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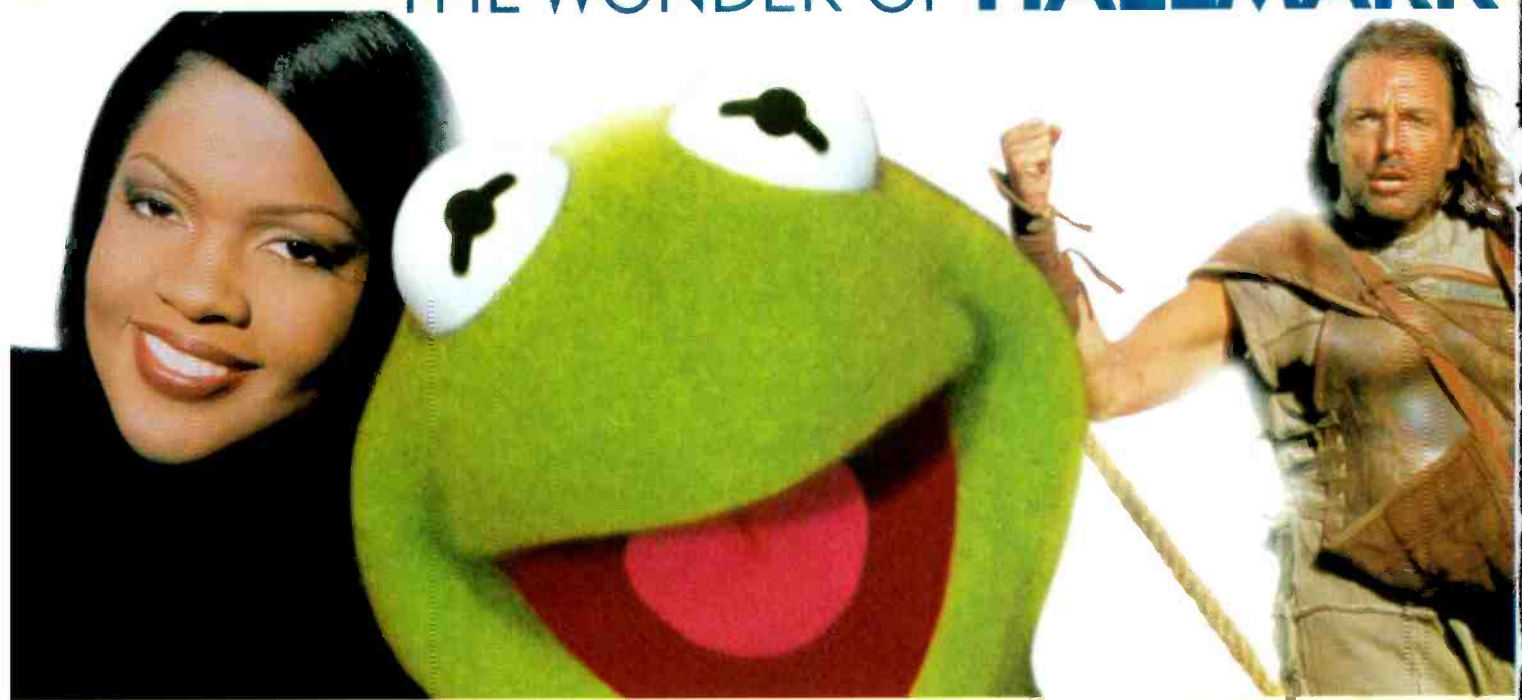
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TOP OF THE WEEK / 6
BROADCASTING / 26
CABLE / 38
TECHNOLOGY / 40
INTERNET / 44

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TOP OF THE WEEK / 6

PBS' late-night news challenge New program from MacNeil-Lehrer partnership wants to uplift nightly news. / **8**

MTVN's deal for a decade Carriage agreement with AT&T locks in MTV and Nick, doubles reach of Noggin. / **10**

Headline News stops repeating itself Hoping to reverse ratings slide, news net to present new format and studio on June 15. / **10**

Price isn't right, say bidders Some claim FCC minimums for broadcast licenses don't reflect market. / **12**

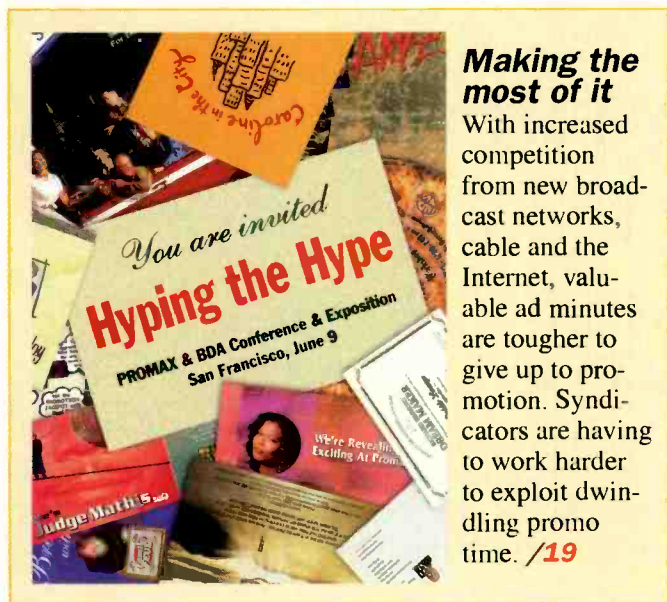
Feds to scrutinize mayhem marketing President calls for study of promotions aimed at children. / **16**

For more late-breaking news, see "In Brief" on pages 60-61



Networks vs. Affiliates

ABC floats new proposal to affiliates New plan is similar to the previous deal that fell apart, but stations face severe inventory cuts if they don't sign on the dotted line. / **6**



Making the most of it

With increased competition from new broadcast networks, cable and the Internet, valuable ad minutes are tougher to give up to promotion. Syndicators are having to work harder to exploit dwindling promo time. / **19**

BROADCASTING / 26

Life after Hercules USA Networks unveils Back 2 Back action: 'Jack of All Trades' and 'Cleopatra 2525.' / **26**

High court won't hear CNN case Media lose another case on privacy-violation issue. / **26**

Dealer ads motor from WXYZ-TV Six-figure loss seen as Detroit-area auto group exec pulls spots over negative story. / **27**

Chancellor signs off Sells majority interest in its billboard business to Lamar. / **28**

Metro snapped up Westwood One buys traffic-reporting network. / **28**

CABLE / 36

Malone's high-class deal Supervoting Class B stock, not wireless, drives Liberty's \$3 billion Associated buy. / **36**

Cable's family circle Industry to show 600 hours of nonviolent programming. / **38**

TECHNOLOGY / 40

Football made simpler ABC will use Sportvision system to show viewers how far teams must go for first downs. / **40**

Mile-high DTV troubles Community opposition stalls Denver tower construction. / **40**

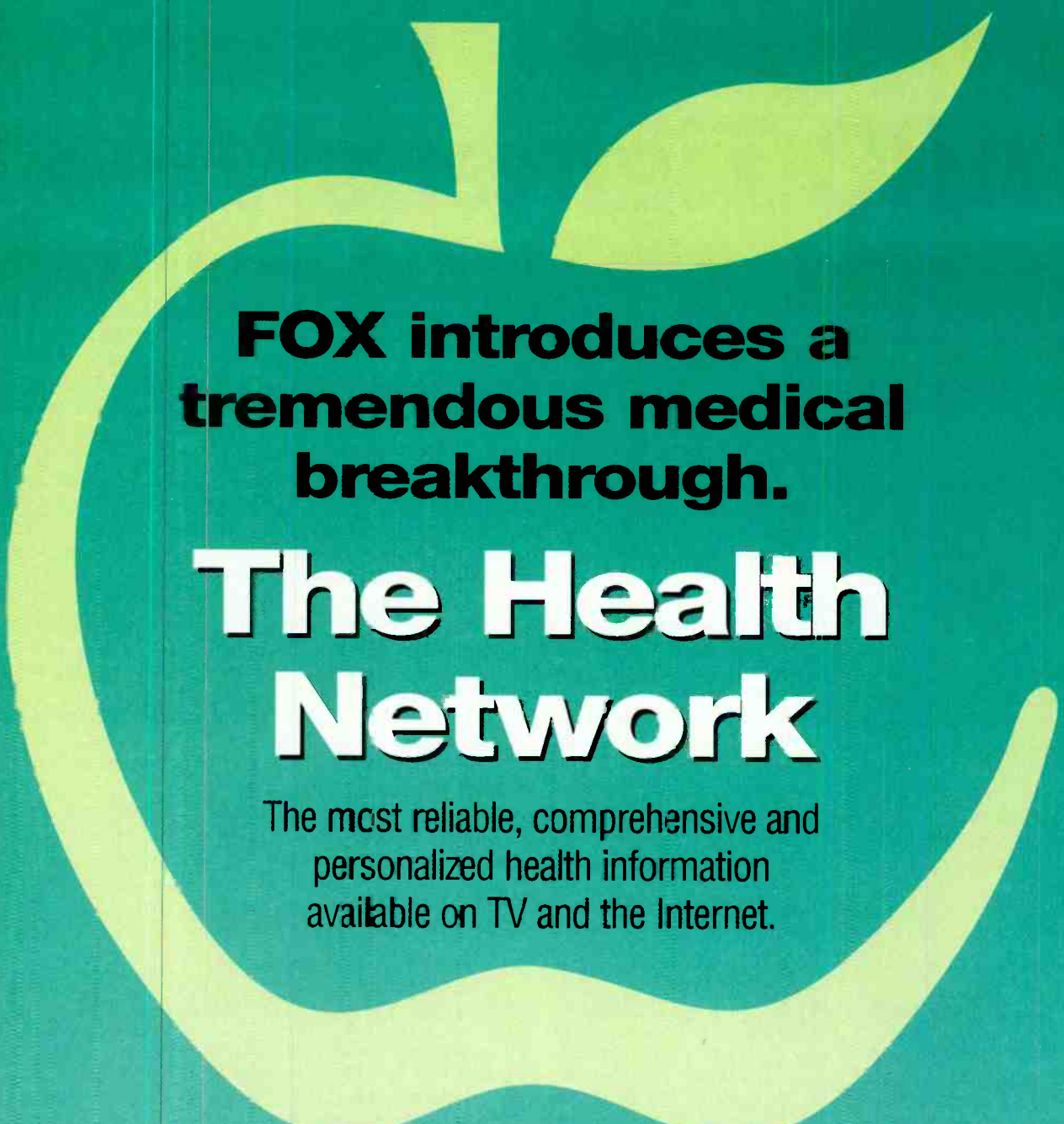
INTERNET / 44

AOL stakes out Net music turf ISP picks up two online music companies for \$400 million in stock swaps. / **44**

Atomic Pop pumps up Public Enemy The rap group's latest offering is now available via digital download. / **44**

WebTV box redux Microsoft unveils its next-generation set-top boxes. / **45**

Changing Hands.....55	Datebook.....54	Get w/ the Program...32
Classifieds.....46	Editorials.....62	In Brief.....60
Closed Circuit.....14	Fates & Fortunes.....58	Nielsen Ratings.34, 38
Cutting Edge.....42	Fifth Estater.....57	Washington Watch...18



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ABC Tightens Vise

Network threatens to take back time unless affiliates agree to NFL-exclusivity plan

By **Steve McClellan**
and **Joe Schlosser**

It's hardball time in the standoff between ABC and its affiliates. On the eve of its annual affiliate meeting in Los Angeles this week, ABC said it would take back spots and promotional time and reduce compensation—unless affiliates agree to a \$50 million deal to help pay for National Football League rights.

By contrast, CBS affiliates were in a virtual lovefest last week at their annual confab in Las Vegas. Even when CBS' top Washington-based executive, Marty Franks, took it to affiliates on a couple of heated legislative issues, he opened his remarks by stating, "I love you dearly."

ABC's latest NFL proposal would also grant stations limited exclusivity and a piece of the cable soap opera channel the network intends to launch next January.

If its plan is rejected, ABC told affiliates last week, then expect a series of

"adjustments" that the network would likely implement for the 1999-2000 season. They include:

- Elimination of the 10:30 p.m. local 30-second news brief to promote late newscasts.

- A daily, one-minute reduction in local program windows for *Good Morning America*.

- Reduced affiliate prime time inventory by three-and-a-half minutes per week (90 seconds each on Tuesday, Thursday and Sunday).

- Elimination of compensation for carriage of specials such as the Academy Awards, Barbara Walters, the Miss America telecast and sports events, such as golf and auto racing.

- A sharp cutback in the amount of local inventory for both the Academy Awards telecast and the pre-awards show.

- Elimination of local station break time in the Orange, Rose, Fiesta and Sugar bowls, which sources said could amount to about a dozen units per game.

- No local station break time in the pre-game telecast for Super Bowl XXXIV.

But the network also said it was willing to do a deal tying the NFL, exclusivity and an equity stake in the soap channel, similar to the deal that fell apart two months ago. That deal disintegrated due to disagreement on exclusivity, where ABC wanted a "favored nations" clause that would allow it flexibility to begin repurposing moves similar to other networks.

Last week, station sources said that the proposed "adjustments," would not go over well with ABC affiliates. "They'll hate it," predicted one executive.

The latest exclusivity proposal replaces the favored nations clause with a clause that gives the network the right to repurpose up to 25% of its prime time schedule without restrictions. Exclusivity windows for various types of programs remain largely intact from previous proposals, including six months (or the end of the TV season, whichever is earlier) for prime time

Scripps pays \$3 million, settles dispute with ABC

Promotion time does add up. Scripps Howard Broadcasting found that out the hard way when its ABC affiliates covered up network-fed promotion spots with local promos. Consequently, Scripps recently agreed to compensate ABC for the encroachment, a violation of the affiliate agreement, to the tune of approximately \$3 million, a source familiar with the settlement said.

The network confirmed the promo switches by monitoring its scheduled spots at the Scripps Howard ABC stations, and through the reporting of the stations themselves, and then sought compensation.

Many of the details as to how and why the Scripps stations covered the network spots were not available and neither side was willing to discuss the matter. However, a Scripps source acknowledged that the company would pay the settlement in promo spots, not cash.

Scripps owns six ABC affiliates: WXYZ Detroit, WMAR-TV Baltimore, WCPO-TV Cincinnati, WEWS-TV Cleveland, WFTS-TV, Tampa and KNXV-TV, Phoenix.

ABC issued a brief statement on the matter without further comment: "From time to time, issues come up

between the network and our affiliates, and we always deal with those issues privately. There are no outstanding issues between the network and Scripps Howard." Scripps issued a similar statement.

Sources familiar with the situation suggested that some of the station people involved felt that substituting local promos for network promos would be a way to benefit both network and stations—that if a local newscast does well, it makes a good lead-in to the network newscast that follows.

But other sources say some of the preempted spots were in primetime, promoting late news at the expense of network programming. Those sources suggest that the situation indicates the contentiousness that has surrounded talks between ABC and affiliates this year as they discuss their future relationship, as well dissatisfaction with ABC's primetime schedule.

Sources say that talks between Scripps Howard and ABC have been less-than-harmonious, reflecting the overall unhappiness of many affiliates concerning their inability to reach an understanding with the network.

—Dan Trigoboff and Steve McClellan



series. Windows for news shows vary widely, including a mere four hours for *World News Tonight*, but 60 days for news magazines. Breaking news coverage would not be exclusive.

The network would have unrestricted repurposing rights for its soaps, but would grant a four-hour window for *The View*. Affiliate financial participation in the soap channel would be the greater of several formulas, including: 10% of the total annual subscriber revenue generated in their market; or 15% of annual net profits.

A three-year NFL contribution deal has been proposed where the affiliates pay a combined \$50 million in year one, and 4.5% more in each subsequent year. The affiliates would also give back 10 units of commercial inventory in the Saturday children's block (with a guarantee of continued clearance of the kid's block).

In return, affiliates would get six additional prime time spots per week, and a guarantee that current inventory levels would be maintained for three years.

ABC issued a brief statement last week that confirmed the proposal, but made no mention of the alternative adjustments. But together, they clearly make up a carrot-and-stick approach to dealing with the affiliate body.

One insider last week said the network was clearly determined to facilitate a partial "transfer of wealth," from the affiliates to the network, which executives feel is out of balance. At the same time, sources say, the network wants to work with stations so that both sides can grow their profits.

Kudos for CBS

While ABC affiliates face tough talks with the network this week, CBS executives came into their annual meeting with affiliates last week feeling pretty good about themselves, having just completed the 1998-99 season as the top network in total viewers and households, while lacking any serious issues with their affiliate body.

With other networks continuing to struggle in the affiliate-relations department, CBS has been receiving kudos from many of its station owners. CBS has not given permission for its soap operas to repeat on upcoming cable channels, it isn't repurposing any of its primetime fare and the network treated the affiliates to a high-class rendezvous in Las Vegas last week at the ritzy Bellagio Hotel.

But Franks, CBS Corp.'s senior vice



CBS' Franks: 'As long as we are an industry divided, we will not be in control of our own destiny in Washington.'

president, didn't mince words when it came to both sides dealing with impending legislation on issues related to home satellites and network ownership caps.

On CBS' pressing of FCC executives to lift the network ownership cap from its current 35 percent, Franks said, "You may be able to sell the notion that greater network ownership of stations constitutes a threat to localism, or that we will force you to sell us. But for the record, do any of you really believe that?"

On satellite transmission, Franks said, "As we face a very uncertain outcome on the ensuing legislation, I must confess that I am puzzled when I hear so many of you wondering why we haven't done better on this issue, where right is so clearly on our side.

"To me the answer is clear, as long as we are an industry divided, we will not be in control of our own destiny in Washington. It does not have to be this way."

In response to Franks heated words,

Freedom Broadcasting's Alan Bell said, "Clearly we are divided on these issues, but that's not necessarily the end of the world. That doesn't hang our relationship."

The biggest issue coming into last week's CBS affiliate meeting was the battle over the 7-8 a.m. weekday morning hour. CBS executives, who announced last month plans for a revamped *CBS This Morning* program with Bryant Gumbel, want affiliates to carry the show for two hours this fall.

CBS News president Andrew Heyward announced last week that the CBS owned-and-operated stations will carry the full two hours, as will all of the Gannett-owned CBS affiliates, including WUSA-TV in Washington.

When the morning show debuts in November, CBS stations will have the option to stay with local news for the first hour, Heyward told affiliates. But the network plans to push for all of its stations to carry the national program. Two years ago, CBS gave its affiliates back an hour for local news to compete with NBC's dominant *Today* show.

Meanwhile, a number of CBS affiliates, whose stations are faring well with local news in the time period, said they won't be switching over to the new Gumbel program anytime soon.

Still, even when a few hot topics came to the forefront, each side was quick to point out that they were in better situations than the other broadcast networks when it came to affiliate relations.

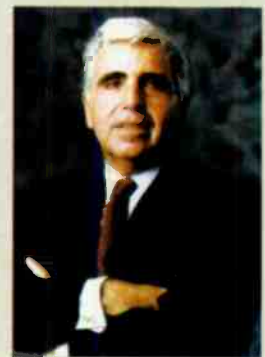
Karmazin touts Net, blasts sales

CBS CEO Mel Karmazin last week reassured the net's affiliates that recent acquisitions in the Internet world and in outdoor advertising would also benefit them.

"All of our energy, every single decision that we make every single day, is focused on the media," he told affiliates meeting last week in Las Vegas. "We don't have the distractions of turbine engines. We don't have the distractions of amusement parks. We don't have any distractions. Rest assured, every bit of maximum time is focused on our business, which is media. And our strategy is to make CBS the best media company in the world."

Karmazin called last month's upfront sales season the best in the network's history. But he had harsh words for station sales staffs. Calling local TV ad sales "horrible," he said local sales staffs "have allowed advertisers to steal" local ad share. "I find that as something that is unacceptable and that it is something that we all need to work on."

—Joe Schlosser



Karmazin: 'Rest assured, every bit of maximum time is focused on our business, which is media.'

PBS' late-night news challenge

New program from MacNeil-Lehrer partnership wants to uplift, not dumb down

By Elizabeth A. Rathbun

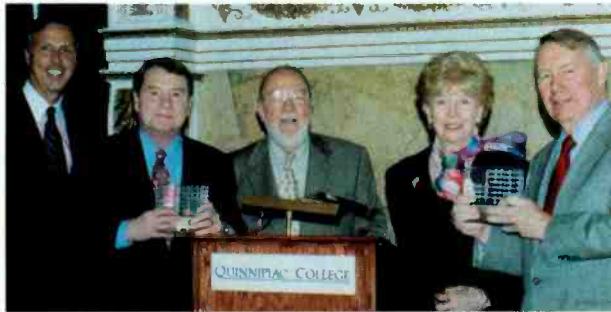
The *New York Times* and MacNeil-Lehrer Productions are planning a half-hour national newscast at 11 p.m. for PBS stations to compete with local newscasts.

The late-night offshoot of *NewsHour with Jim Lehrer* is a sharp attack to counteract the "body bag" journalism of late-night local news programs, said Robert MacNeil, the former *NewsHour* anchor.

A dozen or more PBS affiliates, including WNET(TV) New York and WETA-TV Washington, have signed on, says Sam Roberts, vice president/general manager of TV programming for the New York Times Electronic Media Co.

"Surf around the dial at 11:00 and try to find a newscast that doesn't insult your intelligence. It's hard to find serious, important information at the hour on most local channels," says CBS News veteran Roberts, who wrote the original plan for the show.

With the working title of *National Edition*, PBS and the show's backers



At a ceremony honoring journalism excellence, Quinnipiac College President John Lahey (l) presents the Fred Friendly First Amendment Award to Jim Lehrer and Robert MacNeil (holding the awards). Also pictured: Louis Adler of the college's mass communications department (center) and Ruth Friendly, widow of the legendary CBS news chief.

want to raise cash to put it on the air by early 2000, several sources say.

"There's a lot of news out there, but there is still a great need," says Dan Werner, president of MacNeil-Lehrer Productions. Public TV has the audience for "a substantive late-night news program at 11 that puts the news in context and gives viewers something different and something special."

Though in its early stages, the show's current outline calls for 10-12 minutes of hard news at the top, followed by three or four minutes of business and econom-

ic news, Roberts says. That will be followed by in-depth background reports on various issues and an analysis, perhaps by one continuing commentator.

There will be a break of several minutes for local PBS stations to provide local weather and sports. MacNeil is a driving force behind the new show. He "will have a great deal to say about what this program looks like," but would not be the anchor, Roberts said.

Roberts says he and MacNeil-Lehrer started discussing the show several months ago. Their

plans were revealed last Wednesday by MacNeil when he and Lehrer accepted the Fred Friendly First Amendment Award from Hamden, Conn.'s, Quinnipiac College. MacNeil retired from what was then called the *MacNeil-Lehrer NewsHour* in October 1995.

Both men sharply criticized TV networks for viewing news as entertainment. Even PBS came under attack. The recent departure of *Washington Week in Review* moderator Ken Bode was cited after management said it wanted "more attitude" on the program. ■

Ex-GIs seek Tailwind damages

Two more military veterans quoted in CNN's now-infamous "Operation Tailwind" story are suing the network. Robert Van Buskirk, a former Special Forces lieutenant in the U.S. Army, filed a defamation suit in Charlotte, N.C. last Wednesday, seeking damages of more than \$100 million. Michael Hagen, a disabled Vietnam War veteran, filed suit Thursday in Los Angeles, claiming he was wrongfully identified as a murderer in the story.

Buskirk was one of the sources identified in CNN's internal investigation of the story about accused U.S. military forces of using nerve gas on American defectors during the Vietnam War. Friends and business contacts have shunned him since the story aired, and has suffered mental anguish as a result, according to the suit.

Buskirk is seeking \$75,000 in compensatory damages and \$100 million for punitive damages.

CNN's corporate parent, Time Warner, was also named as a defendant, as was Time Inc., a partner in the production of *NewsStand*. Tailwind ran on the premiere edition of *NewsStand* on June 7, 1998. Less than a month later, CNN retracted the story.

Hagen is seeking unspecified damages for negligence and libel, claiming he was deceived by the defendants into contributing to the story. Hagen, who suffers a number of maladies from chemical exposure in Vietnam, said his image and interview was used in the story to support the allegations of nerve gas use. Tailwind producer April Oliver and reporter Peter Arnett are also named in the suit.

Last week's filings follow a suit recently filed by retired Army Major Gen. John Singlaub, who sued CNN and Oliver for defamation over the story. Singlaub claimed he tried to dissuade Oliver from doing the story. Oliver was subsequently fired from CNN. In a countersuit, Oliver contends that Singlaub was the primary source for the story. She also has sued CNN for firing her.

Last July, former Green Beret Sgt. Keith Planchik sued CNN and Time for \$100 million, claiming he was defamed by allegations in the report that he and other members of a special unit killed women, children and American defectors during the operation.

CNN officials had no comment on the lawsuits.

—Deborah D. McAdams

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MTVN's deal for a decade

Carriage agreement with AT&T locks in MTV and Nick, doubles reach of Noggin

By Deborah D. McAdams

Life is good at MTV Networks. It just secured a 10-year distribution deal with the world's biggest MSO.

The deal entrenches MTV and Nickelodeon in AT&T's 16.5 million subscriber world, plus it opens up additional distribution possibilities for VH1, according to sources familiar with the negotiations.

"What this means—entering into a continued long-term relationship with one of the largest distributors in the business—is great validation and recognition of great brands in the cable business," said Nicole Browning, executive vice president of affiliate sales and marketing for MTVN.

Browning wouldn't discuss the license fees of the deal, other than to

say "the package was very attractive."

MTV, Nick and VH1 have roughly 69 million, 71 million and 62 million subscribers, respectively. The pact also propels Nick's Noggin into the digital cable universe. The five-month-old kids network, a joint-venture of Nickelodeon and the Children's Television Workshop, is being added to AT&T's "HITS Three Pack" by year's end—effectively doubling distribution. Noggin is now carried primarily by EchoStar's Dish network to about 1.3 million subscribers. But even with MTV's negotiating clout, it still hits only about 400,000 homes via analog cable.

Being in the Three Pack gives Noggin an additional 1.3 million AT&T digital subscribers and access through HITS to another 500,000. Nickelodeon Games and Sports and MTV2

will be offered to MSOs through HITS, also by year's end.

"This puts Noggin and GAS and MTV2 very solidly in distribution momentum...by the MSO that's most aggressive to date with these boxes out there," Browning said.

However, earlier this year, the MSO's executives said that Noggin was being marketed for 20 cents a sub as a stand-alone, but less if operators took MTVN's entire nine-channel digital suite. Sources close to the AT&T deal said MTVN's remaining digital channels will eventually be picked up by the MSO. Those include Nick, Too, MTV "X," MTV "S," VH1 Smooth, VH1 Soul and VH1 Country.

Noggin's schedule is a mix of programs from Nick, like *Blue's Clues*, *Eureka's Castle* and old episodes of *Sesame Street* and *Electric Company*. ■

Headline News stops repeating itself

Hoping to reverse ratings slide, news net to present new format, studio on June 15

By Deborah D. McAdams

CNN Headline News is reinventing "the wheel," its 30-minute revolving newscast.

In a multimillion-dollar revamp, "the premise remains the same, in that it is the headlines, the top stories of the day, updated and available around the clock," said a source at Turner Networks, CNN Headline News' parent company. But the day will now be divided into four parts, each with its own anchor and less repetition.

The new format, expected to be announced today in a press conference, begins June 15. Other changes include a new set. And while the backdrop will still consist of a newsroom, camera perspectives will change from stalwart, straightforward shots to more angular perspectives.

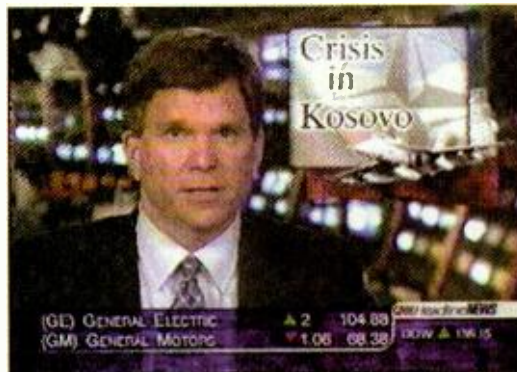
Also, Turner will trumpet the new and improved 24-hour news network in an aggressive, off-network advertising campaign, the source said. In all, the revamp will cost several million dollars, sources said, declining to be more specific.

Evolving beyond the wheel is undoubtedly the biggest thing to hit Headline News since its inception in 1984. The network arose around the revolving news model after Ted Turner lifted the idea from radio. The concept got off to a respectable, if not spectacular, start. Headline News pulled ratings between 0.8 and 1.0 during its peak periods on weekends, 8 a.m. to 1 p.m.

But those numbers have dropped steadily to less than half that today. Prime time numbers have likewise slipped to half of their original tally, from about 0.5 to 0.2 in this year's first quarter.

Another Turner source said ratings were very much at the heart of the revamp.

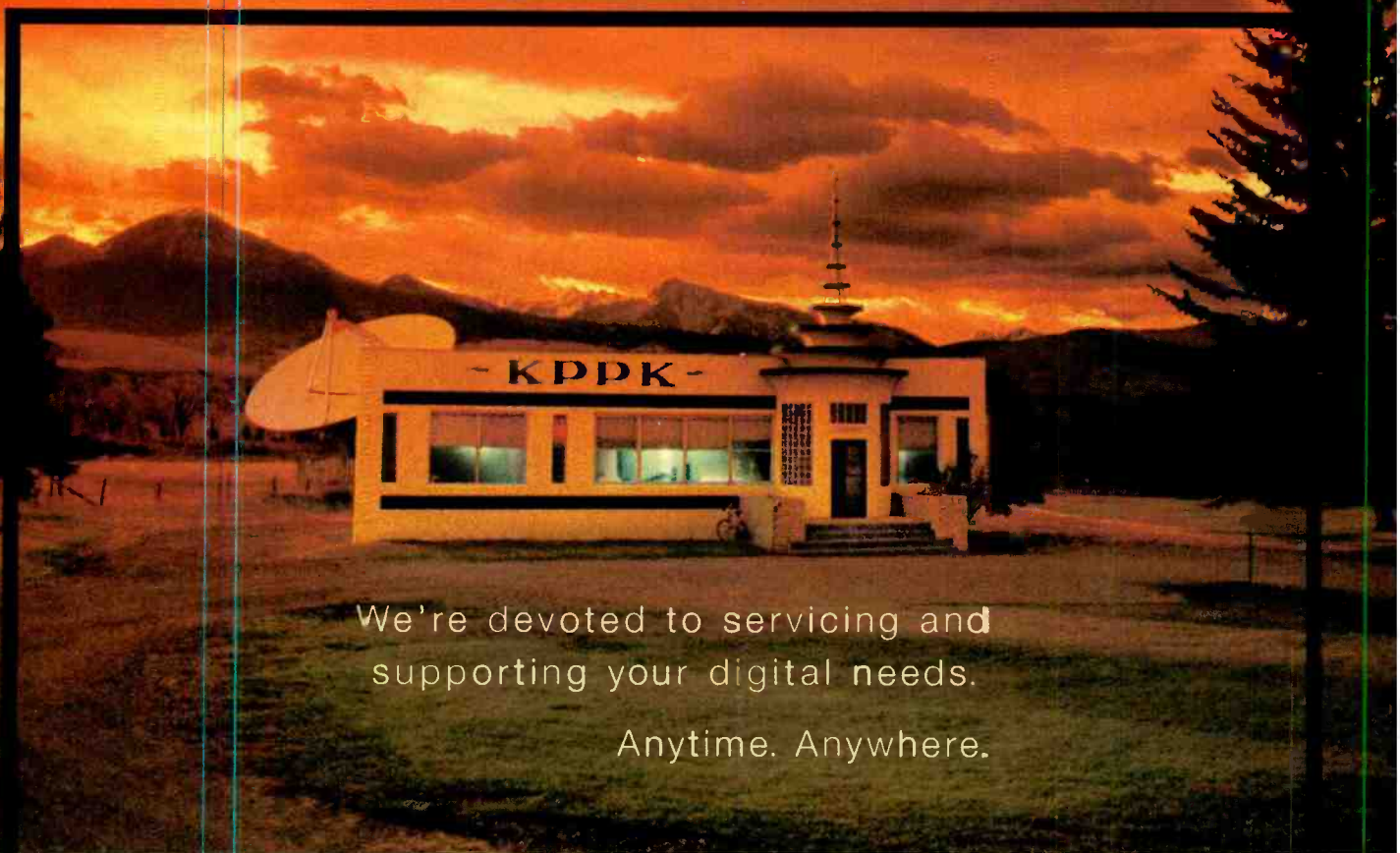
Ebbing ratings were blamed a year ago when 70 of the network's 300 employees were laid off. Turner executives said automation was the culprit, and indeed, new digital equipment requires fewer hands than analog tape production. However, at the time,



Prime time ratings slipped to 0.2 in first quarter of this year.

Headline News' prime time rating had slid 33% from April 1997, the same month that Rupert Murdoch launched Fox News.

Fox News and MSNBC, introduced in July 1997, quickly grew into testy competition in the news category. Fox pulled in a 0.5 rating with 186,000 households last month during prime-time while MSNBC did a 0.4 with 197,000 households. Headline News registered a 0.2 for 176,000 households during the same period. ■



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Price isn't right, say bidders

Some claim FCC minimums for broadcast licenses don't reflect realities of markets

By Bill McConnell

The government's price is too high for many of the broadcast licenses it plans to auction this fall, potential bidders complain.

Minimum bids proposed by the FCC are often wildly inflated, because prices have been set based on a station's designated market area, they said in comments filed with regulators last week. In a number of cases stations are considered to be within major metro areas even though the outlets actually would be based far away, sometimes hundreds of miles, from the larger market's primary audience.

"No consideration appears to be given to the distance a community is from the core market," wrote J. Dominic Monahan, an attorney for three companies eligible to participate in the bidding.

Uhlmann/Latshaw Broadcasting, one of only two bidders for channel 12 in Logan, Utah, says the \$2.48 million floor price is ridiculous. Though the station would be on the fringes of the Salt Lake City market, they note that the channel attracted no applicants until 1994, even though it was allocated in 1952.

By contrast, Channel 21 in Virginia Beach, Va., with a minimum bid of

Auction prices

High cost for small markets

TV license	Min. bid	Cost per HH
Sun Valley, Idaho	\$570,000	\$25.00
Butte, Mont.	\$160,000	\$2.83
Boise, Idaho	\$280,000	\$1.41
Tallahassee, Fla.	\$280,000	\$1.24

Source: FCC, broadcaster calculations

\$1.24 million and smack in the middle of the expanding Hampton Roads market, has attracted 22 applicants since it was allocated in 1996.

The Sept. 28 auction is intended to clear the FCC's backlog of competing applications. In all, the agency has more than 750 pending applications for 178 full-power TV and radio licenses. Permits for 87 broadcast translator and low-power TV outlets will be auctioned as well.

FCC staffers counter that the prices are not set in stone and that revised minimum bids, along with filing deadlines, auction seminar dates and mock auction times, will be issued in late June or early July.

If prices are not lowered, all of the eligible bidders may pull out of the auc-

tioning, especially in the smallest markets, said Maureen Furiosi, who is slated to vie for an FM station in South Waverly, Pa. In her case, she says that outcome "would further delay South Waverly from receiving its first local service."

Monahan and others suggest TV bidding floors be set at \$1 per home and FM radio at 20 cents.

Right now, the cost-per-household is often astronomical, he says. One of Monahan's clients, Falls Broadcasting Co., wants to bid on channel 5 in Sun Valley, Idaho, a ski resort located 100 miles from Boise and Idaho Falls. But the \$570,000 minimum bid is way too steep, he says, because the station's signal would reach only 22,400 TV households — at a cost of more than \$25 per home. ■

FCC needs help with Noggin

Regulators want a few extra noggins to help them decide whether Noggin, the joint venture of Nickelodeon and the Children's Television Workshop, should count toward satellite broadcasters' educational programming requirements.

For the past year Noggin has quietly lobbied the agency to declare that the channel qualifies for the set-aside. In April, Noggin made a formal request for a ruling, but last week the FCC asked the public for some additional brainpower.

At issue is whether direct satellite broadcasters can count Noggin as partially fulfilling their educational, non-commercial programming obligations mandated by the 1992 Cable Act. It is unclear whether Noggin qualifies because the joint venture is expected to make money from cable subscriber fees and corporate underwriting. Last fall, the FCC set the requirement at 4% and established other rules for the set-aside—leaving Noggin's inquiry undecided.

Noggin officials argue that the for-profit venture qualifies as a set-aside programmer because the channel will not

air commercials and will be devoted to educational and informational content for kids.

FCC officials, however, want more input on the extent to which money-making entities can participate—without undermining the noncommercial mission intended by Capitol Hill.

"We believe we are what Congress was considering when it required the set-aside," said Tom Ascheim, Noggin's general manager. "They wanted to protect voices that would not normally get to be expressed."

Without Nickelodeon's financial and technical support, a nonprofit such as CTW would not be able to launch the around-the-clock channel, he said.

Though generally supportive of Noggin's request, public advocates and kids' TV groups say they are taking a wait-and-see approach before staking out a definitive stand.

Comments on due July 6 and replies July 21.

—Bill McConnell



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COURT TV

Inside crime and justice

NRTC sues partner DirecTV

By Paige Albiniaik

The National Rural Telecommunications Cooperative last week sued DirecTV, claiming that its long-time business partner had violated an agreement to give NRTC exclusive rights to sell DirecTV programming in rural markets.

NRTC's suit, filed in U.S. District Court in Los Angeles, says that once DirecTV closed on its acquisition of U.S. Satellite Broadcasting last month, it began to sell USSB's premium channels directly to NRTC's rural customers and bill them separately for the service.

According to the lawsuit, that violates an agreement NRTC made with DirecTV in April 1992 and then amended in 1994. In 1992, NRTC members invested more than \$100 million to start up DirecTV and in return were given exclusive rights to provide programming in many rural markets, including the eventual rights to distribute premium channels such as HBO, Showtime, Cinemax and The Movie Channel if DirecTV acquired them. DirecTV acquired those rights when it closed on its purchase of USSB.

In its lawsuit, NRTC asked the court to temporarily restrain and enjoin DirecTV from marketing the premium channels separately to NRTC subscribers.

Jay Downen, NRTC's senior vice president for external affairs, said that NRTC filed the lawsuit with "great regret" and doesn't expect the dispute over this issue to bleed into other areas of NRTC's relationship with DirecTV.

DirecTV would not comment on the lawsuit, but said it would not disrupt its business operations.

"Fundamentally, this is a contract dispute between NRTC and DirecTV. This should not raise concerns for NRTC and/or DirecTV subscribers," said Bob Marsocci, DirecTV spokesman.

NRTC has approximately 1.2 million subscribers, or about 17 percent of DirecTV's 7.2 million subscribers, a total that includes those from its recent USSB and Primestar acquisitions. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

Fox deal hits snag

About the agreement Fox and its affiliates reached last week on station payment for inventory—the devil has appeared in the details and it's not done yet. As of late Friday, the Fox affiliate board was withholding its approval because of problems in the language of the formal agreement that Fox issued earlier this week, said Board Chairman Murray Green, vice president, Raycom Media. Green declined to spell out specifically what the issues are, but remained optimistic that they would be resolved shortly. Others familiar with the situation said Fox has drawn up an agreement that takes back 20 prime time 30-second commercials—reducing stations' local weekly inventory load to 70 units—which stations then buy back. When stations pay up, they get a bonus 15 units of additional inventory. Affiliates want the agreement to read that they are paying for the 15 new units—leaving the core inventory base intact at 90 weekly units. It's an important distinction, particularly three years from now when the agreement would expire.

HOLLYWOOD

Harbert to Columbia

The long-anticipated shakeup at Columbia TriStar Television will likely shake out this week. Sources say Columbia TriStar Television President Eric Tannenbaum will be leaving by the end of the week to start a TV division at Michael Ovitz's new talent firm, AMG. Former ABC Entertainment Chairman Ted Harbert (he left the network in 1997) is expected to be named to succeed Tannenbaum atop Columbia TriStar Television. Harbert is currently in a development deal with DreamWorks Television. Sources also say Helene Michaels, currently Columbia TriStar's executive vice president, will likely be named to a new post, potentially a presidency if the division is restructured. Columbia TriStar executives had no comment.

WASHINGTON

Trinity deal

The FCC's Mass Media Bureau is urging the commission to accept a \$34 million deal between Trinity Broadcasting, National Minority T.V. and two companies challenging their licenses in Monroe, Ga., Poughkeepsie, N.Y., Santa Ana, Calif. and Portland, Ore. Trinity would pay Glendale Broadcasting and Maravillas Broadcasting \$28 million to drop their competing applications, and give another \$2.65 million to civil rights groups also challenging two of the network's license renewals. National Minority, which owns the Portland station, will give an additional \$4 million to Maravillas. A source predicted the commissioners would rule within two months. The deal is intended to replace a \$55 million agreement Trinity and National Minority offered to eliminate challenges to the four stations and to its Miami operation. The earlier settlement was thrown out April 15, when the FCC revoked Trinity's Miami license for lying to regulators. Trinity is appealing the revocation in federal court.

NEW YORK

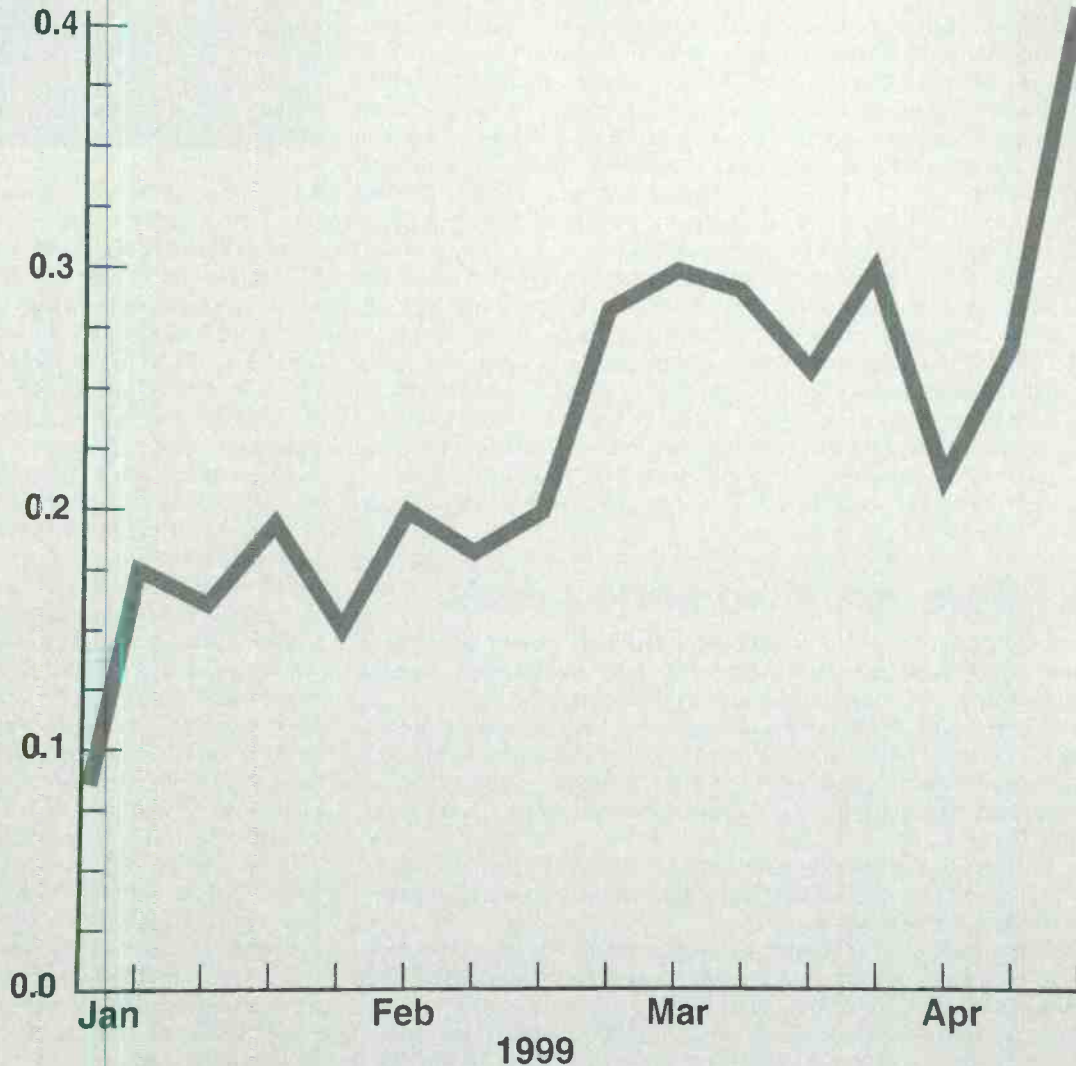
New York state of mind

New Lifetime Television President Carol Black is having a tough time settling into New York. Since leaving Los Angeles two months ago, Black has been living in a ritzy East Side hotel. First, the owner of a condo she'd leased needed to remodel. Then workmen who were refinishing the floors started a fire that caused extensive smoke damage. Now, Black has found that she has to be careful standing on what passes for the apartment's "balcony"—a tiny ledge with a rail. A nearby tall building has a hawk nesting on a much bigger ledge, and maintenance workers warn her that the hawk feeds on small animals and often swoops close to people standing on their balconies.

THIS YEAR, THE NEW COURT TV HAS OUTPERFORMED THE DOW BY 412%*

(Talk about return on investment!)

Prime Time Ratings
Dec. 98 - Apr. 99



SOURCE: Nielsen Galaxy Explorer, 12/21-12/27/98, 1/4-4/18/99; weekly Mon.-Sun., 8-11 pm household ratings. Subject to qualifications upon request.

COURT TV

Inside crime and justice

Since launching our new prime time lineup on January 1, our overall ratings have jumped a spectacular 425%.

Rising from .08 at the end of December to .42 in mid-April. A phenomenal increase in just three short months.

It's solid proof that viewers are bullish on the New COURT TV.

Definitely an uptrend worth watching.

Feds to scrutinize mayhem marketing

President calls for study of promotions aimed at children

By Paige Albiniak

President Clinton last week kept the heat on the entertainment industry, announcing that the Department of Justice and the Federal Trade Commission will conduct a joint study on whether that industry is using violence to attract kids.

The agencies will spend up to 18 months to determine whether the industry targets children with violent movies, video games and movie lyrics that are rated "adult." It also will examine how companies advertise and market those products to children, whether via TV, radio, Internet or print.

"When violent entertainment made for adults is marketed to children, it undermines the ratings system

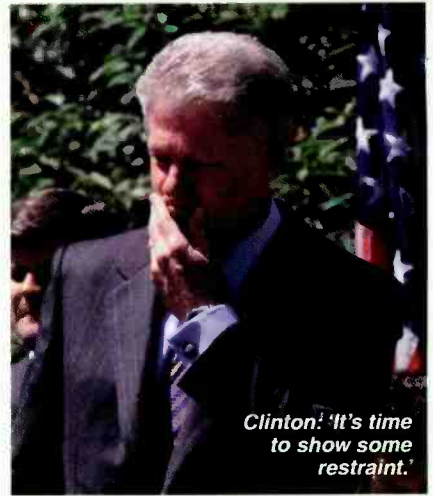
designed to protect them," Clinton said.

While TV programs won't be specifically targeted by the study, the spotlight isn't off the industry.

"I read with concern that some of the new network programs will be even more violent than last year's," Clinton said. "It is time to show some restraint."

Although the President commended "a network executive" for canceling a program that was too violent, it wasn't clear what program he had in mind. The WB (*Buffy the Vampire Slayer*) and CBS (*Falcone*) each canceled or put on hold violent programs in the week prior to the White House announcement. USA's Barry Diller has also said there will be no more violence, foul language or nudity on *The Jerry Springer Show*.

FTC spokeswoman Victoria Streit-



Clinton: 'It's time to show some restraint.'

feld called the federal study a "beginning," but not an "investigation." In the past, similar studies—such as a recent FTC report on Internet privacy—have led to congressional hearings that eventually resulted in new laws and regulations. The FTC is likely to lead work on the study, one source said. FTC Chairman Robert Pitofsky says he will resort to subpoenas, if necessary.

The administration's antiviolence efforts come in the aftermath of recent school shootings in Littleton, Colo., and in Conyers, Ga.

Members of the entertainment industry are not commenting on the political backlash that has occurred since the Littleton shootings, but are clearly frustrated by the increased calls for examinations of their businesses.

"It doesn't help if you bring folks in for a meeting to try and have a partnership move forward and then, before the entertainment industry has a chance to roll over in its crib, you smother the baby," said one industry executive. "Let's find a great thing to do to help kids and not just look to find a scapegoat."

Clinton and Vice President Al Gore, a presidential candidate, have been criticized for being soft on the entertainment industry because of the campaign contributions Hollywood makes to Democrats. In the first quarter of 1999, Gore received \$272,200 from entertainment interests, according to the Center for Responsive Politics.

The administration's call for a study echoes one by Sens. Sam Brownback (R-Kan.), Joseph Lieberman (D-Conn.), Orrin Hatch (R-Utah) and Herb Kohl (D-Wis.), which included language calling for a study similar to one mandated by the juvenile crime bill passed by the Senate last month. ■

Senators push violence labels

All violent media products would be labeled, including content labels on TV programs, under a bill expected to be introduced this week by Sens. John McCain (R-Ariz.) and Joseph Lieberman (D-Conn.).

Various entertainment industries would have six months to work together to create a "universal labeling system," which must "reflect the nature, context, intensity of violent content and age-appropriateness of the media product," according to a joint McCain-Lieberman statement issued last week on the bill.

TV would be required to use the new system instead of, or in addition to, the age- and content-based TV ratings system already in use, said Dan Gerstein, spokesman for Lieberman.

Gerstein said they expect the entertainment industry to challenge the bill in court on First Amendment grounds, but says courts have historically upheld statutes intended to protect children.

The labeling system would not cover sexual content, but Gerstein said McCain and Lieberman still plan to wrestle with that question. "If the different industries are going to collaborate, it only makes sense to include sexual content," Gerstein said.

The Federal Trade Commission would enforce the system and could accept, reject or modify whatever labeling system the industry devises. Retailers would be held responsible for enforcing age-based restrictions, such as not allowing children under 17 into R-rated movies and not selling video games to kids if they are rated for adults. Retailers who fail to do so could be fined \$10,000.

Manufacturers and producers would be required to label their products. Those who did not abide by the labeling system would be subject to fines of up to \$10,000 per day for every day the product is in the marketplace.

—Paige Albiniak



The Critics Respond...

C-SPAN at TWENTY

“C-SPAN...has arguably had as much impact on government and politics in America as any invention in that time.”— **Newsday**, April 6, 1999

“C-SPAN offers Americans a more realistic look at politicians than the usual polished image supplied by evening news clips and Sunday talk shows.”— **USA TODAY**, March 19-21, 1999

“You gotta love C-SPAN...”— **Fort Worth Star-Telegram**, March 21, 1999

“...there’s only one truly unfettered source for finding out exactly how the political machine works in this country and it’s C-SPAN.”—
SAN FRANCISCO EXAMINER, March 17, 1999

“C-SPAN has been...a force for good citizenship in living rooms across the nation”— **Pittsburgh Post-Gazette**, March 28, 1999

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Leased-access as broadband fix?

Video quality an issue as cable industry defends turf against Internet services

By Bill McConnell

A small Internet company is asking the FCC to knock a big hole in the wall now protecting cable operators' broadband networks.

Last week, officials from Internet Ventures Inc., a 30,000-subscriber Internet service provider, asked regulators to rule that the cable industry's leased-access rules apply to Internet Service Providers because those ISPs can offer video programming.

"Let the Internet fulfill the promise of cable—rich multimedia [and] interactive content, and do it through a means that costs the cable operator nothing to update their plant," said Internet Ventures President Don Janke.

But the cable industry was quick to attack Internet Ventures' petition. Said Scott Broyles, spokesman for the National Cable Television Association:

"The current leased-access rules were in no way meant to apply to Internet-related services."

With the FCC's go-ahead, consumers, especially in rural and low-income areas, would get access to high-speed Internet services faster than if cable operators are allowed to roll out their proprietary systems free of competition, Janke said.

"Thousands of entrepreneurs across this country will take this and run with it, and you will see broadband Internet literally overnight," he predicted.

The FCC this week is expected to ask for public comment on Internet Venture's proposal. If there is sufficient public support, the agency will likely launch an exploration of the idea.

Some industry lawyers predicted that Internet Ventures will have a hard time persuading the FCC to go along. They said the leased-access rules were

intended for broadcast-quality programming—and not the tiny, jerky video images available on the Web.

Janke insisted, however, that technological improvements will soon bring video streaming technology up to par with TV signals. Consequently, the government should prepare now. To make ISPs eligible for leased access, the FCC needs to do no more than declare that ISPs are video programmers, Janke said. "There is substantial compelling evidence to say that Internet video is simply a different technological means to deliver video," he said.

Janke noted that his company already has four carriage agreements with communities in California, Washington and Oregon. Cable companies' willingness to negotiate carriage agreements dried up last summer after AT&T's proposed acquisition of TCI sparked last year's unbundling fight. ■



WASHINGTON WATCH

By Bill McConnell and Paige Albinak

DirecTV picks up Tempo

DirecTV has government approval to acquire the satellite capacity it needs to begin offering local TV station signals in major markets. The FCC on May 28 authorized the transfer of 11 satellite frequencies at 119 degrees to DirecTV from Tempo Satellite Inc. DirecTV spokesman Bob Marsochi called the approval "an important step" toward the company's goal of offering local TV signals in more than 20 markets and to 50% of TV households by the end of the year. Local signal carriage by DirecTV and other direct broadcast

satellite operators, however, is still contingent on congressional approval. The House and Senate have passed separate DBS local carriage bills and next week will begin negotiations to work out differences between their plans.

FCC urged to speed up on DTV duties

A consortium of consumer advocates, civil rights activists and other groups wants the FCC to get moving on public interest obligations for digital broadcasters. For instance, the FCC should determine the quality and quantity of children's programming that digital broadcasters must make available and

should spell out how community-based digital programming will be offered, say officials for People for Better TV. The group last week petitioned the FCC to hold hearings on digital broadcasters' public service obligations. "The FCC should schedule hearings on the public interest obligations of these giant corporations that own the nation's television stations as they stand on the brink of a \$70 billion windfall in publicly owned air rights," said Mark Lloyd, executive director of the Civil Rights Forum on Communications Policy. Congress ordered the FCC to establish public-interest obligations for digital broadcast-

ers as part of the 1996 Telecommunications Act and it has been six months since the Gore Commission issued its recommendations for industry responsibilities. "[An] FCC rulemaking would represent the first steps into the next century for television," said Randy Naylor, associate general secretary for the National Council of Churches.

Dereg spurs group to ask for FCC aid

The FCC should do a better job of looking out for consumers' interests in the wake of deregulation and industry consolidation, state regulators and public advocates told agency officials last week. "We are concerned that consumer protection will be sacrificed," said Susan Grant, director of the National Consumers League's fraud information center.

PROMAX & BDA

Making the Most of It

Syndicators working hard to exploit dwindling promo time

By Joe Schlosser

Whatever the local TV station executive wants, the local TV station executive will likely get this year from the top Hollywood syndication studios. That's the message many of the top syndication marketing-and-promotions gurus are putting out as they head into the annual PROMAX and BDA Conference in San Francisco this week.

With increased competition from new broadcast networks, cable and the Internet, local television stations don't have the advertising inventory they once did to promote daily and weekly syndicated shows. And with the changing landscape, those valuable minutes of ad time are tougher to give up for promotional purposes compared to simply selling them to advertisers for cash.

"It has just gotten tougher and tougher to promote programs," says Eyemark Entertainment executive vice president Bob Cook. "The time that used to be available from TV stations is now at a premium and the way to overcome that is by taking advantage of every opportunity out there."

This year TV executives heading to San Francisco for the conference June 9-12 will be blitzed with promotional and marketing campaigns that look an awful lot like the hoopla surrounding the recent release from the *Star Wars* creators. Sweepstakes, Internet tie-ins, radio, billboard, print and on-air advertising will be available in every shape

and size in an effort to work with station executives. The syndicators are spending upwards of \$5 million to \$7 million, in some cases, to launch a show this year, studio executives say.

"What we are trying to do is be more flexible with stations," says Matthew Pugliese, vice president of advertising and promotion at Twentieth Television. "We are trying to listen to them and hear what their problems are. Our campaigns will be specifically designed to tailor to their needs."

The days of just 30-second and 60-second spots for a show are over. Now the studios are doing five-, 10-, 15-, 20- and 25-second spots, along with a handful of other advertising tactics. PSAs, doughnuts (where ads are sold between two promotional spots) and count-downs are now commonplace. Campaigns that once started in late August for a show debuting in September are now rolling out, in some cases, in late June and early July. And in the case of most new and returning syndicated programs, the Internet is becoming a vital tool in the pursuit of attracting more eyeballs to the television screen.

Tribune Entertainment's Henry Urick is looking to utilize the Internet not only to promote the new daytime offering *Richard Simmons' DreamMaker*, but also to encourage the public to offer up their own dreams to the show's producers.

"We are turning the whole show and marketing

campaign interactive," Urick says. "We are going to explain what the show is about and then encourage viewers to contact us with their dreams on our Web site. It will allow stations to interact with their audience and create a brand for the show at the same time."

Five new talk shows (including the relaunch of *Leeza* by Paramount Domestic Television), seven new one-hour weekly series, a pair of game shows and court series and a handful of off-network programs are set to debut in syndication this fall. Here is a run-down of what to look for.

Warner Bros. Domestic TV

Executives on the Warner Bros. lot will be busy this summer preparing to launch six shows in syndication for the 1999-2000 season. A new talk show, *Latifah*, with actress-recording artist Queen Latifah and the court series *Judge Mathis* will join four new off-network sitcoms headed to syndication (*The Drew Carey Show*, *In the House*, *The Parent'Hood* and *The Wayans Bros.*).

The studio is also relaunching *The People's Court* with Judge Judy's husband (Jerry Sheindlin) presiding for next season. Both Queen Latifah and Judge Greg Mathis will be on hand for workshops with station executives this week in San Francisco and both will be at the center of the studio's promotional campaigns for their respective shows.

"In Queen Latifah, we feel we have a quadruple threat. She's a superstar, Grammy-winner, a movie actress and now a talk-show host," says Yelena Garofolo, senior vice president of corporate marketing and advertiser services at Warner Bros. "So we are kind of looking at the overall package with her. And with Mathis, he is a very dynamic, personable man who has turned his life around so we'll highlight that."

For *The Wayans Bros.* and *The Parent'Hood*, over 75 % of the stations signed on for the shows in syndication will be carrying both programs five days a week. So Garofolo's division has designed a campaign that can combine the two shows in ad spots or promote them individually. For *In the*

House, Warner Bros. executives have taped a number of music video-style spots with star LL Cool J and will be using the tag line "It's Cool in the house five nights a week." For *Drew Carey*, the campaign will start this summer with a tease phase featuring Carey going door-to-door spreading the word that he is coming to syndication. Then 10 days before the launch, a day-by-day countdown will commence featuring clips of the sitcom.

Eyemark Entertainment

The CBS syndication unit will launch three shows this fall, including two new first-run series. Eyemark executives are putting the final touches on ad strategies for talker *The Dr. Joy Browne Show* and the weekly action series Peter Benchley's *Amazon*. Also debuting next season is the off-net sitcom *Caroline in the City*. For Browne, who is a clinical psychologist, Eyemark will play-up the fact that the talk show will be able to offer advice for everyday problems. Tag lines for the show include "Tough talk that matters," "Telling it like it is" and "She knows what she is talking about." Eyemark will also be heavily cross-promoting Browne's show on the radio, where she already is an established daily talk-show host.

Eyemark's Bob Cook says the studio is looking to promote the action series *Amazon* as though it were a theatrical movie release.

"It's a big product so we are trying to sufficiently tease it the same way as a movie, with all the excitement and hoopla that comes with a film opening," Cook explains. *Amazon* will be promoted heavily on the Internet, radio, TV and on college campuses, he



'Divorce Court'

adds. Eyemark's first major off-net sitcom rollout for *Caroline in the City* will feature the show's acting ensemble and humor.

Paramount Domestic Television

Michael Mischler, the new executive vice president of marketing at Paramount's TV division, has five workshops going at PROMAX and a lot of work ahead.

Paramount just took over the distribution and marketing chores for Rysher Entertainment and will soon assume Worldvision Enterprises' TV properties. The focus right now, though, is getting talker *Leeza* launched in syndication and getting *Star Trek* fans to tune in for *Star Trek: Voyager* when it debuts in syndication. *Leeza*, which has aired on NBC for the last six years, will be moving into syndication where Paramount executives say they will give the show a lot more publicity. The talker will get radio promotion for the first time in its history, Mischler says. As for *Voyager*, the tag-lines Paramount executives will be using for syndication include

"Are you a Voyager?" and "*Star Trek: Voyager*—five flights a week." Mischler scored a coup last week, using the final 60 seconds of *Voyager*'s network season finale to promote the upcoming syndication launch. New campaigns for *Real TV*, *Entertainment Tonight* and *Montel Williams* will be unveiled at PROMAX.

Twentieth Television

Fox's syndication division is launching its own first-run court series, a remake of *Divorce Court* that features actual litigants. Twentieth's Pugliese says that the launch campaign for the show will start with a full slate of "funny" teaser spots that remind viewers of the classic series that formerly used actors as litigants.

Once the show starts taping in July, ads featuring clips from *Divorce Court* episodes will quickly be turned around for August and into September. "We feel like we already have an advantage in having a brand name to work with," Pugliese says. Twentieth executives are also prepping a new summer campaign for returning talker *Forgive or Forget*. The studio is going to air six weeks of original episodes during the summer—a clip-driven advertising blitz will "zero in on" the new episodes, Pugliese says.

Tribune Entertainment

Richard Simmons is known for doing things a little differently, so he'll fit in perfectly with Tribune's unorthodox launch plans for the talk show *Richard Simmons' DreamMaker*. The first part of the advertising campaign designed by Tribune's Henry Urick calls for viewers and online users to send in their dreams via the Internet. Through viewer e-mail, the show's producers will be able to find stories and dreams that can be realized on the show. "Because of our extensive



'Richard Simmons' DreamMaker'

marketing plan that utilizes the Internet, the potential daytime audience will be far more comfortable with the show when it goes on the air," Urick says. "It's not going to be one of those wham-bam, pray you get some sampling kind of rollouts." *DreamMaker* will also have a full TV, radio and billboard campaign, as well as a workshop with Simmons this week in San Francisco. Tribune is also launching a new action series based on the *Beastmaster* films that will incorporate what Urick calls a thorough on-air and station co-op campaign.

Pearson Television

Pearson executives are also looking to get a ratings boost out of the Internet. The international syndicator is teaming up with Internet company Up roar to help launch its remake of game show *Family Feud*. Through a Web site, viewers will be



'The Dr. Joy Browne Show'

able to play a specialized single-player version of the classic game show or tap into their local market to get information about the TV version. "Many of the stations have Web sites but don't have the content that they would like," says Pearson marketing executive Richard Mann. "This not only gives them content, but content that relates right back to their on-air product."

Mann says the new version of *Family Feud*, which will feature comedian Louie Anderson as the host, will be advertised as the classic game show viewers have come to know over the years, not a "totally new and different one." Pearson Television executives will be hosting a workshop for *Feud* in San Francisco with Anderson at the microphone and they will also be showcasing the new *Baywatch Hawaii*.

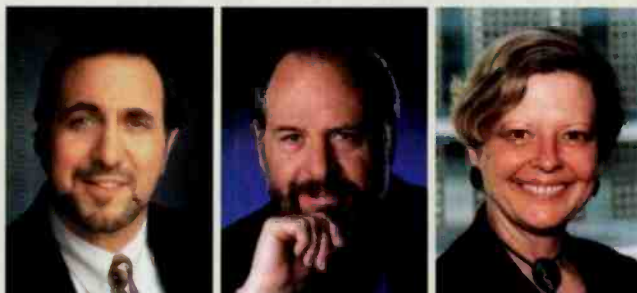
Worldvision Enterprises

The syndicator that has brought the nation into the courtroom is going to stick by its guns this year. Worldvision executives will unfurl promotional plans for a fourth season of *Judge Judy* and a second season of *Judge Joe Brown*. *Judge Judy* will still use the tag line "Justice with an attitude," while *Judge Joe Brown* will herald "A passion for justice." Therese Gamba, the head of marketing at Worldvision, says both court shows will have comprehensive radio, TV and print advertising, along with several PSAs from each TV jurist. Gamba has also designed a mini-combination campaign for stations running both *Judge Judy* and *Joe Brown*. "Because the genre is becoming so popular, we wanted to make sure the Worldvision shows really could get good placement on the stations with a variety of materials that jump out among all the other court shows," Gamba says.

King World

The newly incorporated CBS syndication unit will be giving station executives their first taste of what *Martin Short* will have to offer

At the pinnacle



Manze

Minard

Moseley

FROMAX singles out its top members for recognition with its annual Pinnacle Awards. This year's winners: Vince Manze, senior vice president, advertising & promotion, NBC Entertainment; Lee Minard, senior vice president, advertising & promotion, Pax TV; and Chris Moseley, senior vice president, advertising & promotion, Discovery Networks. The awards (formerly the International Hall of Fame Awards) will be presented this week at the PROMAX & BDA conference.

to daytime audiences this week. King World executives will be hosting a workshop with Short at PROMAX, along with workshops for all of their other first-run syndicated offerings. Short will be in attendance this week and he will definitely be the center of the yet-to-be-determined advertising campaign, says King World's president of advertising and promotion, Don Prijatelj. "Martin will be a major part of the campaign. We are not going to be doing this with cartoons," Prijatelj says with a laugh.

Buena Vista Television

The Disney syndication wing will once again be the host of the popular PROMAX seminar, "Battle of the Promo Cutters." The seminar, which was conceived by Buena Vista's senior vice president of marketing Sal Sardo, features five top creative teams battling it out for the best-produced PSA. "Battle of the Promo Cutters" will be held on Thursday, June 10. Buena Vista execs are also preparing to launch the two-hour block of Disney cartoons called "Whomptastic." The four, 30-minute animation collection will air on all the UPN affiliates and about 25% of the country in syndication.

Buena Vista recently gave the green light for the weekly series *Your Big Break* that is going to be produced by Dick Clark Productions. The one-hour *Star*

Search-esque talent show currently has show executives combing karaoke bars nationwide for potential show talent.

MGM Domestic Television

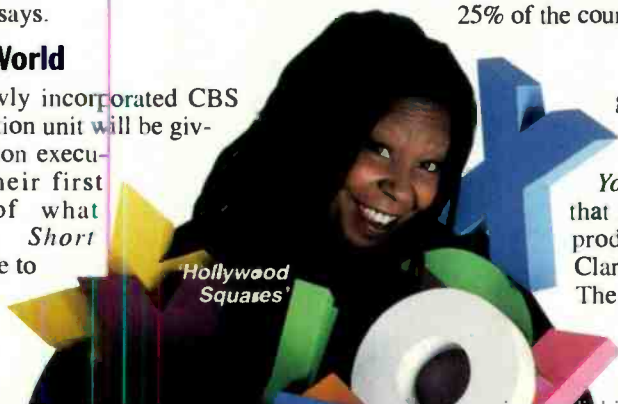
MGM's syndication head Sid Cohen is not brining his troops to San Francisco this week, but he is sending his sales and marketing team on the road. MGM executives started last week going station-to-station in an effort to explain the launch campaign for the upcoming news-magazine *National Enquirer*. The syndicated project, which works in conjunction with the tabloid newspaper of the

same name, will be backed by more than \$5 million in promotional and marketing cache from MGM. "Instead of going to the conference, which we really believe is a worthwhile conference, we are going to put 100% of our money and efforts into the campaign," Cohen says. The half-hour daily series will be featured in many different outlets, including full-page ads in *The National Enquirer* itself. Cohen and his staff are also working on second-year promotion for the first-year weekly hit *StarGate SG-1*.

Carsey-Werner

The big off-network syndication launch from the sitcom factory this year is *3rd Rock From the Sun*. Dan Weiss, senior vice president of creative services at Carsey-Werner, says they will unveil a three-phase advertising campaign in late June. Two months ago, Carsey-Werner executives spent three days with the show's cast preparing for the syndication launch, Weiss says. The first phase of the media attack will feature the entire cast coming to Earth. The second will highlight individual characters and the final division will be a 10-day countdown with a number of different clips from the show. "That first phase is not like *Star Wars*, but its very space Oprah-like, with lots of special effects," says Weiss, who estimated the cost of the campaign as in excess of \$10 million. "Phase two is more a break down of who the characters are and the final phase lets the audience know the show is coming through various clips."

The studio is also selling the NBC-produced hour *The Profiler* into weekend syndication. ■



Name-brand TV

Design firms are using everything from HDTV to the Internet to create a lasting image in viewers' minds

By Susan Hornik

So what's the future of broadcast promotion? With all the changes in broadcast media, marketing professionals are faced with an array of branding decisions. The advent of HDTV, digital carriage and the merging of television and the Internet—all in their earliest stages of development—marketing designers have more questions than answers, in their quest to build effective brands.

"Our world has gotten much more complex," said John Sideropoulos, CEO of 3 Ring Circus, a design firm that has developed campaigns for broadcasters. "The television aisle in our supermarket is stuffed with various channels and it has become more diffi-



Lee Hunt



Lee Hunt Associates handles promotion for PBS.

cult to distinguish one brand from another. Obviously, as good marketers, we need to focus more closely on how we position and package ourselves."

Having a strong base and a flexible identity is a good starting point for any station-network, says John Ridgway, CEO and creative director, Novocom.

Broadcast design shops continually deal with the difficulties in coming up with new ideas, imagery and marketing strategies. "You just have to go to the basics," said Ridgway. "What is the value added for the viewer? What can they get from our client that they can't get elsewhere, and why is it better? That is what drives the creation of the concept, which drives the execution of the identity and the look."

In a quest for stronger profits, brand loyalty and greater advertiser involvement over multiple platforms, new media is increasingly becoming an

effective tool. "People are recognizing the value of the online experience and its future importance," says Billy Pittard, CEO of Pittard Sullivan. To meet branding and marketing demands, broadcast design groups are implementing strategies that include interactive ventures, digital platforms and DVD to extend their specialty. "With convergent media, promotion executives better get on the bandwagon to figure out how to put that to work," says Pittard.

There are all sorts of different toys coming through, but it is really all about using the same process and methodology and applying it to a different medium," added Sideropoulos. "You have to have an understanding of the medium, how it is used and how it plays. If people are going to sit and watch a show on their television screen, they go there for a reason—to be entertained."

Many broadcast design agencies are working on creative strategies to help stations with the switch to digital

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Phil Large



Another Large Productions celebrates Mother Love.

broadcasting. "We are working with stations on an individual basis, to help with the transition," says Glenn Robbins, one of the principals and the creative director at Viewpoint Studios.

"Our first recommendation with stations is that they should not abandon the brand—the identity—they have spent so long working on. Even though it isn't a perfect solution, you don't want to confuse viewers by having a completely different look on your digital signal."

With channel surfing under-reported by 8 to 1, the number one goal is to create vertical flow, said Lee Hunt, president, Lee Hunt Associates. "The biggest problem



John Sideropoulos



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of every television network now, whether you are in a system of 50 channels or 500 channels, is that viewers channel surf more than anyone ever suspected. People are starting to realize that horizontal flow—viewers watching the same channel night after night—does not happen too often.”

Although viewers will always continue to surf, research has indicated that as the number of channels available to viewers grows, the number of channels they actually watch shrinks, says Hunt. Hunt believes that one of the big chal-

lenges with off-air media is to get people to sample within that set. “This will continue to be the biggest challenge—trying to keep people around.”

You have to look at a show on a local level more than you ever had before, says Phil Large, president of Another Large Productions. “Because affiliates have lost a lot of their ad space, they don’t have as much inventory as they used to, so you are getting fewer avails when it comes to promotion.” In addition, Large notes that a number of promo campaigns now are becoming

less abstract and much more direct. “You need to get right to the meat and potatoes, because chances are you don’t have that many opportunities.”

Scott Friedland, president and CEO, Friedland Jacobs, has noted the return of the 30-second promo spot. “We are finding that people are looking for very strong conceptual work in the 30 [second] category. The longer length spots are becoming more of an important element for broadcast promotion across the board—through cable, syndication, and network marketing and promotion.” ■

Small is beautiful

Design boutiques get a share of the branding market

By Susan Hornik

Is there room for the little guy in the highly competitive world of broadcast promotion? With the number of on-air, digital and new media opportunities in the television industry, the answer is yes.

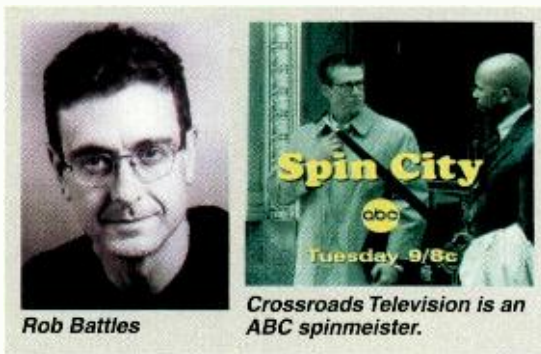
“We get as many reels out there and meet as many people as we can. It is tough—but there is a lot of work out there,” says Angela Bowen, managing director of Cyclotron, based in New York, one of several smaller design studios that has an aggressive networking strategy.

When smaller design companies pitch against the bigger shops, there are several tactics they can use to attract the attention of a potential client.

“For whatever reason, many networks feel more comfortable going to the larger agencies because of their size, and not necessarily because of their creative output. This is why we focus so heavily on the creative and the visuals, and bring the client options and different looks,” said David Edelstein, executive producer of New York-based The Firm Design Group. “We try to bring something they have not seen before to the table.”

Smaller shops have the ability to take a more independent, alternative approach to the creative, says Bruce Alcock, co-owner of Tricky Pictures, a Chicago-based motion design, digital animation and live action studio.

In addition, smaller design shops can offer a kind of hands-on attention to



Rob Battles

Crossroads Television is an ABC spinmeister.

clients, says Daniel Fries, creative director of Eyeball, a New York-based firm. “They always work with a partner in the company and therefore tend to be on a one-on-one level. The client can go straight to the top of the organization for immediate answers without having to wade through a series of low-level managers to get things done.”

Boutique shops often tend to have a more unique design, which gives an edge over the homogeneity of the larger agencies. To that end, bigger doesn’t mean better, says Sherry Hodge, one of the partners at the newly formed Los Angeles-based Bungalow 3. “This enables us to be more creative, innovative and provide the highest level of personal service. We want to remain small and selective so that we can concentrate our attention on our clients’ projects,” she said, noting that the company purposely only rented 2,000 square feet of office space when they started. “We wanted to make sure we remained true to our original plan of being a boutique.”

Smaller companies have their ear to the ground about what’s going on, cre-

ating a promotion niche that they can capitalize on, insists Seth Epstein, the 31-year-old chief catalyst at Fuel. The company, which is based in LA employs designers in their mid- to late-twenties and has had success specializing in promoting the youth market.

“The fact that I am younger and enthusiastic has helped us understand clients who come to us to work on projects that involve hip programming for kids or teens,” says Epstein. Fuel is currently working on ESPN’s *X Games*, *The Gravity Games* for NBC and helped launch Fox Kids Network.

“Although we do come in lower on some pitches, we never market ourselves based on price. But we often do, based on value,” said Rob Battles, creative director of New York’s Crossroads Television, a creative services agency that launched A&E’s two new digital networks, The History Channel and Biography. “While we may not be as large a shop, we can stand up to anyone with our targeted thinking and our creative executions.”

Repeat business is a factor as well, said Glenn Robbins, one of the principals and creative director at Boston-based Viewpoint Studios, who has an ongoing relationship with *Animal Planet*. “Sometimes there is a heavy selling process at the beginning just to get them to work with you the first time. From then on though, 70 to 80 % of our business is from the same clients coming back to us.”

Another strength of small to mid-size marketing design agencies is a smaller workload. Like Bungalow 3, which turns away work when they become too busy, Jon Vesey, executive producer and co-owner, New York-based Beehive, can afford to take fewer jobs. “The projects that we choose to undertake get the full attention of the entire company. When we do increase our workload, however, we grow in size as the jobs warrant it,” said Vesey. ■



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Life after Hercules

USA unveils Back 2 Back Action: 'Jack of All Trades' and 'Cleopatra 2525'

By Joe Schlosser

Studios USA President Steve Rosenberg says he and his staff have been preparing for the potential loss of *Hercules: The Legendary Journeys*' star Kevin Sorbo for about a year now.

Those plans were quickly put into action last month when Sorbo, who had been negotiating a new contract, opted to leave the show for a planned weekly syndicated series with Tribune Entertainment.

Last week, Rosenberg unveiled Studios USA's wild card, an hour syndicated action-block comprising two 30-minute series from the creators of *Hercules* and *Xena: Warrior Princess*—Rob Tapert and Sam Raimi of Renaissance Pictures.

Next January, the block, christened Back 2 Back Action, will replace the six-year-old hit *Hercules*. The final original episode of *Hercules* will be sent to stations the week of Nov. 15 and reruns of the highly rated series will continue on through the end of the year. Sorbo, who next year will star in one of two new sci-fi series from the archives of late *Star Trek* creator Gene Roddenberry, was contractually obligated to appear in eight episodes of *Hercules* during the 1999-2000 season.

The two new half-hour series, *Jack of All Trades* and *Cleopatra 2525*, will debut in syndication Jan. 17.

"We really have been planning for this for about a year now," says Rosenberg. "We had a plan A and a plan B. One plan was that we would continue on with *Hercules* and bring the Back 2 Back project in as a separate show. The other was what we are now preparing for. These shows have been in development for a long time, though."

Hercules: The Legendary Journeys is cleared through the 1999-2000 season in well over 90% of the country. Rosenberg says many of those stations have clauses in their contracts that allow Studios USA to replace *Hercules* with another new series. He added that Studios USA sales executives will soon



Kevin Sorbo abandons 'Hercules' for a Gene Roddenberry show, while 'Xena' star Lucy Lawless stays the course.



two half-hours and run them back-to-back with the goal of writing them and designing the characters so they would be specifically geared toward the same audience," Rosenberg says. "We want to attract the same demo that *Xena* and *Hercules* have brought in, which is that 18-to-34 age group."

Jack of All Trades is an action series set on a Caribbean island in the 18th century, where the citizens are fighting for a stake in the New World.

The series revolves around Jack Styles, a British Secret Service agent who gets into a number of sticky situations, Studios USA executives say.

Cleopatra 2525 follows the adventures of an exotic dancer who is cryogenically frozen and then thawed in the year 2525 by two female warriors. ■

start clearing the series on stations past the 1999-2000 season.

Both new series were designed by Tapert and Raimi to attract the same audience that Studios USA has cultivated with *Xena* and *Hercules*, Rosenberg says. "The whole idea from the outset was to take

High court won't hear CNN case

Media lose case again on privacy-violation issue

By Dan Trigoboff

The U. S. Supreme Court last week rejected CNN's appeal of a lower court decision that held the network could be liable for violating the privacy of former criminal suspects. The appeals court decision stems from reporters accompanying federal officers in the execution of a search warrant in a suspect's home.

The court refused, without comment, to hear the case only a week after holding in a different part of the same case that police could be held liable for Fourth Amendment privacy violations for allowing media members to go into suspects' homes. That case was seen as

a mortal wound to the practice of reporters riding along with police to film execution of search or arrest warrants in people's homes. Although the court ruled in the earlier decision against the federal agents and, in a companion case, local law enforcement officers, it also held that the officers would not have to pay damages because their liability wasn't clear at the time of the offense. When the case returns to the lower courts, the network may be able to seek qualified immunity from damages as well, although such immunity does not apply easily to private entities—such as CNN—as it does for the government.

Generally, media cannot be sued as

private entities for constitutional violations, as has been attempted by the plaintiff in this case. But the U.S. Court of Appeals for the Ninth Circuit held that CNN could be sued, because the court considered the network to have been acting in concert with the government. The appellate court cited an agreement between the network and the agency that discussed CNN's pres-

ence at the raid, as well as the use of the tape, and other alleged indications of cooperation.

Jane Kirtley, director of the Reporter's Committee for Freedom of the Press, noted that the Supreme Court has left CNN in a difficult position. While CNN could try to have itself covered under the qualified immunity that protects the government from

damages in this case, that could leave in place the damaging precedent that the media are acting on behalf of the state in such instances. Media historically resist becoming "state actors," particularly when law enforcement seeks to use the media in its investigations, through subpoena of tapes and photos of potentially criminal behavior. CNN refused to comment. ■

Dealer ads motor from WXYZ-TV

Six-figure loss seen as Detroit-area auto group exec pulls spots over negative story

By Dan Trigoboff

A major Detroit-area auto dealer has pulled his ads from WXYZ-TV after a two-part series in which customers complained about the dealer's credit practices. The withdrawal could mean a six-figure loss for the station.

Mel Farr, the former Detroit Lions football player who now runs the half-billion dollar-a-year dealership, pulled his advertising only days after the station aired the stories. Car dealerships are generally heavy local advertisers, and a Farr spokeswoman estimates the dealer spends as much as \$100,000 at each of several local stations.

The focus of the stories, said reporter Shellee Smith, was the illegal practice of "spot delivery; that is, when a car dealer delivers a car on the spot before financing is complete."

When the financing failed, "Mel Farr Automotive repossesses the car," Smith based her story on complaints made to state officials. She also reported that Farr charges illegally high interest rates, sometimes up to 25%. The complaints against Farr have resulted in an investigation by the Michigan Secretary of State and local police.

The report was followed by an interview with Farr, who would not talk to Smith, but talked on the air with reporter-anchor Guy Gordon after Smith's story had aired, when News Director Dave Roberts contacted Farr during a radio interview on the story and convinced him to tell his side on the evening news.

Farr acknowledged the 23 complaints, but noted that his dealerships had sold more than 60,000 vehicles since 1990. "It seems to me the bigger story should be that Mel Farr, an African American, ex-Detroit Lions

football player, took a bankrupt dealership from zero sales in 1975 to \$596 million in sales in 1999, and became the largest African American enterprise in this country, rather than Channel 7 ignoring the story..." Farr said.

Gordon responded that "We did not ignore that story. We told that story." Farr did not respond directly to questions from Gordon about what actions were taken after Farr became aware of the complaints.

Farr spokeswoman Charlene Mitchell said Farr pulling his ads was in direct response to the station's "non-story. We're in the business of selling cars and making money, and helping all those people with marginal credit," she said. "Sometimes you get a few like those on TV who lie on their credit applications, and that's why they get their cars repossessed."

WXYZ-TV continues to stand by its story. ■

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Chancellor signs off

Sells majority interest in its billboard business to Lamar

By Elizabeth A. Rathbun

Chancellor Media Corp. has deferred its dream of being a "multimedia" company comprising TV, radio and outdoor holdings. Last week it announced it had auctioned its 42,500 billboards to Lamar Advertising Co. for about \$1.6 billion in cash and stock.

The deal leaves Dallas-based Chancellor a pure play-radio company with the avowed goal of building some kind of Internet business. With the acquisition of radio company Capstar Broadcasting Corp., a deal expected to close on July 13, Chancellor will own about 465 radio stations.

However, Chancellor is keeping a hand in the outdoor advertising business via a 30% stake in Lamar. With Chancellor's billboards, Lamar becomes the third-largest billboard player in the United States in terms of revenue, behind

Infinity Broadcasting Corp. and Clear Channel Communications Inc., both also radio group owners. Infinity just boosted itself to No. 1 in the billboard field with the May 27 acquisition of Outdoor Systems Inc. for about \$6.5 billion (BROADCASTING & CABLE, May 31). Lamar becomes No. 1 in terms of sheer number of outdoor faces owned. The deals require Justice Department approval.

Besides sharpening Chancellor's focus on radio, the deal reduces Chancellor's debt by \$700 million, to \$5.7 billion, and saves about \$15 million in corporate overhead. The company on March 15 underwent a sweeping restructuring with an eye on de-leveraging to boost its stock price. The restructuring included killing a \$1.5 billion deal to bring LIN Television Corp., which owns 29 TV stations, under Chancellor's roof.

Now, "we would like to continue to grow our radio assets," Chancellor Chairman Thomas O. Hicks said during

a conference call last week announcing the deal. The company wants to get up to the FCC limit in its larger markets, he said. "There are a couple of larger transactions we'd be interested in over time as well," he added. He was not specific.

Lamar and Chancellor will work together to further Chancellor's dream of cross-promotion on billboards and over the radio airwaves.

Lamar's billboards and Chancellor's radio stations overlap by 70%, Hicks said. As it enters 34 new markets, Lamar hopes to be able to attract more national and regional advertisers, Lamar Chairman Kevin P. Reilly Jr. said. The term "billboard" also covers other forms of outdoor advertising, including bus shelters, street furniture and mall displays.

Lamar, which currently owns about 76,000 billboards, can plumb the "significant untapped potential" of Chancellor's billboards that Chancellor executives just couldn't take time to find, Hicks explained. Chancellor executives now can focus on radio and creating an Internet component without the distraction of trying to bolster the outdoor division, which was a drag on company revenue (B&C, May 24). ■

Metro snapped up

Westwood One buys traffic-reporting network

By Elizabeth A. Rathbun

Westwood One Inc. will dominate the skies with its nearly \$1 billion purchase of Metro Networks Inc.

Houston-based Metro Networks, heard in 81 markets, is the nation's largest provider of traffic-reporting services. Westwood One's Shadow Traffic currently operates in 16 markets, where the companies go head-to-head, according to Michael A. Kupinski, senior media analyst with A.G. Edwards & Sons Inc.

Maintaining separate helicopters and staff is costly so "the combination creates an attractive growth platform," he says. "We think [the merger] is good for both companies."

The \$900 million stock deal was announced last Wednesday by Mel Karmazin, chairman of CBS Corp.'s Infinity Broadcasting Corp. Infinity manages Westwood One and owns nearly 18% of the radio network (and

has an option to acquire another 18%).

The companies' combined traffic operations "will enable Westwood One to invest in improved local content and information-gathering systems as well as develop new markets," Karmazin said in a release.

Metro Networks was encroaching on Infinity territory as it expanded into news, sports, weather and video for TV stations, Kupinski said.

Metro President Charles Bortnick will become president of the combined Metro Networks and Shadow Broadcasting Services. Metro Network's 53% owner, Chairman David Saperstein, will enter into a consulting agreement with the merged company. The deal must be approved by the Justice Department.

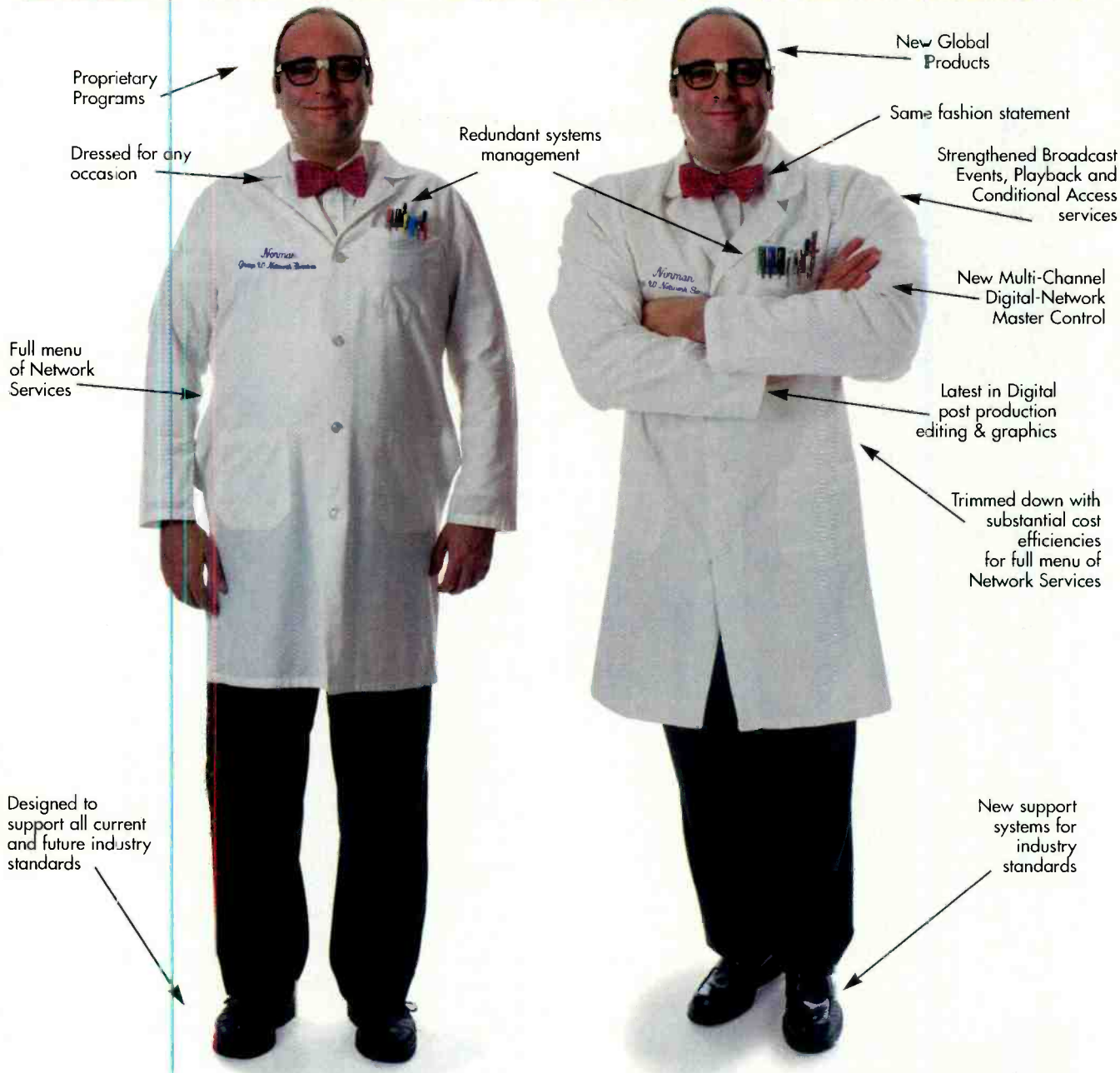
Advisers on the transaction were Donaldson, Lufkin & Jenrette for Westwood One, based in New York, and Goldman Sachs & Co. for Metro Networks. ■

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By Dan Trigoboff

Running for their lives in Virginia

WVEC-TV Norfolk, Va., anchor Terry Zahn got involved in raising money for cancer research in 1993 as a tribute to his mother, who is a cancer survivor. Four years later he became a cancer patient, diagnosed with the often-fatal multiple myeloma, a form of bone cancer. And last month he was running in the local Relay for Life, helping to raise nearly \$1.5 million for cancer research. Zahn has emerged as a national spokesman for cancer treatment and research. A short promotional tape he made in 1997 for local use was soon used nationally, and another spot will be released this year. And his treatment—with the ending unknown—was filmed for two documentary shows his station ran in 1997 and 1998. On being both a cancer spokesman and cancer patient, Zahn quips, "I'm like that guy



WVEC's Terry Zahn, up and running.

in the Hair Club for Men. I'm not only the president; I'm also a member."

Berry exits after decades in D.C.

Longtime Washington news anchor Paul Berry has left WJLA-TV after 28 years. Berry became the odd man out earlier this year when the station hired Maureen Bunyan, who had been a mainstay at rival station WUSA(TV). Although Bunyan had been out of news for a few years, she replaced Berry and Kathleen Matthews to become the station's sole 11 p.m. anchor, and later replaced Berry in co-anchoring the 6 p.m. news. Berry, who most recently anchored the 5 p.m. news, will be replaced by Del Walters.

WJLA-TV management said they had hoped Berry would stay on, but months of contract talks failed to produce an agreement. Some of the changes at WJLA-TV have brought improved ratings. In the May ratings book, the station gained on second-place WUSA(TV), while perennial winner WRC-TV added to its ratings lead over both. WJLA-TV's gains, though, included first place among newscasts at the Berry-anchored 5 p.m. news.

Atlanta's once and future news director

It turns out that the best person to replace Dave Roberts as VP news, WXIA-TV Atlanta, is ... Dave Roberts. Roberts, who left

the station barely a month ago to become news director at WXYZ-TV Detroit has decided to return to his old job. He was back in Atlanta last week. Roberts, who grew up in Detroit and spent many years as a newsman there, had nothing but praise for his Detroit staff and general manager, Grace Gilcrest, but said he missed Atlanta more than he thought he would. "WXIA was a great experience for me,"

Roberts said. "Sometimes people change their mind. It's nice to be in a position where I'm able to go back. When I left I knew the job was not totally done." During Roberts' absence, Atlanta newspapers found WXIA-TV's response to a major news event, the shootings at Heritage High, to be "way behind" some other stations. Roberts' most recent tenure in Detroit was not without its moments either. During his last week at WXYZ-TV, a significant advertiser pulled his ads in response to an unflattering story by the station (see story, page 27).

For anchor, no night at the (Palm) Beach

WPEC(TV) West Palm Beach, Fla., anchor Chandra Bill says she is voluntarily cutting back her hours and switching her schedule to better accommodate motherhood. She is dropping the 11 p.m. news, but will continue to anchor the 5 and 6 p.m. slot. Although she intends to do more reporting during her daytime shifts, she says her pay will be cut by

about a third.

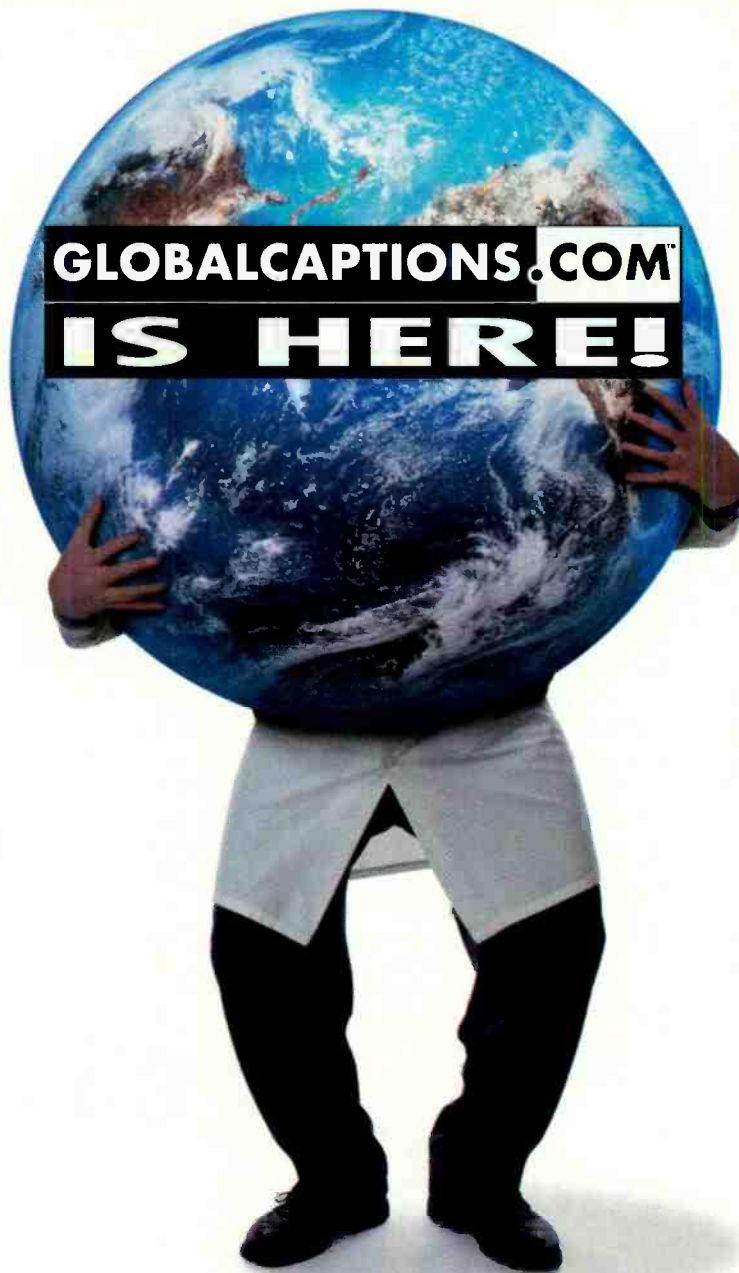
"This was not an immediate decision," she said. "I made this option available four years ago," in contract negotiations. But with both her sons, ages 8 and 5, in school, Bill said the late-news job would mean, "I would not see them except on weekends." Bill also noted that her awareness was heightened by recent reports focusing on the problems of young people, most notably school violence. With all that factored in, she said the decision became easier. "I had to ask myself, 'Do I want my boys raised by a baby sitter?'"

She's aware that giving up her role as ubiquitous anchor could hurt her career. "I could be replaced altogether," she said. "But, hopefully, my special reports for the 11 o'clock news will enhance the show. But if I weren't the station's main anchor, but I was my kids' No. 1 mom, that would be enough for me."

L.A. report prompts Calif. gun-sale halt

An investigation from KCAL(TV) Los Angeles into the State of California's business of selling guns has led Gov. Gray Davis to order a halt to such actions. The station reported thousands of gun sales by the California Highway Patrol and Department of Corrections. Since the reports, other officials have called for legislation banning the practice.

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



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GET WITH THE PROGRAM

By Joe Schlosser

'Dream' team rides again

Tribune Entertainment has hired Nancy Alspaugh and Ray Giuliani to be co-executive producers of its new hour syndicated offering, *Richard Simmons' Dream-Maker*. Alspaugh was most recently executive consultant to Twentieth TV's *Divorce Court*. Her other credits include talkers *Leeza*, *Vicki!* and ABC's *Real Friends: Caryl and Marilyn*. Giuliani was most recently supervising producer on Studios USA's *Sally*

Jessy Raphael, and worked with Alspaugh on *Leeza*, *Vicki!* and *Real Friends*. *DreamMaker* is cleared in 90% of the country for fall.

Green light for 'Big Break'

Buena Vista Television executives say the upcoming weekly syndicated series *Your Big Break* has been given a green light for the fall. The hour singing competition series has been cleared in 90% of the country for its first season, including all of the top 10 markets.

Court-appointed producers

Bruce McKay has been named executive producer of Telepictures Productions' upcoming court series, *Judge Greg Mathis*. McKay was most recently a producer on CBS' *The Late Late Show with Tom Snyder* and he formerly worked on *The People's Court* and the original *Divorce Court*. Telepictures executives also named Joey Ford as the show's director and Lisa Mills as the supervising producer. Ford formerly was a direc-

tor on *The Oprah Winfrey Show* and Mills was a producer on *Judge Judy* and *Judge Joe Brown*.

'Short' clears in New York

King World's upcoming talk show with Martin Short has been cleared on WCBS-TV New York for the fall. The clearance, which was expected since CBS acquired King World earlier in the year, brings *The Martin Short Show* up to 77% coverage for its fall debut.

Dansey becomes video services VP

Lauren Dansey has been named vice president of video services at Warner Bros. Domestic Television's corporate marketing and advertising division.

TOP OF THE WEEK

HDTV comes to CBS

To spur set sales, Mitsubishi will pay for 10-15 high-def prime time hours a week this fall

By Glen Dickson

In a major breakthrough for HDTV, CBS says set-maker Mitsubishi will underwrite the cost of broadcasting much of the net's prime time schedules in HDTV this fall.

The deal will enable CBS to deliver *Everybody Loves Raymond*, *Chicago Hope* and other popular shows—up to 15 hours a week—in the high-resolution format throughout the 1999-2000 season.

dozen consumer electronics manufacturers before striking a deal with Mitsubishi. "We offered a variety of manufacturers a variety of options, and Mitsubishi, to their credit, stepped up to the plate in a big way," says CBS Senior Vice President Martin D. Franks.

For Mitsubishi, the availability of regularly scheduled HDTV programming should help sell its HDTV sets. "This assures consumers that they no longer have to be concerned about the

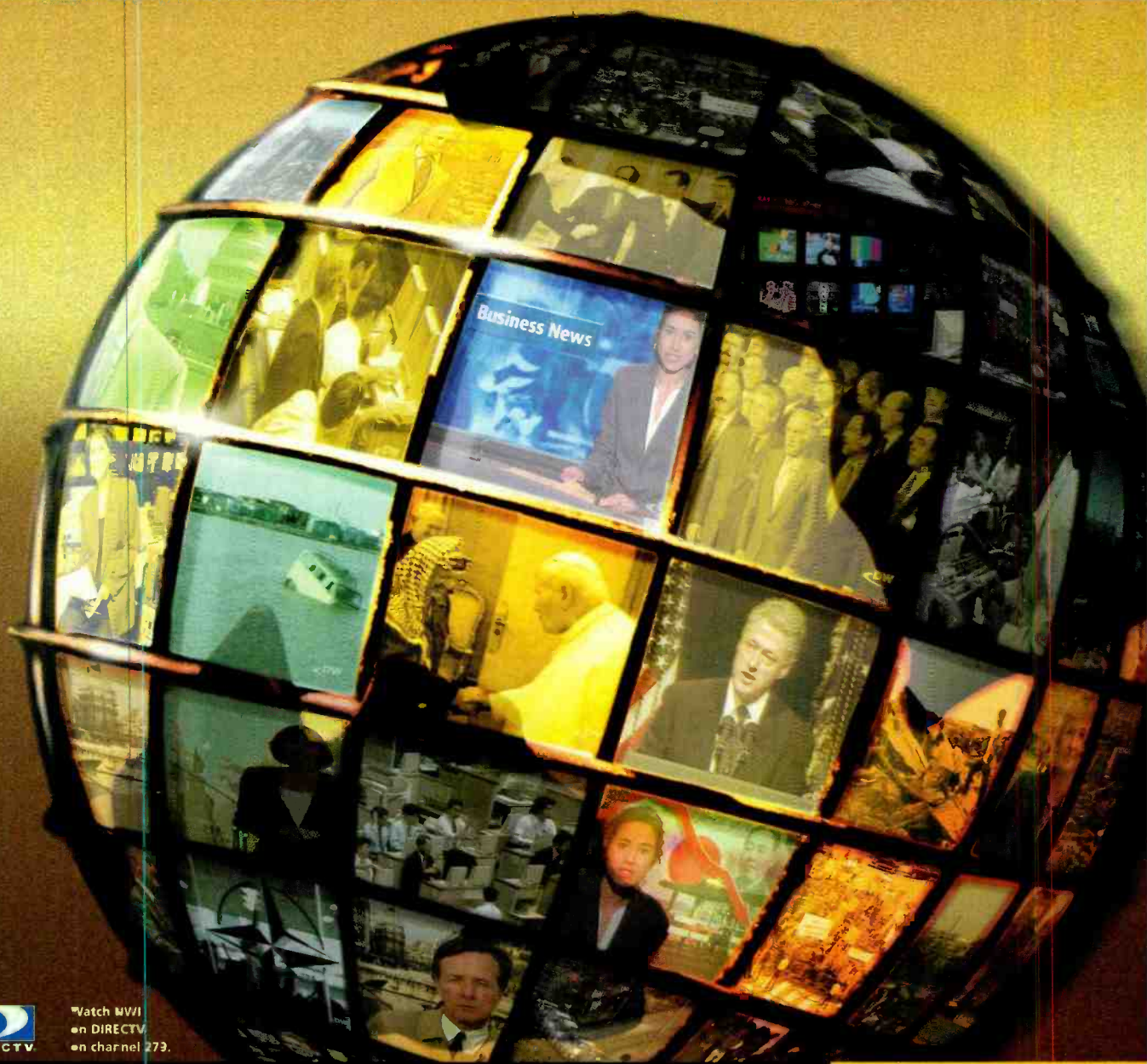
disclose financial details of the deal, under which Mitsubishi will cover the cost of converting shows shot on 35 mm film to HDTV. But assuming commercial costs of \$20,000 per hour, Mitsubishi's bill for the season could be more than \$5 million.

In return for its underwriting costs, Mitsubishi gets a sponsorship identification that will be seen at the beginning of each HDTV broadcast and its analog simulcast on CBS' NTSC network.

WRAL-TV5 salutes CBS for once again taking the leadership role with HDTV.




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Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

The 90-minute series finale of 'Home Improvement' took the top slot and made ABC's Tuesday lineup the most-watched night of Week 36.

Week 36	abc	CBS	NBC	FOX	U/PN	WB
	9.4/15	8.4/13	10.7/17	8.6/13	1.4/2	4.6/7
MONDAY	8:00 32. 20/20 8.0/13	18. Ev Lvs Raymd 9.1/15	42. Suddenly Susan 6.4/11	37. Melrose Place 7.3/12	95. Dilbert 1.7/3	41. 7th Heaven 6.5/10
	9. ABC Monday Night Movie—Cleopatra, Part 2 10.0/15	28. CBS Movie Special—The American President 8.3/13	22. Suddenly Susan 8.9/14	9. Ally McBeal 10.0/15	104. Home Movies 1.1/2	84. Buffy the Vampire Slayer 2.7/4
			4. Mad About You 13.6/20			
			7. Dateline NBC 10.9/17			
	10:30					
	17.7/28	8.8/14	8.1/13	5.8/9	1.8/3	3.3/5
TUESDAY	8:00 1. Home Imprvmt 21.6/34	19. JAG 9.0/15	46. 3rd Rock fr/Sun 6.0/10	62. Train Wrecks 4.6/8	89. Moesha 2.0/3	81. Buffy the Vampire Slayer 3.0/5
	9.30 2. Spin City 14.3/22	24. CBS Tuesday Movie—A Murder on Shadow Mountain 8.7/14	25. Just Shoot Me 8.5/13	39. World's Most Shockng Moments 7.1/11	90. Malcolm & Eddie 1.9/3	76. Felicity 3.5/5
	10:00 5. NYPD Blue 13.5/22		11. Dateline NBC 9.9/16		97. Between Brothers 1.6/2	
	10:30					
	8.7/15	7.7/13	11.4/19	7.7/13	2.7/4	4.3/7
WEDNESDAY	8:00 12. Dharma & Greg 9.4/17	38. 60 Minutes II 7.2/13	28. Dateline NBC 8.3/15		88. 7 Days 2.1/4	62. Dawson's Creek 4.6/8
	8:30 28. Two Guys, A Girl 8.3/14			35. Fox Movie Special—True Lies 7.7/13	78. Star Trek: Voyager 3.2/5	69. Charmed 4.0/6
	9:00 23. Drew Carey 8.8/14	32. 48th Annual Miss Universe Pageant 8.0/13	6. Law & Order 11.9/19			
	9:30 39. The Norm Show 7.1/11		3. Law & Order 13.9/23			
	10:00 16. 20/20 9.2/15					
10:30						
	3.5/6	7.3/13	9.4/17	5.2/10	1.6/3	2.7/5
THURSDAY	8:00 76. ABC Big Picture Show—Quiz Show 3.5/6	51. Promised Land 5.6/11	14. Friends 9.3/19	53. World's Wildest Police Chases 5.4/11	97. UPN Thursday Night Movie—Riddler's Moon 1.6/3	87. Wayans Bros 2.4/5
		36. Diagnosis Murder 7.4/13	26. Jesse 8.4/16	60. Fox Files 5.1/9		84. Jamie Foxx 2.7/5
		19. 48 Hours 9.0/16	8. Frasier 10.7/19			81. Steve Harvey 3.0/5
			16. Will & Grace 9.2/16			83. For Your Love 2.8/5
	10:30		12. ER 9.4/17			
	6.4/13	5.9/12	6.6/14	4.0/9	1.2/2	
FRIDAY	8:00 65. Two of a Kind 4.5/10	47. Kids/Darndest 5.9/14	57. Providence 5.2/12	69. Fox Movie Special—Mars Attacks! 4.0/9	101. Am Greatest Pets 1.3/3	
	8:30 62. Boy Meets Wrld 4.6/10	48. Candid Camera 5.8/13			103. Am Greatest Pets 1.2/3	
	9:00 49. Sabrina/Witch 5.7/12	49. Unsolved Mysteries 5.7/11	26. Dateline NBC 8.4/17		104. Love Boat: The Next Wave 1.1/2	
	9:30 57. Brother's Kepr 5.2/10					
	10:00 14. 20/20 9.3/18	44. Nash Bridges 8.1/14	44. Law & Order 6.2/12			
10:30						
	3.6/8	5.4/12	4.0/9	5.2/12	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	
SATURDAY	8:00 78. Am Fun Hm Vid 3.2/8	67. Early Edition 4.4/11	72. NBC Movie of the Week—The Joy Luck Club 3.9/9	68. Cops 4.3/11		
				53. Cops 5.4/13		
	9:00 75. ABC Saturday Night Movie—I'll Do Anything 3.7/8	57. Martial Law 5.2/11		52. AMW: America Fights Back 5.5/12		
	9:30	42. Walker, Texas Ranger 6.4/14				
	10:30					
	4.3/9	8.5/18	5.0/11	3.7/8	1.7/4	
SUNDAY	7:00 78. Wonderful World of Disney—Dogmatic 3.2/7	34. 60 Minutes 7.8/19	(nr) NBA Playoffs 7.1/17	84. World's Funniest! 2.7/7		100. The Parent 'Hood 1.4/3
		31. Touched by an Angel 8.1/17	61. Dateline NBC 4.7/10	69. The Simpsons 4.0/9		95. The Parent 'Hood 1.7/4
	8:00			72. Family Guy 3.9/8		93. Sister, Sister 1.8/4
	8:30					90. Smart Guy 1.9/4
	9:00 53. 20/20 5.4/10	19. CBS Sunday Movie—A Match Made in Heaven 9.0/17	74. NBC Sunday Night Movie—Thanks of a Grateful Nation, Part 1 3.8/7	65. The X-Files 4.5/9		97. Zoe Dunc Jck Jn 1.6/3
9:30					90. Unhap Ever After 1.9/4	
10:00 53. The Practice 5.4/10						
10:30						
WEEK AVG	7.5/14	7.5/14	7.8/14	5.7/11	1.7/3	3.2/6
STD AVG	8.0/13	9.0/15	8.9/15	6.9/11	2.0/3	3.2/5



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Malone's high-class deal

Supervoting Class B stock, not wireless, drives Liberty's \$3 billion Associated buy

By John M. Higgins

Liberty Media Corp.'s \$3 billion acquisition of Associated Group reflects more than just a bold push into a new area of telecommunications. It's also a move by Chairman John Malone to solidify his control of Liberty's expanding Internet and cable portfolio.

From much of Wall Street's perspective, Associated's sexiest asset is a 41% stake in Teligent Corp., a competitive telephone venture trying to use wireless frequencies to provide high-capacity telephone and data service to businesses.

But other industry and Wall Street executives see Teligent as a mere side-light. Associated's real allure is a \$1 billion block of Liberty stock, including supervoting Class B shares that carry 10 votes per share, rather than the single vote carried by a Class A share.

Liberty Class A shares are widely held and traded, but just a few investors hold the powerful Class B shares. The most notable is Malone, who holds just 9% of Liberty's equity but controls almost half its shareholder votes.

Securities analysts said that Associated Chairman and CEO Myles Berkman sought a tax-free way to sell the company, while Liberty saw a way to get back the supervoting shares.

"They had a chance to work something out, get back some shares," said San-

ford Bernstein & Co. media analyst Tom Wolzien. He believes the Teligent stake will eventually be traded to AT&T, which is technically Liberty's parent company although AT&T and Liberty executives say they operate completely separately.

Another analyst agreed, saying, "It's basically retiring those shares so John can control the company. It's just cleaning it up."

However, Liberty insisted that Teligent is the key to the Associated deal. In a statement, President Robert Bennett said, "It allows us to obtain an attractive investment in the very exciting and rapidly growing business of Teligent." Associated



Without spending a dime of his own, John Malone has been managing to extinguish large chunks of stock.

also has a unit developing other wireless phone technology. Senior Liberty executives were traveling and not available for comment at press time.

John Hodulik, an analyst who covers Teligent for PaineWebber Inc., said the Teligent shares are worth \$1.2

billion and the Liberty shares are worth \$954 million. A slab of AT&T stock that Associated got in the stock-swap sale of TCI is worth \$1.1 billion. Liberty is also assuming Associated's debt.

The deal calls for Liberty to pay Associated shareholders 25.9 million of its Class A shares plus essentially distribute 19.7 million AT&T shares

holds 46% of Liberty's shareholder votes, by virtue of owning so many Class Bs. The Associated deal bumps that to 47%.

But Malone has a history of performing corporate gymnastics to secure control of supervoting shares. Before AT&T's \$50 billion takeover in March, TCI had a similar stock structure and Malone worked similar deals.

In 1997, TCI paid \$808 million in stock to acquire Kearns-Tribune Co., a newspaper company whose operations include the *Salt Lake Tribune*. At the time, TCI executives said the deal would allow them to experiment with electronic publishing and explore further arrangements between cable and newspapers. Analysts and bankers saw the deal also allowing Malone to secure—and extinguish—9.1 million shares of supervoting TCI shares.

Malone had the right to buy those powerful shares from Kearns-Tribune himself, but that wasn't necessary. By prompting TCI to acquire Kearns-Tribune for Class A shares, Malone was able to return the publisher's powerful shares to TCI's treasury. That increased his personal control of TCI's shareholder votes from 17.8% to nearly 25% without investing a dime of his own money.

TCI engaged in a similar maneuver after TCI chairman Bob Magness died in 1996. His estate was left with 30.5 million Class B shares. The

executors of TCI's estate exchanged Magness' Class Bs for low-power Class As. They then sold the shares for \$530 million to eager investment bankers willing to help Malone.

Malone didn't end up putting out any cash, yet managed to extinguish the chunk of votes larger than his own.

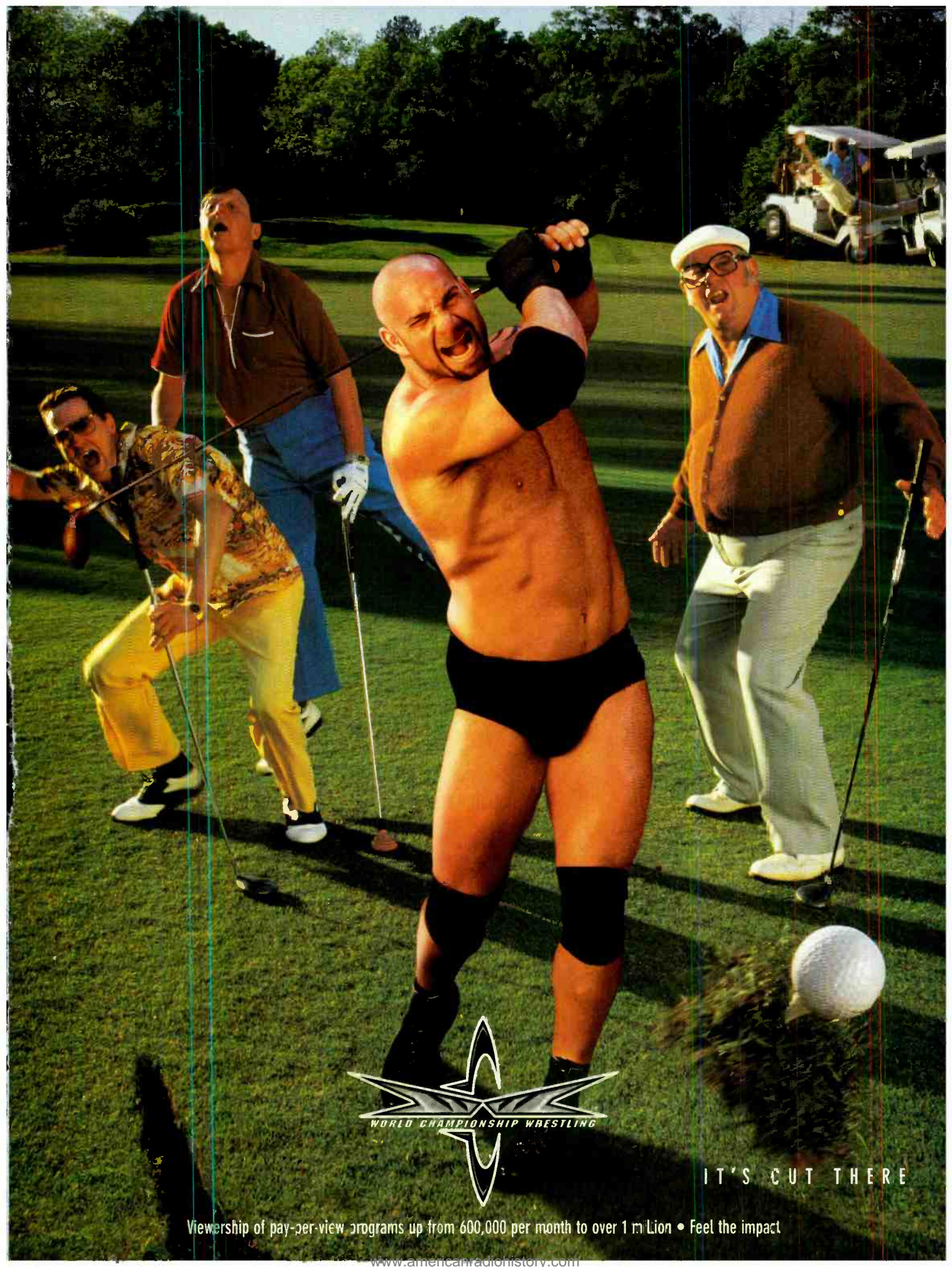
Magness' children challenged the deal, contending the estate got too low a price. Malone ended up settling the dispute by unwinding the deal, but securing an agreement with Kim and Gary Magness that allowed Malone to control their shareholder votes, leaving them to actually own the stock. ■



Associated already owns.

Associated accumulated the 14 million share Liberty block by being an early backer of Malone's old company, Tele-Communications Inc., selling its cable systems for \$6.8 million worth of TCI stock in 1979. So Associated held a major stake in TCI and got an equally significant stake in Liberty when the cable and Internet programming unit was spun off as a "tracking stock." By coming to the party early, Associated acquired 11.7 million Class A shares, but also 2.7 million Class Bs.

The deal does not dramatically change Malone's control position. He already



IT'S CUT THERE

Viewership of pay-per-view programs up from 600,000 per month to over 1 million • Feel the impact

Cable's family circle

Industry to show 600 hours of nonviolent programming

By Deborah D. McAdams

Faced with intense scrutiny over media violence, cable television last week rolled out its annual showcase of family-friendly programming. From June 21-27, some 66 cable networks will participate in "Tune In to Kids and Family 3," with each televising at least 30 minutes of kid-oriented content in prime time during that week.

This year's "Kids and Family" initiative arrives just as the issue of violence in the media has come to the forefront of a national debate, fueled primarily by several deadly school shootings.

For cable, the timing probably couldn't be better.

The whole idea of "Kids and Family" is to remind people that cable is full of family-friendly programs, said Josh Sapan, president and chief executive officer of Rainbow Media Holdings Inc.



James Brown will host 'Just Think,' a program about tolerance to be aired on 23 networks.

Hundreds of programs are being offered up, comparable to last year's total of 600 hours of family-friendly prime time during the showcase week.

"What this effort hopes to do is say to parents, 'Be aware of what you're watching, and be critical and take con-

trol of what you're watching in your household,'" he said.

Network participation has dropped somewhat since the program was initiated three years ago, according to Sharon Radziewsky of the National Cable Television Association. This year's roster of 66 networks is down from 75. The shift is partly a result of Encore pulling out its 11-channel thematic multiplex, she said. ESPN and CNBC also dropped out, while Pax TV and the digital Discovery nets have joined.

Disney cleared the best children's rating during last year's *Kids and Family*, with a 2.2 average in prime time, June 8-14. Nickelodeon and USA tied for second with a 2.0 average—respectable, but certainly not stellar.

"What's interesting about it is that ratings aren't first and foremost in how we charter success, but a lot of the movies and shows involved in this are doing very well," Sapan said. Nickelodeon's *Rugrats*, for instance, regularly dominates the top 25 rated cable programs each week. ■

Is Local Color Missing from Your Cable Weather Programming?

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CABLE'S TOP 25

PEOPLE'S CHOICE

TBS raced up the cable ratings to No. 4 last week, thanks to Jeff Burton's victory in the Coca-Cola 600. The NASCAR race earned a 4.9 rating/10.6 share.

Following are the top 25 basic cable programs for the week of May 24-30, 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	7.2	5.5	5432	10.1
2	WWF Wrestling	USA	Mon	10:00P	65	7.1	5.4	5394	10.9
3	NBA/Jazz/Trailblazers	TNT	Thu	8:58P	152	5.8	4.4	4413	10.1
4	NASCAR/Coca-Cola 600	TBS	Sun	6:10P	271	4.9	3.8	3770	10.6
5	Inside the NBA	TNT	Thu	11:30P	30	4.8	3.7	3676	10.6
6	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	4.4	3.4	3350	6.7
7	NBA/Trailblazers/Jazz	TNT	Tue	7:58P	173	3.7	2.8	2820	5.9
8	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	3.6	2.7	2699	5.0
9	WCW Monday Nitro Live!	TNT	Mon	10:00P	64	3.4	2.6	2554	5.2
10	WCW Thunder	TBS	Thu	9:06P	71	3.1	2.4	2418	5.4
10	WWF Wrestling	USA	Sun	7:00P	60	3.1	2.4	2365	7.1
10	Rugrats	NICK	Mon	7:30P	30	3.1	2.3	2320	5.3
13	NBA/Hawks/Knicks	TBS	Mon	7:57P	159	2.9	2.2	2234	4.5
13	Hey Arnold	NICK	Mon	8:00P	30	2.9	2.2	2189	4.5
13	Hey Arnold	NICK	Wed	8:00P	30	2.9	2.2	2173	5.0
13	Rugrats	NICK	Sat	9:30A	30	2.9	2.2	2144	10.7
13	7th Heaven	WGNC	Mon	8:00P	60	2.9	1.4	1362	4.7
18	Hey Arnold	NICK	Wed	8:30P	30	2.9	2.1	2065	4.5
19	WCW Thunder	TBS	Thu	8:05P	61	2.8	2.1	2099	5.3
19	Movie: 'Dragon: ...'	USA	Fri	9:00P	150	2.7	2.1	2082	5.3
19	Walker, Texas Ranger	USA	Mon	8:00P	60	2.7	2.1	2069	4.1
19	Rugrats	NICK	Tue	7:30P	30	2.7	2.1	2058	5.0
19	Movie: 'Die Hard'	USA	Thu	9:00P	150	2.7	2.0	2030	4.6
19	Rugrats	NICK	Wed	7:30P	30	2.7	2.0	2027	5.2
25	Wild Thornberrys	NICK	Thu	8:30P	30	2.7	1.9	1931	4.7

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Football made simpler

ABC will use Sportvision system to show viewers how far team has to go for first down

By Glen Dickson

After announcing it will broadcast *Monday Night Football* and the Super Bowl in HDTV, ABC reported it will employ new graphics for its NTSC pro football broadcasts.

ABC Sports has signed a two-year deal with Sportvision to use the firm's "1st & Ten" system, which paints an electronic first-down line onto the televised image of the field. It will debut on *MNF* on Sept. 13 for a Denver Broncos-Miami Dolphins contest. Terms of the leasing arrangement weren't disclosed, but an industry source says the system will cost ABC about \$25,000 per game.

While ABC hasn't used "1st & Ten" for its NFL coverage before, the Sportvision technology has been well tested. ABC's cable counterpart ESPN used it last season for its *Sunday Night Football*, earning with Sportvision an Emmy nomination for Innovative Technical Achievement. ABC then used the system for its broadcast of the 1999 Fiesta Bowl, the college football national championship game.

"It's a terrific addition to our football coverage," says John Filippelli, ABC Sports vice president of production, who adds that ABC will use "1st & Ten" to display a narrow yellow line on the field, as ESPN did last year. "That seems to be the color that stands out most," he says.

ESPN will also continue to use "1st & Ten" for *Sunday Night Football*, according to Sportvision President and CEO Bill Squadron. Squadron said Sportvision COO Jerry Gepner and his operations staff have greatly reduced the size of the system, which traveled to ESPN games last year in a 40-foot mobile truck.

"Now it will fit into a couple racks of equipment, and that will go into one of the trucks the broadcaster uses," Squadron explained. "One of our key goals was to be able to come up with a design that made '1st & Ten' more compact and efficient, and we've been able to do that."

While the "1st & Ten" system is now much smaller, it won't be going into the HDTV production truck Panasonic



ESPN has used the system for its NFL broadcasts on Sunday night.

is building for ABC's 720p *Monday Night Football* broadcasts, said Squadron. "We're not doing it for HDTV, at least not initially," he noted. "I think everybody would like to do that, but the development we're doing now is not encompassing that for the beginning of this season."

In addition to technical development, Sportvision has also conducted market

research on "1st & Ten." The firm contracted with polling firm Harris Black International to gauge viewers' reactions to the technology. Out of a sample of roughly 1,200, the Harris poll found that 92% of football fans want to see the virtual first-down line in football broadcasts. Squadron says the technology was "particularly appealing for kids and more casual viewers."

The popularity of a first-down graphic also seemed to appeal to CBS last season. The network partnered with virtual signage firm Princeton Video Image to launch a similar technology to Sportvision's "1st & Ten." CBS first used the PVI technology for a Pittsburgh Steelers-Detroit Lions game on Thanksgiving Day 1998, and continued with it the rest of the season. Fox says it is also considering some sort of first-down graphic for its NFL coverage this fall. ■

Mile-high DTV troubles

Community opposition stalls Denver tower construction

By Karen Anderson

Plans of three Denver TV stations to build a common digital television tower on Lookout Mountain have run into more opposition from local residents.

Organized as C.A.R.E. (Canyon Area Residents for the Environment), the residents argued against the tower at a May 27 hearing in front of the Jefferson County Board of Commissioners. "We had some very strong testimony ranging from the mechanics of a tower fall to interference to the [Colorado] School of Mines geophysics equipment to potential damage to DNA," says Deborah Carney, a local lawyer and president of C.A.R.E.

The group also called on Les Larson, a local resident and broadcast and cable industry consultant, to show that there is an alternative to the broadcasters' plan. Larson suggested the stations could build a main tower on a non-residential

mountain linked via fiber to repeater towers (translators) that could carry broadcasters' DTV signals throughout the area. "It is prudent for the commissioners to recommend that broadcasters consider the alternatives," he says.

But Scott Barella, engineering manager of CBS-owned KCNC-TV, says the alternatives are technically less desirable than the proposed Lookout Mountain site, which avoids major shadow areas. "If it were that easy and it were that simple a solution, the stations would have done this prior to DTV," Barella says. "If you take a good look at how you cover the population you give up substantial coverage patterns, so the argument is to say 'you fill those areas in with translators.' Where are you going to put those and what kind of process is it to place those translators? Don't we just revisit the whole scenario?"

C.A.R.E.'s new testimony is the latest in a series of hindrances for the Lake

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Taylor, TCA Cable's Conroe General Manager and OTG Coach, **"it creates an expectation of excellence for our team.** It encourages all of us to step up to another level of customer service, which helps ensure our company's success."

"Second place in the cable business doesn't pay," Randy is fond of saying. "We need to work as a team to show flexibility, quick reaction time and responsiveness."

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Our Team Goal keeps us focused... and **our customers happy.**

TCA Cable's Conroe, TX General Manager and "Coach" Randy Taylor huddles with the rest of the team. Listed from top, clockwise: Sufian Almasaha, Lead Technician; Fred Fox, Chief Technician; Norma Williams, Lead Installer; Randy Taylor; Stacy Alexander, Office Manager and Steve Donato, Lead Installer.



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Cedar Group, which includes Denver's ABC and NBC affiliates and its CBS O&O. In March, the planning department notified the tower consortium that it was recommending denial of the project to the board of commissioners, citing a zoning ordinance stipulating that the distance between the tower and residents' property must be equivalent to the tower's height—850 feet. The nearest resident's property starts 175 feet away from the proposed site.

According to Lake Cedar Group Manager Jim MacDermott, the group has presented a tower design that would not affect any homes in the case of a collapse, and the planning department may reconsider its recommendation.

Nonetheless, the ongoing opposition and hearing process means that several Denver broadcasters will miss the FCC-mandated DTV deadline of Nov.

1, 1999 for top-30 market stations. MacDermott expects at least two more county hearings before any decision is made and says he is "past the point of predicting" the outcome.

KCNC-TV's Barella believes the earliest the new tower could go up is spring 2000. "I don't think it's an issue of not staying within the RF standards," he says. "We're clearly on emotional ground here. It depends now on how the county commissioners were swayed and I don't think it's going to end there. I think whoever gets the ruling is going to back up and appeal it."

MacDermott adds that the proposed tower would be in compliance with local and federal radiation standards, as existing towers on Lookout are today, and that C.A.R.E. is proposing "rewriting law."

While the tower dispute continues,

one Denver station has found an interim DTV solution. ABC affiliate and McGraw-Hill station KMGH-TV is broadcasting a low-power DTV signal from its downtown Denver rooftop under temporary FCC authority.

Fox affiliate KDVR, which isn't part of the Lake Cedar consortium, expects to meet the Nov. 1 deadline. The station is currently strengthening its existing tower, which is also located on Lookout Mountain, for the addition of a DTV antenna. While KDVR's DTV plans also met with community opposition, the plot of land KDVR's tower is located on is zoned specifically for communications use and Jefferson County's board approved the new construction.

"Citizens basically don't like anything up there," observes John Hollinger, KDVR engineering manager.



CUTTING EDGE

By Karen Anderson and Glen Dickson

WSYX goes DVCPRO for news gathering

Sinclair Communications-owned WSYX (TV) Columbus, Ohio, has purchased Panasonic DVCPRO equipment for news and programming operations in a deal valued at more than \$1 million. Both WSYX and its LMA station WTTE-TV are replacing aging analog gear, including Sony Betacam, with DVCPRO. The sale encompasses 86 pieces of DVCPRO gear including 18 camcorders, 40 player/recorders, 22 studio editing VTRs, five desktop VTRs and a laptop editing system. The major portion of the DVCPRO equipment will be assigned to news, and the remainder will be used for program acquisition and playback. WSYX produces 22 hours of news weekly, and WTTE-TV produces seven hours. This purchase follows a smaller DVCPRO purchase

by WSYX which included three camcorders, five studio editing VTRs and a laptop editing system.

NCC rolls out EDI to more than 100 sites

Cable rep firm National Cable Communications has installed Video Networks Inc.'s EC Tracker Electronic Data Interchange (EDI) system at 112 cable affiliates. The EDI system allows NCC affiliates to transfer advertising invoices and affidavits and perform electronic reconciliation using the Internet, thus reducing the huge amounts

of paperwork that have traditionally been generated by the cable spot buying process. According to Robin Kroopnick, NCC's VP of corporate services and advanced media systems, the EDI rollout means quicker reconciliations for ad agencies, lower operational costs and less potential for human error. "To do an initial reconciliation in the Chicago interconnect, it used to take two weeks to do it manually," says Kroopnick. "Now it can be done in two working days." NCC plans to install the EC Tracker system at the rest of its 300 affiliate sites by the end of 1999.



Video Networks' EC Tracker cuts two weeks' work down to two days.

technology to support DTV broadcasts at Fox stations. For the 720p broadcast, Fox sent a precompressed 19.4 Mb/s HDTV stream over fiber to its 10 digital affiliates, which then used NDS MPEG-2 splicers to switch between the network stream and their locally encoded DTV commercials.

According to Andrew G. Setos, executive VP of News Corp.'s News Technology Group, using MPEG-2 splicing will allow Fox affiliates to build their DTV plants in one format, such as 480p or 1080i, and still support 720p or any other MPEG-2-compressed format Fox sends without having to buy expensive encoding and decoding equipment or multiple switchers. Setos adds that Fox is investigating MPEG-2 insertion technology that will allow stations to insert local branding into precompressed network feeds. "The point of all this technology is it allows us to be super-flexible without prejudice to a station's economics," says Setos. "We can transmit any format we decide is appropriate."

Fox tests MPEG DTV splicing

Fox's May 23 high-definition broadcast of *Independence Day* was the first time the network has used MPEG-2 splicing

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AOL stakes out Net music turf

ISP picks up two online music companies for \$400 million in stock swaps

By Richard Tedesco

America Online made its first move into the online music space last week, acquiring online music programmer Spinner Networks and technology firm Nullsoft in stock swaps worth \$400 million.

The two deals immediately make AOL a major Web music player: The Spinner.com music service transmits 2 million tunes daily to PC users and Nullsoft owns Winamp, the most popular MP3 player for PCs, and Shoutcast, an MP3 streaming audio system. So in a single harmonious stroke, AOL lands a top music Website and a technology arm to fuel future music initiatives.

Those include enabling digital music downloads as well as programming Internet radio. AOL is talking to major record labels and exploring possible alliances with radio station groups, according to Ted Leonsis, president of AOL Interactive Properties. "We're talking to everybody," he says.

AOL will look to develop Spinner.com through other deals and with its existing assets. Spinner.com currently streams 100 music channels online and provides downloads of some songs with the prevalent MP3 technology. The combination of Spinner.com and Winamp effectively creates a music portal, according to Leonsis, who sees Shoutcast—which enables PC users to broadcast their own content—providing AOL a music community. "They'll really jump-start the company's activities in the Internet music arena," says Leonsis.

AOL will create custom-branded music services for AOL.com, CompuServe, and Netcenter. It intends to offer live radio along with sporting events, concerts and e-commerce features. Plans to integrate or co-brand Spinner.com are not yet certain, according to Leonsis.

Kevin Hause, digital media analyst for IDC, sees the moves as AOL staking a claim in the online music space by expanding its portal presence. "From the PC side, being able to integrate music into their portal is a tactical move to keep people from going to services such as Broadcast.com," says Hause.



Spinner.com transmits millions of tunes daily to PCs, and will make AOL an instant major player in Web music.

Broadcast.com, previously rumored to be in talks with AOL, has its own portal partner in Yahoo, which struck a deal to acquire the preeminent Internet broadcaster in a \$5.7 billion stock swap

earlier this year.

Spinner.com had been an object of attention from MTV, which acquired its competitor, Imagine Radio, to advance its own Internet music strategy earlier this year. Spinner.com's parent, Spinner Networks, garnered \$12 million in financing from Sony Music Entertainment, Intel and Amerindo Investment Advisors early in 1999.

Gary Fries, president of the Radio Advertising Bureau, says Internet-only radio outlets "could make a dent" in station revenues. But he sees radio stations making Net gains by streaming online: "The Internet becomes a secondary delivery vehicle. It's actually increased listening."

Hause sees Nullsoft's Winamp as a strong technology acquisition which lends AOL leverage in that arena. "It certainly gives you the engineering prowess to develop players for PCs and other devices," he says.

Atomic Pop pumps up Public Enemy

By Richard Tedesco

Circumventing the traditional record industry cycle, Atomic Pop is putting out Public Enemy's latest record, *There's a Poison Goin' On*, via digital download.

PC users can buy the rap recording for \$8 using AT&T's a2b music player or RealNetworks' RealJukebox. It's also available in Zip disk form, with a music video, for \$16.98.

"We very aggressively embrace all the Web technologies," says Al Teller, Atomic Pop founder and CEO, who formerly headed up MCA Music and CBS Records.

That's because Atomic Pop is an online label aggressively attacking the structure of the music business by offering recording artists more favorable splits. It's seeking exclusive sin-

gle-release deals with generally lesser known artists open to using the Net as a prime outlet. Its releases, as in the case of Public Enemy, will also be available in traditional retail outlets.



Atomic Pop aims at exploding the pop recording release cycle.

SITE OF THE WEEK

www.wfaa.com



WFAA-TV
Dallas
ABC, ch.8

Site features: Live streaming of weekly newscasts at 5 and 9 a.m., noon, 5, 6, and 10 p.m.; weekend newscasts streamed 7 a.m., 5, 6, 10 p.m. on Saturdays and at 8 a.m., 5:30 and 10 p.m. on Sundays; newscasts archived for two weeks; links to ABC.com, CNN Interactive and local Dallas metro LiveGuide entertainment guide

Site launched: Spring 1995

Site director: Walter Zwirko, managing news editor

Number of employees: 3

Design: In-house

Streaming technology: RealVideo

Traffic generated: 2 million page views in May

Advertising: Banner ads

Revenue: N/A

Highlights: Traffic has increased steadily since WFAA started streaming newscasts in January 1998; biggest draw on site DopplerNet Radar, tracking volatile weather developments in the Dallas-Fort Worth metro area

—Richard Tedesco

CBS plugs in Switchboard

By Richard Tedesco

In searching for a phone number, a PC user can soon tune to CBS: CBS Switchboard, that is.

In its latest online equity-for-ad-time deal, CBS picks up a 35% stake in Switchboard, Inc. The Banyan Systems unit operates switchboard.com, an online directory with 117 million business and residential listings. Switchboard gets \$135 million in on-air promotion over seven years and use of the CBS "eye" logo over 10 years as the site is renamed CBS Switchboard.

CBS also receives warrants to increase its stake in Switchboard to 40% along with warrants to buy 250,000 shares of Banyan stock.

Mel Karmazin, CBS president and CEO, called the acquisition "another significant step" in assembling Web sites that provide "real service."

It's also another step toward the impending IPO CBS plans to create from its growing online portfolio.

Along with switchboard.com, CBS' online holdings now include: 35% of hollywood.com, 50% of storerunner.com and 33.3% of office.com.



Switchboard.com will soon become CBS Switchboard.

WebTV box redux

Microsoft unveils its next-generation set-top boxes

By Richard Tedesco

Microsoft will introduce its next-generation WebTV boxes this fall, improving the basic model and downgrading the Cadillac version by deleting its hard drive.

The WebTV Classic boxes have faster 56 kb/s modems (up from 33.6 kb/s), more powerful 150 MHz processors (up from 112 MHz) and improved memory (8 MB of RAM and 4 MB flash) for the same \$99 price. But Microsoft dropped the 1-gigabit hard drive in its WebTV Plus receiver, still priced at \$199.

The interactive idea behind the hard drive was to enable downloads of extended video commercials streamed through the vertical blanking interval or downloaded overnight. But content wasn't being created for the functions, so the hard drives were hardly being used, according to Sean Kaldor, analyst for IDC.

"It limits the functionality, but it wasn't really utilized," says Kaldor. "It was like having two spare tires on your vehicle."

Microsoft dropped the idea of a 2 GB hard drive, according to a WebTV spokeswoman, who said the feeling

was it would have to approach the 8.6 GB capacity of the EchoStar satellite box now in production to enable the same sort of video downloading intended for that model.

The WebTV Plus boxes will double their random access memory to 16 MB of RAM and add 8 MB of flash. Otherwise, they retain the same modem speed at 56 kb/s and processing capacity at 167 MHz for the same price and a presumably improved cost margin for Sony Electronics and Philips Consumer Electronics.

The added memory compensates for the loss of the hard drive, according to Sharon Frinks, WebTV group product manager.

When the new boxes debut during this year's Christmas season, they'll also be sized down to about the size of paperback book.

WebTV Classic subscribers will pay \$21.95 monthly for the service with the new box, while current subscribers continue to pay \$19.95. WebTV Plus subscribers will pay the prevailing \$24.95 rate.

WebTV currently claims 800,000 subscribers, with approximately half of those taking the basic service.

CLASSIFIEDS

RADIO

HELP WANTED MANAGEMENT

General Manager. The West Virginia Educational Broadcasting Authority seeks a general manager for the West Virginia Public Radio Network, in Charleston, WV. WVPR has a weekly audience of more than 100,000 and an annual budget of \$2 million. WVPR produces a nightly half-hour news program and the music series Mountain Stage, which is distributed by PRI. The general manager will be part of West Virginia Public Broadcasting's senior management team. Salary: \$45,000 - \$55,000. To Apply: Request required application form. Write To: Personnel, Educational Broadcasting Authority, 600 Capitol Street, Charleston, WV 25301. Deadline: Completed application forms must be received no later than 5:00 PM, Friday, July 2, 1999. Please, no phone calls or walk-ins. The West Virginia Educational Broadcasting Authority is an Equal Opportunity Employer and encourages the application of female and minority individuals as well as persons requiring individual accommodation due to a disability.

HELP WANTED SALES

Sales Person required for 24hr NY Station. Training, salary plus commission. Resumes only: RBC Radio L.L.C., 306 Fifth Ave., New York, NY 10001, Attn: VP; Fax: 212-244-1784.

Modern rock radio seeks GSM. Class B FM, located in Vermont's most prestigious resort region. Our signal covers 4 states. If you can recruit, lead and sell, send resume to: WEQX, PO Box 102.7, Manchester, VT 05254.

General Sales Manager: Midwest Radio Group. Small market AM. Located on beautiful Lake Michigan. Send three references and resume to Box 01551 EOE.

SITUATIONS WANTED MANAGEMENT

Current Vice President/General Manager of six station group located in the Midwest. We started five years ago with a stand alone AM. Stations are almost sold. Young, aggressive and ready to take on new challenges in some capacity. I value and respect good people and have always worked to create a Team Philosophy. Looking for something in the Orlando area. TV considered. Please respond to
Box 01056

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.

Produce and host your own radio program in Dallas, Atlanta, Sacramento, Orlando, and/or San Antonio. Call or fax George J. Dacre at 914-942-1491. Fax 914-942-4292. Time brokers welcome.

TELEVISION

HELP WANTED MANAGEMENT

General Manager - KVIA, Channel 7, ABC affiliate in El Paso, seeks person to run well-equipped operation. Heavy focus on local news, sales, promotion and community involvement. This Top-100 market offers beautiful weather, low cost, and mountain scenery in growing metropolitan of 2 million plus. Great salary, benefits and perks. Privately owned by News-Press Gazette Co. Send resume to HR Director Betsy Lentz, PO Box 29, St. Joseph, Missouri 64502. (EOE).

HELP WANTED MANAGEMENT

General Sales Manager. Strong team leader needed for NBC affiliate owned by Gray Communications, Inc., one of the country's fastest growing station groups. Located near the coast, with 6 regional sales offices and lot's of sunshine, quality of life is non-negotiable! Must be well-organized individual with a track record of developing new business. Must also possess the ability to stimulate revenue growth from nontraditional sources.

HELP WANTED SALES

South Central LSM Opportunity! Network affiliate in a hot market is seeking a high energy leader who can motivate a young and talented local sales team. College degree and sales management preferred. Experience with Nielsen Advantage, Nielsen AdViews, BMP, and Media Center can make you a top candidate. We are an equal opportunity employer with an excellent compensation plan. Send resume, income history and success stories to Box 01559 EOE.

National Sales Manager: KTVD-TV UPN20 is seeking an experienced leader to become part of our sales management team. Must be a good motivator with an ability to develop new business. Should be familiar with BMP, CMR and Scarborough. Minimum of three years television sales experience. Previous major market TV management experience desirable. Excellent benefits. Send resume to Personnel, 11203 E. Peakview Ave., P.O. Box 6522, Englewood, CO 80115-6522, or fax resume to (303) 790-4633. No phone calls. EOE M/F.

Director of Sales. A.H. Belo Corporation is seeking a Director of Sales for Texas Cable News, a 24-hour local/regional news operation. Successful candidate should have experience in media sales/sales management, conceptual selling, sales training and audience research data. Candidates should also possess strong computer, math and writing skills. Send cover letter and resume to TXCN, Sales Director Search, 570 Young Street, Dallas, TX 75202. Fax: 214-977-4610. Email: jobs@TXCN.com.EEO.

Local Sales Manager (99-21) K-EYE TV, the soon-to-be CBS O&O in Austin, TX, one of America's fastest growing markets, is seeking a Local Sales Manager. Minimum of 3-5 years broadcasting management experience preferred with a successful track record in achieving billing and now business development goals. A team builder is needed with strong organizational, negotiation and presentation skills. The position calls for directing the daily activities of the local sales staff, managing multiple sales and promotional projects, and developing marketing strategies to achieve goals and maximize revenue. An excellent working knowledge of inventory management, Nielsen ratings, TV Scan, CMR, and marketing research is required. Send resume to: Tom Heston, VP Sales, KEYE-TV, 10700 Metric Blvd., Austin, TX 78758. EOE.

Account Executive: New York based strategic communications & marketing firm seeks an experienced account executive with a minimum of two years experience. Applicants must be motivated, persistent, organized and must be able to develop new business. Great company with many benefits. Salary plus bonus. Fax resumes to Scott @ 212-223-8833.

HELP WANTED TECHNICAL

OVP OF TECHNICAL OPERATIONS

The Home Shopping Network, America's premier electronic retailer, has an immediate opening for an OVP of Technical Operations at our corporate headquarters in beautiful St. Petersburg, Florida.

Responsibilities include overseeing operation and coordination of Master Control regarding technical, creative and personnel aspects of live shows, directing the team toward production goals and managing daily operation of Post Production regarding advertising and promotions. Candidate must possess 7-10 years professional broadcast experience, extensive knowledge of technical operations and Post Production and strong communication/interpersonal skills. Computer experience and budgetary knowledge are essential.

The Home Shopping Network offers competitive salary and benefits as well as the opportunity for personal and professional growth. For consideration, please mail, fax or e-mail resume to: **The Home Shopping Network, Inc., Human Resources, 1 HSN Drive, St. Petersburg, FL 33729. Fax: 727-537-6895. E-mail: turtlek@hsn.net.**

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Alan Cornish / Mark Kelly

Chief Engineer ABC Affiliate in Charleston, SC in search of top notch chief engineer. Must have experience in broadcast engineering management, including studio and transmitter facility maintenance, capital budgeting, planning and broadcast operations. Knowledge of satellite, microwave, eng, personal computers/computer systems and broadcast equipment. Send resume with cover letter and salary requirement to HR Director, WCIV, POB 22165, Charleston SC 29413. No phone calls.

You can simply fax your classified ad to Broadcasting & Cable at (212) 206-8327.

HELP WANTED TECHNICAL

HELP WANTED NEWS

FOX DIGITAL

Fox Digital is currently seeking experienced individuals for the following positions for LIVE 7 days/week sports news show:

TECHNICAL DIRECTORS

Must be familiar with live news and/or remote production formats and have GVG 3000 or 4000 experience. Knowledge of Abekes and DVEous helpful.

TAPE OPERATORS

Must be familiar with Tektronix Profile, JVC Digital - S machines, VTC-4000 Buff Box, DNF Box, cuts editing, waveform and Vector Scopes; and be able to work in a fast-paced, live television environment.

Qualified candidates must be available to work a flexible schedule. Please submit a cover letter, resume, & salary history to: **Fox Digital, Human Resources, Job Code: BC, Fox Network Center, P.O. Box 900, Beverly Hills, CA 90213-0900; fax (310) 969-6059. NO PHONE CALLS PLEASE!** Equal Opportunity Employer.

**CHIEF ENGINEER
PRODUCTION & MAINTENANCE**

Brand new opportunity available at 6-station public broadcasting facility for an individual to oversee and manage all aspects of the daily operation of the engineering production and maintenance area and staff. Position reports to the VP Engineering and will be heavily focused on ensuring that this unit, it's staff and equipment allow MPT to operate at full efficiency. Requires eight (8) years experience in the maintenance of TV broadcast equipment, six of which were in a management/supervisory capacity; knowledge of TV broadcast production methods as well as maintenance procedures for routine or emergency maintenance; SBE cert. required; Bachelor's degree preferred. Salary: To mid \$50's. Submit resume and cover letter by July 18, 1999 to:



**Maryland
Public
Television**

**Maryland Public Television
Human Resources Department
11767 Owings Mills Blvd.
Owings, MD 21117**

MPT is an EEO Employer

Chief Engineer for Great Lakes area network affiliate. Candidate must possess strong skills and at least 5 years of studio maintenance experience. UHF transmitter experience a must. Strong computer background is required with an emphasis on networking. Will be responsible for the evaluation, procurement, and installation of station equipment. Ensure station compliance with FCC rules and company technical policies. Must have good management and communication skills. Send resume and salary requirements to Box 01561 EOE.

DTV Master Control Assistant Supervisor. WNDU-TV is looking for a DTV Master Control Assistant Supervisor for our new digital/HDTV master control. Responsibilities include development of digital/HDTV production facility, training, preparing schedules, quality control and daily operations. Qualified candidate must have a minimum of five (5) years master control switching experience and demonstrated leadership abilities. Bachelor's degree related in field preferred. Be an integral part of our digital television operation. Send resume and reel to: WNDU-TV, Human Resources Manager, Position #00248, P.O. Box 1616, South Bend, IN 46634. EOE. Or e-mail your resume to JOBS@WNDU.COM No phone calls, please! WNDU-TV is an Equal Opportunity Employer.

HELP WANTED CREATIVE SERVICES

Art Director needed at major market NBC affiliate. Join the creative team at Tampa Bay's leading station as we prepare to move into an all-new digital facility. Previous supervisory experience required. A strong background in both broadcast and print design with an emphasis on news is a must, familiarity with Quantel Paintbox and Chyron Liberty is a plus. Rush resume and VHS reel to: Personnel Department, WFLA-TV, P.O. Box 1410, Tampa, Florida 33601. EOE, M/F, Pre-employment drug testing required.

HELP WANTED NEWS

News Director... WTWO, the NBC affiliate in Terre Haute, Indiana, is looking for an aggressive, motivated, out of the box thinker to lead our news department. We've made tremendous gains in this competitive market and are so close to taking over the top spot. If you have the energy and leadership to get us there, send you resume, references and news philosophy to: WTWO, Susana Schuler, Corporate News Director, P.O. Box 299, Terre Haute, IN 47802.



PRODUCER: Nation's leading videoconference educator of early childhood professionals seeks producers with 10 years experience building exciting, effective presentations which take best advantage of the technology to tell compelling stories. We produce, write and execute live videoconferences using highly produced video segments under deadline and on budget. Success is based on the quality of our products. Please send reel, references and resume.

SATELLITE COORDINATOR: Detail oriented professional to manage relationship with our DBS provider. This person is flexible and works well under pressure during management of pre-taped and live broadcast satellite fulfillment for all broadcasts. Please send resume and references to; **Executive Producer, RISE, 2 Garfield Place Suite #202, Cincinnati, OH 45202.**

Weather Anchor/Reporter, WETM-TV: 11pm weather anchor & early evening reporter position. Stories will focus on weather related and outdoor topics. Requirements: 4 year college degree in meteorology preferred with some reporting experience. Must have weather anchor reporting experience. Ability to shoot and edit Beta tape a plus. Familiar with Kavorus Triton I-7 system. Experience: 1 year as a weather anchor. Union position. Reports to News Director. Contact Paul Donohue, News Director, WETM-TV, 101 E. Water St., Elmira, NY, 14901. Smith Television of NY is an EOE.

Reporter: WROC-TV is looking for an experienced reporter, a strong storyteller who loves in depth and live reporting. We want an enterprising reporter, involved in the community, who can deliver each day's top story with flair, someone who'll make a difference for our viewers. If you're ready to join a growing, committed news organization and have at least 3 years experience, send tape and resume to: Bob Kirk, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. No phone calls please. EOE.

Producer/Photographer/Editor. KTRK-TV is looking for a multi-talented person who will play an integral role in sales marketing and new business development. 2-3 years shooting/editing experience is a must, along with strong writing/producing skills. Avid editing is also a must. Qualified candidates must have the temperament to work with clients, and the organizational ability to stay ahead of the workload. This Producer/Photographer/Editor will be responsible for executing the entire production process for sponsored station campaigns, as well as commercial production. Send your tapes and resumes to: Lisa Trapani, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. No phone calls please. Equal Opportunity Employer. M/F/V/D.

News Photographer: WSIL-TV is currently looking for a full-time news photographer. Need to have a good eye for video and the concept of good natural sound. Will consider entry level motivated person. Send 3/4" or VHS tape to Jimmy Taylor, Chief Photographer, WSIL-TV, 1416 Country Aire Dr., Carterville, IL 62918. EOE.

HELP WANTED NEWS

SBG SINCLAIR BROADCAST GROUP 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.

Cincinnati -WSTR-TV/WB- Promotions Director-Duties include overseeing all aspects of station promotion, including supervision of promotion personnel, budgeting, outside advertising, station image and brand development, as well as, outside station events/programs. Responsible for total on-air look and inventory. BC#306

Cincinnati -WSTR-TV/WB- Chief Engineer-Immediate opening for a hands-on Chief Engineer. Looking for an individual with a strong technical background with UHF transmitter. AAS or BS with SBE certification preferred. Must be proficient in installation, maintenance and troubleshooting of studio systems and associated equipment such as videotape machines, audio/video switchers, and microwaves. Must have excellent computer/LAN skills. BC#307

Dayton-WRGT-TV/ FOX -Local Sales Manager-Seeking an experienced LSM to lead local sales force. Ideal candidate should be able to position an emerging prime time newscast, introduction of meters, and LMA combo selling (with our sister NBC station). Must demonstrate knowledge of traffic systems, qualitative research, sales hiring, training and budgeting. Knowledge of Excel spreadsheets a plus. Send resume and cover letter. BC#308

Dayton-WKEF/WRGT-TV/NBC-FOX -Account Executive-Looking for an Account Executive with strong customer service and negotiating skills along with a proven track record of new business development. Media sales experience required. Send resume and cover letter. BC#309

Dayton-WKEF/WRGT-TV/NBC-FOX -Promotion Writer/Producer -Duties include station log scheduling, copy writing and promo production. Creativity, aggressiveness and self-motivation are a must. Strong organizational skills are necessary. Two years writing and editing experience preferred. Creative team player should send a resume and non-returnable tape. BC#310

Dayton-WKEF/WRGT-TV/NBC-FOX-Graphic Artist-Dayton's NBC and FOX affiliate is looking for a graphic artist to join its award-winning creative team. Must have strong communication skills, the ability to create cutting-edge graphics and an appreciation for tight deadlines. Broadcast design experience preferred. Knowledge of Chyron Liberty, PhotoShop and Illustrator a plus. Creative team player should send a resume and tape. BC#311

Dayton-WKEF/WRGT-TV/NBC-FOX-Weekend Anchor/Reporter-Looking for a weekend evening anchor who will also report three nights a week. Must be a self-starter, strong writer and great live reporter. Looking for someone who will bring ideas to the newsroom, not wait for news to happen. 1-2 years anchor experience. Send resume and VHS tape. BC#312

Indianapolis-WTTV-TV/WB4-Kids Club Personality-WB4 Indiana is looking for a bright, fun individual to be the new face of WB4 Kids. We have a vibrant Kids franchise with a 90,000+ member Kids Club. We are looking for a creative person who loves kids! Duties include on-air vignettes, personal appearances, publications, mailings and client interaction. Organizational skills are essential. On-air, writing, producing and editing experience is preferred. Send resume, tape, photo and cover letter noting desired position and referral source. BC#313

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HELP WANTED NEWS

National Association of Telecommunications Officers and Advisors

1999 Government Programming Awards

-CALL FOR ENTRIES-

Deadline, June 23, 1999

Those eligible are local government or non-profit organizations whose scope of programming includes government access.

Awards Banquet - Atlanta, GA

September 17, 1999

For entry information contact:

NATOA

703-506-3275 or Email: cgreetham@natoa.org

Photographer/Editor: Full time News Photographer/Editor wanted in growing competitive market. Must have experience in shooting/editing on DVC-PRO or Beta format's. Microwave Live Truck and Avid Newscutter experience a plus. Must be able to work quickly under multiple deadline pressure. Please send tape (Beta or DVC-PRO) and resume to Box 01560, by June 23, 1999. EOE.

Photographer/Editor. WSOC-TV is looking for a visual storyteller who can go off the shoulder as well as off the sticks...a creative go-getter, who can run a live truck, edit and even voice over live pictures on occasion. If you like a challenge and have a couple of years of experience on the street, then we want to hear from you. Send tape and resume to: WSOC-TV, Bill Bruce, News Operations Manager, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. No phone calls please. EOE M/F.

News Photographer: Join area's top news team. Requires solid news judgment plus videography and editing skills. Must have at least one year of TV news experience. Send resume and tape to Chief Photographer, WTVC, P.O. Box 1150, Chattanooga, TN 37401. Equal Opportunity Employer.

Morning Anchor: WROC-TV is seeking a morning anchor. If you're an upbeat personality, with a natural conversational style, we want you now. You must write well, and work as a team with our weather anchor. Full-time anchor experience is a must. Join a growing, committed news organization, one which will give you all the tools needed to succeed. Send tape and resume to Bob Kirk, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE.

Newsmagazine Producer KTVA-TV needs a producer for our newly expanded daily newsmagazine INSIDE ALASKA. Producer must oversee all aspects of the 1/2 hour-long newsmagazine. The producer will work closely with the Executive Producer and correspondents to develop long-form stories and other elements in the broadcast. Line producing experience and/or segment producing needed. Please send resume and tape to Lynne Snifka, KTVA-TV 1007 West 32nd Avenue, Anchorage, AK 99503. No phone calls please. EOE.

News Executive Producer: WSOC-TV is looking for a creative leader who knows News and loves to win. We are a demanding number one shop with very high expectations...if you are an experienced Senior producer, or are already in the management ranks but looking to grow, then please contact us right away. In addition to directing editorial content of shows, you'll be responsible for crews, copy editing, and high production values. You must be able to grasp "the big picture" as well as solve little problems quickly and efficiently. If you're interested send tape and resume to: Vicki Montet, News Director, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

Associate Producer We are looking for a creative, organized, proactive person who wants to become a producer of viewer-friendly newscasts. A great opportunity to join an award winning, number one news operation. Must be a good writer and videotape editor. Resume, non-returnable tape, and news philosophy to Personnel Administrator-123, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. EOE

Anchor: Main event anchor position in the 76th market. You'll produce and anchor your own show, co-anchor another. Minimum 3 years of broadcast experience and 2 years of anchoring. Send VHS or 3/4" tape to Don Brown, News Director, WSIL-TV, 1416 Country Aire Dr., Carterville, IL 62918. EOE.

Investigative Reporter: WTVR-TV is looking for a top-notch reporter with an investigative reporting background. Need to have tape of well-produced investigative pieces. Ideal candidate could be heavy hitter GA reporter who wants to focus on investigative work. Please send resume and tape to: Rob Cizek, News Director, WTVR-TV, 3301 W. Broad St. Richmond, VA 23230. WTVR-TV is an EOE M/F. Pre-employment drug screening required. No phone calls please.

Assignment Editor: WSOC-TV is looking for an aggressive and experienced assignment editor. We are Charlotte's news leader! We are Charlotte's news leader, and we need a leader in the newsroom. You must be organized, be able to manage daily crews and spot news, and plan future assignments. Newsroom computer systems experience a plus. Minimum experience 2 years. Send resume to: Robin Whitmeyer, Senior Executive Producer News & Special Projects, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. No phone calls please. EOE M/F.

Anchor/Reporter: WSOC-TV is looking for a weekend morning anchor who wants to grow with the number one station in Charlotte. We're looking for an energetic player who enjoys the street as much as the anchor desk. Previous full time anchoring experience. No beginners. Send tape and resume to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 N. Tryon Street, Charlotte, NC 28206. EOE M/F.

Associate Producer. Successful candidate will have several years of TV news writing experience with the goal of line-producing. Newscast producing experience is a +. Send resume with cover letter (no calls/faxes) to Carla Carpenter, News Director, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

Meteorologist & Weather Producers. Join Atlanta based team to produce innovative weather programming for delivery into Europe. Use the latest systems to produce the next generation of weather programming. Previous forecasting or graphics experience required and knowledge of European geography, climate and culture a plus. Rush Qualifications to Box 01555. EOE.

HELP WANTED NEWS

Major NY based National Network

is looking for a top anchor with ample live experience in both legal and issue-oriented programming. Ability to cover and comment upon crime, justice and legal issues a must. Five years broadcast experience required. Send non-returnable VHS tape and resume to:

Box 01556

Hearst-owned station in South Florida is expanding and needs motivated, high-energy people! WPBF Eyewitness News 25 is currently seeking Producers, Associate Producers, Photographers, and Videotape Editors. Must have at least one year experience in television news. If you are ready to join an exciting team and a great company, send your resume and tape to Margaret Cronan, News Director, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. WPBF is an EOE and managed by Hearst-Argyle Television.

Executive Producer. KMSP-TV, Mpls.-St. Paul, has an immediate opening for an evening News Executive Producer. We do 2 newscasts every night, back-to-back at 9 & 10pm, and you'll oversee the content and production of both. We need you to have strong news judgement and management skills, but you should also be a great writer and a creative storyteller. Rush a non-returnable tape and resume to Dana Benson, News Director, KMSP-TV, 11358 Viking Dr., Eden Prairie, MN 55344. Please, no phone calls. KMSP is an Equal Opportunity Employer.

Reporter WNDU-TV is looking for a smart, aggressive, creative general assignment reporter. We're looking for someone who can enterprise and break stories. Two years experience as a reporter is needed and experience with microwave and satellite lives is a plus. Send resume and reel to: WNDU-TV, Attention: Human Resources, Position #00251, P.O. Box 1616, South Bend, IN 46634. EOE. Or email your resume to: JOBS@WNDU.COM No phone calls please! WNDU-TV is an Equal Opportunity Employer.

Meteorologist. Immediate opening for high-energy meteorologist who can deliver a clear, concise and interesting forecast. Knowledge of WSI Weather producer, Barons radar and AWS systems is helpful. Three years on-camera television experience is required. Send tape and resume to Jennifer Rigby, News Director, WPXI, 11 TV Hill, Pittsburgh, PA 15214. No phone calls. WPXI is an equal opportunity employer.

Assignment Editor. Must be familiar with local television news operations, able to develop story ideas, do preliminary story development, and handle logistics of dispatching reporters, photographers, and equipment to cover news stories. Some television news experience is required. College degree is preferred. Send resume with cover letter to Personnel Coordinator, WDSU-TV, 846 Howard Ave., New Orleans, LA 70113. No Phone Calls. An Equal Opportunity Employer.

Bureau Reporter: WSOC-TV is looking for a multi-talented storyteller to run one of our bureaus. This person is responsible for making contacts and generating story ideas from this area of our market. This person should be able to shoot & edit as well as deliver on-camera. If you can do the job, please contact: Robin Whitmeyer, Senior Executive Producer News and Special Projects, Dept. 95, WSOC-TV, 1901 N. Tryon Street, Charlotte, NC 28206. No phone calls please. EOE M/F.

Assignment Manager: WROC-TV is looking for assignment manager, someone with great ideas and organizational skills. Responsibilities include coordinating daily news coverage, developing contacts and sources and organizing two editorial meetings each day. Good people skills and the ability to function well under pressure is a must. Send resume and cover letter to Bob Kirk, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE.

KLAS, Las Vegas, has the following opportunities: *Assistant News Director.* Great opportunity to run the day to day operation in a fast growing, aggressive news market. We're not just broadcast. We have an aggressive internet department, an all news cable channel and a radio news service. If you have the proven ability to motivate a team to do their best everyday, we want to hear from you. *Evening Executive Producer.* We have the tools. If you can use them in a fresh, creative way, and help others learn how to do it, you'll love this job. Perfect for an innovative producer in a large market who's ready to make the move to management. *Morning Live Reporter.* We need a reporter who can tell any story live. Hard news, breaking news, features and fun, you'll do it all. Candidate must have 3 years experience. Also, we are always on the look out for the best producers and photojournalists. Las Vegas is a great place to live and KLAS is the best place to work. Apply to: KLAS TV, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE

Producer: New York based strategic communications & marketing firm seeks an experienced producer with excellent writing ability for VNR's, B-Roll packages & event production. You must be motivated, organized, persistent & creative. Three years experience is a must and travel is required. Knowledge of Hi-tech industry a plus. Great company with many benefits. Fax resumes to Scott @ 212-223-8833.

HELP WANTED PROMOTION

Promotion Producer. We are searching for a talented writer and editor to produce daily news topicals. Must be able to work cohesively with the news management team and news producers. You will have an opportunity to stretch creatively by producing some image promotion and sweeps promotion. At least two years experience in a top 50 market is desired. Please send resume to WMC, 1960 Union Avenue, Memphis, TN 38104.

Sr. Promotion Producer. KPHO CBS 5, a Meredith Broadcasting Station, is seeking a creative, organized, multi-talented individual as Senior Promotion Producer. Applicants should have proven track record of successful execution of local on-air station promotion, with a heavy emphasis on news image and topicals. Leadership ability a must, experience in non-linear editing desirable. If you're looking to move up to a vibrant news market with a major broadcasting group, rush your vhs or beta format tape and resume to KPHO CBS 5, Human Resources, 4016 N. Black Canyon Hwy., Phoenix, AZ 85017. No phone calls please. EOE.

HELP WANTED PROMOTION

Promotion Director: Live, work and play 40 minutes from NYC! WLNY-TV, New York's only independent is looking for a creative, multi-talented person to run our promotion and marketing department. You must be an excellent writer, have great listening skills, be deadline oriented, have a sharp eye for detail, know how to produce and direct, with the ability to be "hands on" in all aspects from concept to completion involving contests, print, radio and direct mail campaigns, sales marketing support, on-air creative for entertainment, news and community activities, along with website management. You also must possess great people skills and the ability to manage an excellent support staff. Still interested? Good, because you should have a minimum of 3 years experience in television promotion and marketing. The right candidate will be generously rewarded with a competitive compensation package including great benefits and a fabulous work environment. Send resume, tape and salary history to David Feinblatt, GM, WLNY-TV, 270 South Service Road, Melville, NY 11747. EOE.

Asst. Director of Creative Services WPVI-TV, an ABC owned station is looking for a top-notch assistant director of creative services. Responsibilities include overseeing on-air promotion, writing and producing, and organizing special events. Must be fast, creative, detail-oriented, and a true team player. A great opportunity at Philadelphia's #1 station. Three years experience writing news promotion a must; experience using an Avid and/or digital on-line edit suite a plus. Send letter, resume and non-returnable VHS or broadcast beta tape (no calls/faxes) to Caroline Welch, Director of Creative Services, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

HELP WANTED INTERNET

Business Development Associate: Media General, Inc., a communications company with interests in newspapers, TV and cable is seeking a business development person for its new media efforts in the broadcast TV division. Duties will include identifying and analyzing new business opportunities, negotiating contracts, coordinating projects and developing advertising sales & marketing strategies. Please forward letter and resume: Marketing & Business Development/New Media Group, Media General, Inc., P.O. Box 85333, Richmond, VA 23293-0001. Fax: 804-649-6863. E-mail: cblackburn@media-general.com.

HELP WANTED PRODUCTION

Associate Producer of Local Programming: WPWR-TV (UPN50) Chicago, seeks applicants for an Associate Producer for the Emmy nominated weekly informational/educational kid series, UP'N RUNNING. Duties include coordinating shoots, a variety of writing, directing, producing, logging, and other duties as assigned. Candidates will possess a variety of creative, technical, and interpersonal teamwork skills. Must be willing to work irregular hours, demonstrate an ability to be creatively effective with limited resources and tight deadlines. Please send resume and reel to: Dan Sackenheim, WPWR-TV, 2151 N. Elston Ave., Chicago, IL 60614. No phone calls please. EOE.

Gov't. Access Television Producer: Create quality news & info programs for clients. Guide the creative process, write scripts, appear on camera, narrate & interview. Need creative team people with attention to detail & ability to meet deadlines. Salary \$27,400 & excellent benefits. BetaSP & nonlinear editing. Resume & non-returnable tape by 6/30/99 to: Joe Frazier, Gov't. Television Network, 7245 Stillwater Blvd. N., Oakdale, MN 55128.

HELP WANTED RESEARCH

RESEARCH DIRECTOR

Lifetime Television, the dynamic cable network, has an immediate opening for a Research Director. This individual will oversee all ad sales research/press support with additional involvement in marketing support. Other responsibilities include overseeing the development of estimates and other support for sales planning.

Qualified individuals must have a strong knowledge of national Nielsen data, CMR and MRI. Position requires a minimum of 5 years experience in a television research environment with an emphasis on ad sales. Excellent writing skills and previous managerial experience is a must.

Please send resume and salary requirements to:

Lifetime™
Television for Women

LIFETIME TELEVISION
Human Resources Department
Research Director 679
309 W 49th St, New York, NY 10019 EOE/MF

HELP WANTED PROGRAMMING

Programming & Promotions Manager - We are looking for that unique broadcast manager who can combine creativity, high energy and motivation here at KSTW UPN 11 in Seattle, Washington. Management experience is a must and results are expected. Send tape, resume and salary requirements to: Dick Williams EVP & GM, KSTW-UPN 11, P.O. Box 11411, Tacoma, WA 98411. We are an Equal Opportunity Employer P.S. If you're at Pro-Max Wednesday or Thursday give me a call.

SITUATIONS WANTED NEWS

Producer, KTVA-TV, the CBS affiliate in exotic Alaska, seeks a newscast producer. Primary responsibilities include writing and assembling newscasts. You must have strong writing and communication skills, the ability to stay flexible under tight deadlines, and a desire to learn. College degree preferred. Send resume to John Dearing, KTVA-TV 1007 West 32nd Avenue, Anchorage, AK 99503. no phone calls please. EOE.

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

NON-FICTION WRITER WANTED

Rights holder seeks ghost writer for non-fiction book

Investigative reporting background helpful. Compensation based upon fitness for project. Additional work re film/TV treatment a real possibility. Fax resume and writing sample to: **Lottery Stories** Attn: Mark Vega, Esq. (323) 962-0380 or email same to markvega@ix.netcom.com. All queries confidential.

CABLE

HELP WANTED NEWS



Remember the **feeling** of taking the reins?

Increased responsibility is more than just a little exciting, which is why the professionals at Discovery Communications, Inc. get so much out of their careers. And, as a leader in the media industry, we'll offer you the chance to take the reins of some very exciting projects. Contact us today about the following positions in our **Bethesda, MD** corporate headquarters:

EXECUTIVE PRODUCER - The Learning Channel

Managing multiple series and specials simultaneously, we'll depend on you to approve preliminary and final treatments, scripts, production schedules, rough cuts, and final versions; maintain clear communication with vendors regarding standards of quality; and supervise all production phases of reversions and/or repackaging. To qualify, you'll need a BS/BA and 5 years' field or studio experience as a producer or writer for film/video in any of the following genres: documentary, reality, drama, general entertainment, informational, how-to, or talk. Post-production experience involving graphics and music is also required, as is experience as a Senior/Executive Producer. Strong motivation, leadership, interpersonal, and communications skills are musts. **Job code: TLCEP**

SCHEDULING MANAGER - Discovery Health Media

Serving as the principal scheduling liaison to all internal departments, we'll rely on you to schedule programming on a quarterly basis; maintain current scheduling information; track episode telecasts, ratings history, and program inventory; and create quarterly grids and schedules using computer applications. You'll also assist the programming director with outreach initiatives; respond to scheduling inquiries; and participate in acquisition selection. To qualify, you'll need a BS/BA, 3 years' cable television experience, preferably with responsibilities in program scheduling and research analysis, and proficiency in MS Windows, Word, and Excel. Strong communications, organizational, interpersonal, and customer service skills are essential. Experience with international and domestic programming markets a plus. **Job code: DHMSM**

Discovery Communications offers an outstanding benefits package and convenient access to the Bethesda Metro. For immediate consideration, please send your resume to: **Discovery Communications, Inc., Attn: Human Resources, 7700 Wisconsin Ave., Bethesda, MD 20814. FAX: (301) 986-1889.** Please reference job code on all correspondence. Only candidates selected for interviews will be contacted. No phone calls please. EOE.



HELP WANTED NEWS

Director, Historical Programming

The History Channel is currently offering an exciting opportunity for an experienced Programming Director. The professional we seek will manage all aspects of specific THC documentary productions and co-productions, from conception and deal making to production and delivery. The individual will work with outside producers on direction, scripts and integrity of individual programs and series. The position has responsibility to represent THC Programming for presentations, conferences and panels.

The qualified candidate must possess a minimum of 7-10 years experience in cable, syndicated, major market local station or equivalent organization, working on news or documentary programming. Must have an in-depth knowledge of long-form documentaries, working knowledge of production techniques and procedures. Must demonstrate experience in supervising production of news, documentary or historical programs and staff supervision experience. The individual must possess strong presentation skills, staff and talent supervision experience with the ability to work in a team environment.

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



The History Channel
235 East 45th Street, New York, NY 10017
Attn: HR-DHSTLPRG
or email to recruiter@aetn.com
NO PHONE CALLS PLEASE. EOE

HELP WANTED TECHNICAL



TURNER STUDIOS

DIRECTOR OF TECHNICAL OPERATIONS

Reports to VP of Engineering for Turner Studios. Responsible for technical readiness of Turner Studios. Must have proven engineering management skills and ability to consolidate varied Turner Studios Engineering departments and activities. Ability to manage an overview of Turner Studios Engineering global needs, and present strategic and unified solutions. Must have the ability to create engineering project budgets and timelines, and track related accounting details. Experience in the television systems design/installation, and television systems engineering/maintenance a must.

Minimum of five years experience at network level television engineering or post-production engineering, with a minimum of a two-year associate degree in electronic technology or equivalent. Must be a resourceful self-starter with ability to make decisions. Must have ability to find creative solutions to television problems. Must possess good organizational skills and be capable of reviewing and supervising management-level engineers.

Please send all contact information to:

Kevin B. Shorter
Vice President of Engineering
Turner Studios
1050 Techwood Drive NW
Atlanta, GA 30318

To respond to a blind box ad send resume to:

Broadcasting & Cable Box #
245 West 17th Street, 7th Floor,
New York, NY 10011

HELP WANTED TECHNICAL

QVC, Inc., the world leader in televised shopping, is currently seeking talented Broadcast Engineers to maintain our state-of-the-art digital broadcast facility at Studio Park (our corporate headquarters), the QVC Local (our remote broadcast operation) and Pioneer Studios (our post production facility).

Uplink (EIC) Engineers

Reporting to the Manager, Systems Support, the successful candidates will supervise technical operations for remote broadcasts (equipment set-up, maintenance and repair, uplink/downlink set-up and operation), as well as provide technical support to the live broadcast and post production facilities. Other responsibilities include: assisting with the set-up/breakdown of equipment; technical performance logging and systems maintenance; resolving complex technical problems including those related to graphics, computers, transmitters, switches, receivers, cameras, & VTRs; and monitoring video and audio transmission quality. Position is based out of QVC's corporate headquarters, but travel is required 25% of the year. Requirements include: AS in Electronics or equivalent combination of training/experience; 5-7 years broadcast engineering experience; demonstrated knowledge of video and audio equipment and systems; component level troubleshooting background; TV systems design and installation experience; and competence in dealing quickly with critical problems that occur during live broadcast operations. SBE Broadcast Engineer certification or FCC general class license preferred. Experience with set-up and maintenance of Sony triax cameras, switches, Betacam VTRs, audio equipment, PCs, modems, and cellular communication.

Maintenance Engineers

Reporting to the Manager, Systems Support, the successful candidate will be responsible for repairs of broadcast equipment including digital/analog beta decks, cameras, routers, and switches. Requirements include: AS in Electronics or an equivalent combination of training/experience; demonstrated experience in broadcast engineering; ability to troubleshoot to the component level; detailed knowledge of non-linear editing systems; strong computer skills (PC, Mac, Windows NT, UNIX and LAN hardware and software). Camera robotics experience is a plus.

QVC offers a state-of-the-art environment, room for personal and professional growth, competitive salaries, and comprehensive benefits. Join the nation's #1 electronic retailer as we continue to change the way the world shops. Interested individuals may forward a resume to: QVC, Inc., Human Resources - AB/BC/BE, 1200 Wilson Drive at Studio Park, West Chester, PA 19380. Fax: (610) 701-1150. Please specify position for which you are applying. Equal Opportunity Employer. Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.

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HELP WANTED PRODUCTION

DIRECTOR, PRODUCTION SERVICES

A&E Television Networks has a unique opportunity for a highly motivated production professional to oversee and direct all aspects of production activity for its four networks. Reporting to the Vice President of Production, the qualified candidate will have responsibility for the strategic development of network production initiatives, oversight of overall related department processes, including original and post-production, and staff development.

The qualified candidate must possess a degree in Communications or related area and 7-10 years major TV network/cable management experience, including experience in a dynamic scheduling environment and live telecasts. Hands-on technical expertise and project management skills are a must, along with the ability to develop and implement broadcast strategies & programming initiatives. 5 years budget and diverse staff management experience is required.

Please forward resume with SALARY REQUIREMENTS to:

A&E Television Networks
Human Resources/DPRD
235 East 45th Street
New York, NY 10017
fax: (212) 907-9402
email: recruiter@aetn.com



Those who do not meet minimum requirements need not reply. No phone calls please. We are an equal opportunity employer.

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FOX Television Stations, Inc. WGHP/FOX 8, Greensboro, North Carolina. WGHP/FOX 8 has an immediate opening for a Vice President of Finance. Full benefits package available. Essential functions of the position include management of all station accounting personnel and operations, preparation and analysis of station financial results. A/P, A/R, credit, payroll, financial analysis, and tax packages; preparation of annual financial plan; execution of company policies and procedures; supervising station information systems personnel; management of station's facility; participating as a member of the WGHP management team. Bachelor's Degree in Accounting/Finance, Business or related field or equivalent. Five to seven years finance accounting experience in Broadcasting. Thorough background and knowledge of U.S. GAAP, all facets of general ledger accounting, cash flow management, profit and loss forecasts, fixed asset maintenance, and budgeting. Proven ability to create, analyze, and interpret a variety of finance reports. Excellent computer skills in Excel and mainframe input. Strong leadership skills with the ability to project a professional image over the phone and in person with co-workers, corporate personnel and the public while working under pressure in a fast-paced, team oriented environment. Proven record of dependability, ability to consistently meet deadlines, and ability to work a variety of schedules to meet company needs. CPA and/or MFA a plus. Prefer applicants that are familiar with JD Edwards software and Enterprise traffic systems. Applicants with prior experience on a department head level are also preferred. EOE. Send resume to Human Resources Department/WGHP/FOX 8 Television, 2005 Francis Street, High Point, NC 27263 or fax to 336-821-1265.

Director of Finance FOX 2 has an opening for Director of Finance. This position manages the staff functions of accounts receivable, accounts payable, payroll, credit, general ledger, and will report to the VP of Finance. Also responsible for all financial analysis and reporting, as well as assist with preparation of annual operational and capital budgets. Requirements include BS in accounting, excellent computer skills and excellent management, communication, organizational, and supervisory skills. CPA desired - 3 yrs. broadcast/cable industry experience are preferred. JD Edwards and Enterprise systems experience a plus. EOE. For consideration - forward resume and letter to: KTVI Fox 2, Human Resources Director, 5915 Berthold Avenue, St. Louis, MO 63110.

ALLIED FIELDS

HELP WANTED NEWS

Web Editor

Broadcasting & Cable has an immediate opportunity for a Web Editor. You will be responsible for the online production of the magazine each week. Seeking a journalist with a good sense of breaking news to edit and write some original content. You should be web savvy, with some HTML preferable. You should be able to partner with a diverse group of people on content, technical, and advertising issues. Ideal candidate will have 2 years of editorial or reporting experience and excellent organizational skills. Terrific opportunity to expand your knowledge of electronic publishing.

Please e-mail resume & salary reqmts to: hrny-prx@cahners.com or fax to 212-463-6455. Attn: BCWEB. An equal opportunity employer M/F/D/V.

HELP WANTED INSTRUCTION

Radio television professor for 1999-2000. Marshall University's School of Journalism. Teach broad range broadcasting courses, JMC core courses. Should have teaching and video production experience, master's degree, be able to direct students in producing entertainment and news videos. Rank depends on degree, years experience. Salary 30s for assistant, 40s for associate professor. Submit cover letter, resume, names, addresses of three references to Dr. Charles Bailey, Search Committee Chair, School of Journalism and Mass Communications, Marshall University, Huntington, WV 25755. <baileycg@marshall.edu>. Application review begins June 21.

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DATEBOOK

MAJOR MEETINGS

June 10-15—21st *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, 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.

Sept. 27—*Interface XIII*. Ronald Reagan International Trade Center, Washington. Contact: Steve Labunski (212) 337-7158.

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

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 World's Fair Resort and Casino at Trump Plaza, Atlantic City, N. J. Contact: Phil Roberts, (888) 652-2366.

June 10-11—*Inter-union Satellite Operations* Group Meeting. European Broadcasting Union, Geneva, Switzerland. Contact: Anh Ngo, (416) 598-9877, ext. 14.

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 11—*Network Entertainment Presidents* Luncheon. The Waldorf-Astoria Hotel, New York. Contact: Marilyn Ellis, (212) 867-6650, ext. 306.

June 11-13—"Civic Journalism: Nuts and Bolts," workshop sponsored by *Radio and Television News Directors Foundation and the Pew Center for Civic Journalism*. Westin Tabor Center, Denver. Contact: Avni Patel, (202) 467-5215.

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

June 13-16—48th annual *National Cable Television Association* Convention and Exposition. McCormick Place, Chicago. Contact: Bobbi Boyd, (202) 775-3669.

June 16—18th Annual Accolades Breakfast *Women in Cable and Telecommunications*. Sheraton Hilton and Towers Hotel, Chicago. Contact: Jim Flanigan, (312) 634-4230.

June 16-18—Sixth biannual *International Mobile Satellite* Conference and Exposition. Ottawa, Canada. Contact: Jack Rigley, (613) 990-2761.

June 18-20—TV Producers Workshop for Minorities and Women, *Radio-Television News Directors Foundation*. Syracuse, N. Y. Contact: Michelle Thibodeau Loesch, (202) 467-5206.

June 20-21—*International Conference on Consumer Electronics*. Los Angeles Convention Center, Los Angeles. Contact: (815) 455-9590.

June 20-22—*Oregon Cable Telecommunications Association* Annual Convention. Portland

Hilton Hotel, Portland, Ore. Contact: Mike Dewey, (503) 362-8838.

June 22-24—*International Conference on Consumer Electronics* Technical Conference. Los Angeles Convention Center, Los Angeles. Contact: (815) 455-9590.

June 26—*Broadcast Concepts and Ideas*. Nurnberger Halle, Nurnberg, Germany. Contact: Michael Beyer, 49 911 95 35 310.

June 27-29—38th annual Executive Conference *New York State Broadcasters Association*. Sagamore Resort Hotel, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

June 27-29—*Inspo '99* Conference for Broadcasters of Inspirational Music. Northwestern College, St. Paul, Minn. Contact: Dale Davis, (651) 631-5032.

June 29—*North American Broadcasters Association* News and Operations Committee Meeting. Teleglobe USA, Washington. Contact: Paul Ferreira, (416) 598-9877.

JULY

July 7-11—*Unity 1999* Minority Journalists Convention. Seattle Hilton, Seattle. Contact: Sandra Michioku, (415) 346-2051.

July 10-16—Management development seminar presented by the *National Association of Broadcasters*. Northwestern University, Evanston, Ill. Contact: Jack Porter, (202) 775-2559.

July 12-14—11th annual *Wireless Communications Association International* convention. Ernest N. Morial Convention Center, New Orleans. Contact: Jenna Dahlgren, (202) 452-7823.

July 13-16—*SMPTE '99* conference. Sydney Exhibition and Convention Centre, Sydney, Australia. Contact: Expertise Events, +612 9977 0888.

July 18-21—*CTAM* Marketing Summit. San Francisco Marriott Hotel, San Francisco. Contact: (703) 549-4200.

July 19-21—SBCA '99, national satellite convention and exposition presented by the *Satellite Broadcasting and Communications Association*. Las Vegas Convention Center, Las Vegas. Contact: Jennifer Snyder, (703) 549-6990.

July 20—*Women in Cable and Telecommunications* Senior Women's Reception. Fairmont Hotel, San Francisco. Contact: Jim Flanigan, (312) 634-4230.

July 24—*Television News Center* Anchor Training. Reuters TV, Washington. Contact: Herb Brubaker, (301) 340-6106.

AUGUST

Aug. 4-7—*Association for Education in Journalism and Mass Communication/Association of Schools of Journalism and Mass Communication* 82nd annual convention. Morial Convention Center, New Orleans. Contact: (803) 777-2005.

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

CLOSED!

WHOA-TV
Montgomery, Alabama
from
Media General
Broadcast Group
James Zimmerman
President
to
Broadcast
Management, Inc.
Carl Parmer, President
for
\$8,000,000.

Brian E. Cobb
and
Charles E. Giddens
Brokers

CHARLES E. GIDDENS
941-514-3375

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
941-929-0445

BRIAN E. COBB
202-478-3737

RADIO and TELEVISION
BROKERAGE • APPRAISALS



MEDIA VENTURE
PARTNERS

CHANGING HANDS

The week's tabulation of station sales

TVS

KEYE-TV Austin, Texas

Price: \$160 million cash (B&C, May 3)

Buyer: CBS Corp., New York (Mel Karmazin, president); owns/is buying 21 TVs, 18 AMs and 24 FMs

Seller: Granite Broadcasting Corp., New York (W. Don Cornwell, chairman); owns nine TVs

Facilities: Ch. 42; 2,510 kw; ant. 1,290 ft.

Affiliation: CBS

Broker: Goldman Sachs & Co.

Remaining 51% of KPXL(TV)

Uvalde/San Antonio

Price: \$5 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns/is buying 71 TVs, one AM and one FM

Seller: Joseph A. Zavaletta, Brownsville, Texas; no other broadcast interests

Facilities: Ch. 26, 5,000 kw, ant. 1,337 ft.

Affiliation: Pax TV

COMBOS

80% of WMVG(AM)-WKZR(FM)

Milledgeville, Ga.

Price: \$258,230

Buyer: W.R. Beasley, Milledgeville; no other broadcast interests

Seller: Dale Van Cantfort, Winterville, Ga.; no other broadcast interests

Facilities: AM: 1,450 khz, 1 kw; FM: 102.3 mhz, 3.3 kw, ant. 300 ft.

Formats: AM: religion; FM: country

FMS

KSCA(FM) Glendale/Los Angeles

Price: \$112.5 million

Buyer: HefTel Broadcasting Corp., Dallas (McHenry T. Tichenor Jr., president/5.1% owner); owns nine AMs and 18 FMs, including KTNQ(AM)-KLVE(FM) Los Angeles and KLVN(FM) and KLOV(FM) San Diego/Los Angeles. Note: HefTel's intent to acquire station was reported in B&C Nov. 9, 1998; Clear Channel Communications Inc., which originally had option to purchase station, owns 28.7% of HefTel

Seller: Golden West Broadcasters, Los Angeles (Jacqueline E. Autry and Stanley B. Schneider, co-trustees); no other broadcast interests

Facilities: 101.9 mhz, 2.4 kw, ant. 2,848 ft.

Format: Spanish, Mexican ranchera

PROPOSED STATION TRADES

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

THIS WEEK

TVs □ **\$165,000,000** □ 2

Combos □ **\$258,230** □ 1

FMs □ **\$115,056,350** □ 7

AMs □ **\$6,867,199** □ 11

Total □ **\$287,181,779** □ 21

SO FAR IN 1999

TVs □ **\$1,860,919,005** □ 41

Combos □ **\$767,893,260** □ 66

FMs □ **\$809,112,013** □ 118

AMs □ **\$105,171,311** □ 88

Total □ **\$3,543,095,589** □ 313

WADU-FM Reserve/New Orleans

Price: \$1.8 million

Buyer: Styles Broadcasting Inc., Panama City, Fla. (Tom DiBacco, president); owns WYLK(FM) Folsom/New Orleans and WYLA(FM) Lacombe/New Orleans, one AM and two other FMs

Seller: Virgie Du Triel's River, Reserve (Virgie H. du Treil, chief executive); no other broadcast interests

Facilities: 94.9 mhz, 11.5 kw, ant. 485 ft.

Format: Beautiful music

Broker: John W. Saunders

KZBL(FM) Natchitoches, La.

Price: \$400,000

Buyer: Baldrige-Dumas Communications Inc., Many, La. (Edwin T. Baldrige, president). Dumas and Baldrige own KWLA(AM)-KWLK(FM) Many

Seller: Bundrick Communications Inc., Natchitoches (Hal M. Bundrick, president); no other broadcast interests

Facilities: 100.7 mhz, 3 kw, ant. 299 ft.

Format: AC

Construction permit for KBED(FM)

Shreveport, La.

Price: \$300,000

Buyer: Capstar Broadcasting Corp., Austin, Texas (R. Steven Hicks, chairman/3.2% owner; Thomas O. Hicks, principal owner/chairman,

TUCSON COMMUNICATIONS LLC

has acquired

KWBA-TV

Sierra Vista/Tucson, Arizona

from

KM VENTURES

for

\$4,000,000

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



Kalil & Co., Inc.

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

Hicks, Muse, Tate & Furst Inc.); owns/is buying 91 AMs and 223 FMs, including KMJJ-FM and KRMD-AM-FM Shreveport

Seller: Port City Communications L.P., Shreveport (Larry English, general partner); no other broadcast interests

Facilities: 102.9 mhz, 44 kw, ant. 525 ft.

50% of construction permit for KREW(FM) Naches, Wash.

Price: \$31,350

Buyer: Thomas D. Hodgins, Walla Walla, Wash.; owns KUJ-AM-FM Walla Walla

Seller: Buri Barer, Walla Walla; no other broadcast interests

Facilities: 99.3 mhz, 93 kw, ant. 759 ft.

50% of WBUS(FM) Boalsburg/State College, Pa.

Price: \$25,000

Buyers: Augusto N. and Carmen L. Delerme, Altoona, Pa.; no other broadcast interests

Sellers: Augusto Raul and Augusto Jose Delerme (each 25% owner), State College; no other broadcast interests

Facilities: 92.9 mhz, 265 w, ant. 1,102 ft.

Format: Variety

WHQO-FM Skowhegan, Maine

Price: Donation

Recipient: Maine Public Broadcasting Corp., Bangor, Maine (Robert Gardiner, president); owns six TVs and four FMs

Donor: Cumulus Media Inc., Milwaukee (Richard W. Weening, chairman; Lew Dickey, vice chairman); owns/is buying 69 AMs and 152 FMs, including WSKW(AM) and WTOS-FM Skowhegan and WCTB(FM) Fairfield/Skowhegan, Maine

Facilities: 107.9 mhz, 6.50 kw, ant. 676 ft.

Format: Sports

AMS

KCBQ(AM) San Diego

Price: \$6 million

Buyer: Concord Media Group Inc., Odessa, Fla. (Mark W. Jorgenson, president/owner); owns five AMs and two FMs

Seller: Regent Communications Inc., Covington, Ky. (William Stakelin, president); owns/is buying 12 AMs and 23 FMs

Facilities: 1,170 khz, 50 kw day, 1.5 kw night

Format: Talk

WSER(AM) Elkton, Md.

Price: \$275,000

Buyer: World Revivals Inc., Christiana, Del. (Bert Hare, president); owns WXHL(FM) Christiana

Seller: First Philadelphia Properties Inc., Elkton (Brian Barrabee, president); no other broadcast interests

Facilities: 1,550 khz, 1 kw day, 10 w night

Format: News/talk

WHEW(AM) Franklin/Nashville, Tenn.

Price: \$208,398

Buyer: SG Communications Inc., Franklin (Salvadore Guzman, president/owner); no other broadcast interests

Seller: AJ Communications, Franklin (Alice A. Jackson, president/owner); no other broadcast interests

Facilities: 1,380 khz, 5 kw day, 500 w night

Format: Spanish

WKZD(AM) Gainesville, Ga.

Price: \$120,000

Buyer: Vision Communications Inc., Gainesville (Michael A. Wofford, president/owner); no other broadcast interests

Seller: Georgia Mountains Communications Inc., Gainesville (S.R. Woodruff, president); no other broadcast interests

Facilities: 1,330 khz, 1 kw day

Format: Gospel

WMLR(AM) Hohenwald, Tenn.

Price: \$67,500

Buyer: Cochran Communications Corp. of Lewis County, Hohenwald (Harold A. Cochran, president); no other broadcast interests

Seller: Lewis County Broadcasting Co. Inc., Hohenwald (Revis V. Hobbs, president); no other broadcast interests

Facilities: 1,230 khz, 1 kw

Format: CW

WMXN(AM) Fort Payne, Ala.

Price: \$65,000

Buyer: DelGiorno Broadcasting Corp., Kenner, La. (Robert DelGiorno Jr., president/owner); no other broadcast interests

Seller: KEA Radio Inc., Scottsboro, Ala. (Ron Livengood, president); owns WKEA(AM) Bridgeport, WKEA-FM Scottsboro and WMXN-FM Stevenson/Scottsboro, Ala.

Facilities: 1,400 khz, 1 kw

Format: AC

Broker: Thornburn Co.

Construction permit for WBDO(AM) Palm City/Stuart, Fla.

Price: \$60,000

Buyer: Carl Como Titera, Ormond Beach, Fla.; has applied to build FMs in Greenville, Miss., and Great Falls, Mont.

Seller: KMO Inc., Tacoma, Wash. (James J. Blaine, president); no other broadcast interests

Facilities: 760 khz, 2.5 kw day, 500 w night

Broker: Hadden & Associates (seller)

KBYE(AM) Oklahoma City

Price: \$40,000

Buyer: Tyler Broadcasting Corp., Oklahoma City (Ty A. Tyler, president); owns KCLI-AM-FM Clinton and KKNG-FM Newcastle, Okla.

Seller: SCI Corp., Irving, Texas (Jeffrey Bodley, president); no other broadcast interests

Facilities: 890 khz, 1 kw day

Format: Religion

KCIB(AM) Milan/Grants, N.M.

Price: \$29,800

Buyer: Cibola Radio Co., Albuquerque (Don Davis, owner). Davis owns 55% of construction permits for FMs in Santa Rosa and Chama, N.M.

Seller: Ship of Fools Broadcasting Corp., Grants (Bernie Bustos, president); no other broadcast interests

Facilities: 1,130 khz, 5 kw day

Format: Classic hits

WUAT(AM) Pikeville, Tenn.

Price: \$1,500

Buyer: Joyce V. Bownds, Pikeville; no other broadcast interests

Seller: Susan E. Anderson, Dunlap, Tenn.; no other broadcast interests

Facilities: 1,110 khz, 250 w day

Format: Country

45% of WIMG(AM) Trenton, N.J.

Price: \$1 (for stock)

Buyer: Louise E. Morris, Robbinsville, N.J.; no other broadcast interests

Seller: John J. Morris, Robbinsville; no other broadcast interests (Louise and John Morris are married)

Facilities: 1,300 khz, 5 kw day, 2.5 kw night

Format: Urban AC

—Compiled by Alisa Holmes

Broadcasting & Cable
ONLINE

What cleared? What bombed?
Who swept the sweeps? Stay tuned to
www.broadcastingcable.com
for breaking TV news

Of Silicon Valley and Capitol Hill

Anna Eshoo is serving her fourth term as the first woman and the first Democrat to represent California's Silicon Valley in the U.S. House of Representatives.

But besides representing one of America's fastest-growing, wealthiest districts, Eshoo is "one of the nice ones," says Rep. Billy Tauzin (R-La.), chairman of the House Telecommunications Subcommittee on which Eshoo serves. "She's hard-working, very real and when she gets on something she really gets excited about it."

Take legislation on satellite TV reform, for example. Eshoo fought for and won a seat on the influential House Commerce Committee, where she played a pivotal role in shaping legislation. In the Telecommunications Act of 1996, she made sure to include provisions that would allow computer companies to compete in the manufacture and sale of set-top boxes.

"[Then-House Telecommunications Subcommittee Chairman] Jack Fields (R-Texas) had confidence in what I was proposing to him because I wouldn't leave him alone for five split seconds. I was constantly on him to support this and giving him the reasons why. What the legislation did was to not allow the TV manufacturers to control everything that was going to come through the set-top boxes."

Now, she supports such efforts as making the research and development tax credit permanent and shielding companies from Year 2000 computer-bug lawsuits.

"I think she's almost alone in her ability to both comprehend the sort of highly technical issues that involve the high-technology industries and work across party lines to build coalitions with Democrats and Republicans, liberals and conservatives," says Tony Podesta, president of Podesta.com.

"She has a particularly keen understanding of how new telecommunications technology will expand consumer choice and competition," agrees Decker Anstrom, president of the National Cable Television Association. "And we appreciate her leadership role in education."

Eshoo was introduced to politics by her parents, who came to America "as youngsters" from Armenia and northwestern Iran.

"There certainly was a foundation of patriotism. The roots of it are very deep and have a great deal of emotion to them," she said.

"[My parents] saw it as a real obligation...to participate. They didn't see poli-



"I do things when I see the upside of it and think of them as a wonderful experience."

Anna Georges Eshoo

Member, U.S. House of Representatives, representing California's 14th Congressional District, Washington, D.C., b. Dec. 13, 1942, New Britain, Conn.; AA, Canada College, Redwood City, Calif., 1975; Aluminum Company of America (Alcoa), Burlingame, Calif., 1963-1966; J.W. Clement Company, (Arcada National) Menlo Park, Calif. 1966-1970; chair of the San Mateo County Democratic Party, San Mateo, Calif., 1980; member, Democratic National Committee, 1980; chief of staff for California Assembly Speaker Leo McCarthy, San Francisco, 1980-1982; elected supervisor, San Mateo County Board of Supervisors, Redwood City, Calif., 1981-1992; president, San Mateo Board of Supervisors, Redwood City, Calif., 1986; held current office since 1992; divorced, children: Karen: 30; Paul, 28

tics as something that very few choose and those that do are kooky or partisan—they saw it as something that was the duty of every citizen. They thought that not only did you register to vote but you also participated in the candidacy."

Eshoo says she sees her civic life as a duty, not as "volunteerism." When her father retired, the family moved to Northern California. She got married and began working. Later, she earned her associate's degree at Canada College in Redwood City, Calif. She quickly became politically active in California as a member of the Democratic Party and eventually as a Coro Fellow in the Women's Leadership Program in San Francisco.

Coro Fellows are an elite national group whose members become interns and serve in workshops in both the public and private sector. Eshoo's public sector internship found her working in the office of then-speaker of the California Assembly, Leo McCarthy. McCarthy quickly assessed Eshoo's potential and asked her to become his chief of staff, a position she held from 1980 to 1982. In 1981, when McCarthy was planning his own campaign for California lieutenant governor, he encouraged Eshoo to run for the San Mateo County Board of Supervisors, a full-time elected position.

Eshoo found success on the board, working on many local commissions and winning several awards.

In 1988, Eshoo decided to take a shot at Congress, representing California's 14th District. She ran a close race, but didn't quite eke out enough votes. "I figured I would either lose by two points or win by one and I was right, I lost by two," she says.

After that, Eshoo says, she put aside her thoughts of national politics and went right back to working on the supervisors board. "I didn't really see myself as longing to run again to be a House member. I do things when I see the upside of it and think of them as a wonderful experience. Then I think, 'OK, now we are going to go on to the next chapter of life.'"

She sat out the 1990 congressional race, but added that new chapter with a win in 1992. "The debate in 1992," she said, "really focused on domestic issues. That was what would make America stronger and what would we do to enhance America's economy."

That question foreshadowed the huge role Silicon Valley's companies and the booming high-tech business would play in the '90s bull market. —Paige Albiniak

BROADCAST TV



Carr

Appointments, ABC Inc., New York: **Kerry Carr**, VP, corporate management audit, Walt Disney Co., New York, named senior VP and chief financial officer; **Rick Mandler**, general manager, new media, ABC

Radio Networks, named VP, new media.

Appointments, Fox Television Sales, New York: **David Blansky**, research analyst, named group research manager; **Barbara Glass**, account executive, Charlotte, N.C., named sales manager, Houston; **Neil Mulcahy**, senior VP, national promotions, specials and Internet sales, named senior VP, Eastern sales.



Stern

Jeff Stern, VP/Southwest regional manager, Twentieth Century Fox Television, Dallas, joins WZTV(TV) and WUXP(TV) Nashville, Tenn., as general manager.

Patti Smith, general manager,

KVEO-TV Brownsville, Texas, joins KVUE-TV Austin, Texas as VP and general manager.

Jeff Joselson, account executive, Telerep, New York, joins WNYW(TV) New York in same capacity.

Dean Bunting, VP and general manager, KIMT-TV, Mason City, Iowa/Rochester, Minn./Austin, Minn., joins Kansas Broadcasting System, Wichita, Kan., in same capacity. He will be succeeded by **Steve Martinson**, general sales manager.

John Llewellyn, group VP, Raycom Media, Montgomery, Ala., named VP and general manager, WOIO-TV and WUAB-TV Cleveland. He will continue his current duties.

Robert Furlong, VP/general manager, KUTP-TV Phoenix, joins KTVX-TV Salt Lake City in same capacity.

William Lane, national sales manager,

WTTE-TV Columbus, Ohio, named local sales manager.

Appointments, Clear Channel Broadcasting, Little Rock, Ark.: **Rob Holyfield**, master control supervisor/creative services director, KYPX-TV, Little Rock, joins as master control supervisor; **Cindy Kumpe**, traffic assistant, KTHV-TV Little Rock, joins as administrative assistant.

John Washington, general sales manager, KING-TV Seattle, joins WKBW-TV Buffalo, N.Y., in same capacity.

Doug Parker, programming and operations manager, WBNS-TV Columbus, Ohio, named station manager.

Carl Bauman, VP, broadcast marketing, Shelly Palmer Productions, New York, joins KTVH-TV, Helena, Mont., as general manager.

Appointments, WYZZ-TV Peoria/Bloomington, Ill.: **Neal Davis**, general sales manager, named station manager/director of sales; **Sal Scalise**, account executive, named local sales manager.

PROGRAMMING

Appointments, Columbia TriStar International Television, Los Angeles:

Martha Eberts, director, international networks, named VP; **George Davis**, VP, worldwide satellite operations, Sony Pictures, Los Angeles, joins as VP.

Lauren Dansey, director, video services, corporate marketing and advertising services, Warner Bros., Burbank, Calif., named VP.

Appointments, Radio City Television, Chicago: **Brian Diamond**, head, Brain Demand Media, New York, joins as senior VP, programming; **Bill Roberts**, VP, program development, Rainbow Sports, New York, joins as VP, creative development.

Joe Tucker, VP, production and administration, *Good Morning America*, New York, named VP and general manager of Times Square Studios for parent company Walt Disney Co.

JOURNALISM

Appointments, CNBC, Fort Lee, N.J.: **Patti Domm**, editor-in-charge, equities, Reuters America, New York, joins as senior editor; **Joseph Kolina**, assistant news director, WBBM-TV Chicago, joins as senior editor.

Miles O'Brien, anchor, *CNN Saturday Morning* and *CNN Sunday Morning*, named space correspondent. He will continue his current duties.

Christopher Goutman, executive producer, *Another World*, NBC, joins *As The World Turns*, CBS, in same capacity.

John Cardenas, news director, KPHO-TV Phoenix, joins WBNS-TV Columbus, Ohio, in same capacity.

Brooke Hart, anchor/reporter, WNCN(TV) Raleigh-Durham, N.C., joins NBC NewsChannel, Washington, as reporter.

Saul Garza, reporter, WDJT(TV) Milwaukee, joins KDFW(TV) Dallas in same capacity.

Appointments, WEWS(TV) Cleveland: **Jonathan Costen**, reporter, WVEC(TV) Norfolk, Va., joins in same capacity; **Dyrol Joyner**, reporter, ESPN radio, Chicago, joins as sports reporter and anchor, *Sports Sunday*.

RADIO

Mark McDonald, bureau chief, BBC, New York, joins WNYC(AM)/(FM) there as managing editor.

CABLE

Appointments, Discovery Networks, Bethesda, Md.: **Mary Hicks**, VP, marketing and communications, National Geographic Channels, Washington, joins as creative director, advertising and promotion, Discovery Digital Networks and Discovery Networks U.S.; **Alexander Stevens**, senior editor, Discovery Networks International, named executive producer, digital networks and advanced television; **Greg Brake**, district manager, Corporate Management Solutions, Los Angeles, joins as director, affiliate sales and marketing, Western region.



Stettin

Jeff Stettin, account executive, The Food Network, New York, named advertising sales manager.

John Lee, senior VP, business development, CBS, New York, joins CNN New-source Sales Inc.,

Atlanta, as senior VP, sales.

Gavin Harvey, senior VP, marketing and promotion, FX Networks, New York, joins Viewer's Choice, New York, as senior VP, marketing/brand director.

Appointments, HBO, New York: **Janice Aull**, VP, affiliate operations, Los Angeles, named senior VP; **Steve Davidson**, VP, affiliate operations, Philadelphia, named senior VP; **Jerry Flavin**, VP, affiliate operations, Denver, named senior VP; **Sandra Mitchell**, VP, affiliate operations, Dallas, named senior VP; **Gail Sermersheim**, VP, affiliate operations, Atlanta, named senior VP.



Brennan

Appointments, Cablevision Systems Corp., Bethpage, N.Y.: **Sherry Brennan**, director, pay-per-view and new media content, named VP, pay-per-view and enhanced video programming; **Tom Montemagno**,

director, programming transactions and business affairs, named VP, video programming.

Roland Dib, executive producer, Heart to Heart.com, Fortress Films Inc., New York, joins ShortTV there as chief executive officer. ShortTV, founded by Dib, is a new cable network devoted entirely to showing short films.

**ADVERTISING/MARKETING/
PUBLIC RELATIONS**



Howland-Kruse

Kerri Howland-Kruse, associate, Berger Stern & Webb, New York, joins BMI media relations there as senior attorney.

Appointments, Myers Consulting Group, New York: **Jami Kelmenson**, assistant director,

Advertising Club, New York, joins as VP, integrated marketing; **Nicole Rosner**, research associate, The Taylor Research & Consulting Group, Norwalk, Conn., as project manager.

TECHNOLOGY

Greg Pellitteri, operations manager, Video Arts, Realtime Video, San Fran-

cisco, named director of operations.

Nishat Sattar, business development executive, Novocom, a broadcast branding group, London, named managing director.

Appointments, Millennium Digital Media, St. Louis: **Timothy Valley**, assistant VP, Citicorp Mortgage, St. Louis, joins as director, finance; **Mark Jordan**, plant integrity engineer, Classic Cable, Austin, Texas, joins as VP, engineering, Central region.



Trullender

Kathy Trullender, VP, sales operations, Fox/Liberty Networks, Los Angeles, joins Intertainer, an interactive broadband network that provides home entertainment services, Culver City, Calif., as VP,

affiliate relations.

Joan Burke, human resources manager, Indus International Inc., San Francisco, joins SoftNet Systems there as VP, human resources.

Jocelyn Scarborough, president and principal, Scarborough and Associates, Los Altos, Calif., joins SanDisk Corp., Sunnyvale, Calif., as VP, human resources.

Scott Darling, managing director, worldwide consumer products/retail and financial services, MCI/Systemhouse, Los Angeles, joins Sandpiper Networks, a provider of adaptive content distribution services, Thousand Oaks, Calif., as VP, business development and professional services.

INTERNET

Avram Miller, chief executive officer, Avram Miller Co., Santa Clara, Calif., joins board of directors of World Online International, Vianen, The Netherlands.

ASSOCIATIONS/FIRMS

Herb Jellinek, chief operating officer, Academy of Television Arts & Sciences, North Hollywood, Calif., named executive VP.

Appointments, Daniels & Associates, a mergers and acquisitions firm in the media and telecommunications industry, Denver: **Greg Ainsworth**, senior VP, named executive VP; **Pat Thompson**,

VP, named senior VP.

ALLIED FIELDS

Appointments, Tapscan Inc., a supplier of media-based software and services, Birmingham, Ala.: **Sid Knight**, manager, product development, named VP, systems development; **Barry Bates**, general manager, television division, named VP, sales; **Tim Gray**, VP/general sales manager, television division, named senior VP.



Passarella

Joseph Passarella, senior VP, marketing and advertising, UPN, Los Angeles, joins Multi-Video Group there as chief marketing officer and partner.

Appointments, Soundelux Entertainment Group, Hollywood, Calif.: **Robert Rosenthal**, executive VP, finance and administration, Jobete Music Co., Los Angeles, joins as executive VP; **Leo Chaloukian**, VP, named senior VP.

Kimberly Schuster, director, licensing, itsy bitsy Entertainment Co., New York, named director, off-screen entertainment.

Ted Rae, co-visual effects supervisor, *Idle Hands*, TriStar, joins Foundation Imaging, a visual effects production company, Valencia, Calif., as in-house director, visual effects.

DEATHS

Frank Olsen, 72, broadcast writer, died May 15 of complications from a degenerative lung disease. Olsen's broadcast career began at age 14 when he worked in the mimeograph room at NBC Blue. His constant correcting and editing of the scripts he copied caught the attention of the writing department. Soon, he was asked to join the writing staff. He continued to write throughout his life, including the first few episodes of the popular children's show *Barney* and the 1991 book *Inventors Who Left Their Brands on America*. As a character actor, Olsen appeared on numerous stages in the Dallas-Forth Worth area. He leaves no immediate survivors.

—Compiled by Mara Reinstein
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Federal District Court in Portland, Ore., Friday ruled that local governments may force cable companies to open their broadband networks to Internet competitors.

Judge Owen Panner, in upholding "unbundling" requirements Portland authorities imposed on the merger of AT&T Tele-Communications Inc., ruled that Congress specifically recognized the power of local franchising authorities to preserve competition for cable services. Open access requirements do not limit cable operators' use of subscriber equipment or transmission technology, nor do they violate cable companies' First Amendment rights, he added. Cable operators "have no contractual rights under the franchise agreements to exclude competitors from the cable modem platform," he wrote in his decision. AT&T officials called the decision "inexplicable" and vowed to appeal. "The actions taken by officials of Portland and Multnomah County are beyond the legal authority municipalities have," said Mark Rosenblum, AT&T's vice president for law. Other

cable industry officials played down the judge's order. "We shouldn't over-read this decision," said National Cable Television Association spokesman Scott Broyles. "It wasn't too long ago that a federal district judge in Wichita Falls, Texas ruled that the Telecommunications Act of 1996 was unconstitutional. That's why we have appellate courts." Portland officials, however, were ecstatic over the ruling. "It's a win on all points, going away," said David Olson, director of cable communications for the city of Portland. Equally thrilled was the National Association of Telecommunications Officers and Advisors, which represents local regulators. The group posted a news bulletin on its Web page under the headline "BIG BIG BIG BIG FLASH, 4th of July Comes A Month Early to Portland... And every other cable franchise authority."

At least four MSOs are looking to bid on Bresnan Communications Inc. now that the company has hired investment bankers to consider offers for the company. The move is part of AT&T Corp.'s plan to

placate regulators worried about its dominance of the industry by shrinking its portfolio of partly owned systems. AT&T owns 50% of Bresnan. Industry executives said that the Charter Communications Inc., Comcast Corp., Cox Communications Inc. and Adelphia Communications Corp. have expressed interest in the company. A company executive acknowledged that Bresnan has retained Waller Capital Corp. and Goldman Sachs & Co. to run the bidding process, "in response to unsolicited expressions of interest." But the executive maintained that "we have made no decision to sell the company." Goldman Sachs had been preparing to take Bresnan public, but sources said that move was recently shelved. If sold, Bresnan's 1.2 million subscriber portfolio is expected to go for almost \$5 billion.

Spanish-language cable network Gems International is close to being sold, with Univision the leading candidate to add the network to its existing broadcast and cable operations. Gems was launched in 1993 by Cox

Communications and Venezuela's Empresas 1BC as an attempt to take advantage of the fast growth of the Latin population in the U.S. But Gems is distributed on systems serving 6 million U.S. households, including many non-Latin homes that don't watch the network. Gems reaches another 6 million homes in Latin America. Univision already has a Spanish-language network, Galavision, that reaches 10 million homes, but only 30% of those are Latin homes. Industry executives familiar with the sale talks said other bidders for the network have dropped out, with one saying that Univision is in the "final stages" of negotiations. Univision and Gems executives did not return calls.

Microsoft Corp. co-founder Paul Allen is close to buying a stake in cable and Internet start-up Oxygen Media.

Sources familiar with the talks said Allen's Vulcan Ventures was considering a stake of less than 10% for an undisclosed price. *The Los Angeles Times* reported that Allen would pay \$100 million for a 7% stake, which would value the company at \$1.4 billion, even though Oxygen's women-oriented Web sites have only just started up. Oxygen would not comment. Oxygen Chairman Geraldine Laybourne has secured backing from talk show host Oprah Winfrey and TV producer Carsey-Werner.

The FCC's low-power radio plan won't be much help to minority owners unless the agency loosens up proposed ownership restrictions, say officials from Metro Detroit Broadcasting. For starters, the

Paramount names new distribution chief

John Nogawski has been named president of distribution at fast-growing syndicator Paramount Domestic Television. Nogawski, who has been at Paramount for 16 years and was formerly executive vice president and general sales manager, will oversee all broadcast, cable and Internet distribution for the studio. Nogawski says he is planning to reorganize Paramount's sales staff into a new streamlined division in light of all the new programming the studio will be inheriting by this fall. Paramount Television Group announced last week that it will take over production and distribution of nearly all of Rysher Entertainment's TV programming. The studio is also expected to assume all of Worldvision Enterprises' assets through a transaction with its parent company Viacom. Nogawski says he is currently developing plans to revamp the studios' domestic sales staff, which might bring Paramount two separate units like Warner Bros. Domestic Television has with its Telepictures Distribution division. "We're going to have to do something," Nogawski says. "We want to be able to serve the stations in the best way possible. Things are very fluid right now, but by the fall we'll have everything set and be ready to roll."—Joe Schlosser

FCC should allow full power noncommercial broadcast groups and owners of up to two full power commercial stations to acquire low-power radio licenses, Metro Detroit said in a filing to regulators last week. (Currently, the FCC's plan bars full-power broadcasters from controlling a low-power FM license.) The FCC should also change its plan by allowing low-power stations to enter joint or local marketing agreements with noncommercial, single and dual full-power station owners and low-power TV operators, Metro officials say. "These relationships could yield a source of relatively stable income for the entrepreneurs and organizations who venture into the untested waters of low-power FM," they said.

Emmis Communications Corp. will pay \$191.5 million cash for WB affiliate WKCF(TV) Orlando, Fla.,

the company said last Friday. The station at ch. 18 is Emmis' seventh TV acquisition and its second in Florida (Emmis already owns Fox affiliate WFTX(TV) Fort Myers). Fast-growing Orlando is the nation's 22nd-largest market, according to Nielsen, and WKCF is consistently the WB Network's No. 1—or No. 2—rated station, said Robert McAllan, chief executive of seller Press Communications LLC. "The station was not for sale," but Emmis approached with what was a "fair price," McAllan said. Press Communications will concentrate on buying radio stations in New Jersey, where it currently has three,

Not-so-silent Springer

Talkmeister Jerry Springer told Chicago's Board of Aldermen that although his show was intended to be outrageous, it did not encourage violence. Unlike other television violence that frequently shows attractive people using sophisticated weapons, he said, *The Jerry Springer Show* made such violence and "dysfunctional behavior" unattractive. Springer also said he felt responsible for the violence on his show, and wanted "to make sure it appears in a negative light. I take responsibility to make sure that happens." He rejected responsibility for violence that occurs nationwide, and said he lived a peaceful personal life and taught his child to behave nonviolently.

Springer was invited by the aldermen to address Chicago's city council, which questioned whether the violence on his raucous show might be properly dealt addressed by the city's criminal justice system—including the off-duty cops who work security on Springer's show. Asked if the violence were real, Springer said "it looks real to me," although he conceded that some guests had lied to the show. Springer said that the violence on his show was more controlled than street violence, given the presence of security, the cameras, and the metal detectors that kept guests from carrying weapons. "There is a lot of difference between the violence that takes place on the streets of Chicago and the roughhousing that takes place in our TV studio."

The former Cincinnati mayor and councilman's clear reluctance to discuss business dealings of his show or USA Studios with Alderman Edward Burke set an adversarial, if cordial tone. Springer insisted his knowledge was limited. "I can't imagine Andy Griffith knew a while lot about the contracts and the arrangements of *The Andy Griffith Show*," he said.



Springer feels responsible for the violence on his top-rated show.

—Dan Trigoboff

though buying another TV station is not out of the question, he said. H.B. LaRue was the broker on the deal.

Advertisers are snapping up television time like trout gulp mayflies, one cable sales executive said last week.

Discovery's Bill McGowan, senior VP of advertising sales, made eyes roll in April when he predicted the cable upfront market would increase by \$1 billion. "All of those predictions that we anticipated and talked about are coming true," he said. "It's definitely going to be a billion-dollar marketplace. We're still holding firm to that projection." He re-

emphasized how the impending election, the Olympics, the millennium, the strong economy plus a number of new categories are heating up the market. "The other mentality is 'spend now while the economy is hot because you don't know what's around the corner,'" he said. "It's important for corporations to capitalize on the strong marketplace while they can."

Radio One Inc. recently purchased WCAV(FM) Brockton/Boston, Mass. The Lanham, Md.-based Radio One is paying KJI Broadcasting LLC of Newport, R.I., about \$10 million for the C&W-formatted station. While Boston is

Arbitron's eighth-largest market, the city is No. 22 on Arbitron's list of metro areas ranked by black population aged 12 and older. Radio One stations generally target African Americans with urban-oriented formats. The deal is subject to FCC approval.

Correction: The May 17 edition of BROADCASTING & CABLE reported that winning bidders of license auctions to be held this fall will receive both analog and digital channels. Actually, winners will receive only one channel on which they can initiate service in analog format and switch to digital by the government's 2006 deadline.

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

A nod to Noggin

The FCC is seeking comment on whether Noggin, the new commercial-free, educational cable channel from Nickelodeon and Children's Television Workshop (you don't find many better bona fides) should qualify for the channels DBS operators must set aside for noncommercial, educational programming. Our comment is a definite yes, and extends to any similar supplier. If two programming services are each commercial-free and educational, the fact that one is for profit and the other is not should have no bearing on the public interest aim of insuring that DBS services provide channels of commercial-free educational programming. Without the support of the for-profit Nickelodeon, the nonprofit CTW would not be able to launch such a channel, Noggin's head (isn't that redundant?) said last week. We realize the model for the DBS set-asides was the set-asides of noncommercial TV licenses, but cable's dual revenue stream allows it to be noncommercial (as in commercial-free), educational and profitable, all at the same time. It should not be penalized for that ability.

Fair market value

The appropriate FCC staffers should click onto ebay.com, online auction house to the world. There they would find thousands of sellers whose high reserve bids were never met. If comments from prospective buyers are any gauge (again we would take a page hit from ebay, which puts great store in such feedback), the commission appears to be getting similarly greedy with its reserve prices on the new broadcast TV spectrum being auctioned. There is the obvious temptation to inflate prices to help fill government coffers (big checks make great photo ops), but that is a poor example to set. The

FCC should take a second look with an eye toward letting those bidders seeking the licenses determine their worth in a free and open forum. The competition the commission professes to promote elsewhere on its agenda should work just fine for spectrum auctions. Plus, eliminating the minimums advances another agency goal by opening the door wide for minorities and other media have-nots.

Not steering clear

We report this week that Scripps Howard's WXYZ-TV Detroit lost a significant automobile dealer advertiser after it reported on a questionable credit practice that had customers complaining to state authorities. Unhappy with the story, the dealer pulled its ads for the year. The station had to know it was jeopardizing a major account by tackling the story. At a time when we hear troubling allegations of corporate and advertiser pressures bearing on editorial judgments, we find WXYZ-TV's aggressiveness in the face of the obvious risks laudable. And we believe that good, relevant journalism will lead to more viewers, a condition not likely to drive advertisers off.

Follow the leader

Senate Majority Leader Trent Lott has lent his support to reviving the tax certificate policy to boost the ranks of minority media owners. FCC Commissioner Michael Powell and Senate Commerce Committee Chairman John McCain have been working together on a tax certificate measure. The program would benefit broadcasters by allowing them to defer capital gains if they sell to minorities. It is a low-cost, high-return diversity strategy that ought to get bipartisan support. We welcome Lott's vote and urge other Republicans to follow his lead.

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