks, or someone else at Hicks Muse. The key, says one insider, is to create a reporting structure that gives competitors to LIN that are clients of the three rep firms "the comfort level they need going forward."

—Steve McClellan



and control about 29% of the company.

Last Monday, Chancellor's stock price dipped as low as \$39.50, but closed at \$45.562, up 2.7% from the preceding Friday, on volume of nearly 28.9 million shares. Last Wednesday's volume plunged to just over 4 million, while the closing price dropped to \$41.275. Chancellor hit its 52-month high of \$59.375 just last month, on Feb. 5.

"Hold on tight" because it probably will take 60-90 days for Chancellor's stock price to shake out, de Castro says.

Investors had questioned whether Marcus was out of his league—he came to Chancellor last April after owning and running cable companies—and had objected to the managers hired and fired during Marcus' tenure. Among those sorely missed is former President Scott Ginsburg, a veteran radio operator who contributed his Evergreen Media Corp. to Chancellor in early 1997. Ginsburg left last April after "management differences." Marcus was not available for comment last week.

Chancellor was forced to restructure because "we did make some mistakes and I share in the blame," Hicks says. But "we all learn from mistakes and we have the ability to take action to correct them."

Among the mistakes was trying to forge a "multimedia" platform of radio and TV stations and billboards. "We were too early" with that, Hicks says. However, Chancellor still believes in the concept: "Eventually, multimedia platforms will work very well together," de Castro says.

Another mistake was forming a management team that "created some frictions," Hicks says. Also, he says, "we need to be run by radio guys."

The management changes, which bring several key Capstar executives under Chancellor's wing [see chart], not only illustrate the shift back to radio and billboards, but emphasize Chancellor's intent to complete its purchase of Capstar. The FCC on March 12 approved the \$4.1 billion merger, which previously had been cleared by the Justice Department. The closing is expected in June or July, Hicks says. The new Chancellor will own some 450 radio stations and 35,000 billboards.

LIN's 13 owned or operated TV stations will remain a separately controlled entity of Dallas-based Hicks Muse. The investment firm also controls Sunrise Television Corp., which owns 14 TV stations. LIN will assume Chancellor's contract for Petry [see sidebar]. ■

## The Ins and Outs at Chancellor

### OUT

- Chancellor President and CEO Jeffrey A. Marcus
- Immediate merger of Chancellor and Clear Channel Communications Inc.
- \$1.5 billion purchase of LIN Television Corp.
- At least \$15 million in corporate expenses, including a corporate jet (sold), merger and acquisition group and legal department (shuttered)
- \$150 million purchase of Petry Media Corp.
- Acquisition of WAPA-TV San Juan, P.R.
- Eric C. Neuman, senior vice president for corporate development (returns to Hicks, Muse, Tate & Furst Inc. as a principal)



Jeffrey Marcus

### IN



Steven Hicks

- Chancellor Chairman Thomas Hicks. He takes on CEO job
- Capstar Broadcasting President Steven Hicks. He becomes co-vice chairman of Chancellor and president of new Chancellor Media Services Group
- Chancellor Radio Group President James E. de Castro. He's named co-vice chairman of Chancellor and president of its new Radio and Outdoor Group
- Jeffrey Marcus. He stays on Chancellor board and joins LIN board.
- Merger of Capstar and Chancellor (closing expected in June or July)
- \$500 million Chancellor stock buyback by Hicks, Muse
- Up to \$25 million "realignment" charge in first quarter of this year
- Capstar COO D. Geoffrey Armstrong. He becomes Chancellor's acting CFO, replacing Thomas P. McMillin
- Capstar Executive Vice President/General Counsel William S. Banowsky Jr. He becomes general counsel at Chancellor, replacing Richard A.B. Gleiner
- All Chancellor station employees—there will be no layoffs
- Internet radio initiative

# King World mulls sale

*At the same time, syndicator has bankers exploring possible media or cable acquisitions*

By Joe Schlosser

**K**ing World Productions now has two financial whizzes—Frank Biondi and Herb Allen—helping it decide whether to sell out or use its horde of cash to make some acquisitions of its own.

King World, the distributor of *The Oprah Winfrey Show*, *Wheel of Fortune*, *Jeopardy* and other syndicated TV fare, is definitely up to something. As a King World insider said last week, "Michael and Roger (King) are talking to everyone and who knows what they are going to do in the end?"

Last week sources told BROADCASTING & CABLE that King World executives were in discussions with a number of potential buyers, including CBS, News Corp.'s Fox Entertainment Group and Sony. The price tag for King World is reportedly in the \$2 billion range and the Kings reportedly want to remain active executives.

King World executives have reportedly been making the rounds and have had a number of closed-door meetings with

other entertainment companies as well.

And the subject of those discussions may not center around selling the syndication company. Instead, sources said, King World might be looking to acquire or invest in a new media or cable outlet.

Sources say CBS executives have had a series of conversations with King World brass over the last few months and that the Fox talks have started more recently. CBS President and CEO Mel Karmazin has expressed interest in getting CBS aligned with a Hollywood studio in the past, although a CBS spokesman would neither confirm nor deny last week that talks with King World are ongoing.

The company that first started out selling *The Little Rascals* is currently sitting on a mountain of cash reserves that King World executives say totals more than \$1 billion. Over the next five years, King World is expected to generate more than \$2.2 billion in revenue through syndication license fees, with the company reaping roughly \$700 million of that bounty.

Michael King, King World's CEO, and Roger King, the distributor's chairman, haven't exactly been hiding their intentions in investing some or all of their millions. Earlier this year, King World announced that ex-Universal Studios head Frank Biondi had been added to the payroll as a consultant on the mergers and acquisitions front. The company has also retained the services of New York investment banker Herbert Allen.

Meanwhile, Wall Street analysts wait for the company's next move amid pressure from stockholders worried about talk show diva Oprah Winfrey retiring after the 2001-2002 season and KWP's aging-but-still-strong pair of game shows.

The Kings weren't talking to the press last week. But in recent interviews, KWP's Michael King has emphasized the company's intention to expand in different ways: "We've got an incredible balance sheet; we are going to be expanding into cable programming. You are going to hear about King World expanding into network television and a lot of other exciting places," he told BROADCASTING & CABLE late last year.

Earlier this month, King World's new children's programming division made its first sale—a series of shows to Discovery Networks. KWP's two new syndicated projects, *The Roseanne Show* and *Hollywood Squares* have brought mixed ratings results. *Squares* is faring pretty well in many markets, but *Roseanne's* numbers have generally been seen as disappointing.

One Fox source confirmed the King World discussions but would not comment on the subject matter. Sony and King World are already linked through their joint venture on *Hollywood Squares*. KWP also distributes Sony-owned (through Merv Griffin Productions) *Wheel* and *Jeopardy!*.

One issue for other companies exploring the acquisition of King World is a clause in the *Wheel-Jeopardy!* distribution agreement that requires Sony's approval if KWP syndicates other game shows. Speculation last week was that talks with Sony are probably "just to keep them in the loop on the other discussions," according to one source. ■

## NBC ponders alliances

NBC and Sony officials confirmed recent talks between companies' senior management, but strongly denied that they were negotiating a deal related to any sort of strategic alliance.

But sources also say that both companies have talked in the past and will continue to talk about a range of possible alliances that would probably stop short of General Electric giving up control of NBC. One unresolved issue: how the two would split up syndication rights.

Despite difficulties in the network TV business, NBC-TV remains a key profit center and executives there are intent on finding ancillary revenue streams, such as the sale of retail products related to on-air programs. In terms of alliances, sources say, NBC right now is focused on its Internet businesses, which include a stake in CNet and Snap!, VideoSeeker, InterView and MSNBC.

The network wants to create a separate Internet subsidiary, a piece of which might be spun off to the public. (CBS has confirmed its interest in creating what CEO Mel Karmazin calls a ".com" business, part of which would go public.) NBC also wants to find partners for the subsidiary. One of the company's objectives, sources say, is to create a major online platform for the sale of financial service products to the public from co-owned GE Financial Services.

Talks with discount broker Charles Schwab toward that end have reportedly broken off. Asked of the network's plans for an Internet subsidiary, an NBC spokeswoman said the company is "looking at all options, but at this point nothing is definite."

—Steve McClellan



**An hour-long  
comedy?**

# 'Law' spinoff's twin paths

NBC-Studios USA's pact runs 'Sex Crimes' on cable two weeks after broadcast airing

By Joe Schlosser

**L**aw & Order has been renewed on NBC for the next three seasons, but it's Dick Wolf's proposed spinoff of the long-running drama that is creating all the headlines.

Along with the renewal of *Law & Order*, NBC has agreed to order 13 episodes of Wolf's (and Studios USA's) spinoff, tentatively titled *Sex Crimes*, for the fall. But with those orders came a caveat for NBC and its stations.

Under the agreement reached between NBC President Bob Wright and Studios USA head Barry Diller, episodes of *Sex Crimes* will air on Studios USA's co-owned cable channel, USA Network, two weeks after their initial runs on NBC. Wright downplayed the effect that the cable run would have on NBC's ratings, and promised last week that *Sex Crimes* would not air in prime time on USA Network.

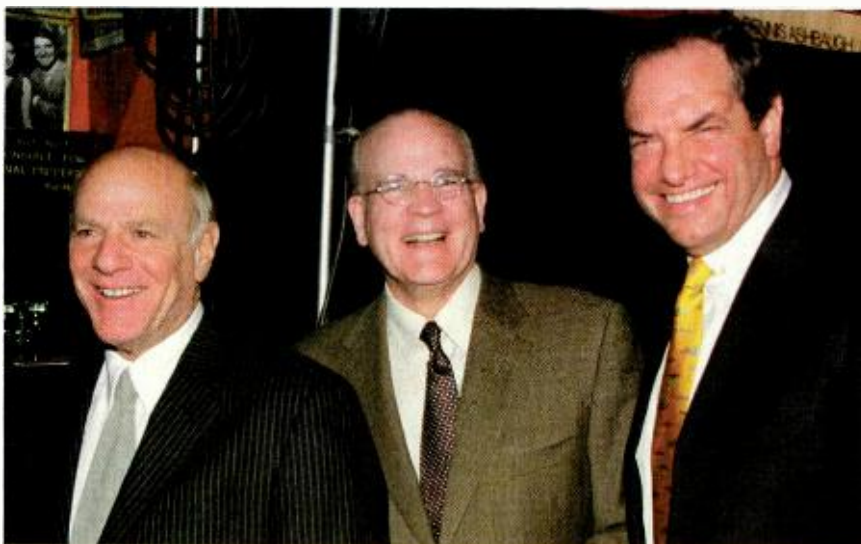
But a number of NBC affiliates last week expressed concern that USA Network would air *Sex Crimes* in access time slots, the meat-and-potato time periods for local stations. USA and NBC executives were not commenting last week on the potential time periods *Sex Crimes* will occupy on cable.

"There is a lot of repurposing going on that is uncomfortable from a network affiliates' point of view," said one NBC affiliate general manager. "I get uncomfortable every time Brian Williams subs for Tom Brokaw on the evening news and closes the newscast by saying 'I'll see you again tonight at 10 on CNBC.' And that gets me to scream at the TV 'The hell you will, I'll be watching *ER* or something else.'"

He says the *Sex Crimes* arrangement has him even more perplexed.

Wolf downplayed the idea that NBC affiliates would be hurt by the network-cable alignment for *Sex Crimes*.

"I think it's the future of broadcasting," says Wolf. "I think what Barry and Bob have done is essentially re-orchestrate the business. It's not going to hurt the stations at all. In fact, if you look at the track record since *Law & Order* has gone to cable, our numbers have gone up at NBC. The same was



Studios USA's Diller (l), NBC's Wright and producer Wolf head into uncharted territory with fall 1999's 'Sex Crimes' unorthodox programming strategy.

true for *Murder, She Wrote* [on CBS] and a lot of other series."

*Law & Order* celebrated its 200th episode last week with a party in New York and the drama continues to do well for NBC. The longest-running drama on network television has undergone some major cast changes and is still the highest-rated series outside of NBC's Thursday night lineup.

As for *Sex Crimes*, Wolf says the idea for such a series has been in his head for some time and that there are myriad story angles possible for the series. The drama will center on the sex

crimes division of the New York Police Department and be taped entirely in the Big Apple. Former *Law & Order* star Dann Florek is expected to be cast in *Sex Crimes*.

"There are sex crimes units in every major police department in the country; there is a major unit at the FBI and the reality is that sexually based crime is a huge problem in society today," Wolf says. "It is a problem that has been largely unexplored and I would say that series will be a sibling of *Law & Order*, but 20% more character-oriented." ■

## 'Judge Judy' lifts the bar

February sweeps give long sentences to court series

By Joe Schlosser

**T**he biggest test of the year for the nationally syndicated TV series is over, and the majority of programs passed—with court shows remaining at the head of the class.

The February sweeps period (Feb. 4-March 3), which helps determine the ad rates for TV shows, proved to be most fruitful for the four syndicated court shows, with several advertising

reps pointing to Worldvision's *Judge Judy* and *Judge Joe Brown* as the hottest of the hot.

The rating average for *Judge Judy*, in its third year, was up 12% from the November sweeps, to a 7.5 national rating, according to Nielsen Media Research. Newcomer *Judge Joe Brown* was up 21% from its November tally to a 3.5 rating. Fellow freshman series *Judge Mills Lane* jumped 18% from November, to a 3.3, and, in



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its second season, the revamped *People's Court* saw its ratings climb 12%, to a 2.9.

"The headline [on any syndication sweeps story] has to be *Judge Judy* and also the positives with the two new court series," says Bill Carroll, vice president and director of programming at Katz Television. That performance will likely mean time-period upgrades for some of those shows in the fall, Carroll adds. "Certainly you can use the cliched phrase that in February, court was in session and the position of those shows has now been solidified for the likely improvement of time periods," he notes.

In the daytime arena, *Jerry Springer* pulled away from *Oprah Winfrey*, with a 3% increase from November to a 7.2 national rating. *Winfrey's talker*, which tied with *Springer* after the last sweeps period, dropped 1%, to a 6.9, still an enviable number for any of the other talkers in the field. *Rosie O'Donnell* grew 14%, to a 4.1; *Sally Jessy Raphael* was up 3%, to a 4.0, and Montel Williams dropped 3%, to a 3.8.

*Live with Regis and Kathie Lee* was up 9%, to a 3.8; *Ricki Lake* was up 9%, to a 3.6, and *Jenny Jones* climbed 12%, to a 3.6. *Maury* was up 6%, to a 3.4, and *Martha Stewart Living* grew 5%, to a 2.0.

*Forgive or Forget* was the top new daytime strip at a 1.9, up 12% from November. *The Roseanne Show* was flat at a 1.8 and *Donny & Marie* was up 21%, to a 1.7. Howie Mandel's talker was steady at a 1.4.

Relationship shows *Change of Heart* and *Love Connection* also showed gains from sweep to sweep. *Change of Heart* improved 19%, to a 2.5, and the new version of *Love Connection* recorded an 11% rise, to a 2.0.

Among the game shows, *Wheel of Fortune* was up 4%, to a 12.4; *Jeopardy* was up 6%, to a 10.4, and relative newcomer *Hollywood Squares* increased 7%, to a 4.6.

Among the magazine shows, *Entertainment Tonight* was tops with a 5% gain, to a 6.5; *Extra* followed with a 5% rise, to a 4.1, and *Inside Edition* was steady at a 3.7. In off-network sitcoms, *Friends* rose 12%, to a 7.5, topping *Seinfeld* at a flat 6.8. *The X-Files* led all weekend shows despite a 2% dip to a 5.4, and newcomer *V.I.P.* led the freshman action class with a 10% gain, to a 3.3. ■

## CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

### WASHINGTON

#### Eisner pitches to Gore

The broadcast networks last week continued to push hard for their main legislative priority: deregulating broadcast TV. Tuesday found Disney Chairman Michael Eisner in Vice President Al Gore's office, just a week or so after NBC President Bob Wright paid Gore a visit about the same topic. Eisner talked to Gore about the necessity of lifting local and national ownership caps and suggested that saving free TV might be an excellent, populist campaign topic. Friday morning found lobbyists from all four networks pitching Senate Commerce Committee staffers on why the networks will drop their affiliates and go to cable if something isn't done and fast. The network lobbyists showed staffers that, while last year their combined profit margins were 4%, affiliates margins were 49%. "We can't sustain that for long and we'd be fools if we did," one lobbyist said.

### DENVER

#### DTV alternative in Denver

While Denver broadcasters looking to build a new DTV tower on Lookout Mountain there continue to struggle with local zoning laws, a tower management company is ready to offer an alternative site. Boston-based American Tower Corporation, which is currently constructing community DTV towers in markets including Milwaukee, Houston and Tampa, says it could accommodate a Denver digital tower on property it owns atop Eldorado Mountain, 12 miles northwest of Lookout. "We have a tower there with some FMs, and we're looking at the feasibility of offering it as an alternative site," says Peter Starke, American Tower's director of broadcast development. "There's less of a residential issue there than Lookout, and our initial propagation studies show the DTV coverage

would be just as good if not better." However, a Denver station source says the Eldorado Mountain site would represent a compromise for digital broadcasts, because the location suffers from signal shadowing that would impair coverage of Denver's southern suburbs.

#### Beddow departing AT&T Broadband

David Beddow, president of AT&T Broadband & Internet Services' (formerly TCI) National Digital Television Center, is retiring following Leo Hindery's request that Beddow tender his resignation, sources say. Hindery reportedly has tapped Laurie Schwartz, currently vice president for advanced platforms and services at Cable Television Laboratories Inc., to replace Beddow. Beddow's departure comes as no surprise to people familiar with the situation. According to those sources, Hindery and Beddow have been at odds for several months over the strategy for deployment of digital cable by TCI and subsequently AT&T. AT&T Broadband & Internet Services officials declined to comment, as did officials at the National Digital Television Center and Cable Labs.

### ROCHESTER, MINN.

#### Rigas convalescing

John J. Rigas, founder of Adelphia Communications, could return home as soon as today (March 22) following heart bypass surgery last week at the famed Mayo Clinic in Rochester, Minn. The cable exec was listed in good condition last Friday. According to a clinic spokeswoman, doctors projected a 4-6 day recovery in the hospital. According to published reports, clinic doctors discovered a heart blockage during tests several days before the operation and attempted a heart catheterization to remove the obstruction. The catheterization was unsuccessful, however, prompting the surgery.



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# McCain builds war chest

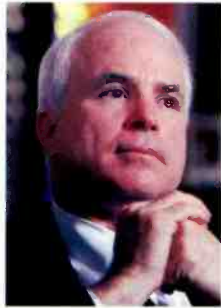
EchoStar's Ergen holds \$1,000-a-head fund-raiser for senator's possible White House bid

By Paige Albiniak

**B**roadcast, cable and satellite executives may not agree on Sen. John McCain's policies, but some appear ready to back a McCain bid for the presidency.

McCain (R-Ariz.) hasn't officially announced his candidacy, but he is testing the waters. By the end of the month, McCain, known for being unable to sit still, will have hit 25-30 fundraisers since the beginning of the year, says Howard Opinsky, spokesman for McCain's presidential exploratory committee. McCain is expected to officially announce his bid early next month, sources say.

Some eyebrows were raised in Wash-



Viacom and Ameritech also support McCain's candidacy.

ington last week when word got out that EchoStar Communications Corp. CEO Charlie Ergen was holding a fund-raising event for McCain at his home in Denver. Attendees, largely friends of Ergen, were encouraged to make a \$1,000 donation, the legal limit for individuals contributing to a presidential campaign.

McCain has endeared himself to EchoStar by strongly supporting the company's plan to offer

local signals in local markets. McCain also supports permanently grandfathering some satellite TV subscribers who are scheduled to lose their imported network feeds because of a federal court order. Two weeks ago, McCain chaired a committee vote in which a

bill was passed that the satellite TV industry favors.

The Ergen party is just one in a long list of events.

Viacom Deputy Chairman and Executive Vice President Philippe Dauman plans an event for McCain in New York next week, Opinsky says.

On March 25, Ameritech Chairman Richard Notebaert and Chicago Bulls and White Sox owner Jerry Reinsdorf are hosting a similar event in Chicago.

Last month, Disney Chairman Michael Eisner invited McCain to Los Angeles to meet some of his friends and industry luminaries, although it was not a fund-raiser, sources noted. Eisner is not personally raising money for any candidates because he wants to keep ABC's news division, which Disney owns, removed from political efforts. ■

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**UPN may reduce programming.** Sinclair Broadcasting President Barry Sauer says that UPN has privately admitted its error in going to five nights this season before getting its first three nights (ring all cylinders). Sauer told a gathering yesterday at the Paine Webber Media Conference in New York that he wouldn't be surprised if the network - which is down 30%-40% in the ratings this season - cut back by a night or two to shore up its schedule. Sinclair operates seven UPN affiliates.



**Speaker-elect speaks out on LMA.** House Speaker-elect Bob Livingston (R-La.) has signed a letter telling the FCC to drop a proposal that would eliminate local TV marketing agreements (LMAs) because it is contrary to the 1996 telecommunications Act. "Most broadcasters who invested the time, money and resources in LMAs will face financial hardship if forced to walk away from their investments," the letter says. "This is a harsh message to send to broadcasters who now face the multi-billion dollar challenge of absorbing the infrastructure costs in the transition to digital television."



**AT&T waits on Time Warner.** Cable operators being wooed by AT&T to cut telephone joint ventures are waiting for Time Warner Cable to do its deal first. At least that's what cable executives were saying in the hallways of the Paine Webber, Inc. annual media investment conference in New York, Tuesday. Even after buying Tele-Communications Inc., AT&T needs to line up other MSOs as telephone affiliates to fully execute its strategy of finding a way around the Baby Bells' monopoly of tunneling long distance calls

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#### BREAKING NEWS

##### TOP OF THE NEWS

With the cancellation of the NBA All-Star game, NBC becomes yet another casualty in the cross-hair lockout. NBC planned to air the game during the key Feb. sweeps.

##### CENTURY UP

The New Census, Conn.-based Century Communications Corp., expects cash flow to increase 12.9%.

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## WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

### Let's face it, the man just loves a good fight

Sen. John McCain (R-Ariz.) may be busy, but wasn't too busy to catch the Holyfield/Lewis fight in New York two weeks ago. McCain, reportedly a big boxing fan, first joined Disney Chairman Michael Eisner, ABC Chairman Robert Iger and ABC News anchor Ted Koppel for dinner at the Four Seasons and then went to the fight at Madison Square Garden, where the party was joined by New York City Mayor Rudolph Giuliani.

Although already in lofty company, McCain campaign spokesman Howard Opinsky said the highlight of McCain's evening was sitting next to the Rolling Stones' Keith Richards.

### More subpoenas hit broadcasting than print media

Broadcasters receive more subpoenas each year than print organizations and comply with a greater percentage of them, according to a study conducted by a First Amendment watchdog group. In 1997, broadcasters received 71% of subpoenas issued to the media and complied with 73% of them, says the Reporters Committee for Freedom of the Press. Newspapers, on the other hand, received 29% of subpoenas and fully complied with only 23% of them. Newspapers managed to negotiate their

way out of nearly half the subpoenas they received in 1997, while broadcasters negotiated their withdrawal only 17% of the time. Data gathered from a Reporters Committee survey of media outlets also shows that media organizations often successfully argue against having to reveal information in court. The committee says that print and broadcast outlets won court challenges 75% of the time.

### Landlords to FCC: property rights trump tenants'

Giving tenants more power to install antennas and satellite dishes would be a violation of property rights, real estate and landlord groups said last week. "Allowing tenants unrestricted access to install telecommunications devices would undermine a property owner's ability to maintain the safety and cleanliness of common areas," wrote the National Association of Realtors in a filing to the FCC. Furthermore, neighbors who want to use a building's common areas for recreation or uses other than TV reception would be hurt, the group said. Additional rules will also lead to court battles, predicted the Building Owners and Managers Association (BOMA). "The commission has already gone too far, and any further expansion would surely be rejected by the courts," BOMA said. The groups were responding to broad-

casters' Jan. 22 call for new rules that would allow apartment dwellers to install satellite antennas and dishes in common areas if residents' own apartments do not include places where signal reception is possible. In November, the FCC said multiple dwelling residents—even over landlords' objections—may install antennas and dishes in areas under their personal control, such as private balconies.

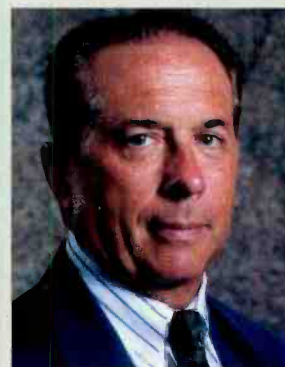
### Internet access, satellite dereg draw Senate eyes

The Senate Commerce Committee will hold hearings next week on broadband Internet access and on deregulating the international satellite industry. The cable industry has been fighting with America Online and regional phone companies about whether cable companies should be forced to open their networks to competitors. So far, the FCC has largely stayed out of the matter, and next week's hearing marks Congress' first public meeting on the issue. House Commerce Committee Chairman Tom Bliley (R-Va.) has been leading a campaign to open access to satellite services. Intelsat and Comsat (Comsat is the U.S. participant in the Intelsat system) have been fiercely opposing Bliley's effort. A Bliley-sponsored bill passed last year in the House but did not move past the Commerce Com-

mittee in the Senate. Senate Communications Subcommittee Chairman Conrad Burns (R-Mont.) is directing Senate efforts on the issue.

### No DBS tax, satellite companies urge

Satellite broadcasters urged the FCC to reject Time Warner's request that it levy a 5% fee on satellite companies' gross receipts. The cable giant on March 10 asked the FCC to impose the fee and use the proceeds to fund public broadcasting programs. Time Warner said



Hewitt: "Isn't it typical that the cable monopoly would call for an additional tax on its only competitor?"

the charge is fair because cable operators pay a 5% franchise fee to local governments. That claim prompted an angry response from Chuck Hewitt, president of the Satellite Broadcasting and Communications Association. "Time Warner's comparison is apples to oranges," he said. Franchise fees are a cost of doing business for monopolies, while imposing a new tax on direct satellite broadcasters would discourage competition to cable, Hewitt continued. "Isn't it typical that the cable monopoly would call for an additional tax on its only competitor?"

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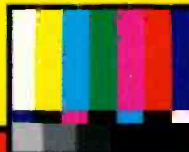
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# NBC's world, according to Garth

Ancier, former Fox and WB chief, moves to Peacock network; Sassa gets Ohlmeyer's post

By Joe Schlosser

Just days before being named the new president of entertainment at NBC, Garth Ancier was busy putting the finishing touches on the WB's current development slate.

Ancier, the WB president of entertainment from its inception in 1995 until last fall, has been working as a programming consultant at the Warner Bros.-owned network while closing out the final months of his contract. Ancier notified WB executives last December that he was not going to renew

his contract with the network and had since been expected to get the NBC post and team again with his former Fox Broadcasting cohort, current entertainment chief Scott Sassa. Ancier officially joins Sassa and NBC on May 10.

"Garth is one of those few people who spent his whole life wanting to program a television network," says Sassa. "He understands TV in a historical way that only comes from watching thousands of hours of TV. You can't just gradually do this one day. You have to watch all those shows and understand what's going on and be smart enough to process it."

Ancier will be responsible for NBC's program development, current programming, scheduling, network promotion and publicity. "I've been in casting up until the last few days and we're mostly done with things now. This was a good time for the NBC announcement," he said last week.

Sassa, who stepped into the NBC entertainment president's role on a temporary basis last year, will assume his new role as the network's West Coast president June 1. He is replacing Don Ohlmeyer, who will remain at NBC in a consulting position until Jan. 31, 2000. Ohlmeyer has been the head of NBC's West Coast operations since February 1993 and, prior to that, had run the network's sports division.

Ancier says Sassa recommended him to Fox Broadcasting brass back in 1986 for that network's head of programming, a position Ancier would



**Ancier: 'All of us are facing the same issue today: how to be a unique voice in a world with 60 channels.'**



**Sassa: Ancier 'understands TV in a historical way that only comes from watching thousands of hours of TV.'**

hold for three years. "Scott's had two pretty major moves in my life choreographed," says Ancier, who will report directly to Sassa at NBC. "We have a great relationship in terms of trusting each other and I'm looking forward to an excellent partnership."

Under terms of his WB contract, Ancier had been unable to negotiate with NBC until last month. He signed the deal two weeks ago. Ancier will join NBC just a week before the network presents its plans for next season to advertisers in New York.

At NBC, Ancier takes over the programming reins of an established network for the first time in his career. He helped launch both Fox and the WB's prime time slates, but the new NBC job comes with much more prime time real estate to fill.

"There is definitely some work to do there, but I think these folks have done a great job of positioning the network for the future. Now it's just a question of freshening it up a bit," says Ancier of NBC. "As for the differences between the WB and NBC, it differs simply in just the scope of the network. It's a much bigger venture, no doubt, but all of us are facing the same issue today: how to be a unique voice in a world with 60 channels."

Ancier says his top priority and also his biggest challenge is to bring in the top writers, producers and talent that "aren't already at NBC." Ancier inherits what is still the top-rated broadcasting network among the coveted 18-49

demographic, but a network that has lost *Seinfeld*, the NFL and has paid top dollar to ensure hits like *ER* and *Friends* remain at NBC.

"We have to make sure we get the best crop of choices to pick from so NBC can freshen up its schedule in the coming years as some of the more successful shows begin to get later into their life cycle," he explains.

Under Ohlmeyer's watch, NBC became aggressive with Hollywood studios in terms of getting an ownership stake in much of its prime time lineup. Ancier says ownership in poten-

tial dramas and sitcoms is an important part of today's broadcast environment, but doesn't believe it should hinder the network from putting on the very best programming.

"Ownership is an important way of looking at getting maximum benefit out of your prime time real estate, but at the end of the day, it's the tail wagging the dog," Ancier says. "The programs have to be the best that they can be because that's where the real income for a network and its stations is."

Ancier says networks such as Fox, WB and CBS have all carved out specific brands for their networks and that ABC and NBC are "going to have to distinguish themselves a bit more."

For Ancier, not only is he getting reacquainted with Sassa, he also is making his second stop at NBC.

He began his network career in 1979 as a program associate under the late Brandon Tartikoff and went on to become NBC's vice president of current comedy in 1983. Ancier worked for both Fox and Disney before joining The WB.

"The irony of this whole situation, from a broadcasting standpoint, which is where I come from, is that you deal with the same partners over and over again," he says. "The funniest thing is that the same broadcast groups that you deal with at the WB, at Fox, also own NBC affiliates. And we also deal with the same studios and, except for the change in network, I'm dealing with pretty much the same people I've been dealing with my whole adult life." ■



## STATION BREAK

By Dan Trigoboff

### Sitting it out in Denver

In Denver, weatherman Marty Coniglio is strongly considering a challenge to the noncompete clause that's keeping him from going back on the air with a new employer. Coniglio left KCNC-TV after reaching an agreement with KMGH-TV there. But a one-year noncompete in his contract with the CBS O&O could keep him off the air until next March.

KCNC-TV General Manager Marv Rockford said that "Marty has had several contracts with us over 10 years, and we expect that he will honor the non-compete clause in this contract. He fully understands what the clause says."

As of last week, Coniglio was not on the air and there was no litigation, although letters have been exchanged between the parties' lawyers, according to Coniglio's lawyer, Chris Miranda. Coniglio was vacationing last week, but Miranda said he hoped his client and KCNC-TV might resolve their differences without litigation. Coniglio's appearance on TV within the next year without litigation would evidence a settlement of some sort.

Rockford did not indicate interest in a settlement. "We believe the noncompete clause is enforceable," he said. "Otherwise it would be an empty exercise."

But CBS might not want to litigate a one-year non-

compete. Courts generally disfavor contract provisions that keep people from working, and lawyers say shorter noncompetes are more likely to survive challenge. Noncompetes have been under attack from AFTRA, which got a law passed in Massachusetts outlawing such clauses in broadcasting and is making efforts in other states (BROADCASTING & CABLE, Sept. 21).

### Denver directors

Staying with KCNC-TV (see above), Angie Kucharski has been hired as news director, effective in early April. Kucharski, 33, had been news director at WBNS-TV, the CBS affiliate in Columbus, Ohio. With that move, Denver now boasts women in the news director's post at each of the Big Three network affiliates (joining Patti Dennis at NBC's KUSA-TV and Diane Mulligan at ABC's KMGH-TV). The move represents a big step up for Kucharski from the nation's 34th largest market to the 18th. She has also worked with various television news operations in Chicago; Washington; Indianapolis; Austin, Texas; and Rochester-Austin, Minn.

### Cincinnati stations out of the Red

Cincinnati Reds fans won't be watching their hometown team on local broadcast TV this year. Games will be seen only on regional cable network Fox Sports Ohio.

Rob Butcher, director of media relations for the Reds, said "We weren't able to get a deal this year. Broadcasters don't want to give up their other programming for baseball."

But WKRC-TV Cincinnati, which carried Reds games last year, says it was never contacted by the Reds. "The Reds never put up the broadcast rights for anyone to bid on that I am aware of," says William Moll, president and general manager of WKRC-TV. Although Butcher insists "this is not the Reds' fault; TV stations don't want the games."

### Biloxi news

This week WXXV-TV Biloxi, Miss., launches a 30-minute news program at 9 p.m. The station says it will focus its resources on the Gulfport-Biloxi area, the Mississippi Gulf Coast and on Pearl River, Stone and George counties. Heading the effort is former WJTV(TV) Jackson, Miss., reporter Tom Russo, who will be news director, and Warren Dearman, a former producer at WJTV,

who will be assistant news director. The news staff now totals about a dozen.

The station gave local viewers a preview last week, with a special report on the opening of the Beau Rivage casino resort. Until now, the only news in the area was provided by ABC affiliate WLOX-TV.

### League reviews Syracuse play

The NFL will consider allowing a Syracuse station to broadcast Buffalo Bills games, even though a small part of the viewing area is within the blackout area. An extremely limited part of Yates County, served by CBS affiliate WTVH(TV), is within 75 miles of Ralph Wilson Stadium in Orchard Park. The entire Syracuse area is blacked out from Bills home games, unless the game is sold out. A decision is expected in April, when next season's schedule is released.

New York Assemblyman Craig Doran, (R-Canandaigua) has noted that the potentially offensive parcel is quite small, with fewer than five residences.

*All news is local. Contact Dan Trigoboff at (301) 260-0923, fax (202) 429-0651, or e-mail to dtrig@erols.com.*



*As it celebrates 50 years on the air, WTVH(TV) Miami is also breaking ground for its new digital-friendly Miramar headquarters, expected to be completed by spring 2000.*

# Changing the face of kids TV

Kennard tells Hollywood producers to add some diverse casting to their programming

By Joe Schlosser

**F**CC Chairman Bill Kennard, actor-comedian Bill Cosby and some top Hollywood producers came together last week in Los Angeles for the Academy of Television Arts & Sciences' first annual "Through The Eyes Of Children" conference. The daylong conference (March 16) explored ways to produce entertaining and responsible television programming for children, as well as honoring those who already do so. The conclusion, at least from Kennard's camp, was that the shape and color of those eyes should be better reflected in the ones that stare back from the small screen.

ATAS Chairman and CEO Meryl Marshall said the effect television has on children is an important one and that the Hollywood community cannot take it lightly. Kennard certainly agreed, using the conference platform to talk

about being an African American kid watching mainly white actors and actresses on the small screen.

Kennard said TV programming has come a long way since his childhood days in terms of diversity, but he added it still has a long way to go. "When I was a kid, a black face appearing on television was an event in my household," Kennard said. "People would literally run out of bedrooms to the living room to see those first, fleeting images of black people on television. Usually we arrived too late, because the images were almost always just passing ones." Kennard recalled that his family was so excited by a 1960s Bank of America ad featuring an African American teller that his mother opened an account at the bank.

Children's programs should feature more minorities, Kennard stressed. "Children themselves want what they see on TV to look like them and where they live.... We have come far since

those Bank of America commercials, but there is farther to go," he continued. Kennard also said the entertainment value of children's programs should be improved. "Just as kids don't always want to eat their vegetables or go to bed on time...they don't always watch the shows that were designed just for them."

When it came time to honor the programming that the academy feels is on the right track, the first annual Academy Honor Roll was presented by Cosby, whose CBS sitcom was one of the 23 programs honored for "promoting values of diversity and having a 'pro-social' message. Others included: Disney's *Doug*, *Pepper Ann*, *Bug Juice*, *So Weird* and *Recess*; Nickelodeon's *Hey Arnold*, *Mystery Files of Shelby Woo*, *Secret World of Alex Mack*, *Sports Theater* and *Nick News*; PBS' *Wishbone* and *In the Mix*; HBO's *Happily Ever After*; Fox's *Magic School Bus*, and NBC's *One World*. ■



## GET WITH THE PROGRAM

By Joe Schlosser

### Rysher recap

Rysher Entertainment executives have cleared upcoming syndicated action-hour *Relic Hunter* in over 90 percent of the country for fall. The Tia Carrere-starring action series will begin taping shows in Toronto this May, Rysher executives say. The distributor has also renewed *Judge Mills Lane* on more than 120 stations, representing 92 percent of the country. Rysher's *Marty Stouffer's Wild America* also has 90 percent clearance for its syndication debut.

### Picking partners

Christopher Keyser and Amy Lippman have put together the cast for their

upcoming CBS drama, *Partners*. Keyser and Lippman, the creators of Fox's *Party of Five*, also have a *Party* spinoff in the works with Columbia TriStar Television and Fox for next season. Bonnie Bedelia (*Die Hard*), Marg Helgenberger (*China Beach*) and Gary Basaraba (*Brooklyn South*) are signed for *Partners*. The drama looks at behind-the-beat lives of cops.

### WB picks up *Felicity*, *Buffy*

The WB has picked up freshman (literally) *Felicity* and veteran *Buffy the Vampire Slayer* for the 1999-2000 season. Both

series join *7th Heaven* and *Charmed*, which have also been renewed on for next season the WB. Columbia TriStar Television Distribution has cleared action series *Battle Dome* on 163 stations, covering 87 percent of the country for next fall. The distributor has also signed on 62 percent of the country for its Screen Gems Network and has renewed *Ricki Lake* in 91 percent of the land.

### Fox promotes Vokulich

Rich Vokulich has been named executive vice president at Fox Television Studios. Vokulich was formerly senior vice president of

business affairs at Fox Broadcasting Company. He oversees all financial, business and production areas.

### Sony tries on *Underwhere*

Sony Pictures Entertainment's new kids and families division has acquired the worldwide rights to Kevin Eastman's book, *Underwhere*. The studio plans to turn the book into an animated children's series. The new division has also signed Wendy Liebman to create a primetime or late-night animated series. She took best female stand-up comic honors at '97 American Comedy Awards.

### Judge for yourself

Steeplechase Media Inc. has signed a deal with Big Ticket Television to produce enhanced television content for the *Judge Judy* series, letting viewers to play jury.



**When**  
**Judge**  
**Judy**  
**says**  
**“Jump”**

**the**  
**Numbers** “  
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# how high?"

**“JUDGE JUDY” ranks #2 among all syndicated series!**

	HH.GAA.Rtg
<i>Wheel of Fortune*</i>	12.5
<b>JUDGE JUDY (AT)</b>	<b>10.8</b>
<i>Jeopardy*</i>	10.4
<i>Friends (AT)</i>	8.6
<i>Jerry Springer (AT)</i>	7.9
<i>Oprah Winfrey (AT)</i>	6.9
<i>Seinfeld*</i>	6.8
<i>Wheel of Fortune-WKND*</i>	6.6
<i>Entertainment Tonight</i>	6.5
<i>Frasier (AT)</i>	6.3

Source: NSS 2/1/99-2/28/99, \*AA%, rank based on monthly average of all regularly scheduled syndication programs airing between 2/1-2/28.



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room television.

2.5

SEPTEMBER

3.0

OCTOBER

3.5

NOVEMBER\*  
DECEMBER‡

4.2

JANUARY

Source: NSS GAA% 9/14-9/27/98, 9/28-10/25/98, 10/26-11/29/98, 1/30-12/27/98, 12/28-1/31/99 2/1-2/28/99  
\* 3.5 Achieved in both November and December.

4.4

FEBRUARY

# JUDGE Joe Brown



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MARCH 8-14

Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

With February sweeps out of the way, 'Frasier' led NBC's Thursday lineup back to the front, taking the top slot with a 15.6/24.

Week 25	abc	CBS	NBC	FOX	UPN	WB	
	7.7/12	8.8/14	7.8/12	7.1/11	2.2/3	3.7/6	
MONDAY	8:00		33. Cosby 8.6/14	70. Suddenly Susan 5.9/9	108. Dilbert 2.4/4		
	8:30	23. 20/20 9.2/14	35. King of Queens 8.5/13	79. Caroline in/City 5.5/8	110. Redhanded* 2.2/3	84. 7th Heaven 5.3/8	
	9:00	39. John Stossel Special 8.2/13	12. Ev Lvs Raymd 10.9/17	49. Law & Order 7.3/11	44. Ally McBeal 7.5/11	113. The Sentinel 2.1/3	
	9:30	20. Becker 9.8/15				113. Hyperion Bay 2.1/3	
10:00	75. Strange World 5.7/10	48. L.A. Doctors 7.4/13	14. Dateline NBC 10.4/18				
TUESDAY	8:00	7.4/12	11.4/18	9.0/14	6.1/9	2.1/3	2.9/4
	8:30	13. Home Imprvmt 10.5/17	17. JAG 10.1/16	61. 3rd Rock fr/Sun 6.8/11	79. King of the Hill 5.5/9	100. Moesha 2.7/4	95. Buffy the Vampire Slayer 3.3/5
	9:00	31. The Hughleys 8.7/13		58. NewsRadio 6.9/11	79. The PJs 5.5/8	113. Family Rules* 2.1/3	
	9:30	29. Spin City 8.8/13	7. CBS Tuesday Movie—Seasons of Love, Part 2 12.1/19	38. Just Shoot Me 8.4/13	64. Guinness World Records 6.6/10	118. Malcolm & Eddie 1.9/3	107. Felicity 2.5/4
	9:30	53. Sports Night 7.0/10		41. Will & Grace 7.9/12		119. Between Brothers 1.8/3	
10:00	89. Strange World* 4.8/8		7. Dateline NBC 12.1/20				
WEDNESDAY	8:00	9.8/16	7.7/13	8.7/14	6.8/11	2.3/4	3.4/5
	8:30	23. Dharma & Greg 9.2/15	62. More True Stories: Touched 6.7/11	35. Dateline NBC 8.5/14	67. Beverly Hills 90210 6.3/10	116. 7 Days 2.0/3	92. Dawson's Creek 4.3/7
	9:00	29. Two Guys, a Girl 8.8/14					
	9:30	20. Drew Carey 9.8/16	22. 60 Minutes II 5.1/7	28. World's Most Amazing Videos 9.0/14	50. Party of Five 7.2/11	103. Star Trek: Voyager 2.6/4	103. Zoe Dunc Jck Jn 2.6/4
	9:30	33. Whose Line Is It 8.6/14				109. Zoe Dunc Jck Jn 2.3/4	
10:00	10. 20/20 11.2/19	53. Chicago Hope 7.0/12	35. Law & Order 8.5/15				
THURSDAY	8:00	6.0/10	6.1/10	13.2/22	7.2/12	1.5/2	2.8/4
	8:30	79. America's Funniest Home Videos 5.5/9	70. NCAA Basketball Championship 5.9/10	2. Friends 14.1/23	44. World's Wildest Police Videos 7.5/12	121. TV Academy Hall of Fame 1.5/2	103. Wayans Bros. 2.6/4
	9:00	91. Drew Carey 4.5/7		5. Jesse 12.5/20			98. Jamie Foxx 2.9/5
	9:30	78. Spin City 5.6/9		1. Frasier 15.6/24	53. Fox Files 7.0/11		99. Steve Harvey 2.8/4
	10:00	44. John Stossel Special 7.5/13	75. NCAA Basketball Championship 5.7/12	4. Veronica's Clist 13.0/21			100. For Your Love 2.7/4
10:30			9. ER 11.9/21				
FRIDAY	8:00	8.2/15	6.2/11	8.6/15	4.0/7	1.9/3	
	8:30	53. Two of a Kind 7.0/13	70. NCAA Basketball Championship 5.9/11	19. Providence 10.0/18	94. Brimstone 3.7/7	116. Am Greatest Pets 2.0/4	
	9:00	42. Boy Meets Wrid 7.8/14		44. Geraldo Rivera Reports 7.5/13		110. Am Greatest Pets 2.2/4	
	9:30	31. Sabrina/Witch 8.7/15			92. Millennium 4.3/8	119. Love Boat: The Next Wave 1.8/3	
	9:30	43. Brothr's Keeper 7.6/13					
10:00	25. 20/20 9.1/17	69. NCAA Basketball Championship 6.1/12	40. Homicide: Life on the Street 8.1/15				
SATURDAY	8:00	5.0/9	6.9/13	5.3/10	6.2/11		
	8:30	90. I Survived a Disaster 4.6/9	52. NCAA Basketball Championship 7.1/14	87. The Pretender 4.9/9	70. Cops 5.9/11	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	9:00	86. ABC Saturday Night Movie—Nick of Time 5.2/10	79. Ev Lvs Raymd 5.5/10	75. The Pretender 5.7/10	66. Cops 6.4/12		
	9:30		53. Sons of Thunder 7.0/13	84. Profiler 5.3/10	68. AMW: America Fights Back 6.2/11		
10:00							
10:30							
SUNDAY	7:00	9.6/15	12.1/19	10.0/15	5.9/9		2.8/4
	7:30	25. Wonderful World of Disney—Matilda 9.1/14	25. NCAA Bsktbl Ch 9.1/18	58. Dateline NBC 6.9/11	87. World's Funniest! 4.9/8		103. 7th Heaven Beginnings 2.6/4
	8:00		3. 60 Minutes 13.8/22		64. The Simpsons 6.5/10		96. Sister, Sister 3.2/5
	8:30		6. Touched by an Angel 12.3/18	14. NBC Sunday Night Movie—Schindler's List 10.4/16	58. That '70s Show 6.9/10		96. Smart Guy 3.2/5
	9:00	17. 20/20 10.1/15			70. The X-Files 5.9/9		100. Zoe Dunc Jck Jn 2.7/4
	9:30		11. CBS Sunday Movie—Replacing Dad 11.0/17				110. Unhap Ever After 2.2/3
10:00	16. The Practice 10.3/17						
WEEK AVG	7.8/13	8.6/14	9.0/15	6.2/10	2.0/3	3.1/5	
STD AVG	8.4/14	9.2/15	9.0/15	7.3/12	2.0/3	3.3/5	

Albanian  
Arabic  
Armenian  
Cherokee  
Creole  
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# Radio One reaches out with IPO

Offering expected to raise \$100 million for fast-growing African American broadcaster

By Elizabeth A. Rathbun

**E**xpect Radio One Inc. to accelerate its radio-station buying pace with the \$100 million it hopes to reap from an initial public offering of stock (IPO).

In addition to pumping in new equity, says President Alfred Liggins, the proceeds will allow the company to borrow money more cheaply and pay off existing debt. The stock will also allow employees to participate in the growth of the company. Adding up these factors, "It's now time to take those [IPO] steps," Liggins says.

Radio One will remain a family-controlled company. Liggins and his mother, Chairman Catherine E. Hughes, together will control more than 50% after the IPO, Liggins says. Hughes co-founded Radio One in 1980.

Radio One calls itself the largest radio broadcaster in the United States to primarily target African Americans. It currently owns or is buying 26 radio stations in the nation's top 19 African American markets. Eighteen of those stations have been bought since Jan. 1, 1998 (see

chart). Of these, one deal has yet to be disclosed. The only thing the company will say about the to-be-purchased station is that it is on the East Coast; a letter of intent was signed Feb. 11.

The company brought itself from 22 to 26 stations just last Monday, when it announced plans to buy three FMs and one AM in Richmond, Va., from Sinclair Telecable Inc. and Commonwealth Broadcasting LLC for about \$34 million (see "Changing Hands," page 46). That gives Radio One six FMs and one AM in that city, the nation's No. 19 African American market (based on 1996 population estimates). At least one of the FMs will have to be divested to meet federal limits of local station ownership.

With its rapid acquisition pace, Radio One finds itself with a "substantial level of indebtedness": nearly \$132 million as of Dec. 31, 1998, according to Bloomberg Business News. Lanham, Md.-based Radio One also is fighting "a history of losses," according to its March 12 IPO filing with the Securities & Exchange Commission.

In 1996, it lost \$3.6 million; in 1997, \$4.9 million; but last year it reported net income of \$841,000. Meanwhile, broadcast cash flow has grown from \$9.8 million to \$13.5 million to \$21.6 million in those years. And net broadcast revenue jumped from \$23.7 million in 1996 to \$46.1 million last year.

Radio One's goal is to buy radio stations in the nation's top 30 African-American markets and operate most of them with an urban format. "We believe radio broadcasting primarily targeting African Americans has significant growth potential," the filing says. "We also believe that we have a competitive advantage in the African American market, and the radio industry in general, [partly] due to our primary focus on urban formats."

In addition to the \$100 million IPO, which is tentatively scheduled for mid-May, Radio One plans to sell \$50 million in new preferred stock. Credit Suisse First Boston is the IPO's lead underwriter.

Radio One has proposed "ROIA" as its Nasdaq trading symbol. ■

## Expansion plan



Radio One President Alfred Liggins says proceeds from the IPO will be used for borrowing at more favorable rates and paying off existing debt.

Since Jan. 1, 1998, Radio One has bought 18 radio stations in the nation's top African American markets, spending at least \$165 million. One of these deals is for a station in an undisclosed East Coast market. The following chart shows what type of stations Radio One has bought (AM or FM), where and for how much.

Stations	Location (rank by 1996 African American population)	Price
1 AM	Washington (3)	\$3.8 million
2 FMs, 2 AMs	Detroit (5)	\$60.7 million
2 FMs	Atlanta (7)	Stock + \$16.3 million of assumed debt
1 FM	St. Louis (16)	\$13.6 million
1 FM, 1 AM	Cleveland (17)	\$20 million
6 FMs, 2 AM	Richmond, Va. (19)	\$50.6 million

Source: Securities & Exchange Commission filings





## SEARCH & SCAN

By Elizabeth A. Rathbun

### Financial results roll in

Big revenue and broadcast cash flow (BCF) gains helped cut Citadel Communications Corp.'s yearly loss to \$3.8 million last year from \$5.3 million in 1997. Cash flow jumped 70.3% for the year, to a record \$41.9 million, while cash flow for the fourth quarter that ended Dec. 31, 1998, showed a 60.2% gain, to a record \$12.5 million. Net revenue also peaked at \$135.4 million for the year (up 50.8%) and \$36.6 million

for the fourth quarter (up 22.8%).

In reporting its first quarterly results since going public, Entercom Communications Corp. says cash flow was up 82.3%, to \$17.4 million, in the fourth quarter of 1998 compared with the same period in 1997. Net revenue grew 66.8%, to \$47.4 million, giving the company pro forma net income of \$15.9 million, compared with a pro forma loss of \$13.1 million in 4Q '97. Entercom raised \$236.1 million in an initial public offering

that closed on Jan. 29.

Growth is hurting Big City Radio Inc. The company's net loss grew to \$17.4 million in 1998 compared with \$16.9 million in 1997, while it recorded a broadcast cash deficit of \$3.3 million last year compared with a deficit of \$2.5 million the year before. Meanwhile, revenue rose 36%, to \$14.2 million. Big City expects continued "significant operating and new losses" as it follows its strategy of buying radio stations in or near major markets.

### NAB tackles microradio studies

The National Association of Broadcasters is studying the potential for spectrum interference by microradio stations. Today's radio broadcasters are opposed to an FCC plan that would license new low-power 100- and 1,000-watt radio stations. In an effort to kill the plan, the NAB Radio Board formed a "Spectrum Integrity Task Force," which met on March 9 in Washington. The group also wants the NAB to study the effect the FCC's proposal could have on in-band/on-channel digital audio broadcasting for AM and FM stations, says task force Chairman Bruce Reese, president of Bonneville International Corp.

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# Icy after the sunset

*MSOs promise to behave after cable rate deregulation takes effect next week*

By Price Colman  
and John M. Higgins

**W**ith federal cable rate regulation set to expire next week, the seven-year chill on cable operators isn't likely to thaw quickly.

Pressure from competitors and Congress is widely expected to keep cable operators from sharply increasing their prices—at least in the near term.

MSO executives insist that they will not take advantage of new flexibility by jacking up prices to consumers after being freed on March 31 from rate restrictions. Those restrictions were imposed by the 1992 Cable Act.

However, mounting financial pressures notwithstanding, they contend that prices will be held in check by several factors, including competition from direct broadcast satellite and, in some markets, overbuilds by telephone companies.

They also acknowledge the need to curry favor with regulators on such matters as must carry of broadcast stations.

And perhaps most importantly, they fear getting slapped once more by Congress.

In the interim, operators uniformly said that they would now depend on new revenue streams by launching new products, including high-speed Internet and telephone services.

But such self-discipline would be in stark contrast to the MSOs' pricing history. After all, price caps were first imposed because of the MSOs' routine double-digit percentage rate hikes in the late-1980s and early '90s. Rate increases have historically been the operators' single most important source of revenue growth. And even under regulation, subscribers faced price increases far larger than the 3% annual inflation rate.

Still, some industry executives privately question how long their systems can withstand the temptation to resume what would amount to stiff price hikes.

"People are paying a lot for acquisitions now, but new product revenues are really still a few years away," said the CFO of one major MSO, requesting



*NCTA's Anstrom (l) thinks the industry shouldn't assume 5% increases are acceptable. AT&T's Fitzgerald believes the sunset will allow more consistent pricing and packaging.*



es into newly created tiers more difficult.

"Clearly flexibility is what is afforded us by the sunset," said Bill Fitzgerald, COO, AT&T Broadband & Internet Services. "The sunset provides the opportunity to potentially create uniformity around the look and feel of our cable products, and the flexibility and the model helps us to possibly price and package more consistently across our markets."

Frank Intiso, president and COO of Falcon Cable TV, agreed. "I don't believe Falcon or the industry is going to change the way it looks at pricing," he

anonymity. "If they don't hit their numbers, they may have to do it the old-fashioned way."

It has been seven years since the U.S. lawmakers took cable to the woodshed, slapping the industry with limits on raising rates for the most popular service, the cable program service tier (CPST), typically called expanded or enhanced basic. Even with the lim-

said. "The bottom line for us and customers is if we don't provide value, [customers] are going to choose alternatives."

But while some cable executives brag about their self-discipline, NCTA President Decker Anstrom warns that outsiders—particularly regulators—may not be very impressed.

"I don't think the industry should assume pricing at 5% [increases] is necessarily OK," says Anstrom, who has been one of the industry's more vocal guard dogs on rate hikes. "A lot of Washington is legislation by anecdote. If we create a lot of negative anecdotes, that could recreate a movement to regulate our industry, notwithstanding competition. Legislators will do what they have to do if there are a lot of ugly anecdotes."

Critics arguing to keep or reimpose rate regulation point to cumulative rate increases in the last three years that total 20% or more. (Rate regulation for cable's most basic service, the broadcast basic, will remain in effect.)

Even as operators professed self-restraint this year, the bills of many subscribers jumped as much as last year's industry average. For example, Cox Communications Inc. subscribers in Omaha, Neb. saw their basic rates rise 7.7%-9.5%.

However, many other hikes were more moderate. In the Bronx, N.Y., Cablevision Systems Corp. customers saw bills rise just 4.8%. MediaOne Group subscribers in Concord, N.H., saw prices rise 5%. Catawba Services

**"What rate deregulation does is give cable operators a lot more flexibility in how they package their services."**

—Jessica Reif, analyst,  
Merrill Lynch

its, cable rates have climbed fairly steadily. Operators took a hit in 1994 when detailed rate rules actually went into effect. But the price march resumed during the late 1990s.

In 1999, cable rates on average are expected to rise about 5%, according to the National Cable Television Association. That's down from a national average increase of around 9% last year.

Operators said that they're looking more at relaxed rules on their channel lineups. The old rules in some ways froze networks, making any move to realign servic-

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in Catawba, Pa. boosted prices 5.5%.

In large measure, it will take more than a single year's restraint for operators to convince lawmakers that they have truly reformed. Basic rate regulation is sunsetting in a non-election year, but cable rates have long been an emotional issue and an easy vein for opportunistic politicians to mine, particularly when they're on the campaign trail.

Nonetheless, the cable industry now has more ammunition to back its argument that market forces, not federal mandate, should regulate rates. The 1996 Telecommunications Act not only acknowledges that, but also seeks to encourage it by deregulating many forms of telecommunication, including cable.

The telcom act, like cable, has no shortage of critics who say it hasn't worked as intended or is working too slowly. That may be true in the local phone-service arena, but cable, long a de facto monopoly, has seen its borders battered.

In the past five years, cable's solid 4%-6% annual subscriber growth rate

has declined to 1%-2%, while satellite has come out of nowhere to amass 10 million subscribers. Roughly two-thirds of those are coming from areas where cable is available, according to direct broadcast satellite providers.

"Satellite penetration is there in every area," says Dan Garfinkel, spokesman for what was formerly Tele-Communications Inc.'s cable operations in Pennsylvania.

DBS isn't cable's only challenger. In the Midwest, Ameritech New Media's cable operation aggressively pursues the subscription video market, obtaining a new franchise agreement or announcing a launch of its Americast programming service seemingly daily.

As of year-end 1998, Ameritech reported only about 200,000 video customers, but the deep pockets of its Baby Bell parent (soon to be SBC Communications), give it the financial wherewithal for the long haul.

Elsewhere, RCN Corp. is active on both coasts, laying fiber and launching

bundled video, data and voice services. GTE and BellSouth, meanwhile, are trying to prove that terrestrial wireless technology can be a viable cable competitor if backed by sufficient financial and marketing support.

There's also mounting evidence that competition is exerting downward pressure on cable rates. A recent survey by *The Detroit News* found that in areas of the Motor City where cable operators faced competition, rate increases were lower. In certain instances, cable operators opted not to raise rates, or even reduced them to fend off competition. Since Ameritech's 1996 launch of video in the Detroit suburbs, the area has become one of the more competitive U.S. cable markets.

It's a different story in Dallas. Cable penetration there stands at 33%-35%, the lowest in any large U.S. city, says Nick Fehrenbach, manager of utilities management for Dallas. Fehrenbach expects Dallas-area cable rates to rise about 3.8% this year after last year's 2.7% increase.

But it's not competition, at least not in the subscription TV sense, that's keeping a lid on rate increases in Dallas.

Dallas viewers can get 17 broadcast stations for free. Because the area is relatively flat, it's easy for residents to pick up signals with off-air antennas. That means they don't need cable for either reception or program variety.

Wall Street analysts don't expect big rate hikes to resume. They see revenue growth coming from new services such as digital video, pay per view, eventually video on demand, high-speed data, telephony "and a host of other things we haven't modeled, such as downloading music," said Jessica Reif Cohen, cable analyst for Merrill Lynch.

"In our models," Reif said, "we don't budget for anything over 4% rate increases in 2000 and beyond. What [rate deregulation] does in my opinion is give cable operators a lot more flexibility in how they package their services."

PaineWebber analyst Tom Eagan predicts that cable operators will "be smart" about raising rates, but they will use the new freedom to mix and match program packages.

"They may offer à la carte packages—for certain consumers the ability not to take sports but an arts and entertainment package instead," he says. "And if network management is up to speed, they would certainly forgo \$10-\$15 in video if they could get \$40 incremental revenues in high-speed data or telephony." ■



## CABLE'S TOP 25

### PEOPLE'S CHOICE

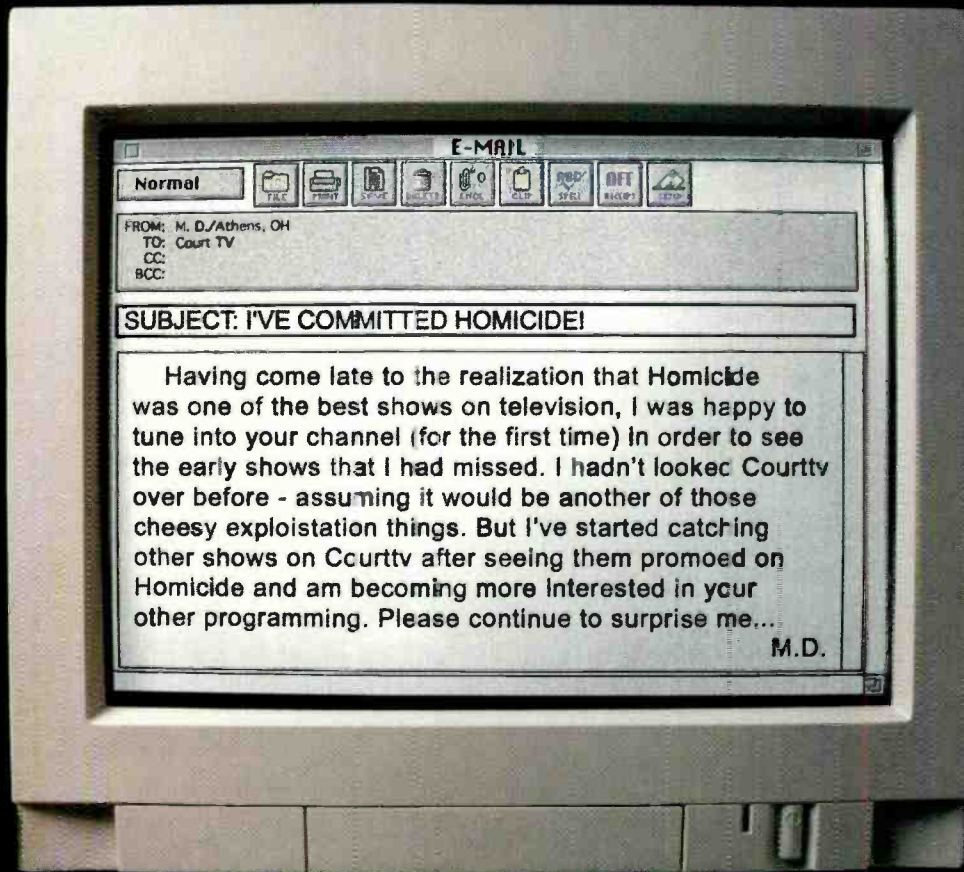
TBS' airing of the acclaimed prison drama 'The Shawshank Redemption' was the top-rated cable movie last week, with a 4.1 rating and 6.1 share.

Following are the top 25 basic cable programs for the week of March 8-14, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating	U.S.	HHs (000)	Cable Share
1	WWF Wrestling	USA	Mon	9:00P	60	6.5	5	4875	9.4
2	WWF Wrestling	USA	Mon	10:00P	65	6.4	4.9	4853	10.5
3	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	4.9	3.8	3733	7.3
3	WWF Wrestling	USA	Sun	7:00P	60	4.9	3.7	3663	7.3
5	Movie: 'The Shawshank...'	TBS	Sun	8:00P	183	4.1	3.1	3120	6.1
5	WCW Monday Nitro Live!	TNT	Mon	10:00P	64	4.1	3.1	3107	6.7
5	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	4.1	3.1	3091	5.9
8	Rugrats	NICK	Thu	7:30P	30	4	3.0	2978	6.5
9	Walker, Texas Ranger	USA	Mon	8:00P	60	3.9	3.0	2970	5.8
10	Cleopatra's Palace	DISC	Sun	9:00P	60	3.7	2.9	2845	5.2
10	Rugrats	NICK	Mon	7:30P	30	3.7	2.8	2783	5.9
12	Movie: 'Ghost'	TBS	Sun	5:11P	169	3.6	2.8	2753	6.3
12	WCW Thunder	TBS	Thu	9:03P	67	3.6	2.7	2733	5.5
12	Rugrats	NICK	Tue	7:30P	30	3.6	2.7	2659	5.6
12	Movie: 'Love, Lies &...'	LIF	Sat	6:00P	120	3.6	2.7	2657	7.0
16	Movie: 'Steel Magnolias'	TBS	Sun	11:52A	159	3.5	2.7	2650	8.0
16	Rugrats	NICK	Sat	8:00P	30	3.5	2.6	2617	6.2
16	Hey Arnold	NICK	Mon	8:00P	30	3.5	2.6	2612	5.2
19	Movie: 'Space Jam'	TNT	Sun	7:00P	113	3.3	2.5	2489	4.8
19	Rugrats Vacation	NICK	Sun	7:00P	30	3.3	2.5	2488	5.2
19	Rugrats	NICK	Sun	10:00A	30	3.3	2.5	2465	8.8
19	Movie: 'Conspiracy of...'	LIF	Sun	2:00P	120	3.3	2.5	2438	6.9
19	Hey Arnold	NICK	Sun	10:30A	30	3.3	2.5	2433	8.5
19	Wild Thornberrys	NICK	Thu	8:00P	30	3.3	2.5	2424	5.0
19	Movie: 'Betrayed by...'	LIF	Sun	4:00P	120	3.3	2.4	2410	6.2

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Source: Nielsen Galaxy Explorer; prime time: M-F, 8-11pm, 12/28/98-2/28/99 vs. 12/29/97-3/29/98. Women 18-49 #3 ranking reflects Nielsen Custom VPVH Analysis, M-F, 8-11pm, 12/28/98-1/24/99. Overall ratings reflect total day excluding paid programming, 12/28/98-2/28/99 vs. 12/29/97-3/29/98. Recent prime weekend: 3/6/99-3/7/99 vs. 3/28/98-2/28/99. Subject to qualifications upon request.

# Judge KOs boxing tax

USSB succeeds in overturning content-based fee on PPV

By John Eggerton

**A** U.S. District Court judge has ruled that California's "Boxing Act" targeting pugilistic pay per view is unconstitutional. The satellite broadcaster who brought the suit says the decision should provide ammunition for those battling such taxes in other states.

The act levied a 5% gross receipts tax on pay-per-view satellite broadcasts (cable was exempted) of boxing, wrestling, martial arts and other combat competitions.

United States Satellite Broadcasting, a major distributor of PPV ring events, had challenged the act as unconstitutional, refusing to pay the tax for its coverage of the Evander Holyfield/Mike Tyson bout in June 1997 and filing a motion for summary judgment. Although the tax had been in

effect since the early '80s, this had been the first time California had made a move to collect it from USSB, according to the company's attorney.

Judge William Shubb ruled March 11 that the act, "without constitutionally adequate justification, singles out certain speech for special treatment based on the content of that speech," and thus violates the First and Fourteenth Amendments.

The state had argued that its substantial interest in raising revenue was sufficient justification, but the judge said that interest "does not justify a content-based tax on speech." The judge also shot down the state's argument that "telecasts of boxing do not enjoy First Amendment protection because boxing is somehow 'less valuable' than other subjects." That reasoning, said Judge Shubb, "runs contrary to every principle of the free speech

clause." The First Amendment does not protect murder, said the judge, but "the court feels confident that news broadcasts of murder... may not be censored to suppress their content."

USSB President Stanley E. Hubbard said in a statement that the decision "should cause other states to pause and carefully consider the consequences of attempting to impose taxation upon any category of television programming based solely upon content." Those other states include six that have a similar tax on the books, some of which also apply to cable-delivered PPV, according to Bernard Nash of Washington law firm Dickstein, Shapiro, Morin & Oshinsky, who represented Hubbard in the case.

Nash says he is currently fighting such a tax for Showtime in Georgia. Oral arguments are scheduled for Aug. 3 in Atlanta. And last week, said Nash, after some local lobbying at the behest of HBO, a Utah House Rules Committee quashed a similar tax that had passed the state senate. ■



## Style and substance splashes on AMC

CNN's Elsa Klensch and E!'s Joan Rivers don't have the cable celebrity fashion market completely cornered. On April 26, AMC will premiere the original series, *The Hollywood Fashion Machine*. Actress Daryl Hannah will host the first two half-hour episodes which are set to air on Monday nights. Other April network highlights include: *AMC Swings!*, featuring the Cherry Poppin' Daddies, on April 29; *Easter Epics* on April 4; *Film Preservation Classics with Billy Bob Thornton* Saturdays at noon and *John Waynesdays*, hosted by Dennis Quaid, Wednesdays at 8 p.m. All times Eastern.

## Days of wine and royalty on Romance

Romance Classics is celebrating the return of spring with two original series, *Wine Express*, hosted by actress Stefanie Powers, and *Royal Families of the World*, a documentary series celebrating the majesty and mystery of reigning royals across the globe. Romance Classics also announced a new prime time lineup. Beginning April 1, the network will present an original series at 7:30 p.m. ET, followed by a film at 8 p.m. April film premieres include: *Mississippi Masala*, with Denzel Washington; *Poor Little Rich Girl*; *The Mighty Quinn* and *Peter's Friends*.

## Indomitable Cher headlines 'Diva's Live'

There are comebacks, and then there is Cher. It's only March, and the much-tattooed Oscar winner has already sung at the Super Bowl, seen her life portrayed in a TV movie and had a No. 1 single this year. Next on her busy agenda: Wowing audiences at *VH1's Divas Live '99* concert April 14 at New York's Beacon Theater. But she'll have to share the stage with fellow songbirds Tina Turner and Whitney Houston, plus two more chanteuses who will be announced at a later date.

## All Cusack fare due on HBO

Contrary to popular belief, actors John and Joan Cusack aren't the only Hollywood talents in their family. Dick Cusack — John and Joan's father — recently penned the script for *Jack Bull*, which will premiere on HBO April 17

at 9 p.m. ET. John Cusack stars in the Western, which was inspired by Michael Kohlhaas' book *Jack Bull*. It tells the story of Myrl Redding (Cusack), a Wyoming horse trader who clashes with Henry Ballard (L.Q. Jones), a fellow rancher, after Ballard mistreats Myrl's horses and abuses their Native American caretaker. John Badham directed the film.

## Encore adds 28 films from Sony

Encore Media Group announced that it has acquired 28 titles from Sony Picture Classics, including exclusive first-run pay-TV rights for the Oscar-nominated films *Central Station* and *Tango*. Five Academy Award-winning Best Foreign Films were picked up as well, including *The Garden of the Finzi-Continis*, *Burnt by the Sun* and *Indochine*.

# KCTS-TV high-power DTV debuts

Seattle station launches new service next month with mountainous 720p documentary

By Glen Dickson

**N**oncommercial KCTS-TV Seattle will launch a high-powered digital television service on April 10 with the premiere broadcast of a high-definition documentary.

Although KCTS-TV's companion DTV station has been broadcasting a low-power DTV signal under an experimental license since January 1997 [BROADCASTING & CABLE, Feb. 3, 1997], it has mostly aired a test signal, with the exception of a few HDTV programs, says KCTS-TV President and CEO Burnill Clark.

April 10 will mark KCTS-TV's high-powered launch on digital channel 41, with the 8 p.m. broadcast of *Rainier: The Mountain*, a KCTS-TV-produced high-definition special celebrating the centennial of Mount Rainier National Park.

KCTS-TV's high-powered service will be generated by a Harris DTV transmitter, Dielectric transmission line and a new, 80-foot Dielectric antenna, says Clark. The antenna will also handle KCTS-TV's analog signal on channel 9.

The Mount Rainier documentary will be broadcast in 720p HDTV on the DTV station and simulcast in letterboxed NTSC on the analog one. The program will be followed by a week of HDTV prime time programming, drawing from the station's library of more than 20 original HDTV productions.

From April 10 to April 16, Seattle consumers can view KCTS-TV's HDTV prime time (7-9 p.m.) fare at Magnolia Hi-Fi consumer electronic stores throughout the area, where all of the HDTV display sets will be tuned to the DTV station. KCTS-TV is also supplying taped programming to support HDTV displays at Channel 9 Store locations at Redmond Town Center and University Village.

In addition to its HDTV prime time service, KCTS-TV will be introducing a standard-definition multiplex of programming during non-prime dayparts.



A high-definition image of Mount Rainier captured by KCTS-TV Seattle, using Sony HDTV acquisition gear.

The multiplex will consist of three separate 480i, 4.3 program streams: KCTS-TV, a DTV simulcast of KCTS-TV's analog programming; KCTS-TV/Plus, children's and arts programming, and KCTS-TV/Learns, an adult learning service. "We're really committed to multicasting," says Clark.

KCTS-TV is also interested in supporting the 720p HDTV format. Although *Rainier* was produced in 1080i using Sony HDCAM acquisition gear and Panasonic D-5 HD post-production equipment, the program will be shown in 720p using a prototype 720p transcoder loaned to KCTS-TV by Pana-

sonic. According to KCTS-TV Director of Engineering Cliff Anderson, the 1080i program material (1035i, to be exact—Sony's 1080i camera chips aren't ready yet) will be converted to 720p using the Panasonic transcoder, and then fed into KCTS-TV's Harris/Lucent FlexiCoder to be encoded for local ATSC-compliant broadcast. KCTS-TV is only borrowing the developmental Panasonic unit as it travels to the National Association of Broadcasters convention next

month, and will have to switch to 1080i broadcasts until it can obtain a production model.

"They'll be demoing it at NAB," says Clark. "We're fortunate to intercept it and get it on its way to Las Vegas."

Clark says one reason he's interested in 720p is because local audio and video dealers say they've sold "several hundred" flat-panel, progressive-scan plasma displays in the Seattle area. He adds that the format is more friendly to progressive-scan computer monitors. That's a big plus in Seattle, says Clark, citing a recent survey indicating that 69.5% of Seattle homes have computers. ■

## U.S. stymies KFMB-TV

Federal easement could prevent the San Diego station from meeting its Nov. 1 FCC DTV deadline

By Karen Anderson

**K**FMB-TV San Diego may not make the FCC-imposed Nov. 1 deadline for switching on its DTV station because the federal government says the station can't build a new building on its property to house a DTV transmitter.

In 1944, the U.S. issued a wartime easement on the land KFMB-TV now occupies that called for a small plot to be left undeveloped in case the government needed to lease it. The station's existing transmission building, which has been in place since the station first

began broadcasting in 1949, does not have enough room to house another transmitter. "The only place we can logically build a building, the easement runs through it," says KFMB-TV Chief Engineer Richard Lochman.

To clear the way, Lochman says he has spoken with Justice Department, the FBI and the Navy. Lochman hopes the government will lift the easement within the next 30 days. If not, he says, "I can almost guarantee that we won't make it."

The FCC has mandated that all top-30 market stations owned or affiliated with the Big Four networks turn on

their DTV stations by Nov. 1.

Despite the easement problem, Lochman says he will continue to equip the station for DTV. It has just signed a contract to purchase a General Instrument DigiCipherII ATSC encoding system. The GI system consists of one high-definition encoder and one standard-definition encoder with a PC-based encoder control system and integrated Program and System Information Protocol (PSIP) generator.

"We were really impressed with how it worked at that time, and nobody else

really could do it; [the system could do] multicasting," Lochman says. "The algorithms they were using and the potential for that to increase the multiple use of the bandwidth that's existing was one of the selling factors."

Lochman says that when the CBS station launches its HDTV services it will broadcast at least some 1080i high-definition programming. The station hasn't decided whether it will also multicast SDTV initially.

While Lochman has been looking at various upconverters, he's not sure

he'll invest in one. "The federal mandate does not indicate that you have to do high definition, so it's not an impossibility that we will just do standard definition and not upconvert at all." ■

Correction: A March 8 story on a DTV tower project in Salt Lake City incorrectly reported LeBlanc's role. It is the prime contractor. Scala, which is providing the Kathrein antennas, and Dielectric, which is supplying transmission line, are subcontractors.



## CUTTING EDGE

By Glen Dickson and Karen Anderson

### Houston to get \$7M DTV tower

American Tower Corp. is building a \$7 million broadcast tower for digital broadcasts in Houston. The 1,974-foot tower is due for completion in December 1999, and can support up to seven television antennas, a master panel FM antenna, auxiliary broadcast antennas, LPTV and other wireless and microwave gear. The initial anchor tenants for the new tower are Univision's KXLN(TV) and Paramount station KTXH(TV), says Peter Starke, director of broadcast development for American Tower. "And we have agreements out in front of all the other broadcasters that are not presently on air with DTV in the market."

### Quiet Man creates cheesy spot

New York City post production firm Quiet Man has created a 30-second spot for Cheetos featuring Chester Cheetah and his stunt double Daffy Duck. Artist David Sullivan used the Discreet Logic Flame



*Chester Cheetah aims to claw his way to the top in this "Dangerously Cheesy" spot created by Quiet Man.*

to perform rotoscope and compositing effects that integrate Chester and Daffy into the live action.

### Time Warner offers HBO-HD in NYC

Time Warner Cable has begun offering its New York City subscribers HBO's HDTV service, which launched Saturday, March 6, with a 1080i broadcast of *U.S. Marshals*.

Time Warner receives the signal via fiber optics at its headend from HBO's transmission center in Hauppauge, N.Y. Time Warner spokesman Mike Luftman says New York has one HDTV subscriber so far with a "couple" of additional requests. The MSO plans to offer the

HDTV service this year to about 20 of its markets through AthenaTV digital satellite TV feed. TWC is completing digital tests in its Austin, Texas, system and plans to roll out its digital cable service in Columbus, Ohio, sometime this summer. The MSO is working with Scientific-Atlanta on the development of a set-top box that will allow subscribers to receive its digital service. In the meantime, Luftman says any New York City subscriber interested in receiving the service can call Time Warner to have a cable run directly to the DTV set.

As part of its HDTV programming rollout, HBO-HD has begun using Faroudja's Digital Format Translator (DFT) at its transmission center. The Faroudja unit enables HBO to upconvert its analog video signal to HDTV.

### Weather Central touts storm system

Weather Central Inc., will introduce StormSentinel, a "next generation" system for precise live tracking of severe weather, at April's

National Association of Broadcasters convention in Las Vegas. StormSentinel automatically combines NexRad radar displays for severe storm analysis with live radar for real-time storm positions and intensities. StormSentinel can be purchased as a stand-alone severe-weather system or can be integrated into Weather Central's LiveLine Genesis weather graphics system. It replaces Weather Central's WXWarn and meets EAS requirements for emergency weather with automatic "crawl" that warn when and where the storms are coming. The software modules are scheduled to be available mid-year.

### Acrodyne gets some religion

Two religious broadcasting stations have placed orders with Acrodyne for DTV-ready transmitters. American Christian Television Services has ordered a 40 kW AU40D Diacode transmitter for WTLW-TV Lima, Ohio. Installation is scheduled for May. Christian Faith Broadcasters has placed an order for a 50 kW Au50D Diacode transmitter for WLLA-TV Kalamazoo, Mich. The Diacode model NTSC transmitter can be upgraded for DTV broadcast use.



# Snap Cyclone spins online

NBC, CNet launch high-speed, multimedia-rich portal

By Richard Tedesco

**P**C users with high-speed Web hookups can plug into a portal site with links to a wealth of video and audio when Snap Cyclone premieres this week.

They'll be able to tune into an eclectic mix of multimedia, from clips of favorite World Wrestling Federation stars to singers belting out tunes from the House of Blues, all from Cyclone's front page.

Cyclone, the portal NBC and CNet built for speed, starts stirring up traffic in preview mode with a distinctive multimedia emphasis from 50 content partners and a plethora of links to video and audio streaming content.

"It's the next generation portal," says Edmond Sanctis, Snap chief operating officer. "We're layering in new content offerings, providing a richer experience that begins to define a whole new way to use the Internet."

The WWF and House of Blues Digital join A&E Network, Major League Soccer Film.com, Psuedo.com and Launch Media as the latest content partners to sign up with Snap just prior to its reincarnation at Web hyperspeed. They'll provide souped-up versions of their content for Cyclone.

SonicNet, The Rolling Stone Network, Sony Online and Spinner.com were among the initial content providers to connect with Cyclone when the concept was unveiled in January, along with NBC-related providers MSNBC, NBC Entertainment, CNBC/Dow Jones Business Video and Video Seeker.

Apart from content specifically culled from these sources for high-speed 'Net surfers, Cyclone offers a rich directory of links to news, sports, entertainment, TV and movie sites in an appealing format that's easily navigated. Ease of use and "stickiness"—aggregation of diverse content intended to draw users—are prized aspects in the increasingly competitive portal space these days.

Snap Cyclone is an attempt by NBC to leverage its \$26 million investment in Snap and CNet to produce a Cadillac edition of the Snap portal that will capitalize on the growth of the high-speed Internet access business as it accelerates over the next several years. No firm date is in place for a final Cyclone release.

NBC may seek to further leverage its 19% stake in Snap by pushing an IPO with CNet in the near future. "Certainly we recognize that there is an opportunity there," says Sanctis.



NBC has already invested \$26 million in Snap, which it may soon augment by floating an IPO with CNet.

Cable & Wireless has been added as a distribution partner to a telco roster including GTE InterNetworking, SBC Internet Services and Bell Atlantic Internet Solutions, which is designating Cyclone as the default portal for its digital subscriber line (DSL) service. "There's no one out there who's doing what we're doing," Sanctis says.

Snap currently claims 6.4 million users in its low-bandwidth version.

To support Cyclone, NBC and CNet have signed up Bank of America, Staples.com, Tower Records and Toyota as charter advertisers.

## MSNBC to stream local newscasts

By Richard Tedesco

**M**SNBC.com will be the host site for several NBC stations that will begin streaming live newscasts next month.

As many as 15 NBC affiliates, primarily owned and operated stations, are participating. The effort will include streaming evening newscasts online from most of the stations, according to John Nicol, MSNBC.com general manager. Nicol says some details must still be hammered out.

The initiative is intended to beef up MSNBC's local news programming links, since that aspect of its online coverage is one of its biggest draws, according to Nicol. "The stations have been asking for it and it certainly fits with our business model," says Nicol.

NBC strategic partner InterVu will provide localized server connections for the respective stations and Hewlett Packard will provide servers for the effort. Both companies are also supporting costs of the initiative along with MSNBC, Nicol says. Microsoft's Windows Media will be

the streaming technology.

The affiliates are motivated by the potential for drawing an audience for newscasts among online users who could subsequently become on-air news viewers as well. "There are people out there on the Internet we're trying to reach," says Jim Sanders, news director for KNSD, one of the NBC stations that plans to start streaming some newscasts in April.

MSNBC.com expects to expand the newscast streaming to other NBC affiliates, depending on how well the effort is received, as it evolves a business model. "If this is popular, we'll expand it to other stations and the business model will flow from that," says Nicol.

The local stations' Webcasts will probably be located in the expanded video portal area MSNBC recently introduced. It's uncertain whether the newscasts will be archived after initial streaming.

# CHANGING HANDS

The week's tabulation of station sales

## TVS

### WEPX(TV) Greenville, N.C.

**Price:** \$3.55 million

**Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); also owns 56 TVs, one AM and one FM  
**Seller:** Channel 38 LLC, Greenville (Myoung Hwa Bae, 12.5% owner). Bae owns KCFG(TV) Flagstaff, Ariz.; KWKB(TV) Iowa City, Iowa, and KBEO(TV) Jackson, Wyo.; 51% of KWBA(TV) Sierra Vista, Ariz.; 50% of KAQS(TV) Shawnee, Okla.; 33.33% of WBIF(TV) Marianna, Fla., and 20% of KBCZ(TV) Bellingham, Wash.

**Facilities:** Ch. 38, 3,020 kw, ant. 465 ft.

**Affiliation:** PaxTV

## COMBOS

### WCDX(FM), WGCV(AM), WJRV(FM) and WPLZ-FM Richmond, Va.

**Price:** \$34 million

**Buyer:** Radio One Inc., Lahnam, Md. (Catherine L. Hughes, chairman/owner); also owns seven AMs and 10 FMs

**Seller:** Sinclair Telecable Inc., Norfolk, Va. (David and Bob Sinclair, owners); owns two AMs and two FMs and 33.33% of LBJB Broadcasting (one AM and four FMs)

**Facilities:** wcdx: 92.1 mhz, 4.5 kw, ant. 770 ft.; wgcv: 1240 khz, 1 kw; WJRV: 105.5 mhz, 2.3 kw, ant. 486 ft.; WPLZ: 99.3 mhz, 3 kw, ant. 328 ft.

**Formats:** AM: gospel; FMs: urban contemporary

**Broker:** Star Media Group Inc.

### KMRS(AM)-KKOK-FM Morris, Minn., and KFGO-AM-FM Fargo, N.D., KFGX(FM) Detroit Lakes, Minn./Fargo N.D., KPHT(FM) Kindred, Fargo/N.D. and KVOX-AM-FM Moorehead, Minn./Fargo, N.D.

**Price:** \$24 million

**Buyer:** James Ingstad Broadcasting Inc., Fargo (James Ingstad, president/owner). Ingstad also owns 4 AMs and five FMs

**Seller:** Varistar Corp., Fargo (Lauris Molbert, president); no other broadcast interests

**Facilities:** KMRS: 1230 khz, 1 kw; KKOK-FM: 95.7 mhz, 100 kw, ant. 474 ft.; KFGO(AM): 790 khz, 5 kw; KFGO-FM: 101.9 mhz, 100 kw, ant. 866 ft.; KFGX: 95.1 mhz, 100 kw, ant. 970 ft.; KPHT: 92.7 mhz, 25 kw, ant. 328 ft.; KVOX(AM): 1280 khz, 5 kw day, 1 kw night; KVOX-FM: 99.9 mhz, 100 kw,

## PROPOSED STATION TRADES

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

### THIS WEEK

TVs ■ \$3,550,000 ■ 1  
Combos ■ \$59,815,000 ■ 6  
FMs ■ \$29,375,000 ■ 10  
AMs ■ \$3,638,750 ■ 14  
Total ■ \$96,378,750 ■ 31

### SO FAR IN 1999

TVs ■ \$376,019,005 ■ 21  
Combos ■ \$486,311,667 ■ 32  
FMs ■ \$194,576,697 ■ 59  
AMs ■ \$62,947,750 ■ 50  
Total ■ \$1,119,855,119 ■ 163

ant. 444 ft.

**Formats:** KMRS: news; KKOK-FM: country; KFGO(AM): talk; KFGO-FM: country; KFGX: adult alternative; KPHT: oldies; KVOX(AM): sports; KVOX-FM: country

### KCLN(AM) and KZEG(FM) Clinton, Iowa

**Price:** \$800,000

**Buyer:** WPW Broadcasting Inc., Monmouth, Ill. (Wayne Whalen, owner; David Madison, president/CEO); owns four AMs and four FMs

**Seller:** K&K Broadcasting Inc., Clinton (Jack Kauffman, president); no other broadcast interests

**Facilities:** AM: 1390 khz, 1 kw; FM: 94.7 mhz, 3 kw, ant. 300 ft.

**Formats:** AM: '40s, '50s and '60s; FM: country

### WJAT-AM-FM Swainsboro, Ga.

**Price:** \$500,000

**Buyer:** Lacom Communications Inc., Swainsboro (Cole Studstill, president); also owns wxrs-AM-FM Swainsboro. Lacom's principals also own Mendota Broadcasting Inc. (one AM and three FMs).

**Seller:** Box Broadcasting Corp., Swainsboro (Donald Box, president); no other broadcast interests

**Facilities:** AM: 800 kw, 1 kw day, 500 w night; FM: 98.1 mhz, 3 kw, ant. 285 ft.

**Formats:** AM: urban contemporary/black gospel; FM: AC  
**Broker:** Thorburn Co.

### WLES(AM) and WHFD(FM)

Lawrenceville, Va.

**Price:** \$350,000

**Buyer:** Willis Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr.,

president/owner). Willis also owns/is buying 14 AMs (see WSDT(AM) Soddy-Daisy, Tenn., item, below)  
**Seller:** W. Carlton Link, Lawrenceville; no other broadcast interests  
**Facilities:** AM: 580 khz, 500 w day; FM: 105.5 mhz, 6 kw, ant. 154 ft.  
**Formats:** AM: country; FM: country

### KPLT-AM-FM Paris, Texas

**Price:** \$165,000 (for stock)

**Buyer:** CarePhil Communications Inc., Paris (Philip Silva and Alyce Williams, each 50% owner); also owns KBUS(FM) and KOYN(FM) Paris  
**Seller:** Jeff and Katherine Methven, Paris; no other broadcast interests

**Facilities:** AM: 1490 khz, 1 kw; FM: 107.7 mhz, 35 kw, ant. 300 ft.

**Formats:** AM: country; FM: hot AC

## FMS

### KISF(FM) Las Vegas

**Price:** \$20.29 million

**Buyer:** Heffel Broadcasting Corp., Dallas (McHenry Tichenor Jr., president); also owns 11 AMs and 16 FMs

**Seller:** Radio Vision Inc., Las Vegas (George Tobin, principal); no other broadcast interests

**Facilities:** 103.5 mhz, 100 kw, ant. 1,059 ft.

**Format:** Dark

### WLXC(FM) Columbia, S.C.

**Price:** \$3.2 million

**Buyer:** Bloomington Broadcasting Corp., Columbia (Ken Maness, president); also owns five AMs and 11 FMs

**Seller:** Baker Communications Inc., Lexington, S.C. (Frank Baker, CEO). Baker's shareholders own three FMs

**Facilities:** 98.5 mhz, 6 kw, ant. 328 ft.

**Format:** R&B

### Construction permit for WBDM(FM) Canton, Ill.

**Price:** \$1.2 million

**Buyer:** Two Petaz Inc., Nashville, Tenn. (Bayard Walters, president). Bayard also owns three AMs and 14 FMs.

**Seller:** Neil Rones and Luann Dahl, Santa Rosa, Calif.; also own KAMT(FM) and KAKZ(FM) Juneau, Alaska

**Facilities:** 101.1 mhz, 6 kw, ant. 300 ft.

**Format:** Dark

**KLSZ-FM Van Buren/Fort Smith, Ark., and KOMS(FM) Poteau, Okla./Fort Smith**  
**Price:** \$2.1 million (\$1.15 million for

KLSZ-FM; \$950,000 for KOMS)

**Buyer:** Cumulus Media Inc., Milwaukee (Richard W. Weening, executive chairman); also owns/is buying 67 AMs and 150 FMs

**Seller, KLSZ-FM:** Ikhead Broadcasting, Baltimore (Sherman Hill Jr., member); owns 10% of Teddy Bear Communications Inc., which owns KKUZ(AM)-KMXJ(FM) Sallisaw, Okla.

**Seller, KOMS:** Pinnacle Radio Group, Blytheville, Ark. (Harold Sudbury Jr., member). Sudbury owns 88% of Sudbury Services Inc. (one AM and one FM); 73.3% of Newport Broadcasting Co. (three AMs and two FMs), and 60% of Phoenix Broadcasting Group Inc. (two FMs)

**Facilities:** KLSZ-FM: 102.7 mhz, 12 kw, ant. 476 ft.; KOMS: 107.3 mhz, 100 kw, ant. 1,810 ft.

**Format:** KLSZ-FM: classic rock; KOMS: country

**Broker:** Media Services Group Inc.

**WXJZ(FM) (formerly WRKG) High Springs/Gainesville, Fla.**

**Price:** \$825,000

**Buyer:** Asterisk Communications Inc., Fort Lauderdale, Fla. (Frederick Ingham, president); also owns four FMs

**Seller:** Millstone Broadcasting LC, Nashville, Tenn. (Don Boyd, president); no other broadcast interests

**Facilities:** 104.9 mhz, 3.2 kw, ant. 411 ft.

**Format:** Jazz

**KMKX(FM) Rock Springs, Wyo.**

**Price:** \$550,000

**Buyer:** Communications Corp. of America, Lafayette, La. (Thomas Galloway Sr., owner); also owns/is buying eight TVs, one AM and four FMs, including KQSW(FM) and KRKK(AM) Rock Springs

**Seller:** Sunset Broadcasting Inc., Rock Springs (Barbara Mathis, president); no other broadcast interests

**Facilities:** 104.5 mhz, 100 kw, ant. 1,630 ft.

**Format:** Classic rock

**WAWV(FM) Sylacauga, Ala.**

**Price:** \$550,000

**Buyer:** Coosa Valley Broadcasting Inc., Sylacauga (John Vogel, president). Coosa's principals own WYEA(AM) Sylacauga.

**Seller:** W.O. Powers, Florence, S.C.; no other broadcast interests

**Facilities:** 98.3 mhz, 5 kw, ant. 502 ft

**Format:** AC

**Construction permit for KBGL(FM)**

**Larned, Kan.**

**Price:** \$250,000

**Buyer:** Radio Inc., Hays, Kan. (Richard Kuehl, president); also owns three FMs

**Seller:** Shank Communications Co. Hutchinson, Kan. (Vicki Shank, president); no other broadcast interests

**Facilities:** 106.9 mhz, 100 kw, ant. 444 ft.

**Format:** Dark

**WHFE(FM) Lakeland, Ga.**

**Price:** \$200,000

**Buyer:** Albert Leon Brooks, Valdosta, Ga.; also owns one AM and two FMs

**Seller:** Capital Assets Inc., Gainesville, Ga. (Bennie Hewett, president); owns two AMs and two FMs

**Facilities:** 105.9 mhz, 6 kw, ant. 328 ft.

**Format:** Dark

**Construction permit for WKZZ(FM)**

**Tifton, Ga.**

**Price:** \$110,000

**Buyer:** M&M Broadcasting Inc., Fitzgerald, Ga. (Tony Mooney, president); also owns one AM and two FMs

**Seller:** Orchon Media, Newnan, Ga. (Cliff McCurdy and Ed Fernandez,

owners); no other broadcast interests

**Facilities:** 92.5 mhz, 20.5 kw, ant. 330 ft.

**Format:** Dark

**Broker:** Media Services Group Inc.

**KSIL(FM) Wallace, Idaho**

**Price:** \$100,000

**Buyer:** Battani Communications Inc., Carson City, Nev. (Benny Bee Jr., director); no other broadcast interests

**Seller:** Alpine Broadcasting LP, Ketchum, Idaho (Scott Parker, general partner); owns one AM and five FMs

**Facilities:** 100.7 mhz, 82 kw, ant. 2,171 ft.

**Format:** Dark

AMS

**KREH(AM) Oakdale, La.**

**Price:** \$750,000

**Buyer:** Amador S. Bustos, El Dorado Hills, Calif.; president/50.1% owner of Z-Spanish Media Corp. (13 AMs and 19 FMs) and owns 20% of Hispanic Media Group Inc., which owns KZSJ(AM) San Martin, Calif.

**Seller:** Jeffrey N. Eustis, Stanford, Calif.; no other broadcast interests

**Facilities:** 900 khz, 2.5 kw

**Format:** Oldies

**WMSA(AM) Massena, N.Y.**

**Price:** \$545,000

**Buyer:** Seaway Broadcasting Inc., Incline Village, Nev. (Timothy Martz, president/owner). Martz also owns one AM and five FMs.

**Seller:** Community Broadcasting LLC, Brownville, N.Y. (Donald Alexander, president); no other broadcast interests

**Facilities:** 1340 khz, 1 kw

**Format:** AC

**WTCK(AM) Greensboro, N.C.**

**Price:** \$500,000

**Buyer:** Truth Broadcasting Corp., Winston-Salem, N.C. (Stuart Epperson, president); also owns two AMs. Epperson owns 36.84% of Salem Communications Corp. (33 AMs and 12 FMs).

**Seller:** Capstar Broadcasting Partners Inc., Austin, Texas (R. Steven Hicks, chairman/3.2% owner; Thomas O. Hicks, principal owner/chairman, Hicks, Muse, Tate & Furst Inc.); owns/is buying 96 AMs and 224 FMs

**Facilities:** 1320 khz, 5 kw

**Format:** Sports/talk

**KAHI(AM) and KSMH(AM) Auburn, Calif.**

**Price:** \$475,000

**Buyer:** Immaculate Heart Radio, Tahoe

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,724
Commercial FM	5,591
Educational FM	1,961
<b>Total Radio</b>	<b>12,276</b>
VHF LPTV	559
UHF LPTV	1,515
<b>Total LPTV</b>	<b>2,074</b>
FM translators & boosters	2,928
VHF translators	2,248
UHF translators	2,752
<b>Total Translators</b>	<b>7,928</b>
Commercial VHF TV	558
Commercial UHF TV	651
Educational VHF TV	125
Educational UHF TV	242
<b>Total TV</b>	<b>12,276</b>

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

\*Based on TV household universe of 98 million  
Sources: FCC, Nielsen, Paul Kagan Associates  
GRAPHIC BY BROADCASTING & CABLE

City, Calif. (Douglas Sherman, president); no other broadcast interests  
**Seller:** KAHI Corp., Auburn (Carroll Brock, president); no other broadcast interests

**Facilities:** KAHI: 950 khz, 5 kw day, 4.2 kw night; KSMH: 1620 khz, 10 kw  
**Formats:** KAHI: news/talk; KSMH: dark

**WKDR(AM) Burlington, Vermont**

**Price:** \$428,000

**Buyer:** Radio Vermont Inc., Waterbury, Vt. (Kenley Squier, managing member); also owns one AM and three FMs

**Seller:** Hometown Broadcasting Inc., Burlington (Louis Manno, president); no other broadcast interests

**Facilities:** 1390 khz, 5 kw

**Format:** News/talk

**KIRV(AM) Fresno, Calif.**

**Price:** \$425,000

**Buyer:** Gore-Overgaard Broadcasting Inc., Vero Beach, Fla. (Cordell Overgaard, president); also owns three FMs

**Seller:** New Life Enterprises Inc., Fresno (Dan Lantz, president); no other broadcast interests

**Facilities:** 1510 khz, 10 kw day

**Format:** Christian

**WLVV(AM) Mobile, Ala.**

**Price:** \$263,750

**Buyer:** WLVV Inc., Baytown, Texas (Darrell Martin, president). Martin owns seven AMs.

**Seller:** Estate of Albert Crain, Franklin, Tenn. (Joy Crane Johns, principal); owns WYLT(FM) Byhalia, Miss.

**Facilities:** 1410 khz, 5 kw

**Format:** Gospel

**KBNB(AM) Gilmer, Texas**

**Price:** \$65,000

**Buyer:** Witko Broadcasting LLC, Dallas (Richard Witkovski, owner); also owns three AMs and one FM

**Seller:** Hawkins Electronics Inc., Tyler, Texas (Sans Hawkins, president); no other broadcast interests

**Facilities:** 1060 khz, 10 kw

**Format:** News

**WSDT(AM) Soddy-Daisy, Tenn.**

**Price:** \$65,000

**Buyer:** Willis Broadcasting Corp., Norfolk, Va. (L.E. Willis Sr., president/owner). Willis also owns/is buying 14 AMs and one FM (see WLES(AM) and WHFD(FM) Lawrenceville, Va., item, above)

**Seller:** Lamar Bearden, Ft. Oglethorpe, Ga.; no other broadcast interests

**Facilities:** 1240 khz, 1 kw

**Format:** Southern gospel

**WGTX(AM) Freeport, Fla.**

**Price:** \$50,000

**Buyer:** Wesco Enterprises Inc., DeFuniak Springs, Fla. (Wesley Wilkerson, president); no other broadcast interests

**Seller:** Sunshine Communications LLC, Destin, Fla. (Dale Riddick, president); no other broadcast interests

**Facilities:** 890 khz, 2.5 kw day

**Format:** Tourist information

**KVLL(AM) Woodville, Texas**

**Price:** \$25,000

**Buyer:** Stargazer Broadcasting Inc., League City, Texas (David Garland, president/50% owner); no other broadcast interests

**Seller:** Radio Woodville Inc., Mount Pleasant, S.C. (Edward Seeger, president/33.33% owner); owns KVLL-FM Woodville, Texas. Seeger also owns 33.3% of two AMs and four FMs and Colorado Inc., which owns 49% of two FMs

**Facilities:** 1490 khz, 1 kw

**Format:** Country

**WABF(AM) Fairhope, Ala.**

**Price:** \$25,000

**Buyer:** Gulf Coast Broadcast Co. Inc., Orange Beach, Ala. (R. Lee Hagan, president); no other broadcast interests

**Seller:** Jubilee Broadcasting Co. Inc., Fairhope (John Hinds, president); no other broadcast interests

**Facilities:** 1220 khz, 1 kw day, 64 w night

**Format:** MOR

**Broker:** Sunbelt Business Brokers

**WNEB(AM) Worcester, Mass.**

**Price:** \$12,000

**Buyer:** Great Commission Broadcasting Inc., Framingham, Mass. (Timothy Horton, president); also has LMA with WJLT(AM) Natick, Mass.

**Seller:** Heirwaves Inc., Charlton, Mass. (Stephen Binley, president); no other broadcast interests

**Facilities:** 1230 khz, 1 kw

**Format:** Contemporary Christian

**WFHK(AM) Pell City, Ala.**

**Price:** \$10,000

**Buyer:** Williamson Broadcasting Inc., Talladega, Ala. (Douglas Williamson, president); also owns WSSY -FM Talladega

**Seller:** St. Clair Broadcasting System, Pell City (Betty Williamson, president); no other broadcast interests

**Facilities:** 1430 khz, 5 kw day

**Format:** C&W

—Compiled by Alisa Holmes

SAGA BROADCASTING CORPORATION

Edward K. Christian, President and CEO

*has agreed to acquire*

WXVT-TV

Greenville, Mississippi

*for*

\$5,200,000

*from*

GREENVILLE TELEVISION, INC.

John Hash, Aubrey Collum and Leon Long, Principals

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## RADIO

### HELP WANTED MANAGEMENT

**Station Manager.** New Wave in multicultural leased-time Broadcasting is seeking a hardworking hands-on station manager to handle the operation of a radio station in the San Antonio marketplace. Candidates should have a minimum of five years media sales experience with basic managerial skills and a strong background in collections. Fax Resume to 203-438-6487. Freedom Network. OEO.

### LEASED PROGRAMMING

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

## TELEVISION

### HELP WANTED MANAGEMENT

**Grant Underwriter/Underwriting Specialist. Television Services-WBGU-TV.** Needed: A Grant Writer/Underwriting specialist to be Product Development Manager. WBGU-TV, an award winning PBS university-licensed station, is seeking a creative leader to coordinate team to develop new programs and initiatives. The person will develop, write proposals, secure funding and manage funded proposals. Requirements: Bachelor's degree; working knowledge of computers and applications including word-processing, spreadsheets and database programs. 2 years proposal/grant writing, sales or management experience; 1 year experience in leading a project. Knowledge of financial and cost accounting. Salary: full-time position; administrative grade level 14, minimum salary #32,348 (grant-funded), salary is commensurate with education and experience. To apply: submit letter of application, resume and 3 names, addresses and telephone numbers of professional references postmarked by April 23, 1999 to: Office of Human Resources (Search M-087), 100 College Park Office Bldg., Bowling Green State University, Bowling Green, OH 43403. BGSU is an EEO/AA employer and educator.

# California Broadcast Center

Long Beach,  
California



The CBC is one of the most sophisticated television broadcast facilities ever built. It is one of four broadcast facilities that operate 24 hours a day, seven days a week and transmits up to 60 channels of feature film and entertainment programming with digital technology to customers in Latin America and the Caribbean.

### Director, Business Administration

This individual will manage staff engaged in multiple financial and administrative activities. Will oversee budgets, cost controls, payroll and property asset management and procurement needs. Responsible for managing employment and HR activity including creation and interpretation of CBC policies. Works with executive management to resolve customer business problems and plan corporate and site events. The position requires a minimum of 10 years of experience including 5+ years of strong management experience. The ability to support a wide range of managerial requirements and work well with staff and executive management is necessary. Financial/Accounting analysis experience and the ability to manage multiple priorities in a fast-paced environment are essential. Procurement experience is a plus. A BA/BS in business or equivalent work experience is required.

DIRECTV offers an excellent compensation and benefits package, in an industry that gets more exciting every day. For immediate consideration, please forward your resume and salary history, indicating department code **MR**, to: DIRECTV, Inc., Attn: Human Resources, P.O. Box 915, El Segundo, CA 90245. E-mail (text format only, no attachments): [resume@directv.com](mailto:resume@directv.com) or see [www.directv.com](http://www.directv.com). DIRECTV is proud to be an Equal Opportunity Employer. We do more than support workforce diversity — we live it!

### HELP WANTED TECHNICAL

**Technical Operations Manager** KDTV Univision 14, San Francisco, is seeking a full-time Technical Operations Manager. This is an exciting opportunity to become part of a dynamic management team in the country's fourth largest Hispanic market. College degree preferred, with education emphasis in broadcasting, business, liberal arts or engineering. 5-10 years of professional broadcast experience with increasing responsibilities during that period. Ability to operate various broadcast equipment included but not limited to cameras, switchers, edit stations, lighting equipment, microwave equipment and transmissions stations. 2-5 years of supervisory experience required. Computer experience and budgetary knowledge is required. A thorough understanding of the technical operations of a newscast: control room systems, studio systems and microwave setup is required. Bilingual, fluency in Spanish (both written and oral) strongly preferred. Must fill out Univision applications of employment in person and provide resume. KDTV Channel 14, 50 Fremont Street, 41st Floor, San Francisco, CA 94105, (415) 538-8000. Position open until filled. EOE.

**KRDO TV 13 in Colorado Springs, CO** is hiring a FT Studio Maintenance Engineer. TV studio or production house maintenance exp. req. Knowledge of computer operation and maintenance of VTR's, cameras, remote control devices, CGS, graphics equip. req. Send resume to KRDO-TV, Attn: EEO Officer, PO Box 1457, Colorado Springs, CO 80901. EEO

**Head of Operations and Engineering.** International Sports Broadcasting, post broadcaster of 2002 Olympic Winter Games, seeks Head of Operations and Engineering. Position will direct and administrate technical aspects of producing 1400 hours of live competition from 15 simultaneous locations. Duties include planning and overseeing venue technical operations, construction and technical buildout of International Broadcast Center, broadcast telecommunications, broadcast data and timing commentary systems. Applicant must have 15 years experience in related field, preferably with major event/Olympic background and proven ability to manage and administrate in a high-paced and growing environment. Competitive package. Fax resume to (801) 521-3036, attention Human Resources Manager.

**Experienced TV Engineers- Willing to train** and operate a satellite truck. Must love to travel and have a clean driving record. Relocate to Northeast Ohio. Fax Resumes to 330-542-1020.

### Full-Time Television Broadcast

**Operator:** We are looking for a person experienced with newscast graphics, including operation of the Chyron Max / Infinit to join us in our quest for broadcast excellence! This full-time position also includes operation of studio camera, audio equipment and videotape machines. Previous experience with non-linear editing, technical directing and master control helpful. Weekends and evenings required. Send resume to Personnel, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. No phone calls please. EOE

**Field Service Engineer- Broadcast Service.** Odetics Inc., Join "One of the 100 Best Companies to work for in America" and support Roswell and the rest of our fine Broadcast Facility Management products. Immediate openings for Field Service Support Engineers are now available due to the new growth we are seeing as a result of our recent product introductions and the continuing demand for our existing product lines. Responsibilities include installation, training and field support of Odetics Facility Management systems at the customers' location, factory based technical Help Desk support and sales technical support. Position requires a strong background in digital and analog electronics, a solid mechanical aptitude, experience with current technology PC based products, and proven experience working with broadcast quality video and audio equipment. A good working knowledge of Novell 2.X/4.X products and Microsoft NT 4.X are highly desirable. Position requires heavy travel. A minimum educational requirement of a 2 year AAS degree in electronics or equivalent necessary. We are looking for hard working, results oriented individuals who can work with a minimum or supervision, have the ability to work well with a sophisticated customer base and enjoys a dynamic working environment. If you have these qualifications and want to join a successful team you can be proud to work for then contact us today. Odetics offers a competitive salary and a comprehensive benefits package. Send resume and salary history to: Anne Bologna, Odetics, Inc. 1515 S. Manchester, Anaheim, CA 92802 or Fax: 714-780-7999/ E-mail: jobs@odetics.com.http: www.odetics.com. Equal Opportunity Employer.

**Engineer 2 Positions.** Experience in three or more of the following areas preferred: Master Control (automated), robotic cameras, satellite receiving, chyron, ENG truck operations, TD, audio. Ability to repair and maintain broadcast equipment to component level. 3-5 years experience at a network affiliate (in a top 80 market). Able to work all shifts, lift 25 pounds, excellent driving record. FOX O&O with 1.5 to 3 hours straight live news per shift. For consideration: send resume and letter to: KTVI/FOX 2, Human Resources Director, 5915 Berthold Ave., St. Louis MO 63110. An Equal Opportunity Employer.

**Director of Engineering.** Three Television Stations and three Radio Stations in the same University town. We embrace new technology and have several capital projects to build in the near future. Ramar Communications is Family owned and operated, not for sale and debt free. Ramar Communications in Lubbock Texas would like to hear from you to discuss this opportunity. Please fax your resume to Brad Moran at 806-748-9304. Ramar Communications is an equal opportunity employer.

**Chief Engineer FOX 61,** a Tribune Broadcasting Station, has an immediate opening for a Chief Engineer. Seeking resourceful, progressive technology leader to take our analog plant into the future world or digital. Must have leadership skills as well as strong technical background and thorough knowledge of broadcast equipment including RF transmission system. Degree in Engineering required. Candidate must have 5 to 10 years television broadcast electronics experience with minimum of 3 years supervisory experience. Please forward resume, salary history & cover letter to: Human Resources, WTIC Television, One Corporate Center, Hartford, CT 06013 or fax to: 860-560-3066.

**Broadcast Engineer.** Position in TV and FM master control operations, satellite feeds and transmitter monitoring. Resume to WNYE-TV/FM, 112 Tillary Street, Brooklyn, NY 11201. Tel: (718) 250-5800. Fax: (718) 855-8863. EOE.

**Christian Television Network, formerly WCFC-TV38,** Chicago, IL, has an immediate opening for *Assistant Chief Engineer.* Need highly motivated generalist to coordinate all aspects of system design, installation, modifications, and maintenance of production facility. Digital Technology Familiarity a Must. Excellent growth potential. Call H.R Dept. at 312-433-6413 or send resume to 38 S. Peoria, Chicago, IL 60607.

**Broadcast Maintenance Technician.** Requires self starter having experience with Beta, VPR-3, PC's and other studio equipment maintenance. Experience with microwave, satellite, VHF and UHF transmitters, CADD ability and FCC General Class License preferred. Contact Charles Hofer, Manager of Engineering Maintenance, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

**HELP WANTED NEWS**

**Weekend Producer WAVY News 10** has an immediate opening for a Weekend Producer. Candidates should have at least two years experience and a college degree. Please send tape and resume to Robin Freese, WAVY-TV, 300 Wavy St., Portsmouth, VA 23704. No beginners! No phone calls please! WAVY Television is an equal opportunity employer.

**Weather Producer:** Large market midwest affiliate has immediate opening for creative producer of weathercasts. Responsibilities include preparing graphics and forecasts for on-air AMS seal holders. We would prefer meteorologist with knowledge of Triton i7 and experience with operating doppler radar system. Ability to prepare science and weather related video packages a plus. Send resume to: Debbie Suminski, Human Resources Dept., P.O. Box 789, Springfield, MI 48037.

**Univision 28 Corpus Christi** is seeking a creative and Spanish-proficient broadcaster. College level training and experienced is preferred for: Reporter, a strong storyteller who wants to learn new methods and styles. Send tapes and resumes to Univision 28, P.O. Box 2667, Corpus Christi, TX 78403. EOE.

**Univision 23/Miami** is looking for a reporter. Have the ability to direct a photographer on the field. Able to do a live (shot) presentation, clear understanding of the use of public records. At least two years experience reporting. Bachelors degree and fluency in Spanish and English are required. Apply in person or send resume and non refundable tape to: Helga Silva, News Director, 9405 N.W. 41st St., Miami, FL 33178.

**Top North Texas NBC affiliate** is seeking a General Assignments Reporter. Applicant should have a college degree, one year's experience and a strong work ethic. Send a cover letter, resume, and non-returnable VHS tape to: Scott Coppenbarger, News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

**Sports Reporter FOX43 News** has an immediate opening for a weekend sports reporter. Candidates should have a college degree and at least 2 years broadcasting experience. Please send tapes and resume to Bruce Rader, FOX43, 300 Wavy St., Portsmouth, VA 23704. No beginners! No phone calls please! WVBT Television is an equal opportunity employer.

**Put your TV news demo tape online for FREE!** www.resumetape.com.

**Producer/Photographer/Editor.** WCBD is looking for a highly creative, motivated producer/photographer/editor with strong shooting and editing experience. Must have at least three years of experience producing, shooting and/or editing commercials or promos. Ability to write is a definite advantage. Send demo tape and resume to: Human Resources, WCBD TV2, 210 Coleman Blvd., Mt. Pleasant, SC 29464. A Media General station. Drug test required, EOE, M/F.

**Producer FOX43 News** has an immediate opening for a Newscast Producer. Candidates should have at least three years experience and a college degree. Please send tape and resume to Robin Freese, Assistant News Director, FOX43, 300 Wavy St., Portsmouth, VA 23704. No beginners! No phone calls please! WVBT Television is an equal opportunity employer.

**Producer AM News ABC7** is seeking a cutting-edge, hands-on Producer for our AM Newscast. If you have produced the leading morning show in your market and are looking for your next challenge, we are looking for you! Prove to us why you are ready to step into this key position. Please send your resume and non-returnable videotape to: ABC7 Los Angeles, Attn: Kimberly Castillo, Dept. PAN/BC, 4151 Prospect Avenue, Los Angeles, CA 90027. No phone calls please. Equal Opportunity Employer. ABC-7 Los Angeles.

**Photographer: WTVR-TV, a Raycom Media Station,** in Richmond, Virginia has an immediate opening for a photographer. Come ready for all! DVC Pro, SNG, triple ENG, wireless, plus laptop and non-linear editing are the tools available to tell Virginia's best stories. Please send resume and reel to: Trina Lee, Asst. News Director, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. WTVR is an EOE M/F. Pre-employment drug screening required. No phone calls please.

**Overnight Producer** Are you a hard worker who wants to be Number One? Do you want to work on the top rate morning newscast in town? Then we have the assignment for you! We're looking for a self-starter with a high energy level to produce a newscast that the viewer can look to for the latest news, weather and a little spirited fun! Must have strong writing skills and good news judgement. This is a job where you are the departments eyes and ears. Must be able to work independently without direct supervisory control and possess a good team work ethic with other overnight producers and staff. Successful candidate has a basic journalism and news production background, organizational skills and two years TV news producing skills. Cover letter, resume and tape to Pamm Lent, Assistant News Director, 2077 Elmwood Ave., Buffalo NY 14207. WIVB is an EOE.

**News Photographer: WTVD TV,** an ABC owned station has an immediate opening for an experienced News Photographer. A commitment to hard news and the ability to handle a high story count is necessary. Successful candidate must be able to cover a story without a reporter. Attitude is as important as talent. No clock watchers. Send resume and tape to: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

**News Director** with a vision to create excellence is sought to lead our small market team to a new level. Ability to coach, motivate and deliver exciting relevant newscasts a must. Resumes to Kathleen McLain, GM, WMDT-TV, PO Box 4009, Salisbury, MD 21803-4009. Equal Opportunity Employer.

**News Associate Producer** KXAN-TV is seeking News Associate Producer. Specific Duties: Electronically edit stories for news broadcasts; Operate payback machines during newscast to ensure stories get on the air; Archive lineups, scripts, and tapes for air, including tape labeling, control tracking and storage for quick access; Must be available to work a schedule that is consistent with the times of our broadcasts as required by Newscast Producer; May be called upon to set up and receive feeds from remote Live Van and Satellite. Knowledge of Panasonic DVC PRO/Sony BVW editing systems helpful. Send resume to Box 01518, by April 12, 1999. EOE.

**Meteorologist- Carolina television station seeks resumes** and tapes for future openings in our weather department including morning and midday meteorologist position and the weekend anchor/weekday weather-producer position. Candidates should possess excellent communication skills, positive attitude and forecast/production skills. Experience with Kavours equipment is a plus. On-air experience preferred, but we will review all applications. Send resume and non-returnable VHS tape to WCTI, PO Box 12325, New Bern, NC 28561. EOE.

**Meteorologist/Reporter.** West Texas, CBS affiliate, is seeking (2) people for Meteorologist/Reporter; must have a degree in Meteorology and/or Seal. Must also be able to gather news, write, and edit video for broadcast. Entry level. Send tape and resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

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

**Executive Producer** KLAS-TV, CBS, Las Vegas, Nevada, the nation's fastest growing market, is seeking an evening Executive Producer with the proven ability to lead staff in crafting the most accurate, the most creative and the best paced newscasts in the market. Minimum five years experience preferred. Please send bio and tape to KLAS-TV, P.O. Box 15047, Las Vegas, NV. EOE.

**Co-Anchor/Reporter** Small market, CBS affiliate, seeks a Co-Anchor/Reporter for its 6:00 p.m. and 10:00 p.m. weekly newscast. Must be able to edit tape for broadcast. Degree and on-air experience required. Send tape and resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Weekend Assignment Editor:** WTVR-TV, a Raycom Media station, in Richmond, Virginia has an immediate opening for a full time Weekend Assignment Editor. The candidate must have a four-year college degree and at least four years television news experience. Please send resume to Trina Lee, Assistant News Director, WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230. WTVR is an EOE M/F. Pre-employment drug screening required. No phone calls please.

**CG Operator/Tape Librarian** KDTV Univision 14 has an immediate opening for a CG Operator/Tape Librarian to work in the Production/Operation Department. Must have experience in a deadline driven environment, preferably in a news organization. Computer skills and knowledge of editing equipment required. Bachelor's degree in the fields of journalism, broadcast journalism, graphic art, computer graphics or communications preferred. Must be completely fluent in written and spoken Spanish and English with emphasis in reading and writing Spanish. The CG Operator/Tape Librarian is responsible for the operation and maintenance of the news videotape library. Will gather and organize all supers/chyrons for the news show. Must fill out Univision application of Employment and provide resume to: KDTV Channel 14, 50 Fremont Street, 41st Floor, San Francisco, CA 94105, (415) 538-8000. KDTV is an Equal Opportunity Employer.

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

**Administrative Assistant:** Excellent starter position in fast paced newsroom environment. Successful candidate responsible for answering telephones, newsroom correspondence, dubbing videotapes and providing assistance to news employees and viewers. Must be a personable individual who enjoys interacting with all types of people, learning new skills and maintaining a high level of organization. Computer skills and writing ability a must. Excellent opportunity for recent college graduate looking to learn more about television news and advancement towards newscast producing. Cover letter, resume to Pamm Lent, Assistant News Director, 2077 Elmwood Ave., Buffalo NY 14207. WIVB is an EOE.

**AM News Writer/Producer.** Description: FOX/CHICAGO is seeking a skilled writer to write copy for 6 - 9 AM News. Responsibilities include: screening tapes, picking shots from tapes, coordinating VO & SOT selection made by reporters during live shots, writing packages and coordinating graphics and other projects, as assigned. Requirements: 1-3 years experience required. Journalism degree or related field. Knowledge of BASYS System a plus. Must be organized and ability to communicate well with staff and senior management. Send resume and cover letter to WFLD/FOX 32, HR Dept., 205 N. Michigan Avenue, Chicago, IL 60601. No phone calls, no faxes. EOE/M/F/D/V.

## HELP WANTED SALES



### WANTED: Sales Hot Shots In Hot-Lanta!

WGNX TV the new Meredith CBS affiliate in Atlanta is looking for the following positions in our newly restructured sales department:

#### Sales Marketing Promotion Manager

You'll be responsible for generating nontraditional, incremental revenue and developing turn key programs for large advertisers resulting in new dollars and bigger shares. You'll have excellent selling, organizational, communications, follow-through and computer skills as well as a proven track record in this highly specialized area.

#### Sales Account Executive

You'll be targeting new business, effectively presenting qualitative research and selling value-added promotions. You'll have three years experience, a proven track record in new business development and be an excellent communicator with superior organizational and computer skills.

#### Sales Assistant

You'll be an integral part of our sales team while you learn all about the business. You'll help us process and maintain orders, meet daily deadlines and nurture client relationships. You'll have superior computer skills in Word/Excel, be an excellent communicator on the phone and face-to-face and have strong detail-oriented organizational skills.

#### Make More Dough And Help Us Grow!

Rush Resumes to: WGNX TV 1810 Briarcliff Rd, NE Atlanta, GA 30329

Please no phone calls. WGNX is an Equal Opportunity Employer.



**Rare LSM opportunity!** We don't have time to go through piles of mediocre resumes, we need the top LSM possible now! So, we are offering a \$500 finder's fee if we hire your candidate. KLJB-TV FOX 18 in the Quad Cities is seeking a high-energy, strong, creative leader who will be motivated, teach and close. Good pay, quality of life, opportunity for growth and advancement. EOE. Send resume to: Human Resource Manager, KLJB-TV, 937 East 53rd Street, Davenport, IA 52807 or fax 319-386-6360. Call with questions 319-386-1818 and ask for Randy Stone. www.kljb.com

**General Sales Manager.** We are an ABC affiliate in the Northeast looking for a "take-charge" sales manager. This individual should have strong local/regional experience with a proven ability to train and motivate a sales team are very important to us. An ideal candidate would be a #1 A.E. looking for management responsibilities. We are an equal opportunity employer offering an excellent compensation package for the right person, a great lifestyle and an opportunity to grow within a growing broadcast group. Respond with resume, salary history and your success stories. Reply to Box 01517.

**Account Executive, Los Angeles: Scarborough Research,** a fast growing industry leading company, is looking for a top level AE with proven sales skills to call on television station executives in the western region. An understanding of qualitative research and strong computer skills are necessary. Travel is required. Send resume and materials to: Lauren Ferraro, VP, Scarborough Research, 5055 Wilshire Blvd. 6th Fl, Los Angeles, CA 90036.

**Account Executive. Position requires media sales** experience, preferably in TV and the ability to work with advertising agency media departments and corporate marketing personnel. Successful candidate will demonstrate knowledge of media, an innovative and successful track record in marketing/new business development and solid computer skills. Send letter and resume or fax 215-581-4515 (no calls) to Lisa Hines, Sales Manager, WVPI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

**Senior Account Executive.** THE BOX, the world's only interactive music video network and the newest member of the TCI Music family seeks a high-energy, self-starter to develop key advertising accounts and expand our roster of advertisers. Based in Chicago, this Sr. Account Executive must have 3-5 years of cable network or relevant radio selling experience, a proven track record in sales, excellent communication skills, agency and client contacts, knowledge of pop culture, music and the ability to package it all for an effective sell. Creativity and an entrepreneurial mindset are essential. College degree required. There is a strong potential for growth within our sales organization. We offer a competitive salary and comprehensive benefits package. Employment contingent upon successful completion of drug test and background check. Equal Opportunity Employer. Fax resume with cover letter and salary expectations to: Sr. Account Executive- 212-253-1443.

**HELP WANTED PROMOTION**

**Marketing Coordinator WPVI-TV/6,** the Disney owned ABC station in Philadelphia seeks a motivated individual to compliment a fast-paced sales marketing environment. Applicant should have a minimum of 2 years of TV experience and strong working knowledge of advertising and promotions with creative ability. Duties include coordination of campaigns, events and various marketing projects. Strong writing skills a +. Daily interaction with local and national sales team. Must be a self-starter and possess excellent phone, people and computer skills. Send letter and resume ASAP (no calls/faxes) to Paula McDermott, Marketing Manager, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

**Promotion Supervisor -- WVVA, NBC affiliate** for Bluefield/Beckley, WV is looking for a hands-on, take charge promotion whiz. Must create, write, and edit broadcast and print promotion that sells. News promotion experience a plus. Come live in the beautiful southern WV mountains and work for our family-owned dominant station. Excellent fringe benefits package. EOE/M-F. Anyone interested in applying for this position should send a resume and non-returnable VHS tape demo tape to: Promotion Supervisor, WVVA-TV, P.O. Box 1930, Bluefield, WV 24701.

**Promotion Producer: WTVR-TV in Richmond, Virginia,** a Raycom Media Station, has an immediate opening for a seasoned Promotion Producer with a strong news promotion background. Must be able to write hard, audience driving news topicals and image promotion. Degree in Mass Communication or related field preferred. Three years experience desired. Please send resume and non-returnable VHS tape to: Promotion Manager, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. WTVR is an EOE M/F. Pre-employment drug screening required. No phone calls please.

**HELP WANTED MARKETING**

**WCBD-TV NBC 2** in Charleston South Carolina is looking for a marketing writer/producer with a strong creative sense and good writing skills. We are looking for a highly motivated team player with the ability to handle multiple tasks. Non-linear editing skills are a plus. Send your resume and demo tape to: Human Resources WCBD TV 2, 210 West Coleman Blvd., Mt. Pleasant, SC 29464. A Media General station. Drug test required. EOE/M/F.

**HELP WANTED ADMINISTRATION**

**ADVERTISING SALES SERVICES COORDINATOR**

Leading International television magazine group has an immediate opening for an energetic, organized, self-starter.

Position provides sales support to international sales team. Administrative duties include faxes and correspondence, preparing and distributing media kits and maintaining sales database. Heavy client contact. Handles customer inquiries concerning ad rates and material requirements. Serves as liaison to offices in London and Singapore regarding circulation, production, marketing and trade show arrangements.

Ideal candidate should have excellent communication skills, good follow through, be detail-oriented and thrive in a fast-paced deadline driven environment. Previous experience in sales or publishing a plus. Excellent growth opportunity. Terrific pay and benefits.

Please send resume to:

**Human Resources  
Cahners Business Information  
245 West 17th Street  
NY, NY 10011  
Job #BCINTL**

**HELP WANTED MISCELLANEOUS**

**DIRECTOR.** Seeking energetic leader to direct live, fast-paced newscast and topical promotion. Must be able to work with Grass Valley switcher, Quantel Picturebox, and DVE, make quick decisions, lead production crew and work with News Director. Rush resume and reel to: Creative Services Director, WTKR-TV, 720 Boush St., Norfolk, VA 23510. EOE.



**SINCLAIR COMMUNICATIONS, INC.'S** TV stations cover over 25.9% of the U.S. and its top ten radio division operates in 10 separate markets. Sinclair's TV group includes affiliates with all 6 networks. As our phenomenal growth continues, 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 are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

**• Sinclair Communications, Inc. General Managers**  
Immediate openings for GM's in Baltimore, Pittsburgh, San Antonio and Nashville to work with our Regional Directors managing all aspects of these television stations. Three to five years GM experience and strong sales background preferred. Send resume. BC#284

**• Buffalo-WUTV-TV/FOX Promotion Director**  
Seeking someone with strong creative sense, excellent writing skills and technical television background to oversee all aspects of station on-air promotion. Must have college degree and 5-7 years of on-air promotion and ability to motivate others in art of great promotion. You must be familiar with media buying and have a good eye for all aspects of daily on-air including creative strategy, quality control, writing, editing and scheduling. Ideal candidate would have prior experience signing on a station. Send resume and non-returnable demo. BC#285

**• Indianapolis-WTTW/WTKR-TV/WB4/29 Account Executive**  
Entry-level position at Indiana's Sports Station. Individual must be high energy and have a strong willingness to learn. Position will sell print, magazine, internet, direct mail, station promotional campaigns, client specific promotions and sports. Previous sales experience a plus. Please send resume and cover letter noting desired position and referral source. BC#286

**• Indianapolis-WTTW/WTKR-TV/WB4/29 Sports Marketing Director**  
WB4, Indiana's Sports Station, is seeking a Sports Marketing Director. Selected candidate must have strong sales background and a passion for sports. Previous television experience a plus. Responsibilities include designing and selling sports inventory, client entertainment and maintaining key franchise relationships. WB4 is home to Indiana and Purdue basketball/football, Col's pre-season, Pacer's basketball, Big Ten basketball/football and related coaches' shows. If you have a desire to work for one of the largest sports stations in the Midwest, send resume and cover letter, noting desired position and referral source. BC#287

**• Las Vegas-KVWB-TV/WB Assistant Chief Engineer**  
Position requires studio/RF experience and strong computer skills. Supervisory experience and SBE certification preferred. Send resume. BC#288

**• Las Vegas-KVWB-TV/WB Maintenance Technician**  
Requires component level troubleshooting skills on a variety of broadcast equipment. RF and computer experience a plus. Send resume. BC#289

**• Milwaukee-WCGV/WVTV-TV/UPN-WB Local Sales Manager**  
WVTV Milwaukee's WB affiliate has an immediate opening for a detail-oriented, aggressive, highly motivated LSM to maximize revenue and lead its sales team. Candidate must have 3 years experience in broadcast sales & management, have a thorough understanding of ratings & research and be experienced in sales development/new business. Knowledge of Columbine and Microsoft Office a must. College degree. Send resume. BC#290

**• Raleigh-WFLI-TV/WB Account Executives**  
We are currently expanding our sales force and have immediate vacancies for AE's and sales rookies. We need hard working, dedicated individuals to generate local sales revenues by meeting or exceeding monthly goals. College degree and television selling experience preferred. Must have a proven record of success in negotiations, new business development, and relationship building. Send resume. BC#291

**• Raleigh-WRDC-TV/UPN Account Executives**  
We are currently expanding our sales force and have immediate vacancies for AE's and sales rookies. We need hard working, dedicated individuals to generate local sales revenues by meeting or exceeding monthly goals. College degree and television selling experience preferred. Must have a proven record of success in negotiations, new business development, and relationship building. Send resume. BC#292

**• Richmond-WRLH-TV/FOX Account Executive**  
Seeking an AE with a minimum of 2 years broadcast sales experience. Candidate must have a proven and verifiable track record with major agency/client negotiations and TV scan business development. Strong presentation skills and TVScan knowledge required. Send resume. BC#293

**• St. Louis-EDNL-TV/ABC Traffic Manager**  
Seeking candidate with 2 years minimum traffic experience, strong grasp of Columbine and related programs. Send resume. BC#295

Mail your resume in confidence immediately to:  
Broadcasting & Cable, 245 W. 17th Street,  
NY, NY 10011, Attn: Job # \_\_\_\_\_



**SINCLAIR BROADCAST GROUP**  
EQUAL OPPORTUNITY EMPLOYER  
AND A DRUG-FREE WORKPLACE  
WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY



**HELP WANTED CREATIVE SERVICES**

**Art Director** Seeking visual genius with management skills to direct News, Promo & Commercial graphics and animation. Live at the beach! Liberty Paintbox, Softimage 3D, AVID and Macintosh. Rush resume and reel to Creative Services Director, WTKR-TV, 720 Boush St., Norfolk, VA 23510. EOE.

**HELP WANTED PRODUCTION**

**Production Editor:** WXYZ-TV Detroit is looking for an experienced professional to edit broadcast promotions, documentaries, graphics, and animation projects. This editor should be familiar with on-line equipment similar to our Accom Axial system, DVEous, Zaxcom Audio and Digital Beta. Must be able to creatively work with a variety of producers, artists, and sales executives. Send resume and tape of less than 5 minutes to Debbie Suminski, Human Resources Dept., WXYZ-TV, 20777 W. Ten Mile Rd., Southfield, MI 48037.

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

**HELP WANTED ALL POSITIONS**

If you've got the FOX attitude and the tape to prove it, you might be interested in this unique opportunity in the nation's finest city. FOX 6 San Diego is looking for producers, directors, anchors, reporters, technical directors, assignment editors, photographers, graphic artists, promo producers, high end video effects editors and support personnel. We're starting from scratch. No prima donnas. Only pleasant, computer literate, highly intelligent broadcast journalists need apply. If you have the talent, vision and a knack for doing things differently, we want you in here! Please send resume and non-returnable demo reel along with salary history to:

**Albert Pando, News Director**  
XETV FOX6  
8253 Ronson Road  
San Diego, CA 92111  
No phone calls please.

**HELP WANTED ANNOUNCER**

**Sports Announcer (Brazilian Portuguese language):** \$46-\$100k/yr, DOE, Bristol, CT. Deliver sports commentary, play-by-play, news and background color on Portuguese language cablecasts to Brazil. Multiple openings. Must have 2 yrs experience as broadcast announcer/disk jockey/sports journalist, fluency in English and Brazilian Portuguese, good Brazilian Portuguese accent, including specialized sports vocabulary, general knowledge of soccer and a variety of other popular telecast sports, good on-air language skills. Applicants will be required to present proof of legal authority to work in the United States. Send resume and cover letter documenting min. qualifications to: Job Order #3232762, Program Support, 3rd Floor, CT Dept. of Labor, 200 Folly Brook Blvd., Wethersfield, CT., 06109. EOE.

**CABLE****HELP WANTED PROGRAMMING****Vice President, Documentary Programming**

The professional we seek will be responsible for strategy development, managing and directing all aspects of documentary programming on A&E Network, including Investigative Reports, from conception and deal-making to production and delivery.

The qualified candidate must possess a minimum of 7 years experience at a network, syndicated, major market local station or equivalent organization, working on news, documentary or reality programming. Additional requirements included an in-depth knowledge of long-form journalism; working knowledge of production techniques and procedures, and legal issues as well as experience in supervising and/or field production of news, documentary or reality-based programs; broadcast newswriting or documentary writing ability. The individual must possess staff supervision experience and demonstrate ability to work as a team.

For immediate consideration, please forward your resume with salary requirements to:



Attn: Human Resources/Dept. DOCPR  
235 East 45th Street, New York, NY 10017  
OR e-mail to [hr.temp@aetn.com](mailto:hr.temp@aetn.com)  
NO PHONE CALLS PLEASE. EOE

**Senior Accountant, Production & Programming**

A&E Television Networks is currently seeking an experienced accountant to join their Accounting Department. The individual will be responsible for providing financial reporting, forecasting, consolidation and analysis for the Production & Programming business units. This position will also be responsible for overseeing its creative Programming department's financial reporting and system database. The ideal candidate will have BS in Accounting/Finance with a min. of 2 years of accounting related exp. in media/entertainment industry. CPA a plus. Must demonstrate strong knowledge of computer applications in MS Word and Excel. A working knowledge of Computron (Accounting Systems) desired but not required.

We offer a competitive salary and excellent benefits. Please forward resume with salary requirements to:  
A&E Television Networks. Attn: HR-SACCT2  
235 East 45th Street, New York, NY 10017  
or email [hr.temp@aetn.com](mailto:hr.temp@aetn.com).



ONLY RESUMES W/ SALARY REQUIREMENTS WILL BE CONSIDERED. EOE.

**HELP WANTED MANAGEMENT**

**Manager of Affiliate Relations** for News 12, Regional News Network: Looking for an experienced affiliate manager to maintain our cable relationships, conduct CSR training, coordinate community events, initiate contact with non-affiliates, and more. Need to be hands-on and familiar with the New York market. Travel limited to the tri-state area. Bachelor's degree and 3-5 years experience in cable television operations, programming, or marketing required. EOE. Rush resume to: Human Resources - Karen Parker, Rainbow Media Holdings, Inc., 1111 Stewart Avenue, Bethpage, NY 11714.

**HELP WANTED RESEARCH**

**FOX SPORTS NET, Research Analyst. Responsibilities:** Responsible for the daily collection of 'overnight' market TV household delivery. Cover 30 metered markets. Produce FSN Event tracking reports. Monitor major competitive programming. Maintain updated knowledge of sports landscape. Research pro and major collegiate presentation materials. Assist in the creation of program evaluation. **Requirements:** One to two years experience in research. Candidate must possess excellent computer skills, and detailed knowledge of the sports industry, (current and historical). College degree a must. **Contact:** Please fax cover letter and resume to the Human Resources Department @ 212-822-7096. No phone calls please. (Fox/Liberty Media, LLC. is an Equal Opportunity Employer M/F/D/V).

**HELP WANTED TECHNICAL**

**Studio Technicians. ESPN is currently seeking** a number of qualified individuals to set up, operate and align the technical studio equipment responsible for the special quality of audio and video elements essential to on-air broadcast operation. For more details, see our job posted on the Broadcasting & Cable website at [www.broadcastingcable.com](http://www.broadcastingcable.com). Please send resume to: ESPN, Inc., Ad# LS-08, ESPN Plaza, Bristol, CT 06010-7454. Email: [jobs@espn.com](mailto:jobs@espn.com). EOE/M/F/D/V.

**HELP WANTED ALL POSITIONS**



**NOW PRODUCING  
NEWS  
BREAKING  
CAREERS.**

CNBC is the world leader in live business news and is available in over 68 million homes in the United States. CNBC offers business news programming during the day as a joint service of NBC and Dow Jones. We currently have openings for the following positions:

**FIELD PRODUCER  
Ft. Lee, NJ**

Creative person needed to develop innovative business news stories. Responsibilities include creating fresh angles on breaking news and enterprise features, conducting interviews, writing and producing news packages. A Bachelor's degree in journalism and communications plus two to three years experience in writing and reporting the news or a Master's degree plus one year of relevant experience is required.

**SEGMENT PRODUCER  
Ft. Lee, NJ**

Produce segments and packages for CNBC's daytime Business News programs. Coordinate and supervise field shoots, oversee editorial content and book guests for segments. Solid writing skills are a must. A Bachelor's degree in journalism and communications or equivalent experience in writing and reporting the news is required.

**TRAFFIC OPPORTUNITY  
CNBC Cable Ad Sales**

NBC Cable has an opportunity for a sharp and detail-oriented individual for their fast-paced Traffic Dept. located at 437 Madison Ave. Responsibilities include commercial copy retrieval and input; log-editing; day-of-air copy changes and billing updates

BA/BS degree preferred. Successful candidate should have 2-3 years Traffic or related experience at a cable or broadcast network or local station. Excellent computer skills a must, including knowledge of Word and Excel as well as familiarity with JDS software. Must be very organized and able to work well under pressure.

Please send resume indicating position of interest to:

**CNBC Employee Relations  
2200 Fletcher Avenue  
Ft. Lee, NJ 07024  
FAX: 201-346-6525  
No phone calls please.**

For more information on CNBC and its programming, visit the network's internet site at [WWW.CNBC.COM](http://WWW.CNBC.COM)

CNBC is an Equal Opportunity Employer. M/F/D/V.

**HELP WANTED FACULTY**

**University of Colorado- Boulder, Faculty Director of the Interdisciplinary Telecommunications Program (ITP)** invites applications for Director. Offering an interdisciplinary M.S., the 27 year-old program serves more than 400 students and is well positioned to train professionals for the next generation of telecommunications and information technology fields. The Director is expected to have a strong technical background and broad interests and experience in the business and/or regulatory aspects of the telecommunications industry. He or she should also have knowledge of a wide range of academic disciplines central to the communications field, as well as an understanding of its interdisciplinary nature and potential. The Director will lead a diverse group of fellow faculty from engineering, business, law, economics, journalism and communications to train students for leadership roles in telecommunications and information technology in industry, government, and academia. There are significant opportunities to develop the research agenda of the program. The Director will play an important leadership role in CU-Boulder's principal campus-wide academic initiative, the Alliance for Technology, Learning, and Society (ATLAS). Ability to work with diverse constituents as well as to raise funds will be important assets. The Director will most likely qualify as a full professor in the program, which reports through the Dean of Engineering to a committee of Deans from schools of Business, Arts and Sciences, Engineering, Law and Journalism. More information on ITP can be found at <http://itp-www.colorado.edu>. Please send letter of application, curriculum vitae, and the names of three references to Chair, ITP- Director Search Committee, Campus Box 422, Boulder, CO 80309. The review of applications will begin on May 15, 1999, and will continue until the position is filled. The University of Colorado is committed to diversity and equality in education and employment.

**HELP WANTED INSTRUCTION**

**Instructor, Broadcast Journalism: The Newhouse School of Public Communications** at Syracuse University is accepting applications for a non-tenure track appointment as an instructor to teach broadcast writing, radio reporting, television reporting and producing/anchoring at one of the premier undergraduate programs in the country. Applicants must have extensive professional experience in broadcast journalism and strong potential for becoming and excellent teacher. Applicants must have a positive attitude and high levels of energy and enthusiasm. Advanced degree preferred. Screening will begin immediately and continue until the position is filled. The appointment is for the 1999-2000 academic year with the possibility of reappointment. Applicants should send letter of application, resume, video tape of on-air work and references to: Donna Hayes, chair, Broadcast Journalism, The Newhouse School at Syracuse University, Syracuse, NY 13244-2100. EOE.

**Broadcast Journalism Educator. School of Journalism, Media and Graphic Arts, Division of Journalism,** at Florida A & M University seeks a broadcast assistant/associate professor. Ph.D. in appropriate field and three to five years of solid front-line experience in TV news as a reporter, anchor or producer required. Previous successful teaching and/or TV graphics experience would be real pluses. Research/creative activity/publication record or ability to compile one essential. Contract starting date: August 8, 1999. \$40,000 to \$45,000 for nine months. *Application deadline is April 2, 1999.* Send a letter of interest citing Position No. 0170560 and a resume to Dean Robert M. Ruggles, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A & M University, Tallahassee, FL 32307-4800. FAMU is an equal opportunity university and was the Time magazine/Princeton Review 1998 College of the Year.

**HELP WANTED SALES**

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**Scripps Howard Visiting Professional at the E.W. Scripps School of Journalism, Ohio University,** during part or all of 1999-2000 academic year. Teach in one or more of the following areas: journalism, media management, new media. Ideal candidate should possess extensive recent media experience. Salary commensurate with credentials. Responsibilities include classroom teaching and advising students about the profession. Ohio University is a residential Southeast Ohio campus of 19,000 at which 900 journalism students constitute the largest single school. The 75-year-old journalism program has been nationally recognized for outstanding programs on both undergraduate and graduate levels. Holders of the Scripps Howard Visiting Professional position have included Terry Anderson (AP), Barbara Raab (NBC), Ron Ostrow (L.A. Times), Walter Friedenberg (Scripps Howard) and Helen Thomas (UPI). Send application letter, resume and three references to Prof. Dru Riley Everts, E.W. Scripps School of Journalism, Ohio University, Athens, OH 45701. Ohio University is an AA/EOE employer. Review of applications will begin April 15; decision anticipated mid-to late May. Questions can be addressed to [evarts@ohio.edu](mailto:evarts@ohio.edu).

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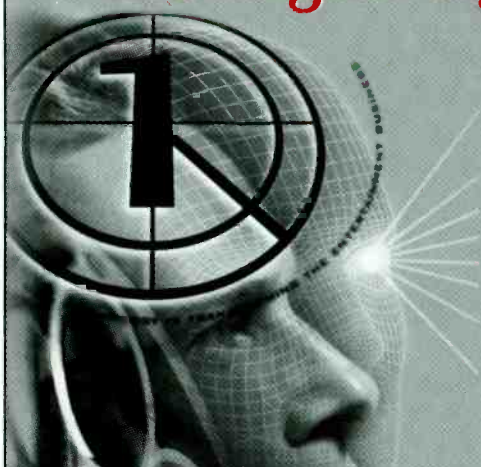
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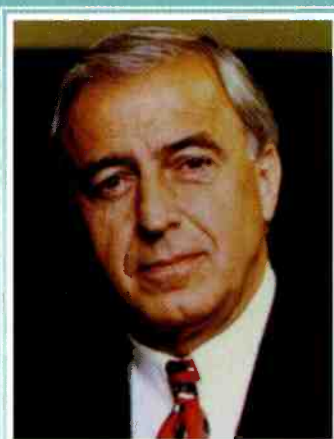
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# DATEBOOK

## MAJOR MEETINGS

**April 19-20**—*Television Bureau of Advertising* annual marketing conference. Las Vegas Hilton Hotel, Las Vegas. Contact: (212) 486-1111

**April 19-22**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center. Contact: (202) 429-5300

**May 17-20**—39th annual *Broadcast Cable Financial Management Association* conference. MGM Grand Hotel, Las Vegas. Contact: Mary Teister (847) 296-0200

**June 10-15**—*21st Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238

**June 13-16**—Cable '99, 48th annual *National Cable Television Association* convention and exhibition. McCormick Place, Chicago. Contact: Bobbie Boyd (202) 775-3669

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

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

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

## THIS WEEK

**March 22-25**—*SPORTELAmerica* TVMarket conference and exposition. Miami Beach, Fla. Contact: (201) 869-4022.

**March 23-24**—10th annual *Consumer Electronics Manufacturers Association/IEEE Consumer Electronics Society* Digital Engineering Conference. The Crown Plaza Hotel, Hasbrouck Heights, N.J. Contact: (703) 907-7660.

**March 23-25**—*Kagan Seminars* Digital Entertainment Summit East. The Park Lane Hotel, New York. Contact: Tim Aikins, (831) 624-1536.

**March 24**—"The Business of Entertainment: The Big Picture," 9th annual *Variety/Schroders Media Conference*. Plaza Hotel, New York. Contact: Margaret Finnegan, (212) 492-6082.

**March 24-26**—"Making News: An Executive Seminar on Broadcast Journalism," presented by the *NAB Education Foundation*. Swissotel, Atlanta. Contact: John Porter, (202) 775-2559.

**March 24-28**—*National Broadcasting Society-Alpha Epsilon Rho* annual convention. Sheraton Meadowlands Hotel, East Rutherford, N. J. Contact: David Guerra, (888) 627-1266.

## MARCH

**March 30**—*IRTS Foundation* Gold Medal Award Dinner. The Waldorf-Astoria Hotel, New York. Contact: Maggie Davis, (212) 867-6650, ext. 302.

## APRIL

**April 2-3**—21st annual *Black College Radio* convention. Renaissance Hotel, Atlanta. Contact: (404) 523-6136.

**April 6**—SkyFORUM XI, direct-to-home satellite TV business symposium presented by the *Satellite Broadcasting and Communications Association*. Marriott Marquis Hotel, New York City. Contact: Carrie Cole, (703) 549-6990.

**April 6**—T. Howard Foundation fund-raising dinner, presented by the *Satellite Broadcasting and Communications Association*. Pier 60 Restaurant, New York City. Contact: Carrie Cole, (703) 549-6990.

**April 6-7**—*Kagan Seminars* Broadband Access '99: The Year of the Modem seminar. The Park Lane Hotel, New York. Contact: Tim Aikins, (831) 624-1536.

**April 9-11**—52nd annual *Associated Press Television-Radio Association of California-Nevada* Convention. The Fairmont Hotel, San Jose, Calif. Contact: Rachel Ambrose, (213) 626-1200.

**April 9-10**—*Northwest Broadcast News Association/Radio-Television News Directors Association* regional Conference. Holiday Inn Metrodome, Minneapolis. Contact: (605) 357-5660.

**April 9-10**—*Texas Associated Press Broadcasters* annual convention and awards banquet. Omni Downtown, Austin, Texas. Contact: Diana Heiderger, (972) 991-2100.

**April 10**—*Television News Center* newscast producer training. Television News Center, Washington. Contact: Herb Brubaker, (301) 340-6160.

**April 12**—*HRTS* Newsmaker Luncheon. Regent Beverly Wilshire Hotel, Beverly Hills. Contact: (818) 789-1182.

**April 12**—Gracie Allen Awards *American Women*

*in Radio and Television*. The Hudson Theatre on Broadway, New York City. Contact: Laura Scot, (703) 506-3290.

**April 12-17**—*MIP-TV* International Television Programme Market. Cannes, France. Contact: +33 1 41 99 44 00.

**April 13-15**—*Kagan Seminars* Wireless Telecom Summit: The New Generation of Competitors Seminar. The Park Lane Hotel, New York. Contact: Tim Aikins, (831) 624-1536.

**April 16**—*American Women in Radio and Television* 44th annual GENII Awards. The Beverly Hilton Hotel, Beverly Hills. Contact: Ada Bua/Dan Harary, (323) 962-8203.

**April 16-19**—44th annual *Broadcast Education Association* convention and exhibition. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

**April 17**—*Broadcasters Foundation* Charity Golf Tournament. Las Vegas National Golf Course, Las Vegas. Contact: Gordon Hastings, (203) 862-8577.

**April 18**—*National Association of Broadcasters* broadcast education association career fair. Las Vegas Convention Center, Las Vegas. Contact: Karen Hunter, (202) 429-5498.

**April 19-20**—*Television Bureau of Advertising* annual marketing conference. McGraw-Hill Conference Center, Las Vegas Convention Center, Las Vegas. Contact: (212) 486-1111.

**April 19-22**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 21**—*Broadcasters Foundation* American Broadcast Pioneers Breakfast. Las Vegas Convention Center, Las Vegas. Contact: Gordon Hastings, (203) 862-8577.

**April 25-27**—First annual ENTERTECH Conference, presented by *IDG Conference Management Company*. La Costa Resort & Spa, Carlsbad, Calif. Contact: (877) 223-9753.

**April 26**—*Broadcasters Foundation* Golden Mike Award. The Plaza Hotel, New York City. Contact: Gordon Hastings, (203) 862-8577.

**April 27**—*HRTS* Newsmaker Luncheon. Regent Beverly Wilshire Hotel, Beverly Hills. Contact: (818) 789-1182.

**April 27-28**—"Executive Development Seminar Mastery Course," *Women in Cable and Telecommunications*. Sylvan Dale Ranch, Loveland, Colo. Contact: Laurie Empen (312) 634-2353.

## MAY

**May 2-4**—*Pennsylvania Association of Broadcasters* annual convention. Adam's Mark Hotel, Philadelphia. Contact: (717) 534-2504.

**May 3-6**—*Women in Cable and Telecommunications* "National Management Conference." San Francisco Hilton and Towers, San Francisco. Contact: WICT (312) 634-2330.

**May 4**—*IRTS Foundation* Foundation Awards Luncheon. The Waldorf-Astoria Hotel, New York. Contact: Marilyn Ellis, (212) 867-6650, ext. 306.

**May 4-6**—*Kagan Seminars* Cable TV Values and Finance Seminar. The Park Lane Hotel, New York. Contact: Tim Aikins, (831) 624-1536.

**May 10-12**—6th annual *Denver DBS Summit* Sheraton/Denver Tech Center, Denver, Colo. Con-

tract: (719) 545-1210.

**May 11-12**—*Kentucky Cable Telecommunications Association* annual convention. Radisson Plaza Hotel, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

**May 14-15**—*Pennsylvania Associated Press Broadcasters Association* annual convention. Holiday Inn, Harrisburg, Hershey, Grantville, Pa. Contact: Dick Lawyer, (215) 561-1133.

**May 17**—59th annual *Peabody Awards* luncheon. Waldorf-Astoria Hotel, New York. Contact: Dr. Barry Sherman (706) 542-3787.

**May 17-19**—"Advancing the Science and Art of Marketing," eighth annual *Claritas* Precision Marketing Conference. Fairmont Hotel, Chicago. Contact: (800) 678-8110.

**May 17-19**—"Cable & Satellite Mediacast: Delivering the Digital Future," forum for the digital broadcast, IT and telecommunications industries, presented by *Reed Exhibition Companies*. Earls Court 2, London. Contact: +44 (0)181 910 7962.

**May 17-20**—39th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. MGM Grand Hotel, Las Vegas. Contact: Mary Teister, (847) 296-0200.

**May 22-27**—22nd annual *National Association of Black Owned Broadcasters* spring broadcast management conference. Renaissance Beach Resort Hotel, St. Thomas, U.S. Virgin Islands. Contact: (202) 463-8970.

## JUNE

**June 5-7**—*Cabletelevision Advertising Bureau* local cable sales management conference. Hyatt Regency, Chicago. Contact: Nancy Lagos, (212) 508-1229.

**June 7-8**—53rd annual *New Jersey Broadcasters Association* convention and Mid-Atlantic States Expo. Trump's World's Fair Resort and Casino at Trump Plaza, Atlantic City. Contact: Phil Roberts, (888) 652-2366.

**June 10-15**—21st *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Switzerland. Contact: (800) 348-7238.

**June 10-16**—*National Association of Broadcasters* 1999 Management Development Seminar for Television Executives. Northwestern University, Evanston, Ill. Contact: John Porter (202) 429-5347.

**June 11**—Fourth Annual Broadcaster's Cup Golf Tournament, hosted by the *Nevada Broadcasters Association*. Desert Inn, Las Vegas. Contact: Ryan Sterling, (702) 794-4994.

**June 12**—Fourth Annual *National Association of Broadcasters/Nevada Broadcasters Association* Congressional Breakfast. Desert Inn, Las Vegas. Contact: Ryan Sterling, (702) 794-4994.

**June 12**—Fourth Annual *Nevada Broadcasters Association* Hall of Fame Dinner Dance. Desert Inn, Las Vegas. Contact: Ryan Sterling, (702) 794-4994.

**June 11-13**—"Civic Journalism: On the Air in '99," workshop sponsored by *Radio and Television News Directors Foundation and the Pew Center for Civic Journalism*. Denver Convention Center, Denver. Contact: Avni Patel, (202) 467-5215.

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

# A man for all media

**W**hen Merrill Brown started working as a print reporter, he never really figured on moving into any other medium.

But his career has taken him from the business pages at *The Washington Post* to the leading edge of new media as editor-in-chief of MSNBC on the Internet. That's not a vastly different realm for this seasoned journalist. For Brown, it's still "words and packaging."

"It's a wonderful next step," he says, "and there's nothing here I didn't do some of before I got to MSNBC."

Still, there have been obstacles. The biggest one? Overcoming initial skepticism that MSNBC could operate a credible online news-gathering organization situated on Microsoft's Redmond, Wash. campus.

"That was a big hurdle to get over, and I think we're over it. Those issues don't come up any more," he says.

Brown's first beats were as a financial reporter. He went from a position at *The Washington Star* to the *Post* in 1979, establishing credibility as its Wall Street correspondent in New York three years later.

His experience at the *Post* actually provided his first exposure to TV. He began making regular appearances as a news analyst on the *MacNeil-Lehrer News Hour* in 1980, and subsequently on CNBC and FNN.

In 1984, Brown's life took its first career-altering turn when he returned to Washington to take on new responsibilities as director of business development for the Washington Post Co.

In one quick year, that administrative job prepared him for his next big move, becoming editor of *Channels* magazine, initially a TV business monthly publication, for Norman Lear's Act III Communications. "It was a big stretch to take on a magazine and all of its complexity," he recalls.

Brown's return to New York as *Channels* editor set the stage for what was perhaps his career's biggest transition. He was thinking that he'd like to eventually start a cable network. Serendipitously, in 1990, Steven Brill approached him to help start the Courtroom Television Network.

It was the start of what would be a rewarding—if rocky—relationship with the irascible Brill. "We made each other crazy," Brown says. "I screamed at him. He screamed at me." At one point, Brown recalls, Brill threatened to throw him out of a window.

Brown remained at Court TV as one of



*"Gates would throw people through the e-mail window."*

## Merrill Mark Brown

Editor-in-chief, MSNBC, Redmond, Wash.; b. Aug. 2, 1952, Philadelphia; BA, political science, Washington University, 1974; reporter, free-lance critic, *St. Louis Post-Dispatch*, 1973-74; reporter, *Winston-Salem Sentinel*, Winston-Salem, N.C., 1974-75; Washington correspondent, Media General Newspapers, Washington, 1975-78; financial reporter, *Washington Star*, 1978-79; financial reporter, *Washington Post*, 1979-82; New York financial correspondent, *Washington Post*, 1982-84; director of business development, Washington Post Co., 1984-85; editor, *Channels* magazine, New York, 1985-90; senior vice president, corporate and program development, Courtroom Television Network, 1990-94; president, Kagan Information Services and editor, *Baseline*, Paul Kagan Associates, 1994; media/communications consultant for Time Inc., NBC and US West, 1995-96; current position since August 1996; m. Barbara Kappalman, May 25, 1980; children: Jessica, 15; Rachel, 12

its principal strategists until 1994.

He became a media and communications consultant in 1995, as consulting senior editor for Time Inc.'s *Money* magazine, developing that publication's online and Internet services, and acting editor for Time Magazine Daily, that periodical's daily online news service. He also was a launch consultant for NBC Desktop Video, designing its programming and creating the on-air look for NBC's business news service for personal computers.

That was a natural segue to his full-bore immersion in new media as MSNBC's top editor on the Internet when that venture launched simultaneously with the on-air debut of MSNBC in late 1996.

That includes dealing with another reputedly difficult personality in Microsoft honcho Bill Gates, who, Brown says, bears a marked similarity to Brill: "Gates would throw people through the e-mail window."

The most difficult part of his present mission, Brown notes, is bridging the bicoastal gap between NBC and Microsoft and the chasm in corporate culture between MSNBC's two parent companies. "We live in this complex world where NBC has editorial control over what we do, although there are lots of people in the Microsoft interactive media group that have views about what we do," he says.

Brown handles his job with "tremendous attention to detail," according to Michael Silberman, executive editor at MSNBC.com: "You have the impression he's thinking about the site 24 hours a day."

Brown insists that Microsoft has never tried to influence editorial decisions about the stories MSNBC.com covers. That, he says, remains the function of his staff, as do content choices such as the recent incorporation of a video portal on the news site, primarily archiving content from various NBC news shows.

Now that he feels MSNBC.com has earned credibility, Brown says its next objective is profitability—a goal he expects the operation to achieve by 2001.

Then there's the prospect of media convergence. MSNBC has created formats for both Microsoft's WebTV and Windows 98, and Brown is confident that MSNBC has a winning combination: "If we don't win at true convergence with these parents, then they ought to bring in the next folks to run this business." —Richard Tedesco

## BROADCAST TV



Young

**Jennifer Young**, director of advertising, ABC Entertainment, Los Angeles, named executive director.

**Ronald Loewen**, president, Liberty Life Insurance Co., Greenville, S.C., rejoins Cosmos Broadcasting

there as head, strategic development activities.

Appointments, PBS Research, Alexandria, Va.: **John Fuller**, director, named senior director. He will be succeeded by **Beth Walsh**, associate director, research.

**Rebecca Marks**, director, press and publicity, movies, miniseries and specials, NBC, Burbank, Calif., named VP, NBC entertainment publicity.

**Frank O'Neill**, director, sports and cable research, CBS, New York, named director, broadcast and cable research.

**Amy Miller**, sales associate, Pax TV, San Francisco, named associate account executive, Boston national sales, in new Boston Pax TV national sales office.



Meadow

Appointments, Telemundo, Los Angeles: **Cary Meadow**, senior VP, business affairs, Miramax Films, Los Angeles, joins as senior VP, business affairs and corporate development; **Milagros Car-**

**rasquillo**, director of research services, Univision Network, Miami, joins as senior VP, research.

**Bob Blacher**, director, sales and marketing, KGW-TV Portland, Ore., joins KPHO-TV Phoenix as general sales manager.

**Bill Saltzgeber**, general manager, WNPA-TV Pittsburgh, joins WBGN-TV there in same capacity.

**Brian Halas**, senior graphics designer, WXYZ-TV Detroit, named director of graphics.

**Kathleen Tank**, graphics manager, WITI(TV) Milwaukee, named art director.

Appointments, Blair Television, New York: **David Crawford**, VP, director of sales, America Red division, to VP, director of sales, USA White division. He will be replaced by **Alan Brittain**, VP, sales manager, Philadelphia; **Aaron Zeligson**, group sales manager, Philadelphia, named sales manager.

## PROGRAMMING



Gentile

**Rick Gentile**, senior VP and executive producer, Olympics, CBS Sports, New York, announced the formation of Diamond Sports and Entertainment there. He will serve as president and executive producer.

**Bran Ferren**, executive VP, research and development and creative technology, Walt Disney Imagineering, the creative and technological development arm of Disney Co., Burbank Calif., named president.

**Carolyn Way**, director, Eastern region sales, Rysher Entertainment, New York, joins Tribune Entertainment there as Eastern region sales manager.

**Jay Redack**, consultant, *Hollywood Squares*, King World, Los Angeles, named VP, production.

## JOURNALISM

Appointments, CNBC, Fort Lee, N.J.: **Patrick Sheridan**, senior producer/news editor, *Today's Business*, named executive producer, CNBC.com; **Elyse Weiner**, freelance producer, *Moneyline*, CNN, New York, joins as executive producer, CNBC Business News.

**Cathy Stevens**, senior producer, MSNBC, Fort Lee, N.J., joins Bloomberg Television, New York, as executive producer, U.S. television operations.

**Jean-Daniel LaRock**, press officer, New York City Board of Education, New York, joins NY1 News there as education reporter.

**Lisa Hughes**, reporter and weekend anchor, KIRO-TV Seattle, joins CBS

Newspath, the CBS News affiliate service, Washington, as correspondent.

**Luis Alberto Gonzalez**, news director, KLUZ-TV Albuquerque, N.M., joins WGBO-TV Chicago in same capacity.

**Lynette Romero**, reporter and anchor, KUSA-TV Denver, joins KTLA-TV Los Angeles as general assignment reporter.

**Pamela Johnston**, newscast producer, *The Ten O'Clock News*, WLVI-TV Boston, named assistant news director.

## RADIO

**Georgeann Leo**, broadcast supervisor, Ogilvy & Mather, Chicago, joins AMFM Radio Networks, Dallas, as account executive, Midwest sales.

**Ann Minotillo**, national sales manager, WKTU(FM) New York, named local sales manager.

Appointments, North American Network, Bethesda, Md.: **Imola Ekart-Balintfy**, account executive, Hagyar Hirlap, Budapest, joins as marketing/Internet specialist; **Tammy Van Donselaar**, director of station services, named director of station and client services; **Eric Wright**, manager, client services/senior account executive, named director, business development and client relations, Northeast region.

**Laura Legan**, assistant media planner, Wyse Advertising, Cleveland, joins Radio Shows, Dallas, as advertising sales manager.

## CABLE

**Arthur Tek**, chief financial officer, Paxson Communications Corp., West Palm Beach, Fla., joins Shop at Home, Nashville, Tenn., as executive VP and chief financial officer.



Cates

**Christopher Cates**, senior VP, network services, Atlantic Video, Washington, joins MediaComm, a subsidiary of The Inspirational Network, Charlotte, N.C., as president.

**Richard Phillips**, executive VP,

MGM Networks, MGM Worldwide Television Group, Los Angeles, joins



TV Guide Inc. there as executive VP, international.

**Maureen Smith**, senior VP, planning, scheduling and station relations, Fox Kids Network, Los Angeles, named general manager, Fox Kids Network, and executive VP, Fox Family Worldwide.



Smith

Los Angeles: **Dara Cohen**, creative executive, Red Hour Films, Los Angeles, joins as director of development, long-form programming; **Dabney Lee**, VP, creative affairs, All Girl Productions, Los Angeles, joins as director of development, current series programming; **Rachel Bendavid**, Silver Pictures, Los Angeles, joins as manager, series development; **Kim Metcalf**, creative executive, Ten Thirteen Productions, Los Angeles, joins as manager, series development; **A.J. Morewitz**, White House Advance Team, Los Angeles, joins as manager, series development; **Isabel Miller**, director, promotions marketing, Nickelodeon, New York, joins as VP, consumer marketing. She will continue to be based in New York.

**Peter Weil**, acting executive producer, Discovery Networks, Europe, based in London, named VP, controller of programs.



Storin

Appointments, America's Voice, Washington: **Bob Storin**, director of marketing, named VP; **LaTanya Butler**, director of affiliate sales and marketing, mid-Atlantic region, named regional VP, affiliate sales;

**Lori Stout**, manager, trade marketing, named manager of media relations and special events; **Paul Lyons**, manager, viewer relations, named manager, special projects.

**Jon Helmrich**, VP, international development, E! Entertainment Television, Los Angeles, named senior VP.

**Peggy Lam**, senior executive, advertising sales group, Star TV, named VP, advertising sales, China.



Ojala

Appointments, HBO Latin America, Miami: **Carmen Ojala**, managing supervisor, Fleishman-Hillard, Miami, joins as VP, corporate communications;

**Cristina Mendoza**, VP and general counsel, Knight-Ridder, Miami, joins as senior VP, general counsel and secretary.

**Julia Pistor**, VP, Nickelodeon Movies, New York, named senior VP. She will relocate to Los Angeles.

**Doris Casap**, director, film programming, HBO, New York, named VP.

**Kristin Frank**, director, affiliate sales and marketing, Western region, MTV Networks, Los Angeles, named VP, affiliate sales and marketing, Central region. She will be based in Chicago.

**Debra Ondo**, manager, promotion, production and design, WFXT-TV Boston, joins New England Cable News there as creative services manager.

### ADVERTISING/MARKETING/ PUBLIC RELATIONS

**Anne White**, co-founder, HypeHouse Inc., Minneapolis, joins 3 Ring Circus, Hollywood, Calif., as executive producer.

Appointments, Goodman Media, New York: **Stuart Ross**, VP, global public relations and product publicity, Reader's Digest Association, Pleasantville, N.Y., joins as senior executive; **Henry Miller**, managing director, Ogilvy Public Relations Worldwide, New York, joins as senior executive.

### TECHNOLOGY

**David Reese**, executive VP, ACTV Inc., New York, named president and chief operating officer.



Brenner

**Debbie Brenner**, manager, demonstrations and exhibition services, Quantel Inc., Darien, Conn., named director, marketing, North America.

**Kenneth Healy**, VP, Eastern region sales manager, SNAP Software, New York, named

VP, operations director.

**Kelly Nelson**, sales engineer, Fujinon, Los Angeles, named Southeast regional sales manager. She will be based in Hollywood, Fla.

### INTERNET

**Alison Merz-Gravina**, marketing associate, GIST Communications, an independent producer of TV listings on the Internet, named manager, sponsorships and promotion.

**Jim D'Arcangelo**, group president, telecommunication, NFO Worldwide, Greenwich, Conn., joins Media Metrix, New York, as senior VP, marketing and business development.

### DEATHS

**Arthur Dorfner**, 72, retired president and chief operating officer, the former WDHO-TV Toledo, Ohio, died March 2 after a bone marrow dysfunction. Dorfner worked at WABC-TV New York as business manager. One of his accomplishments was securing an ABC network affiliation for independent WDHO-TV. He also developed WDHO-TV and eventually became its president and COO. He retired from broadcasting in 1987. Dorfner served in World War II, the Korean War, and, at age 31, was elected mayor of Roselle Park, N.J. He is survived by his wife, Norma, two children and two grandchildren.

**Lee Philips**, 72, movie actor and director, died March 3 from complications of Parkinson's disease. Philips had a role in the 1957 TV version of *12 Angry Men*. He also directed episodes of several popular television series, including *The Waltons*, *M\*A\*S\*H*, *The American Girls* and, most recently, *Diagnosis Murder* starring Dick Van Dyke. He was in films as well, with roles in *The Hunters* and *Middle of the Night*, among others. Immediate survivors are unknown.

**Corrections:** The March 8 edition of BROADCASTING & CABLE incorrectly listed Paul Sellers' new position at Intersport. He will open and operate Intersport's offices in Los Angeles. The March 15 edition incorrectly listed Robert Iger's title. He is the chairman of the ABC Group and president of Walt Disney International.

—Compiled by Mara Reinstein  
mreinstein@cahners.com

**America's Most Wanted gave police a tip on a suspect now in custody for a sensational crime that stunned the nation's capital in 1997.**

But the show is not adding the name of Carl Cooper to its capture list—now at 555. District of Columbia police say they already had Cooper's name among suspects in the July 1997 triple murder at a Georgetown Starbucks coffee shop, although they have credited the show with helping them "refocus" on Cooper. *America's Most Wanted* had already aired a segment on the shootings at a Georgetown Starbucks coffee shop twice before. But after the third airing, the show's hotline received a tip that Cooper could be the man. Investigators said the tipster later wore a hidden microphone and recorded

conversations with her boyfriend regarding Coopers admitting the shootings. Cooper was arrested on a warrant involving another shooting and admitted the Georgetown shootings during questioning. A spokesman for *America's Most Wanted* said the show will not take credit unless police say it was integral to the capture, and, as yet, police have not.

**The Howie Mandel Show will take a hiatus at the end of the month,** and sources say it could be the end of the road for the comedian's first foray into daytime TV.

A Paramount spokeswoman says the show has been scheduled to begin a hiatus April 1 since the beginning of the season and that it is expected to resume production in early

May. *The Howie Mandel Show* averaged a 1.4 rating for the just completed February sweep period, according to Nielsen—the same national rating the show scored in the November sweeps. Paramount executives have not announced any new clearances or renewals for the show for the 1999-2000 season, but the studio's spokeswoman says they are in "continued talks" with stations.

**Kevin Tannehill, executive VP of network distribution at UPN, resigned his post last Friday.** Tannehill, who has been with the network since March 1994, says he is leaving for another position that he will announce within the next few weeks.

**A proposed second Public Broadcasting**

**Service known as PBS 2 has passed the feasibility stage**—and could debut as early as this fall, although a winter-spring 2000 debut is more likely, says Kathy Quattrone, head of programming for PBS. In a luncheon speech last week, she said the "preliminary plan" has PBS 2 bowing as a six-hour-a-week service, with two hours airing across three nights.

**Jacor Communications Inc. is buying Phoenix's two top-billing radio stations, KESZ(FM) and KNIX(FM).**

If the deal is approved by the FCC, Jacor will pay \$142 million to companies affiliated with country singer Buck Owens and his family. Country-formatted KNIX(FM), which is owned by Owens' Owens Broadcasting Co. LLC, is going for \$84 million. KESZ with its soft AC format is being sold for \$58 million. KESZ is currently owned by OwensMAC Radio LLC, a partnership between Owens Broadcasting and MAC America Communications Inc., which is owned by the Delbert and Jewell Lewis family. Jacor, which is merging into Clear Channel Communications Inc., already owns KMXR(FM) and KZZP(FM) Phoenix. Clear Channel currently has no stations in the city.

**News Corp. COO and Fox Television President Chase Carey chastised fellow**

**broadcasters** last week for being divided on whether to deregulate broadcasting by increasing local and national ownership caps and by allowing for cross-ownership of broadcast and cable properties. "The broadcast establishment should be a case study for incompetence in dealing with

**Clinton and press call a one-night truce**

One of the lasting images from the Radio & Television Correspondents' Association dinner March 18 at the Washington Hilton was President Clinton and ABC correspondent Jackie Judd shaking hands. Judd was receiving the Joan S. Barone award for excellence in Washington-based national affairs/public policy broadcasting. The award was for her coverage of the president and Monica Lewinsky. That moment of civility (a theme echoed by after-dinner speaker Garrison Keillor) appeared to set the tone for an evening when the president received some warm applause from the group of 2,200 broadcast and cable journalists in attendance, journalists who, Keillor suggested, treat a presidential dilemma as a "professional opportunity." Judd and her investigative producer, Chris Vlasto, had to walk past Clinton on their way to accept the award.

Vlasto found the whole thing "surreal" and said his mind wandered back to 1992, when he first met Whitewater figure Jim McDougal in a trailer in Arkansas. As he acknowledged those who'd helped him win the award Vlasto mentioned McDougal, inadvertently sounding to some as though he were thanking the late ex-Clinton crony, causing some of the breath-holding throng to audibly exhale in expressions of surprise and bewilderment.

On agreeing to attend the dinner, the president said: "If this isn't contrition, I don't know what is." The president poked fun at his plight over the past year, enlisting an actor to portray the "Prime Minister of the United Republic of Karjakador." The prime minister, complete with epaulets and a bright red sash, joined him on the dais for bear hugs and a short speech in an unidentified foreign tongue that the president interpreted as "sounding very much like words of praise [that] mean more to me than I can ever express." The episode was a nod to the age-old presidential tradition of collecting international kudos when domestic issues become dicey. On a serious note, the president saluted the journalists around the world who are "harassed, imprisoned, even murdered, for seeking and speaking the truth." He also praised a "robust" and "independent" press, saying freedom of the press was a goal "we all share."

—John Eggerton and Dan Trigoboff

industry issues," Carey said. "When it comes down to developing long-term strategy, we allow short-term and parochial issues to dominate." News Corp. and its subsidiary Fox Broadcasting has been fiercely lobbying Congress, the FCC and the administration to loosen broadcast ownership regulations without much success. Fox is particularly concerned about the issue because it bumps up against the ownership cap with 22 owned-and-operated TV stations that cover 35% of the national viewing audience.

**The FCC last week made it easier for start-up companies to enter the high-speed Internet access business.** According to new regulations that passed the commission, new companies can set up their equipment, or "co-locate" it, in the central offices of regional telephone companies. The 1996 Telecommunications Act required regional phone companies to grant access to new companies, but they often averted compliance by keeping their equipment locked away from competitors, although in the same office. Start-up companies say the new rules will cut in half their time to market and costs.

**NBC's *Late Night With Conan O'Brien* has moved into second place in the season-to-date late night standings among adults 18-to-34.** Through 25 weeks this season, *Late Night*

has averaged a 1.3 rating/10 share in adults 18-to-34, according to Nielsen. O'Brien's show moved past CBS' *Late Show with David Letterman*, which has averaged a 1.3/7.

**NBC, CBS and ABC have all pulled shows off their prime time lineups.** *Lateline*, which was renewed for midseason this year on NBC, was pulled off the network after just one airing this week. CBS opted to pull *Magnificent Seven* off its schedule, and ABC has ended the run of midseason drama *Strange World*.

**Ending its struggle to find carriage, America's Health Network will merge with Fox Television's Fit TV channel,** with Fox managing the combined operation. The unnamed venture will be owned 50-50 by Fox and AHN's shareholders; Fox will run it. Neither network has been very successful, securing around 9 million subscribers each. AHN nearly went dark in 1997.

**At Home Network and Videon Cablesystems struck a deal to make a high-speed Internet access service accessible to 500,000 Canadian households.**

Videon, Canada's fifth largest MSO, operates cable systems in Edmonton, Alberta, northwestern Ontario and Manitoba. Videon will start converting existing Internet customers on its Wave service in Manitoba and its Power Surfer service in

## Former NBC president dies

Walter Scott, 84, a former president and CEO of NBC, died March 12. Scott spent 36 years at NBC, as the Peacock network expanded from radio to the "Golden Age" of television.

One of Scott's most notable decisions as president came in 1965 when he put the entire NBC schedule in full color, despite the cost increase and skepticism from RCA and Hollywood film studios. The result was a good one: It vaulted NBC into a ratings tie with then-leader CBS. Scott was soon named CEO.

Scott joined NBC as a radio salesman at age 22. In the radio ranks, he became Eastern sales manager in 1949 and national sales manager in 1952. Scott moved to the television side in 1955 and by 1959, he was executive VP. He became president of NBC Television Network one year later. Scott retired from the company in 1974. He is survived by his wife, two daughters, five grandchildren and two great grandchildren.

—Mara Reinstein



Scott became NBC's CEO after bringing full color to net's entire lineup.

Alberta during the third quarter of this year.

**NBC Interactive Neighborhood and 24/7Media forged a three-year pact to put a national advertising sales force in place focusing on TV and Internet convergence** in local markets. The partnership will seek to create integrated multimedia sponsorships for major market local advertisers.

**Correction:** Due to a production error, an incorrect picture was used with the March 15 "Fifth Estate" profile of William L.

McElveen, executive vice president of Bloomington Broadcasting Corp. and chairman of the National Association of Broadcasters' Radio Board. McElveen is shown below.



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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

## Be careful

Bill Kennard's congressional critics have been increasingly vocal in their attacks (see story, page 8). The prime reason for the escalation: Kennard's belief that the media should be a vehicle for social change. Although it squares completely with the Clinton/Gore agenda, it runs up against a congressional majority going in the opposite direction. There are bound to be some fenders bent, or worse, when the two collide.

We agree with those who believe Kennard should not be using the levers of a federal agency to coerce broadcasters or cable operators to right social wrongs, especially when it involves programming. And like many on the Hill, we feel Kennard's talk about tightening broadcast ownership restrictions is anachronistic. However, we are alarmed by the personal nature of the criticism and amused by the complaint that the FCC isn't acting quickly enough. Whatever his faults as a policymaker or manager, Kennard is an honorable man whose policies spring from his own passions and beliefs, although some have likely been encouraged by the politicians over in the White House. And if implementation of the 1996 Act has been slow, lawmakers ought to remember that many of the issues before the FCC are ones that Congress punted to the FCC because they were too hot to handle on Capitol Hill. Instead of complaining about what the FCC isn't doing, Tauzin and Dingell and McCain ought to be concerned about what they aren't doing: legislating.

## Good catch

*America's Most Wanted* has done it again. The Fox show helped capture a suspect in the sensational murder of three Starbucks employees in Washington in 1997. Police would only say the show was "helpful" in the capture, adding that

the show's broadcast of the segment on the killing and the tip it generated had refocused their attention on the suspect. For its part, *AMW* has always been conservative about taking credit for a catch. Our take on the facts is that the show was an important partner in the effort and deserves to pat itself on the back.

Tarred with the tabloid brush in its infancy, *America's Most Wanted's* reputation has since been burnished by 556 captures (technically still 555, but we will give them the Starbucks catch and applaud them for it, even if the D.C. police won't). *AMW* was axed from Fox's schedule some years back and reinstated only after loud protests from fans, including numerous law enforcement officials. Thanks to that support, and the long arm of TV, we can all sleep a little easier.

## KO'd

Finally, a boxing decision we can all agree with.

Last week, a California judge threw out a state law that levied a 5% tax on the gross receipts from satellite telecasts of pay-per-view boxing, wrestling and martial arts.

In the winning corner was Stan Hubbard, who struck a blow not only for the First Amendment, but for satellite broadcasters and cable operators alike. (In some states, similar taxes apply to both media.)

Hubbard had some heavyweight help from the U.S. Supreme Court, which stated clearly in a 1991 decision, cited by the judge in this case, that "a statute is presumptively inconsistent with the First Amendment if it imposes a financial burden on speakers because of the content of their speech."

With such a powerhouse right landing flush on the jaw of the so-called Boxing Act, Judge William Shubb ruled that the act represents "exactly the kind of judgment about content which the First Amendment does not allow California [or any other state, we would add] to make."

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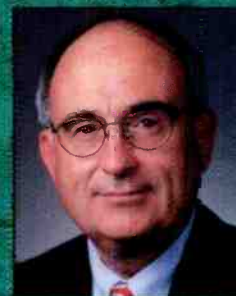
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*or your account executive.*

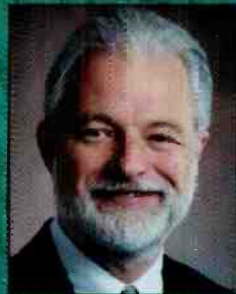
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