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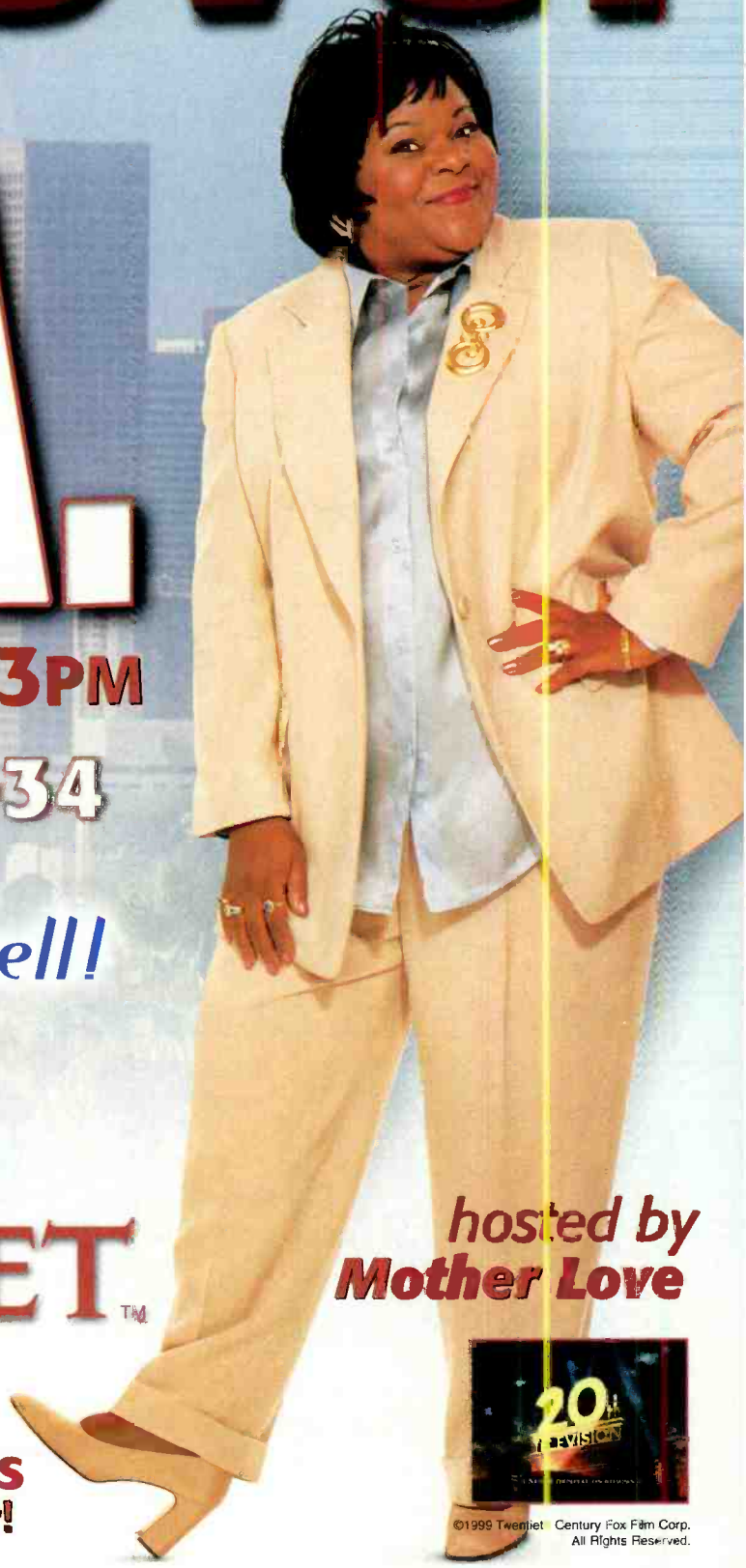
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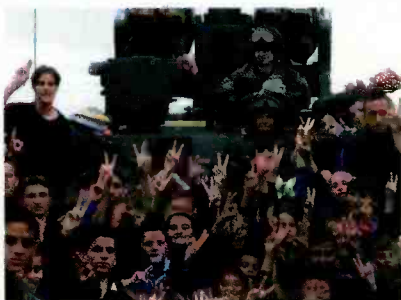
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Cover photo by Amber Bursik

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The skinny on syndie

Development of shows for 2000-2001 is heavy on talk and relationships, light on stars

By Joe Schlosser

With the start of the 1999-2000 TV season just a few months away, syndicators are putting the final touches on shows and launching expensive marketing campaigns.

At the same time, however, many are also trying to get a jump on the 2000-2001 season. A number of top Hollywood studios already have multiple projects in development, and some have even begun taping pilots and assigning producers and talent.

After less-than-stellar results from a handful of star-driven syndication projects in recent years (Howie Mandel, Magic Johnson), studio executives are generally steering clear of expensive, star-centered shows. Reality, relationships and talk appear the safer bets, while action series and court shows might get a break by fall 2000.

Only one first-run talk show has officially been announced for 2000-2001, Paramount Domestic Television's daily series with radio personality Dr. Laura Schlessinger.

The first action entries for fall 2000 are Tribune Entertainment's pair from the late *Star Trek* creator Gene Roddenberry. But BROADCASTING & CABLE has learned of a number of projects in development, including four at Buena Vista Television.

BVT, which is launching the weekly talent show *Your Big Break* in syndication this fall, has a host of talk show wannabes hoping

Emme Aronson,
host of E!
Entertainment's
'Fashion
Police,' may
cop talk
show at
Buena
Vista.

for their big break.

The Disney-owned studio is looking to give Jane Pratt another talker, according to sources. Pratt, who formerly hosted her own show on WNYW-TV New York, is currently working on a talk-show pilot. Pratt's New York talk show was produced by Garth Ancier, now the head of entertainment at The WB, and was the forerunner of Columbia TriStar's youth-targeted syndicated talker *The Ricki Lake Show*. (Ancier left Pratt's show to produce *Lake*.) Kim Swann, who has produced a number of syndicated programs, including episodes of the late-night series, *Vibe*, is reportedly set as executive producer.

Emme Aronson, the host of E! Entertainment's *Fashion Police*, is also said to be in line for a daily daytime talker. In addition, Buena Vista executives are discussing a medical talk/magazine series with Washington-based, 30-something surgeon Kevin Bann.

Sources also say talk/cooking show *The Ainsley Harriott Show*, which was almost launched by Buena Vista for the 1999-2000 season, is still in active development. Michael Gelman, the executive producer of the studio's long-time hit *Live with Regis and Kathie Lee*, remains committed to it, according to sources. Buena Vista executives had no comment.

Columbia TriStar Television Distribution apparently has an active development slate, as well.

Sources say the Sony-owned studio has action hours and potential talk/relationship shows in the pipeline.

The hour weekly action/fantasy series from Tim Burton, *Lost in Oz*, is said to be in active development for the 2000-2001 season, as is action-hour *Sheena, Queen of the Jungle*, with former *Baywatch* star Gena Lee Nolin in the lead.



Cindy Margolis, the so-called 'Queen of the Internet,' is creating a talk show with Eyemark. The model/actress had appeared on an episode of Eyemark's 'Pensacola: Wings of Gold' and was quickly signed to a development deal.

J.F. Lawton, creator and executive producer of CTTD's freshman action series *V.I.P.*, reportedly has another action series for syndication in the works.

Ed Lover, the former co-host of *Yo! MTV Raps*, is the potential host of a talk/relationship series at Columbia TriStar. The unnamed, half-hour reality show reportedly goes behind the scenes with wed and unwed couples. Lover has had a development deal with the studio for the past several years and CTTD executives have been searching for a project for him, sources say.

John Gray's popular book *Men Are From Mars and Women Are From Venus* also appears headed for syndication in the near future. Sources say Merv Griffin's production studio is behind a daily talk/relationship show based on the book, with Gray attached as a consultant.

The executive producers of MTV's popular reality series *Real World* (Mary-Ellis Bunim and Jonathan Murray) are looking to break into the syndication business, and Columbia TriStar apparently is working with them. Sources say the two producers have a half-hour relationship series entitled *Love Hurts* in the initial development stages at CTTD.

Twentieth Television was apparently hot for the project earlier this year and financed a short pilot, but executives at the Fox studio recently opted not to go forward with it.

Love Hurts was then apparently shopped to Columbia TriStar, where the show is being reworked. Sources say the *Love Hurts* project is similar to the Ed Lover enterprise, also at Columbia TriStar, but has professional therapists taking an active role. CTTD executives had no comment.

Sources say Columbia could team *Love Hurts* and the Lover project in an

hour relationship block as Warner Bros. did with *Love Connection* and *Change of Heart*.

Twentieth Television is said to have a number of other shows in development, including a potential talk show with Chicago radio personality Man-cow Muller. The shock jock may get his own late-night series on Fox-owned WFLD-TV Chicago, according to sources. The idea would be to start the show in Chicago and roll it out in national syndication if it catches on. Twentieth executives had no comment.

Warner Bros. Domestic Television, is reported to be looking to develop a new daytime motivational talk show with motivational speaker Tim Storey.

The studio also is said to have a half-hour reality/game show in development with comedy producer Troy

Miller, who has produced a number of network awards programs.

Sources say Warner Bros. also has a single-topic, Hispanic-audience-targeted talk show and a companion half-hour relationship series to go with its freshman series *Change of Heart*. Warner Bros. executives had no comment.

Eyemark Entertainment, the CBS syndication unit, is looking to develop a talk/variety show with model/actress Cindy Margolis. In early July, Eyemark executives are setting up shop on Miami's South Beach to tape some "experimental" shows with Margolis.

The so-called "Queen of the Internet" appeared on an episode of Eyemark's series *Pensacola: Wings of Gold* this season and was quickly signed to a development deal. ■



Former 'Baywatch' star Gena Lee Nolin may star in an action series from Columbia TriStar Television Distribution.

NATPE drives in GMs

Johansen says Fox and Hearst-Argyle groups are sending top stations managers to annual show

By Joe Schlosser

In the wake of last year's drop in station general manager attendance, organizers of the annual NATPE programming convention have been working to reverse the pattern. That work appears to be paying off. NATPE President and CEO Bruce Johansen said last week that he has received firm

commitments from Fox and Hearst-Argyle station groups that all or most of their general managers will be trekking to New Orleans next January.

NATPE also hopes to fill the registration roles by focusing on the impact digital technology will have on the TV industry in the not-so-distant future.

Last week Johansen disclosed plans for next year's show, which include a

raft of digital panels and workshops for the four-day (Jan. 24-27) convention, including a session on funding for multiplexing (using a station's new digital capacity to offer more than one channel of programming). Digital seminars will be tailored to advertising, broadcasting, cable and production attendees. "We felt we needed to deal with [digital] head-on," says Johansen.

A number of seminars are in the works that deal with the Internet and other new media endeavors, including panels focusing on local stations and their Web sites, which, among other things, have become an important new tool in promoting station schedules.

NATPE executives also are making an "aggressive push" to get new media companies on the exhibit floor in January. Between 50 and 100 new media companies are expected.

While GM ranks have thinned, NATPE has seen a rise in international attendance over the last several years—up 12% from '98—and the conference has attracted more ad executives as well, Johansen says. NATPE executives say there were more than 800 advertising reps on the conference floor.

Last year NATPE hosted Howard Stern and his radio gang. Now executives have lined up King World Chairman Roger King to be the star. He'll be toasted and roasted by a number of King World heavy hitters, including Martin Short, Pat Sajak and, possibly, Oprah Winfrey. The other general session will feature a *Politically Incorrect* panel with the ABC late night show's host, Bill Maher. ■



Attendance at last January's convention in New Orleans dropped below 17,000.

MGM readies for move into cable

Symes out, Haimovitz in as troubled studio looks to leverage library, including classics

By Joe Schlosser

At turbulent week at MGM resulted in the departure of a number of top executives and the addition of TV veteran Jules Haimovitz, along with a promise of big things to come on the cable front.

The financially challenged Hollywood film and TV studio undertook a major restructuring last Tuesday, one that came with a 5% reduction in workforce and the ousting of its top TV executive, John Symes. A total of 16 TV executives were let go after MGM announced it planned to record

a \$250 million second-quarter loss, the result of a one-time charge of \$225 million for severance and other film-related costs.

Since taking over as the company's chairman in April, Alex Yemenidjian has wasted little time trying to resurrect the company's finances and remake top executive ranks. The hiring of Haimovitz, who steps into the newly created position of president of MGM Networks Inc., is seen as the first significant move by the studio to break into the cable industry.

Haimovitz, who has held a handful of top TV executive posts, including presi-

dent of the Viacom Network Group, says he is looking to maximize MGM's vast film and TV library in the digital cable arena. "We are at a point in the industry where digital television is upon us," says Haimovitz, who ran Showtime, MTV and a group of other cable channels while working at Viacom. "The satellite industry is taking off, the phone companies are talking about getting in, so, essentially, this is the time for a company like this to get in."

MGM executives have been in serious discussions with Encore Media Group over deals to license movies to the company's Encore and Starz! cable movie channels, and there has been talk of the two companies teaming up on a classic movie channel relying heavily on MGM library product.

The timing of MGM's entry into the cable business coincides with the return of many of the studio's top film titles from Turner Entertainment. Ten years ago, MGM licensed hundreds of titles to Turner for its cable networks, including its classic movie channel. The studio is set to get those movies back in the coming year.

Haimovitz concedes MGM executives have been talking with Encore executives, but he also said they have had discussions with a number of other cable programmers, including Bravo and AMC. Haimovitz says MGM is currently evaluating its options on entering the cable business.

"If it makes sense to be with others, we'll do that," he says. "If it makes sense to be on our own and we feel comfortable that we can go that way, we may go that way. There have been dialogues with a lot of people before I got here and we may bring in other people to discuss our options."

As for MGM's broadcast and syndication divisions, studio executives say that there probably won't be any more shake-ups for awhile. The TV division, under Symes' control for the last five years, has been MGM's most profitable sector, with a number of first-run syndication hits. Through broadcasts on Showtime and also in syndication, MGM has found a profitable route for a number of action series in recent years, including *The Outer Limits* and *Stargate SG-1*. ■

Paramount bulks up

Paramount Television is now of paramount importance in Hollywood.

The Viacom Inc.-Spelling Entertainment merger was completed last week, more than doubling the size of Viacom's Paramount Television Group. Paramount Television Group Chairman Kerry McCluggage says Spelling Entertainment's Spelling Television and Big Ticket Television will remain intact, while Spelling-owned syndicator Worldvision Enterprises will soon close its doors.

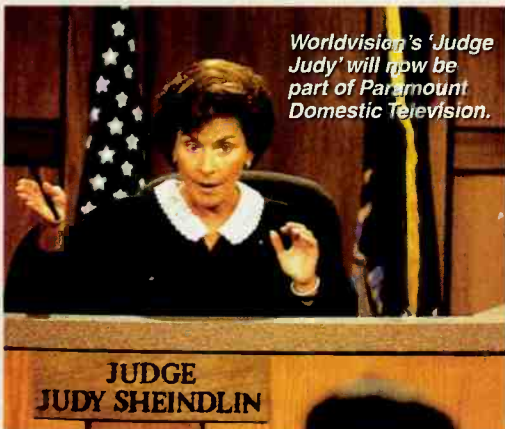
Worldvision's library and first-run programming, which includes the popular court series *Judge Judy*, will now be produced and distributed under the Paramount Domestic Television banner. McCluggage says a number of transition committees have been set up to seek out the "best and brightest" executives from Worldvision and other new and soon-to-be combined divisions. Paramount, which last month reached a production and distribution deal with Rysher Entertainment, now supplies prime time series for all six major broadcast networks and has added a number of top first-run syndicated series to its fold.

McCluggage says the combined annual revenue of all divisions of Paramount Television Group will now exceed \$3 billion. Between Paramount Network Television, Spelling Television, Big Ticket Television and Viacom Productions, Paramount Television Group now produces 23 weekly prime time series (that includes programs on HBO, Showtime and Lifetime) and 27.5 hours of first-run syndicated shows per week. The Paramount Television Group now consists


of 13 operating units, including the Paramount Stations Group, Wilshire Court Productions and UPN. (Viacom owns 50% of UPN with United/Chris Craft Television.)

Paramount executives say there will likely be a number of structural changes to the TV division to accommodate the new programming.

—Joe Schlosser



Worldvision's 'Judge Judy' will now be part of Paramount Domestic Television.



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of Norm Coleman after
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Slow going in second quarter

Station groups unpleasantly surprised by revenue decline; industry may be down 4% for period

By Steve McClellan

In April, when E. W. Scripps issued its first-quarter results showing flat revenue for the broadcast division, company CEO William Burleigh lamented that "indications are the second quarter could be flat as well."

But the company was in for a surprise—and not a pleasant one. Second-quarter revenue will be down nearly 9% for Scripps TV stations, including a 6% dip in April, a 9%-plus drop in May and an estimated 9% decline in June.

Burleigh was not the only one taken by surprise. Analysts and broadcasters say that second-quarter sales declines startled the entire industry. "May and June came in worse than anybody thought," says one analyst. "Everything just crapped out."

Indeed, Hearst-Argyle Television was reasonably confident, through May at least, that it would exit the second quarter with no change in revenue compared with a year ago, or at worst, down 2%. But now, the company says, sales, on a same-station basis, will be down about 7%.

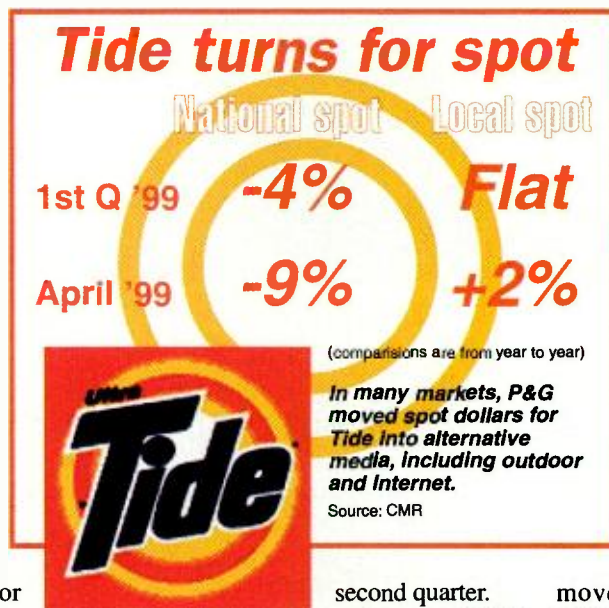
Overall, the industry may be down 4% in the second quarter. Three months ago, most broadcasters anticipated that the quarter would be flat.

The local sales market is faring better than national spot, which rep executives predict will be off as much as 7%.

"It's been a disappointment, it really has," says Michael Hugger, president, Katz Television. April numbers show national spot TV sales down 7% industrywide, says Hugger. "May never really got on track. We had hope for June, but then we started getting last-minute cancellations. Overall, I would guess spot will be down 5% to 7% for the

second quarter."

What happened? A number of things, not the least of which was a dramatic drop in spot spending by Procter & Gamble. According to Ave Butensky, president of the Television Bureau of Advertising, P&G's national spot spending in the first quarter dropped 45%, with a comparable drop expected in the



second quarter.

Some P&G money was shifted to cable, and some was moved out of TV altogether. Butensky says that "in a bunch of markets," P&G took all spot dollars for Tide detergent and used it in alternative media, including outdoor and the Internet. But Hugger reports that P&G says the company is shifting money away from spot because the company has concluded that audience ratings generated by Nielsen's local market diaries are unreliable.

Broadcasters also point to weaker spending by foreign car companies as well as the domestic movie industry—which didn't want to waste ad dollars marketing against the blockbuster *Star Wars: The Phantom Menace*. And as

Hugger points out, even spending for that film largely bypassed spot.

Retail and fast-food dollars also were sluggish in national spot TV, Hugger said. Others say that local cable sales are siphoning advertising from local broadcasters.

Among network-owned station groups, NBC is expected to be down the most in the second quarter with an estimated drop in mid-single digits. A senior company executive denied one estimate that the group would be down between 7% and 9%.

In addition to industrywide problems, the NBC group must contend with declining network ratings, as well as a tough comparison to the final episode of *Seinfeld*, which aired in May 1998 and commanded Super Bowl-sized ad rates. Sales for the National Basketball Association also are down because of the strike-delayed start.

Sources say the ABC station group will show a small decline in revenue for the second quarter, while the CBS group is essentially flat. The Fox group is said to be up modestly with estimated single-digit gains.

Belo told analysts last week that broadcasting revenue for the second quarter will be flat or down 1%. LIN Television and Raycom Media anticipate results that are flat or up slightly for the quarter.

LIN Television COO Paul Karpowicz said the company anticipated a jump of roughly 4% in the second quarter, "but we'll end up probably flat to up just a little bit."

General Motors, which moved spot dollars out of three of LIN's markets in the second quarter, took its toll on the station owner. Other broadcasters also say they have felt the impact of lower GM spending.

But the good news is that third-quarter sales, at least for now, are well ahead of last year. Karpowicz says LIN is meeting expectations with single-digit gains. Belo is up 10% or more in the quarter. Others say that GM money is expected back in the third quarter.

"The third quarter will be the make-or-break-quarter for 1999," declares one Wall Street analyst. "It will be the difference between a positive year and a negative year. There are no excuses for the third quarter. If it softens, that's an indication there is something seriously wrong with the local station business." ■

AT&T access woes multiply

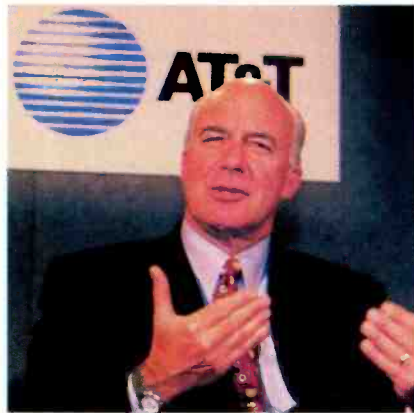
Battle for control of cable's high-speed capacity heats up in San Francisco, Los Angeles

By John M. Higgins

AT&T Corp.'s battle against open access of high-speed cable Internet service has gotten messier, with new fronts likely to open up in a handful of cities. And the stakes are far higher than simply sharing the Web, say cable insiders.

In San Francisco, the president of the Board of Supervisors supports inclusion of open-access provisions in the planned review of the city cable franchise that AT&T acquired as part of its \$50 billion takeover of Tele-Communications Inc. Farther south in Los Angeles, a third member of the city's five-person technology advisory committee resigned over a report opposing any open-access mandate as part of negotiations to transfer MediaOne's franchise to AT&T. Commissioner Robert Duggan was the latest to resign, declaring that "the city should not...kowtow to the wishes of an industry seeking monopoly power at the expense of all Angelenos."

Spurred on by a May federal court ruling in Portland, Ore., that strongly favored cities' power in acting on the access issue, AT&T's critics expect the flames to spread much farther during the coming weeks. They predict spats in Atlanta, suburban Boston and south



AT&T Chairman Michael Armstrong's prediction that city-by-city review of the access question will lead to 'absolute chaos' may be coming true.

Florida as America Online, other Internet companies and local telephone companies lobby city councils in their attempt to get a piece of cable's pipe, and crimp the long-distance carrier's cable plans.

AT&T Chairman Michael Armstrong attacked the process, saying at the annual convention of the National Cable Television Association that moving telecommunications policy from federal legislation and regulation to a city-by-city review will create "absolute chaos."

"They will use city governments to

slow down the deployment of this technology," Lois Hedgpath, president of marketing for AT&T's West Coast division, said last week. Telcos, in particular, intend to use the cable-franchise transfer process "so they can catch up."

"It's about what is better for the consumer: competition with lots of Internet service providers offering the service, or monopoly," said ACL spokeswoman Kathy McKernian.

AT&T executives have privately acknowledged that they fear far more than losing Internet business. Once a system is truly digital, there's no distinction among bits of Web traffic, bits of cable operators' gestating phone business and bits of their core video business. AOL could just as easily wind up offering full-blown MTV and calls to mom, not just stock quotes.

The fight centers on what public officials should demand of the cable pipe. AT&T and other cable operators contend that since they are spending billions of dollars to upgrade systems to offer consumers Web service at dramatically higher speeds than normal, they should be able to profit by selling and programming the service however they like. Otherwise, government officials risk choking off development of the business just as it is getting started.

Critics—primarily America Online

Emmis looks to buy Sinclair St. Louis radio

Emmis Communications Corp. last Friday said it has acquired the right to buy Sinclair's six St. Louis radio stations from Barry Baker, Sinclair's former operating head, who is now president of USA Networks Inc. Baker obtained the right to buy the stations and 45 others through his employment agreement with Sinclair.

While Emmis still must negotiate a price with Sinclair, Emmis Chairman Jeffrey H. Smulyan said he is confident that his company will get the stations. He declined to discuss a possible price. Besides ABC affiliate KDNL-TV, Emmis would acquire five FMs and one AM in St. Louis from Sinclair. Emmis already owns three FMs there, meaning three must be sold to meet FCC ownership requirements. St. Louis is the nation's 19th-largest radio market, according to Arbitron, and the 21st-largest TV market, per Nielsen.

"We know [the market] well. These are our direct competitors," Smulyan said. Among the stations Indianapolis-based Emmis would acquire is St. Louis' No. 2-ranked

station, WIL-FM (No. 1 KMOX[AM] belongs to CBS Corp.). The deal also "gives us an interesting opportunity to own radio and TV in the same market," Smulyan said.

Baker was not available for comment last Friday afternoon. Emmis, which currently owns 16 radio stations, is "exploring" buying the rest of the Sinclair group, Smulyan said.

In other news from Emmis, the company last Wednesday reported that earnings dropped from \$1.8 million in the three months that ended May 31, 1998, to \$241,000 in the same period this year. Net revenue, meanwhile, rose 62.2%, to a record \$72.4 million. Radio alone grew 18.4%, to about \$42 million. TV revenue was up 7%, to \$18.1 million. The TV result is "remarkable" considering Emmis bought its seven—now eight—stations in the past year, Smulyan said in a statement. "With our high margins and strong growth, Emmis continues to be the best broadcasting value on Wall Street," said Smulyan. Emmis stock closed at \$46.625 last Thursday.

—EAR

and local telcos that stand to lose business if cable operators succeed—say operators should have to lease capacity to other Internet providers. They argue that cable communications should be like telephone long-distance communications, where consumers can choose among dozens of big and small long-distance carriers that traffic the calls on local phone companies' wires. Just as long-distance companies—like AT&T—pay fees to send calls to a Baby Bell's local phone customers, Internet service providers should be able to pay to access a cable system's subscribers.

The attack has demonstrated strong legs, surviving two attempts by the FCC this year to squelch the issue, a rebuff by Congress and a successful defense by AT&T with a number of cities earlier this year.

"The genius is recognizing there are lots of people who have a reason to take on AT&T and the cable industry and make a policy issue out of something that is simply a business negotiation," said one adviser to AT&T.

The shift in San Francisco came when Board of Supervisors President Tom Ammiano rejected a proposed amendment to AT&T's franchise agreement, saying he wanted language that assured AT&T would allow open access. AT&T officials already had agreed to a "most favored nation" clause in the franchise ensuring that if AT&T loosened access in any other system, San Francisco would get the same treatment.

The franchise negotiations stem from AT&T's takeover of TCI in March. TCI asserted that it didn't have to seek transfer approval. The city threatened to sue, said City Telecommunications and Information Services Director Julia Friedlander, and compromised by getting AT&T to formally commit to a four-year rebuild plan.

The Board of Supervisors will review proposed language during a closed meeting July 6.

In Los Angeles, some officials contend that Mayor Richard Riordan is trying to strong-arm the city's Information Technology Commission to favor AT&T. Chairman Alan Arkatov quit a week earlier, and his replacement, cable critic Joyce Emerson, went two days later.

The report that was issued recommended against city action, saying it could delay rollout of both Internet and telephone service. It did, however, recommend that the policy should be reviewed if one operator owns too many of the city's systems. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

Portal pursuit

Call it "broadcasters.com." Radio and TV executives met on June 10 in New York City to talk about creating their own broadcast portal similar to Yahoo! or America Online. Companies said to be involved in the Internet venture include Hearst-Argyle, Raycom Media, Susquehanna Radio, Citadel Communications, Emmis Communications, Granite Broadcasting, Jefferson-Pilot Communications, Greater Media and Scripps-Howard. The companies apparently see the need to unite to create the mass necessary for such an undertaking. A user would log on to the Web site of a local radio or TV station and then be joined with a national network featuring information, entertainment and the overarching element, e-commerce. The companies, some of which currently have a presence on broadcast.com, would withdraw from that Web site and form their own limited partnership. An announcement could come as soon as next week.

Ownership flurry

The FCC's Mass Media Bureau is going full throttle to complete its draft of new broadcast ownership rules in time for the commission's Aug. 5 meeting. Some Washington sources, however, predict the odds of getting a consensus among the commissioners in time for the meeting are even at best. There is still no agreement on the most controversial questions: how to deal with TV local marketing agreements and restrictions on single market radio/TV combinations. Kennard has been signaling since March that he will back off plans to force in-market LMAs to disband. (LMAs allow broadcasters to circumvent the ban on TV duopolies.) Sources following the rewrite of ownership rules are predicting that Kennard will urge other commissioners to let existing LMAs continue, but prohibit future deals. Duopolies will be permitted, but only when one

of the stations is in dire financial straits and in danger of closing.

NEW YORK

Digital windfall

It'll take just a couple more weeks to find out how big Lee Masters has scored at Liberty Digital. The president of Liberty Media's Internet and interactive unit has an option package that other industry executives say has become worth hundreds of millions since he came on the job in January. He quit as president of E! Entertainment Television with a package worth around \$20 million. Instead of filing for a conventional public offering, Liberty Digital is pulling a reverse merger, dropping its assets into the long-sluggish, but publicly traded, TCI Music. When excited investors pumped TCI Music from \$4 per share to \$61, TCI Music's value zoomed from \$300 million or so to \$13 billion for the combined companies. A drop back to \$25 per share leaves the combined operations' 215 million or so shares worth \$5.4 billion, still a huge gain. TCI Music hasn't detailed Masters' option package, but is expected to do so in a proxy statement by July. Masters wouldn't comment on the merger or the package.

Year of spending generously

While the ad sales prospects for 1999 are modest, with gains projected to be in the low-single digits, broadcasters are licking their chops in anticipation of 2000. The political dollars alone could make it a banner year, with some predicting the elections will generate \$1 billion in advertising, twice as much as in 1998, a mid-term election year. Tom Burchill, CEO of rep Petry Media, calls that figure realistic given the fact that the presidency is up for grabs with no incumbent. "All you hear about is how well-funded Gore and Bush are," he says. "We see 14%-16% as targetable," he says, given the elections, Olympics and potential windfall from millennium marketing.

Court gives ear to bunny

Supreme Court will hear Playboy-led challenge of adult programming blocking/ban

By Paige Albiniaik

The Supreme Court last week agreed to decide whether a federal law that requires cable companies to block the sound and video of all adult channels from nonsubscribers is unconstitutional. The law also effectively confines adult cable fare to late-night/early-morning hours.

The government has asked the Supreme Court to uphold the law, arguing that it "imposes a very limited restriction on speech and is a very effective approach

to the substantial evil it addresses," according to the government's appeal.

Although cable operators typically block adult channels from all but subscribers who pay for them, the audio or video occasionally bleeds through, exposing unwitting audiences to adult fare.

For that reason, a provision in the 1996 Telecommunications Act forbids cable operators from airing any adult programming, even if the signals are scrambled, except during the hours of 10 p.m. to 6 a.m.

Playboy won an initial victory last



Playboy's Tiffany and Juli could return to nonsubscribers' screens.

The cost of regulation

The FCC's new annual fees for broadcasting, satellite TV and cable

Television

| Category | FY '98 | FY '99 | Category | FY '98 | FY '99 | Category | FY '98 | FY '99 |
|----------------------|----------|----------|----------------------|----------|----------|-----------------------------|---------|---------|
| VHF TV | | | UHF TV | | | Other | | |
| Markets 1-10 | \$37,575 | \$41,225 | Markets 1-10 | \$14,175 | \$15,550 | Satellite TV Stations | \$1,175 | \$1,300 |
| Markets 11-25 | 31,275 | 34,325 | Markets 11-25 | 10,725 | 11,775 | Satellite TV | 420 | 460 |
| Markets 26-50 | 21,400 | 23,475 | Markets 26-50 | 6,650 | 7,300 | Construction Permits | | |
| Markets 51-100 | 11,975 | 13,150 | Markets 51-100 | 3,975 | 4,350 | LPTV, TV/FM Translators | 265 | 290 |
| Remaining Markets | 3,100 | 3,400 | Remaining Markets | 1,075 | 1,175 | Cable Antenna Relay Service | 50 | 55 |
| Construction Permits | 2,525 | 2,775 | Construction Permits | 2,650 | 2,900 | Cable Systems (per sub) | .44 | .48 |
| | | | | | | Earth Stations | 165 | 180 |
| | | | | | | Space Stations | 119,000 | 130,550 |

Radio

| Category | FY '98 | FY '99 | Category | FY '98 | FY '99 | Category | FY '98 | FY '99 |
|-----------------------------|---------|---------|---------------------------|---------|---------|---------------------------|---------|---------|
| More than 1 Million* | | | 400,001-1 million* | | | 125,001-400,000* | | |
| AM Class A | \$4,000 | \$4,400 | AM Class A | \$2,500 | \$2,750 | AM Class A | \$1,750 | \$2,000 |
| AM Class B | 3,250 | 3,600 | AM Class B | 2,000 | 2,250 | AM Class B | 1,250 | 1,400 |
| AM Class C | 1,500 | 1,750 | AM Class C | 1,000 | 1,250 | AM Class C | 600 | 675 |
| AM Class D | 2,000 | 2,250 | AM Class D | 1,250 | 1,500 | AM Class D | 750 | 825 |
| FM Classes A,B1,C3 | 3,250 | 3,600 | FM Classes A,B1,C3 | 2,000 | 2,250 | FM Classes A,B1,C3 | 1,250 | 1,400 |
| FM Classes B,C,C1,C2 | 4,000 | 4,400 | FM Classes B,C,C1,C2 | 2,500 | 2,750 | FM Classes B,C,C1,C2 | 1,750 | 2,000 |
| 50,001-125,000* | | | 20,001-50,000* | | | Fewer than 20,000* | | |
| AM Class A | \$1,250 | \$1,350 | AM Class A | \$750 | \$825 | AM Class A | \$400 | \$430 |
| AM Class B | 800 | 875 | AM Class B | 600 | 650 | AM Class B | 300 | 325 |
| AM Class C | 400 | 450 | AM Class C | 300 | 325 | AM Class C | 200 | 225 |
| AM Class D | 600 | 675 | AM Class D | 400 | 450 | AM Class D | 250 | 275 |
| FM Classes A,B1,C3 | 800 | 875 | FM Classes A,B1,C3 | 600 | 650 | FM Classes A,B1,C3 | 300 | 325 |
| FM Classes B,C,C1,C2 | 1,250 | 1,350 | FM Classes B,C,C1,C2 | 750 | 825 | FM Classes B,C,C1,C2 | 400 | 430 |
| | | | | | | AM Construction Permit | 230 | 260 |
| | | | | | | FM Construction Permit | 1,150 | 780 |

Source: FCC

Note: TV fees reflect 9.7% increase over fiscal 1998; radio fees, 7.5%-12.5% increase

Denotes change from proposed fees published in April 5, 1999 issue.

*Number of homes

December when a federal district court in Delaware ruled the law overbroad. The court found that another provision in the law that requires cable operators to fully block any signal at the customer's request eliminates the need to keep the scrambled signal away from all basic cable subscribers. Since the court's ruling, cable operators have been able to air scrambled adult programming at all times.

Playboy Entertainment Group is fighting the law on constitutional grounds, as well as pointing out that it would cost it \$25 million in revenue over the next 10 years if subscribers could not receive their adult programming service, The Playboy Channel, 24 hours a day.

Playboy attorney Robert Corn-Revere, a partner in Washington law firm Hogan & Hartson, said last week

he thought his case had a good chance of winning in the High Court.

"This court has shown a strong sensitivity to First Amendment cases," he said, citing the court's recent unanimous ruling that broadcasters should be able to air spots advertising legal gambling.

The Supreme Court is expected to hear arguments in October and make a decision early next year. ■

Tax certificate: new and improved

A commentary by Erwin Krasnow and Lisa Fowlkes of Verner, Liipfert, Bernhard, McPherson & Hand

What do Vice President Al Gore, Senate Commerce Committee Chairman John McCain, FCC Chairman William Kennard, and FCC Commissioner Michael Powell have in common? They all support the creation by Congress of specific tax incentives to help minorities and women get into the communications business.

There is now bipartisan support mounting for the creation of such incentives. Two weeks ago, Chairman Kennard told Jesse Jackson's Citizenship Education Fund that in 1995, the FCC's minority tax-certificate program "ran into partisan politics and it was killed by Congress." Sensing a new mood in Congress, Chairman Kennard outlined his proposal for creating a new tax-certificate program that would apply to small businesses, with enhanced benefits for businesses owned by minorities and women.

The FCC's tax-certificate program made it easier for minority entrepreneurs to purchase broadcast and cable properties by providing them with a bargaining chip in negotiations with sellers of these properties. The program also provided tax benefits to the owners of broadcast stations and cable systems who sold their properties to minority entrepreneurs by allowing a deferral of taxes on any gain from the sale. More importantly, the tax-certificate program was an effective and nonintrusive way of increasing the number of minority owners in the broadcast and cable industries that, in turn, furthered what Congress called "the nation's policy favoring diversity in the expression of views in the electronic media."

Prior to the adoption of the minority tax-certificate program in 1978, members of minority groups owned only 40 out of 8,500 broadcast stations. During the more than 15 years of the policy's existence, the issuance of minority tax certificates resulted in the acquisition of 288 radio stations, 43 television stations, and 31 cable systems.

Why did Congress repeal the program in 1995? The primary catalyst was a plan by Viacom to sell its cable systems to a minority-led group for \$2.3 billion and to

use the tax certificate to defer \$400 million in federal taxes and as much as \$200 million in state taxes. Several members of Congress voiced outrage at what they perceived to be a giant tax loophole for big corporations. Others complained that the program conferred unfair racial preference.

Several members of Congress voiced outrage at what they perceived to be a giant tax loophole for big corporations. Others complained that the program conferred unfair racial preference.

Aside from these issues, Congress expressed concerns about the administration and implementation of the program. In particular, Congress was troubled by what it characterized as "vague" FCC standards that allowed instances of "flipping" (selling the broadcast facility to a nonqualifying entity too quickly), "shams" and "fronts."

All of these concerns can be addressed in new legislation. Congress, for example, could address flipping by requiring buyers to hold the communications facilities for a period of at least three

years unless, for example, the buyer sells to another qualifying buyer (*i.e.*, minority buyer). As Chairman Kennard pointed out, "we need new owners committed to building businesses and creating wealth that helps and serves their communities." To avoid "shams" or "fronts," Congress could require that small businesses or minority entities hold a higher equity threshold in the purchasing company or require that they hold both voting power and *de facto* control over the purchasing entity. To maximize the number of qualifying businesses that might benefit, a new tax-certificate program might impose limits on the number of times a buying entity could receive tax benefits.

A new tax-certificate program should encompass all communications services, including wireline, wireless and satellite services. As the FCC's 1997 *Market Entry Barriers Report* concluded: Minorities, women, and small businesses have difficulty competing in all communications services.

Finally, as Chairman Kennard proposes, a new tax-certificate program should apply to both small business and businesses owned by minorities and women. ■



WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

Hollywood gives generously to Hill

Entertainment companies contribute substantially to House and Senate campaign efforts, the non-partisan research firm Center for Responsive Politics reported. Lawmakers in both houses have attacked the industry for showing too much violence in the wake of recent school shootings in Littleton, Colo., and Conyers, Ga. The top recipient of entertainment money in the Senate is Barbara Boxer (D-Calif.), who took in \$419,971 from Hollywood. Boxer was one of the Senate's most steadfast defenders of Hollywood during the Senate debate over gun control and media violence last month. Sen. Dianne Feinstein (D-Calif.) received \$298,872 from those industries. Other senators on the list for Hollywood handouts: John Kerry (D-Mass.) \$331,190; Ted Kennedy (D-Mass.) at \$330,524 and Ernest Hollings (D-S.C.) at \$282,984. In the House, minority leader Dick Gephardt (D-Mo.) leads the pack with \$139,297 in contributions. But four representatives from southern California—Howard Berman (D), Lois Capps (D), Loretta Sanchez (D) and Jim Rogan (R)—also rank high on the list, taking in \$102,807, \$86,866, \$68,499 and \$49,997, respectively. House senior Democrat John Dingell (D-Mich.) received \$67,486 from Hollywood interests, while Howard

Coble, chairman of the House Courts and Intellectual Property Subcommittee, received \$54,611.

Brownback suggests cultural commission

Sen. Sam Brownback (R-Kan.) has introduced a resolution on the Senate floor that would establish a "Special Committee of the Senate to Address the Cultural Crisis Facing America." The purpose of the committee would be to study "the causes ... for substantial social and cultural regression." The committee would consist of seven senators, four appointed by the majority and three appointed by the minority, and would be empowered to employ personnel, hold hearings, subpoena witnesses and take depositions. The committee would be able to recommend bills and amendments but would not have legislative jurisdiction or have bills referred to it.

Do licenses come with a slushy?

Broadcast stations are required to keep their license applications and other public documents readily accessible to the public. But the local convenience store, while meeting that definition, is probably not the best choice—just ask the folks running Pacific Spanish Network in California. The licensee of KLNA(FM) Dunnigan, Calif., and KTTA(FM) Esparto, Calif., was fined \$20,000 for failing to make the stations'

public files readily accessible and for leaving out critical documents. KLNA was keeping its file at the local Farmer's Mini-Mart. The location was deemed OK, the FCC says, until investigators hired by rivals seeking a license revocation were denied access because the store clerk didn't speak much English. Investigators also found that files for the station and for KTTA were missing key information such as renewal applications and annual ownership reports.

Should ratings come with a swoosh?

V-chip law author Rep. Edward Markey (D-Mass.) complained Wednesday that too many newspapers are refusing to publish ratings of television shows in their program guides. "This is not helpful to parents," Markey said during a press conference that kicked off a publicity campaign aimed at educating parents about the V-chip, which allows parent to block violent or sexual programs deemed inappropriate for children. "If [newspapers] don't publish ratings, the ratings will be invisible. Our goal is to make ratings as familiar to parents as the Nike 'swoosh' is to their kids." Markey praised *USA Today* and the *Boston Herald* for publishing both program ratings and explanations of the categories. The laggards, he said, include the *Washington Post*, *Chicago Tribune* and the *Houston Chronicle*. To

promote the V-chip, which must be included in half of American-made TV sets by July 1 and in all by Jan. 1, industry trade groups have produced a public service announcement explaining how to use the technology. The PSA is scheduled to begin airing on some cable networks next week. Information on the ratings is also available on the Web at www.tvguidelines.org.

Looking at cable competition

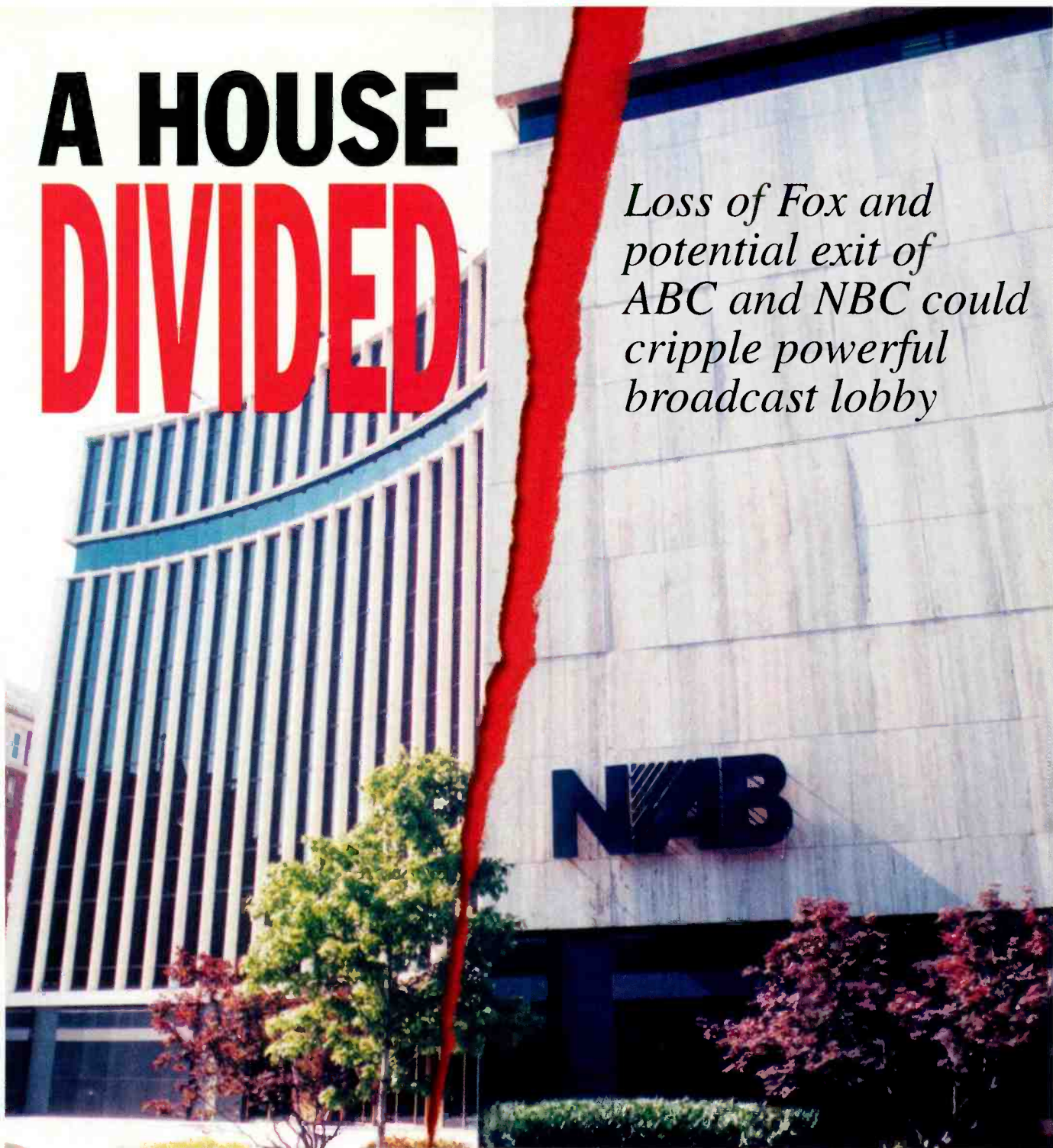
The FCC last week launched its annual assessment of competition in the cable market. As usual, the agency will measure the share of multichannel subscribers held by competitors of incumbent cable operators. But the agency is also asking for suggestions on specific rules that need to be re-examined given the increase in multichannel competition. Regulators also are asking how competition has affected prices, service quality and program offerings. Additionally, the agency is asking how many apartment and condominium dwellers have a choice of multichannel providers. Comments are due Aug. 6, replies Sept. 1.

McCain backs off duopoly

Sen. John McCain (R-Ariz.) last week pulled an amendment from a Commerce Committee vote that would allow broadcasters to own two TV stations in adjacent markets with overlapping signal contours after Sen. Ernest Hollings (D-S.C.) objected. Under the proposed provision, a station group could own stations in Baltimore and Washington, for example.

A HOUSE DIVIDED

Loss of Fox and potential exit of ABC and NBC could cripple powerful broadcast lobby



By Paige Albiniak

Two years ago, the National Association of Broadcasters was king of the hill—Capitol Hill, that is. Over the opposition of some of the most powerful members of Congress, it pushed through legislation granting each TV station a second channel for HDTV or other digital services. Taken together, the channels

are worth billions of dollars.

But the broadcast industry's principal lobby is now in danger of losing much of the clout that made that spectrum victory possible. Fox Broadcasting and its 22 owned-and-operated stations quit the association earlier this month, and NBC and ABC may not be far behind. Of the Big Four network broadcasters, only CBS is swearing its allegiance.

"It's very unfortunate for all concerned," says one senior Washington

attorney. "It's good to have an organization that speaks for the entirety of the broadcast industry. This hurts NAB and it hurts the broadcast industry."

The trouble within NAB reflects the deep rift within the broadcast industry. On one side are the network broadcasters. In addition to operating long strings of major market TV stations, they operate networks that produce and feed programming to their own stations and some 200 affiliates. On the other side are those affiliates, at odds with the net-

works over sharing advertising time, compensation (payments affiliates receive for carrying network programming) and programming exclusivity.

The NAB became a battleground over whether to push the government to relax the national ownership cap, which limits a group's TV stations to covering no more than 35% of the 100 million TV homes. Networks want the cap increased to 50%, while affiliates want it to stay put. Affiliates say they already fought out the issue with the networks during debate over the 1996 Telecommunications Act. Then networks wanted 50% and affiliates wanted the law to remain at 25%. The NAB board elected to stay neutral and networks and affiliates finally agreed to compromise at 35%.

By 1998, the networks were back on the Hill and at the FCC asking again to raise the cap. The networks say they cannot continue providing their programming service if they cannot own more of their distribution—that is, more stations. On the whole, the network programming is a breakeven business, while running stations with network programming is a lucrative high-margin one.

Threatened affiliates quickly balked. Already faced with losing network compensation as well as being forced to sign affiliate contracts chock full of distasteful, network-friendly provisions, affiliates feared that at 50% the networks would have too much leverage in future negotiations.

They feared most for the compensation, which keeps some small-market stations in business and in some cases subsidizes local news. "Compensation...can be the difference between success and failure to your little station," says one source. "Without it, small market broadcasters will have to stop doing local news, which is one of the most expensive things you can do."

The network-affiliate relations grew especially tense at the NAB board meeting in June 1998, which Fox representative Peggy Binzel was unable to attend. Affiliates on the board unexpectedly proposed lobbying against raising the cap and won the vote.

The networks were irked not only by the vote, but also by the tactics. At the January 1999 board meeting, the networks tried to persuade the board to

reverse its decision. But the affiliate-dominated board brushed aside the effort, deciding instead to let its June vote stand.

Network officials say the board handled the matter clumsily and perhaps too aggressively, particularly blaming Cox Executive Vice President Andy Fisher, who was vocal in pressing the matter. Fisher did not return repeated phone calls to be interviewed for this story.

"You don't always have a choice on substance, but you always have a choice on style," says one network executive about the board's actions.

The last straw came in May, when executive members of the NAB board went to Capitol Hill to lobby against raising the ownership cap. That was too much for Fox.



NAB last week elected new executive committee. Standing, l-r: TV Board Vice Chair Paul Karpowicz, TV Board Chair Ben Tucker, Radio Board Vice Chair Bill Poole, outgoing Joint Board Chairman Phil Jones, Network Rep Martin Franks. Seated, l-r: Immediate Past Joint Board Chairman Dick Ferguson, Joint Board Chair Jim Yager, Radio Board Chair Bill McElveen, NAB President Eddie Fritts.

"You have to look at what you are doing if you give your money to an association that works against you," says Binzel, News Corp. senior vice president.

(There is no significant movement in Congress, the FCC or the administration to relax the broadcast ownership rules. Hill staffers say that they were well aware that the industry was divided on ownership issues long before Fox left and that their view of the world isn't likely to change.)

Losing Fox, which sources called "cheap," "a bully," and "a company with no corporate conscience" is one thing; losing NBC and ABC is another.

"We're going to work hard for that not to happen," says Ben Tucker, president of Retlaw Broadcasting and chair-

man of the NAB TV board.

"For a long time Fox didn't even want to join the NAB as a network because it didn't want to pay dues," says Phil Jones, former president of Meredith Broadcasting and former NAB joint board chairman. "If I were ABC or NBC, I would not want to follow the lead of Fox."

"I am hopeful that NBC and ABC will take the high ground," says Jones. "All of broadcasting isn't about one issue."

Sources are concerned that NBC and ABC will join Fox on the outside, form their own trade association and actively lobby against the NAB on issues. Network representatives say they have only casually discussed forming a new lobbying organization.

Other issues separate the networks and affiliates. Two weeks ago at the National Cable Television Association's convention in Chicago, Fox owner Rupert Murdoch said he opposed mandating cable carriage for broadcasters' digital signals. That position is in direct opposition to the NAB and its affiliate members. They see digital must carry as key to their plans for turning their second channels into moneymaking businesses.

The other networks are not opposed to digital must carry, but they are not in favor of it either. Like Fox, they are negotiating broad agreements with cable operators that include not only carriage of their digital broadcast channels, but of their related cable channels as well. Earlier this month NBC cut such a deal with AT&T, the nation's largest cable operator. CBS has one with Time Warner, the number-two operator. Any network that pushed for must-carry regulations in Washington would sour its negotiations with the cable operators.

NAB board members say every effort will be made to bring Fox back into the fold and keep the others from straying. "Top network management has to be made aware of everything the NAB has done and will do to protect the networks' issues," says Jim Yager, president of Benedek Broadcasting in Rockford, Ill., and NAB joint board chairman.

NAB proponents say the networks forget that the affiliates often strongly support the networks on issues, even though the affiliates have considerably less interest in them. "If content regula-

tion comes down, that is aimed at the networks, not at the stations," says one TV station executive. "And the stations don't have an oar in the water like the networks do on alcohol ads."

As owners of radio stations, ABC and CBS have a reason to support NAB that radio-less NBC and Fox don't. NAB lobbies hard on a variety of radio issues at the FCC, some highly technical. More important to CBS, the association helped mitigate the Justice Department's efforts to regulate the number of stations companies may own.

CBS' loyalty also stems from the fact that it has relatively strong relations with its affiliates. "We believe a united industry is better than one that's not," says one CBS executive. "There are many times when being in the room and helping shape policies is important. And we're united on 95% of the issues anyway."

NAB downplays the loss of Fox and the potential loss of ABC and NBC. Officials there say the association's real muscle comes not from powerful corporations headquartered in New York, but from broadcasters throughout the country that maintain personal relationships with their congressmen.



NAB President Eddie Fritts: 'The strength of NAB is that we have local stations in virtually every district in America.'

affiliates in every town and district. There's a natural strength that comes from that. I wouldn't expect that to be too diluted by the exit of the networks.

"It doesn't matter whether the networks are in or out of NAB," the staffer adds. "But if the industry is divided [on a particular issue], it gives you a good reason to not deal with them."

At last week's board meeting in Washington, Fritts reassured his members that losing Fox would cause the association "de minimus" financial harm. It pays about \$400,000 in annu-

"The strength of NAB is that we have local stations in virtually every district in America," says NAB President Eddie Fritts.

Others agree. "Fox's leaving is neutral in so far as the NAB's effectiveness," says one Senate staffer. "The NAB still is going to represent the

al dues as do ABC and NBC. Although the networks account for a big chunk of NAB's total TV dues (\$5.7 million), the association does not count heavily on dues. Most of its income comes from its annual spring convention, which now nets \$22 million. NAB has an annual operating budget of \$35.5 million, and usually shows a surplus.

Nonetheless, NAB is clearly weaker without the networks. "NAB is already depleted with Fox out," says Martin Franks, senior vice president of CBS Corp. "One hundred percent is better than 99% is better than 98%."

And the networks will have a tough time getting anything done without the full support of their affiliates and NAB. "Having a divided industry clearly hurts us," Binzel agrees. "Members say 'go get your industry together before you come to us.'"

Fox's resignation is not unprecedented. ABC left the network in November 1992, only to quietly return 18 months later. The NAB would like to see history repeat itself. "Everybody thinks that unity will make the association stronger and are sorry to see Fox leave," says Fritts. We hope that in the future they will see fit to rejoin." ■

ABC affils near deal; NBC affils not

The ABC affiliate board was set to meet late Friday to discuss final revisions on a proposed agreement granting stations programming exclusivity in exchange for a contribution to the network's National Football League rights, as well as for a stake in the new soap opera cable channel.

Meanwhile, NBC affiliates were calling a recent exclusivity proposal in exchange for a 15% cut in compensation from the network unacceptable, but a starting point for further negotiations. And Fox executives said they expected to get stations representing at least 70% of the country (including its owned stations) to finalize contracts on its new inventory plan by Friday night.

As to the ABC deal, there was no white smoke at deadline. But sources said a deal could be announced early this week. The sources said the two sides reached agreement on an NFL rights contribution that combines both cash going to the network, as well as a swap of inventory. The overall value of the contribution is said to be between the \$50 million the network proposed three weeks ago, and the \$30 million the two sides had been discussing earlier.

Because ad rates on a cost-per-thousand basis are higher at the local level, the inventory exchange will let the network value the contribution at a price that is higher than the actual cost to affiliates.

As to the exclusivity part of the proposed deal, sources said it was the affiliates who first proposed

allowing the network carte blanche to repurpose up to 25% of its prime time schedule (in lieu of a so-called "favored nations" clause) and that that provision still stands.

On the NBC proposal, some station group heads expressed anger at what they perceived as disingenuousness on the part of the network. "I felt the NBC exclusivity proposal tied to compensation was not made in good faith," said Jim Keelor, president of Cosmos Broadcasting. "It was very disheartening and I think NBC lost a tremendous opportunity to move this process along in a positive manner. For them to expect us to pay for something we've had a 40-year precedent on is not to my mind a good faith offer."

NBC affiliate board chairman Alan Frank agreed the proposal was not acceptable. "There are lots of problems with it," said Frank. He said the board would respond with it a counter-proposal within a month.

NBC also wants carte blanche to repurpose up to five new hours of prime time programming, in addition to *Law and Order: Special Victims Unit*. Discounting *Dateline* and movies, that's about 50% of prime time series.

NBC stations were also displeased with a new network policy on clearances. The network said if stations pre-empts a single program, the network will now reserve the right to put the entire night on another local outlet—possibly cable. "We think that's illegal," said Frank.

—Steve McClellan

After the bombs

Journalists covering 'peace' may face even greater dangers



Ethnic Albanians with British NATO unit in Kosovo sum up their feelings for the media.

Photo by Associated Press

By Dan Trigoboff

The atrocities uncovered daily as NATO troops move into the Kosovo region challenge broadcast journalists in the control room and in the field as they try to tell the story without alienating viewers. In the first days alone, as rumor and testimony became vivid reality, viewers saw a refugee returning home to identify a skeleton with hair as a family member and an interview with a man who moments before had been shot in the head.

"We make judgments on a case-by-case basis," said NBC Executive Director of News David Verdi. "What we show today may not be the same as tomorrow; it depends on the context of the day. The first test I have is, 'Would I be comfortable sitting watching it with my wife and children?' Sometimes my answer is no, but the public needs to see these things to understand the horror of it. There's always taste and decorum, but

by the nature of these pictures, there's not a tasteful way to [show] some of it. Sometimes it is necessary to upset and make our audience uncomfortable so they can understand the meaning and the magnitude of the story we broadcast."

"This is an incredibly sad story," said CNN Vice President for International Newsgathering Parisa Khosravi. "There are going to be disturbing pictures. We will put warnings on the top of stories, but I don't know where we'll draw the line. We've run massacre pictures in the past, but you don't need to see half a head blown away. We can show wide shots of bodies. You can tell the story without having to gross people out."

"We don't do [graphic shots] gratuitously," said Bob Murphy, ABC vice president for news. ABC will allow a little more leeway for late-night *Nightline* than for its evening news, but "there's more than one picture available of each incident. The question

isn't whether you show a picture, but how you show it. [There are]... many subjective editorial decisions." Decisions on close calls may go as far up the line as ABC News Executive Vice President Shelby Coffey III, or President David Westin. Other networks have similar protocols.

"Up to now you've had the stories of refugees," said Bernard Kab, a long-time print and broadcast reporter and onetime State Department spokesman, now a media critic as co-host of CNN's *Reliable Sources*. "Now you have the responsibility [as a reporter] to check it out. This is horrific all on its own. You don't have to hype it."

Discretion in the control room may help viewers, but the unedited exposure takes its toll on reporters and producers in the field. Some reporters were already saddened when Serbian television facilities were bombed, and some Serbs who had worked with reporters transmitting their stories were killed.

The atrocities can horrify even seasoned journalists.

The crisis in Kosovo has challenged news organizations from the start.

CNN lost more than \$1 million worth of equipment, some by bombing, some destroyed by Serbians before the eyes of CNN staffers. NBC had an armored truck confiscated by Serbian forces. And for German *Stern* magazine, the damage was severest: Two reporters were killed by sniper fire near Pristina.

Monetary costs also ran high.

An NBC executive estimates that major network operations spent about \$1 million a week to cover the early bombing, about \$250,000 a week when they cut back after a few weeks, and now "peace will cost us about \$600,000 a week to cover." Networks have been able to save some money by leaving equipment on-site, avoiding the high cost of moving but increasing the risks of destruction by bombing, vandalism or theft.

And now that NATO troops are moving into areas they had been bombing, things may have gotten more dangerous for journalists. "I think the most dangerous part is yet to come," said Fox News Channel Vice President John Moody. "We're in Kosovo...we're in Pristina...this is where you get hurt. If it's a choice between getting a great story, and all you have to do is cross this field, I tell them, 'Don't do the story.' Just because the Serbs are pulling out doesn't mean someone isn't

loading up to hurt someone."

"We're worried about landmines, about angry Serbs, Kosovars, the KLA...any armed person on any side who has half a load on and will just start," noted NBC's Verdi. "We were worried that Kosovars and the KLA [Kosovo Liberation Army] will take the opportunity for reprisals. During a war, a soldier's job is to control you and your movement. But once peace breaks out, there's more freedom of movement, but law and order breaks down." For that reason, NBC and other network teams have been traveling in armored cars, military transports or both.

CBS has eschewed the armored cars. "Once you're out in the field," said Marcy McGinnis, vice president of CBS newsgathering, "you're out of the vehicle. But you have to be cautious. We learned through the Bosnian crisis that you have to send in people—not just correspondents, but producers, drivers...that have almost a second sense about what to do in a dangerous situation, where to go, where not to go, how to act if you get stopped." And for that reason, when newer people have been sent in to the Kosovo region, she said, CBS will assign them to its most seasoned crews.

Yet the order that offered some protection to reporters also restricted coverage. "Governments of all kinds are getting more adept at trying to control stories," Moody noted. In this instance, that means following the air war

through government-released information and restrictions on ground travel within the bombing area.

Longtime Associated Press and CNN foreign correspondent Peter Arnett, now with online news service foreigntv.com, who sat out this conflict as his tenure at CNN ended, pointed to one improvement in government relations: "In the Gulf War we were constantly criticized for playing Saddam's game by reporting on civilian casualties. This time [the NATO forces] accepted the fact that the press was going to report things like that, to explain this in terms of the realities of war. This was a huge advance."

But, McGinnis said, in Kosovo "we're restricted by governments on both sides. They want to keep us out of places. Vietnam was pretty much the last war where there was freedom of the press. The Gulf War was the most sanitized war ever covered. The Vietnam War was ended because people were watching as 18- or 19-year-old bodies were being dragged out. During the Gulf War, we only saw the bombs hitting their targets."

"In an air war, fought at 15,000 feet, it's out of reach," said Kalb. "Until now there's been a real lack of mobility; it's been almost impossible to wander around. It's true of war as it is of covering any story that you have to get as much as you can by getting as close as you can." ■

USA TV: Ratings and Schaer

New Domestic TV exec's vision: hit shows, whether syndicated, network or cable

By Joe Schlosser

Valerie Schaer is bringing a new view to Studios USA Domestic Television's programming division, and the former ABC daytime executive is looking to develop more than just syndicated hits for the Hollywood distributor.

She says her mandate is to develop "good shows", and that Studios USA executives will find a place for them whether it is through a national syndication rollout, for the company's network programming division, for cable's USA Network or for the USA-owned stations.

Schaer, who developed and launched the popular talk show *The View* during her five-year tenure at ABC, joined Barry



Schaer: 'We have pieces of talent that may not be ready right now, that we can grow and try them in different formats.'

action series (*Xena: Warrior Princess* and the outgoing *Hercules*) and all

Diller's Studios USA syndication unit late last month as executive vice president of programming and development.

In her newly created position, Schaer oversees Studios USA's current roster of first-run talk shows (*Jerry Springer*, *Sally Jessy Raphael* and *Maury*), its

future development.

Schaer, who has also served as vice president of programming for both Lifetime Television and Viacom New Media, says she is interested in producing shows for a number of the new cable channels aimed at women, such as Oxygen. She says Studios USA is currently discussing production possibilities with executives at MTV's planned channel and that she will likely be talking to the folks at Oxygen in the not-too-distant future.

"There were a number of reasons why I came here, but one of the most important factors was the potential to develop a lot of programming," says Schaer, who oversaw ABC's soap opera production as well. "At [ABC],

we didn't really have a lot of development for daytime. We were in pretty good shape. But the opportunity to go to Studios USA, [after] hearing their commitment to programming, seemed so much more challenging." One of the challenges may be to develop some new franchise properties if USA sells the *Springer* show, in addition to phasing out *Hercules* because of the departure of its star.

Schaer is considered quite a catch for a syndication unit and Studios USA executives have been touting her arrival for over a month. Schaer says Studios USA is developing a couple of new talk shows, two new game shows and some reality projects. She adds that next month, Studios USA will begin producing two game show pilots in Los Angeles, but she would not elaborate on the type of game shows they will be.

"My strategy is somewhat short-term and somewhat long-term," she says. "Short-term are the things that I think we can get ready for next year's NATPE. In terms of long-term, we have pieces of talent that may not be ready right now, that we can grow and try them in different formats." ■

Katz adds \$150M in spot billings

Katz Television will pick up approximately \$150 million in spot TV billings stemming from Hearst-Argyle Television's (HATV) decision two weeks ago to consolidate all of its rep business with Katz. HATV had about half of its group already with Katz. After acquiring Pulitzer Broadcasting and Kelly Broadcasting last year, HATV said it intended to appoint one rep to oversee all 26 of its stations. Most of the 12 stations moving over are currently represented by Pety Television or co-owned Blair Television. The transition will be completed by year's end, HATV said. Katz will create a separate division serving just the HATV stations with 12 sales offices around the country.

"Aggregating all our national sales through one firm will result in increased Hearst-Argyle billings for Katz and sales-commission savings and cost efficiencies for Hearst-Argyle," said David Barrett, HATV's chief operating officer. Last year, HATV reported revenue of \$407.3 million, while the revenue of Hearst and the two groups it acquired earlier this year, Pulitzer and Kelly Broadcasting, was a combined \$731 million.

The HATV station list follows: WCVB(TV) Boston; wwwb(TV) Tampa, Fla.; WTAE(TV) Pittsburgh; KCRA-TV and LMA KQCA-TV, both Sacramento, Calif.; WESH-TV Orlando, Fla.; WBAL-TV Baltimore; WISN-TV Milwaukee; WLWT(TV) Cincinnati, KMBC-TV and LMA KCWE(TV) Kansas City, Mo.; WYFF-TV Greenville, S.C.; WDSU(TV) New Orleans; WPBF-TV West Palm Beach, Fla.; KOCO-TV Oklahoma City, WGAL-TV Lancaster, Pa.; WXII-TV Greensboro, N.C.; WLKY(TV) Louisville, Ky.; KOAT-TV Albuquerque, N.M.; KCCI Des Moines, Iowa; KITV(TV) Honolulu; KETV(TV) Omaha, Neb.; WAPT-TV Jackson, Miss.; WPTZ-TV Burlington, Vt.; KHBS-TV Fort Smith, Ark.; KSBW-TV Monterey-Salinas, Calif.

—Steve McClellan

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STATION BREAK

By Dan Trigoboff

Poison e-mail in Wisconsin

Wisconsin Republican Rep. Tom Petri took a shot at WAOW-TV Wausau, Wis., during his regular radio broadcast after receiving an e-mail—apparently from someone at the station—that attacked the congressman's criticism of President Clinton's Kosovo actions.

Petri's office had sent a press release to the station and received a response that compared the use of the military with Desert Storm and called Petri "a useless politician" lacking "original thinking" and advised him to "do the community some good...resign and shut up." Petri responded by distinguishing between the two military actions, noting the station's "news you can count on" slogan and suggesting that the station may "need better fact checking."

WAOW-TV News Director Randy Winter was disturbed that Petri would go public with the e-mail without checking its true



Rep. Tom Petri didn't like the e-mail he received from WAOW-TV.

derivation and treating it as though it were an official missive from the station.

In fact, Winter said, it was sent to Petri by a photographer who was fired at about the same time for unrelated reasons, and the staffer certainly did not speak for the station. No one at the congressman's staff called to check, Winter said. He said station management only learned about the e-mail when a reporter called after Petri's radio broadcast. Petri has since noted on his Web site that Winter had called to distance the station from the message.

West Virginia agreement

Several media outlets reached an agreement to provide information to attorneys defending three parents accused of killing their five children. The attorneys withdrew the 58 subpoenas they had sought while the media outlets, including TV stations WBOY-TV Clarksburg, W. Va.; WDTV(TV) Weston, W. Va.; WTRF-TV Wheeling, W. Va., and WTOV-TV Steubenville, Ohio, agreed to cooperate at a lesser level. The West Virginia Broadcasters Association helped broker the deal.

The media groups had complained that although the subpoenas sought tapes, transcripts and published material, compliance would have been overly burdensome. The case of Janette Ables, Ricky Brown and Barbara

Brown has generated more publicity and stories than any event in the area in recent memory. WBOY-TV News Director Bob Walters said the compromise will give the lawyers "the meaty stuff," and that the attorneys will pay for the news outlets' work in compiling them.

"We have a small staff," Walters said. "We've done upwards of 500 stories on the subject. It would take a full-time person one to two weeks to comply."

The media respondents believe the attorneys want to demonstrate that the level of publicity warrants a venue change for the trial, but sought to shift too much of the burden to the media. Five Weston children died in a November 1997 fire. If convicted of murder, their parents could receive the death penalty.

Short-term solution in New Haven

Consultant Kenn Venit will fill in as a newsroom manager at wvlt(TV) New Haven this summer, while News Director Liz Grey takes maternity leave. Venit says he will work at the station about four days a week and will continue to operate his consulting firm while working as a "news temp. I hope to have a list of people ready and qualified to run or help run a news department during times when the news management team is short-staffed" due to maternity, medical or family leave or protracted

vacancy. Doubtless, the number of news directors between jobs at any given moment will help keep Venit's list full.

■ WMAQ-TV Chicago added an hour of news last week at 5 a.m. VP of news and creative services, Phyllis Schwartz, credited the move to the success of the station's 5:30 a.m. news and the potential for early-morning growth.

■ Dan Salamone, who was news director at wxyz-TV Detroit for about two years before moving to its new media operations earlier this year, is leaving the Motor City for New Mexico. Salamone will become director of news, promotion, production and community affairs at the New Mexico Broadcast

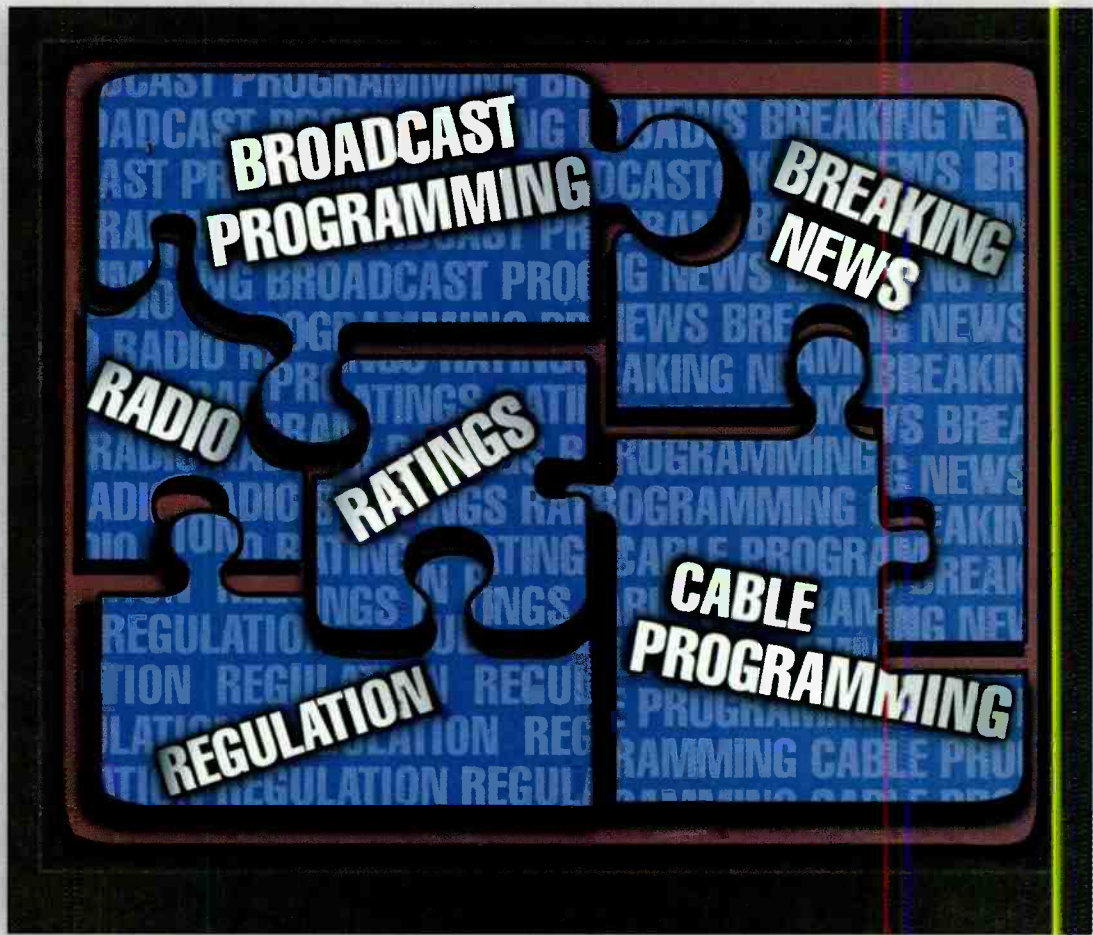


Dan Salamone is joining a New Mexico station group.

Company, which is owned by Lee Enterprises.

The stations, all serving New Mexico markets, are KRQE(TV) Albuquerque, N.M., KBIM-TV Roswell, N.M., and KREZ-TV Durango, Colo. Salamone, who was news director at wiar(TV) Providence, R.I., before going to Detroit, says he's making the move to expand his role "in critical departments of a television station" in preparation to eventually run a station.

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

We sued, yadda, yadda, yadda, we lost

The New York State Supreme Court has thrown out a \$100 million lawsuit filed by a man named Michael Costanza who claimed to be the inspiration for *Seinfeld*'s (sometimes) lovable loser George Costanza. Michael Costanza, a 43-year-old real estate agent, sued *Seinfeld* creators Jerry Seinfeld and Larry David, NBC and Castle Rock Entertainment last year, claiming they misappropriated details of his life for the character. Costanza and Seinfeld were Queens College students in the 1970s. Among the alleged thefts of character were the punnish nickname "Can't stand ya" given by an abusive gym teacher. The show has always claimed that co-creator Larry David was the inspiration for George. New York Supreme Court Justice Harold Tompkins ruled

that Costanza's lawsuit failed to present a valid cause of action and was barred by the statute of limitations. In a statement, Larry David said, "The universe would be out of kilter if someone named Costanza won anything."

Hip hopping at UPN

UPN's upcoming awards special, *The Source Hip-Hop Music Awards*, will feature a number of top music personalities, including producer Russell Simmons. The nominees for the inaugural awards presentation were announced last week for the Aug. 18 event. Award categories include top solo and group artists of the year. Simmons will be honored with the first annual lifetime achievement award, while Kool DJ Herc, Afrika Bambaataa and Grandmaster Flash will receive Pioneer Awards. UPN will broadcast the event on Friday, Aug. 20, from the Pantages Theatre in Los Angeles.

WB drops love and war

Warner Bros. Domestic Television will not be bringing back the two new syndicated series *Love Connection* and action hour *Mortal Kombat: Conquest* in the fall.

Love Connection, which was re-launched last September by Warner Bros. Telepictures Distribution, will be replaced by a second run of *Change of Heart* this fall. Both *Love Connection* and *Change of Heart* were packaged together in many markets this season as a relationship/game hour. *Mortal Kombat: Conquest*, which has been running on co-owned TNT and in syndication this season, will not be getting a second season in syndication. Sources say the series may come back on cable next season, but not on TNT.

Laugh's on USA

Studios USA Television

has signed a trio of new comedy deals, including a two-year pact with former Second City performers/writers Barbara Wallace and Thomas Wolfe. The Barry Diller-owned studio has also inked Kari Lizer (*Maggie Winters*) and Donald Todd (*Brother's Keeper*) to individual deals.

Sci fi in hi-def

WBNS-TV Columbus, Ohio, has begun to broadcast the Tribune syndicated series *Gene Roddenberry's Earth: Final Conflict* in high-definition television over its WBNS-DT outlet there. WBNS-DT will also air Tribune's syndicated *Beastmaster* in HDTV when it launches on the station in September.

Inside Edition honored

Syndicated news magazine *Inside Edition* has been honored with two EMMA Awards from the National Women's Political Caucus. Investigative reports *Cruise Crimes* and *Adoption Fraud* were cited for their "outstanding coverage of issues of special concern to women."



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NAB honors public service

'Service to America Summit' showcases broadcaster efforts to aid communities

By Paige Albinak

The National Association of Broadcasters last week held its first "Service to America Summit," featuring such well-known faces as former First Lady Nancy Reagan, radio personality Don Imus, and ABC and NPR commentator Cokie Roberts, along with TV stars and award-winning local broadcasters.

The event included several awards NAB gives member stations for outstanding efforts in community service and children's TV. The NAB Education Foundation gave its Service to America Leadership Award to Reagan for volunteer work she started when she was First Lady of California in 1967. It gave the Service to America Samaritan Award to Imus for raising more than \$50 million for research on childhood diseases and to help build treatment facilities.

Local broadcasters also received several awards for contributions to their communities. KARE-TV Minneapolis and KOTV-TV Tulsa, Okla., won Service to Children Television Awards. KARE-TV's weekly magazine show for teenagers, *Whatever*, won for an episode on gun violence. KOTV-TV won for *Dying to Quit*, an anti-smoking public service campaign.

KELO-TV Sioux Falls, S.D., and WZZK-FM Birmingham, Ala., won Friend in Need Awards for their community service efforts. KELO-TV expanded its news coverage when the



Outgoing NAB Joint Board Chairman Dick Ferguson, ABC and NPR correspondent Cokie Roberts and NAB President Eddie Fritts join former First Lady Nancy Reagan as she accepts her award at the Ronald Reagan Building in Washington.

town of Spencer, S.D., was hit by a tornado and also raised \$750,000 for the town. WZZK-FM also conducted a donation drive when a tornado devastated its community.

WFOR-TV Miami won the Service to America Station Award for its Neighbor 4 Neighbor campaign, launched when Hurricane Andrew hit in 1992.

Four radio stations owned by Omni Broadcasting, in partnership with CellularOne, won the Service to America Partnership Radio Award for joint efforts to raise money to end child abuse. Together, they raised more than

\$136,000 in 1997 and \$185,000 in 1998.

WJXX-TV Jacksonville, Fla., won the Service to Partnership Award for its work with the Winn-Dixie grocery store chain to raise money for victims of natural disasters, diabetes and cancer.

Proceeds from the black-tie gala in Washington honoring the award winners will go to the National Women's Cancer Research Alliance, which is searching for a cure for breast and ovarian cancer. Lilly Tartikoff, wife of late programming executive Brandon Tartikoff, founded the alliance. ■



Neil Patrick Harris, who starred in 'Doogie Howser, M.D.,' presents awards at the ceremony to local broadcasters for serving their communities in times of disaster.



Sen. Bob Kerrey (D-Neb.) presents radio personality Don Imus with the Service to America Samaritan Award for his achievement in raising millions of dollars to help sick children.



Former Joint Chiefs of Staff Chairman Colin Powell exhorts broadcasters during the Service to America Summit to serve their communities through volunteer efforts and internship programs.

JUNE 14-20

Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

The first two games of the NBA finals pushed NBC into a tie with CBS for week 39; the two networks, combined, took all of the top 10 slots.

| Week 39 | abc | CBS | NBC | FOX | UP/N | WB |
|-------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| | 6.4/11 | 7.3/13 | 6.0/10 | 5.5/10 | 1.0/2 | 2.8/5 |
| MONDAY | 8:00 21. 20/20 7.6/14 | 34. Cosby 6.4/12 | 73. Suddenly Susan 4.3/8 | 61. That '70s Show 4.7/9 | 118. Dilbert 1.3/2 | 89. 7th Heaven 3.2/6 |
| | 8:30 | 26. King of Queens 6.8/12 | 70. Suddenly Susan 4.4/8 | 58. That '70s Show 4.8/8 | 119. Thumb Wars 1.2/2 | |
| | 9:00 | 7. Ev Lvs Raymd 8.7/15 | 54. Mad About You 5.0/9 | 40. Ally McBeal 6.2/10 | 123. Power Play 0.8/1 | 96. Rescue 77 2.4/4 |
| | 9:30 43. ABC Monday Night Movie—Close to Danger 5.8/10 | 8. Becker 8.6/14 | 50. Mad About You 5.3/9 | | | |
| | 10:00 | 29. 48 Hours 6.6/11 | 8. Dateline NBC 8.6/15 | | | |
| 10:30 | | | | | | |
| | 5.3/9 | 8.0/14 | 6.3/11 | 4.4/8 | 1.9/3 | 2.0/4 |
| TUESDAY | 8:00 41. Home Imprvmt 6.1/12 | 15. AFI's 100 Years/100 Stars 8.0/14 | 61. 3rd Rock fr/Sun 4.7/9 | 84. King of the Hill 3.6/7 | 103. Moesha 2.1/4 | 98. Buffy the Vampire Slayer 2.2/4 |
| | 8:30 45. The Hughleys 5.6/10 | | 73. NewsRadio 4.3/8 | 80. Futurama 3.9/7 | 107. Clueless 1.8/3 | |
| | 9:00 47. Spin City 5.5/9 | | 45. Just Shoot Me 5.6/10 | 54. Star Wars to Star Wars 5.0/8 | 106. Malcolm & Eddie 1.9/3 | 107. Felicity 1.8/3 |
| | 9:30 61. Sports Night 4.7/8 | | 37. Will & Grace 6.3/10 | | 107. Between Brothrs 1.8/3 | |
| | 10:00 58. NYPD Blue 4.8/8 | | 10. Dateline NBC 8.5/15 | | | |
| 10:30 | | | | | | |
| | 7.0/12 | 6.3/11 | 9.9/18 | 6.5/11 | 1.7/3 | 2.4/4 |
| WEDNESDAY | 8:00 31. Dharma & Greg 6.5/12 | 70. The Nanny 4.4/8 | 15. Dateline NBC 8.0/15 | 31. Blockbuster Awards 6.5/11 | 111. 7 Days 1.6/3 | 103. Dawson's Creek 2.1/4 |
| | 8:30 43. Two Guys, A Girl 5.8/10 | 56. The Nanny 4.9/9 | | | 107. Star Trek: Voyager 1.8/3 | 93. Charmed 2.7/4 |
| | 9:00 24. Drew Carey 6.9/12 | 22. 60 Minutes II 7.4/12 | 1. NBA Finals Game 1—New York Knicks vs. San Antonio Spurs 11.5/21 | | | |
| | 9:30 37. Whose Line Is It 6.3/10 | 26. 60 Minutes II 6.8/12 | | | | |
| | 10:00 13. 20/20 8.4/14 | | | | | |
| 10:30 | | | | | | |
| | 5.0/9 | 6.8/12 | 8.5/15 | 3.4/6 | 1.6/3 | 2.4/4 |
| THURSDAY | 8:00 80. Story of Fathers and Sons 3.9/8 | 52. Promised Land 5.2/10 | 5. Friends 8.9/18 | 85. NHL Stanley Cup Finals—Buffalo Sabres vs. Dallas North Stars 3.5/7 | 111. UPN Thursday Night Movie—Dream House 1.6/3 | 98. Wayans Bros 2.2/4 |
| | 8:30 | | 19. Jesse 7.9/15 | | | 92. Jamie Foxx 2.8/5 |
| | 9:00 75. Story of Mothers and Daughters 4.2/8 | 23. Diagnosis Murder 7.1/13 | 4. Frasier 9.3/17 | | | 97. Steve Harvey 2.3/4 |
| | 9:30 | | 6. Will & Grace 8.8/15 | | | 98. For Your Love 2.2/4 |
| | 10:00 26. Vanished 6.8/12 | 15. 48 Hours 8.0/14 | 19. ER 7.9/14 | | | |
| 10:30 | | | | | | |
| | 5.3/12 | 6.0/12 | 7.6/16 | 3.2/7 | 1.3/3 | |
| FRIDAY | 8:00 75. Disney World's Summer Jam 4.2/9 | 47. Kids/Darndest 5.5/13 | 49. Dateline NBC 5.4/13 | 86. World's Funniest! 3.3/8 | 115. Am Greatest Pets 1.4/3 | |
| | 8:30 | 61. Candid Camera 4.7/10 | | | 115. Am Greatest Pets 1.4/3 | |
| | 9:00 52. Sabrina/Witch 5.2/11 | 31. Unsolved Mysteries 6.5/13 | 37. NBA Tipoff 6.3/14 | 91. Mad TV Primetime 3.0/6 | 119. Love Boat: The Next Wave 1.2/2 | |
| | 9:30 61. Boy Meets Wrld 4.7/9 | | 3. NBA Finals Game 2—N.Y. Knicks vs. San Antonio Spurs 9.6/19 | | | |
| | 10:00 14. 20/20 8.3/16 | 34. Nash Bridges 6.4/12 | | | | |
| 10:30 | | | | | | |
| | 4.1/9 | 5.4/11 | 4.1/9 | 4.5/10 | | |
| SATURDAY | 8:00 86. Am Fun Hm Vid 3.3/8 | 75. Early Edition 4.2/10 | 90. The Pretender 3.1/7 | 82. Cops 3.8/9 | 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 | |
| | 8:30 86. The Big Moment 3.3/7 | | | 70. Cops 4.4/10 | | |
| | 9:00 | 50. Martial Law 5.3/11 | 67. NBC Saturday Night Movie—The Secret 4.3/8 | 58. AMW: America Fights Back 4.8/10 | | |
| | 9:30 68. ABC Saturday Night Movie—Fled 4.5/9 | 29. Walker, Texas Ranger 6.6/13 | | | | |
| | 10:00 | | | | | |
| 10:30 | | | | | | |
| | 5.1/10 | 8.0/15 | 6.3/12 | 3.6/7 | 1.8/4 | |
| SUNDAY | 7:00 79. Wonderful World of Disney—Far from Home: Adventures of the Yellow Dog 3.7/7 | 2. 60 Minutes 10.0/22 | 75. World's Most Amazing Videos 4.2/9 | 94. World's Funniest! 2.5/6 | 115. The Parent 'Hood 1.4/3 | |
| | 7:30 | 10. Touched by an Angel 8.5/16 | 56. Geraldo Rivera Reports 4.9/10 | 94. King of the Hill 2.5/5 | 111. The Parent 'Hood 1.6/3 | |
| | 8:00 | | | 68. The Simpsons 4.5/9 | 98. Sister, Sister 2.2/4 | |
| | 8:30 34. 20/20 6.4/11 | | | 61. Futurama 4.7/9 | 98. Smart Guy 2.2/4 | |
| | 9:00 | 24. CBS Sunday Movie—The Love Letter 6.9/12 | 15. NBC Sunday Night Movie—The Client 8.0/14 | 82. The X-Files 3.8/7 | 111. Zoe Dunc Jck Jn 1.6/3 | |
| 9:30 | | | | 105. Unhap Ever After 2.0/3 | | |
| 10:00 41. The Practice 6.1/11 | | | | | | |
| 10:30 | | | | | | |
| WEEK AVG | 5.5/10 | 6.9/13 | 6.9/13 | 4.3/8 | 1.5/3 | 2.2/4 |
| STD AVG | 7.9/13 | 8.8/15 | 8.7/15 | 6.7/11 | 2.0/3 | 3.1/5 |

Comedy takes on NBA

Despite basketball playoffs, network's new season premieres up 23% in key demos

By Deborah D. McAdams

After spending \$4 million to promote its biggest block of new programming ever, Comedy Central found its premieres taking on both the San Antonio Spurs and the New York Knicks.

"We knew that was a risk when we were making these plans," said Michele Ganeless, vice president of programming for Comedy Central. "We knew because of the strike, the [National Basketball Association] playoffs were going to be pushed into June."

Even so, the network still managed to pull its biggest rating for a premiere with *The Man Show* generating 2.8 with 1.6 million households against game one of the NBA playoffs on June 16. Episode two of *The Man Show* earned 2.6 on June 23 against a nail-biting game four in the Knicks/Spurs series.

Described by one network executive as the "one we want to stick," *The Man Show* was one of only two new series in the lineup. Most of the 150 hours of new programming created for the summer season were new episodes of old series. New segments of animated stalwarts *Dr. Katz* and *South Park* debuted, plus new episodes of the critically acclaimed but indifferently received *Strangers with Candy* and the bizarre *Upright Citizens Brigade*. The other new series is a game show called *VS.*, stripped daily at 5 p.m. and which runs once in prime time on Thursday at 10:30 p.m. The prime time debut generated 0.5.

Ganeless said network heads considered pushing the premieres into July, but they decided it was more important to hit the window



'South Park' is losing ratings steam in the new season, but it's still the most-watched show on the network. It debuted in August 1997.

as soon as broadcast windows went into repeats.

"We wanted to come on as strong as possible," she said.

"It's hard to say" if the premieres would have done better in July, she said. "We did so well versus a year ago. For the week in prime time, ratings are up 23% among 18-to-49-year-olds. We had scattered new programming a year ago. We didn't have anything as concentrated as this."

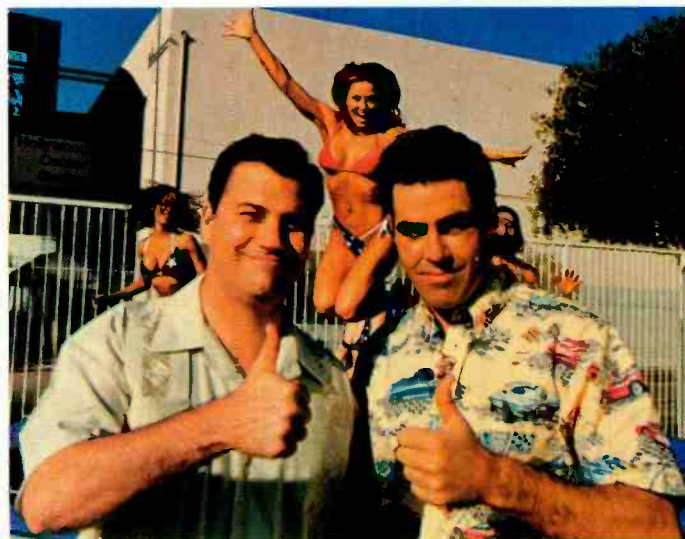
Indeed, Comedy Central's overall

prime time ratings continue to grow and are now nearly 40% higher than the quarterly averages they turned in 1996. But all the news wasn't good. Ratings for *South Park* are about half of what they were last year. The rotund little delinquents who ruled the cable world in 1998 turned in a 3.5 rating with 2,072,000 households in the slot before *Man's* premiere. Last year, the show generated a 6.2/3,064,000 for the same week. (Comedy Central's universe was about 10 million households smaller last year.)

"I think [*South Park*] has come down to earth, you might say," Ganeless said. "It's still outdoing anything we ever expected it to do when we put it on the air. It's still the highest-rated show we have."

Another Comedy Central spokesman said advertising for the movie version of the cartoon, *South Park, Bigger, Longer and Uncut*, will probably boost the television series. Officials at Paramount, where the movie was made, hoped the dynamic would work the other way. Some doubt the juvenile, body-function humor of the series will sustain a 90-minute movie. *Uncut* is due in theaters June 30.

Aside from *South Park* and *The Man Show*, the remainder of Comedy Central's premiere episodes generated average numbers. *Strangers with Candy*, airing at 10 p.m. on Mondays, scored 0.6; *Upright Citizens Brigade*, Mondays at 10:30 p.m., garnered 0.4; *Bob and Margaret*, Tuesdays at 10 p.m., earned 0.6, and *Dr. Katz*, the network's oldest original series (in its sixth season), generated a modest 0.4. ■



'The Man Show,' which went up against the Knicks/Spurs game on NBC, was Comedy Central's highest-rated premiere.

Broadband broadsides hit Hill

Tauzin hears from both sides in unbundling fight

By Bill McConnell

Despite a top lawmaker's plea to check their weapons at the door, warring camps in the broadband-access fight fired a few shots at each other when they faced off on Capitol Hill last week.

Cable industry officials took aim at America Online, which says recent tests prove cable operators can open their broadband networks to more than one Internet service provider. Cable executives long have argued that their technological limitations are one of the key reasons that the government should not require them to unbundle their high-speed networks.

"We've never taken the view that it's

impossible to support multiple ISPs," Marc J. Apfelbaum, general counsel for Time Warner Cable, told the House Telecommunications Subcommittee last week. "But it increases the cost to subscribers tremendously." What's more, cable companies will be forced to limit the amount of other services offered if they are forced to cede carrying capacity to unaffiliated Internet providers, Apfelbaum said.

The cable industry's protests are ridiculous, countered George Vradenburg, AOL's head of global and strategic policy. "There is a simple technical solution to this problem," he told lawmakers.

A cable system can support several ISPs at an additional cost of only \$1 per subscriber, Vradenburg said. Time

Warner countered that the figure is meaningless since you can't measure the value of services bumped for ISPs and the cost of adding an increasing number of ISPs would increase costs exponentially.

Two weeks ago, AOL and telephone company GTE announced that they had successfully tested technology that allows cable providers to connect customers to the ISP of their choice. GTE said it plans to implement the technology in overbuilt systems it operates in Florida and California.

Internet providers also tried to play off lawmakers' increasing concern that broadband suppliers will bypass rural areas. Resellers offering access to the Internet "backbone" have been critical to making access to local loops affordable, but in rural areas the pickings are slimmer, said Mary Beth Vitale, president and chief operating officer at RMI.NET. Mandated access to cable networks would ensure competition for backbone connections in out-of-the-way communities. "If we have only one [backbone source], we would be in a world of hurt," she said.

The exchange was one of several skirmishes that flared during the hearing, despite House Telecommunications Chairman Billy Tauzin's plea to keep the industry arguments to a minimum. Tauzin wanted the hearing to be a primer for his panel on the rollout of high-speed data and video services, rather than a wrangle among lobbyists. Tauzin and Michigan's John Dingell, the Commerce Committee's ranking Democrat, are scheduled on Wednesday to introduce legislation aimed at helping regional Bell telephone companies to get into the broadband business.

Before moving forward on the bill, Tauzin said Telecommunications Subcommittee members need to be better educated on the broadband disputes. Most panel members will get a crash course on the issue when they attend a Cato Institute-sponsored three-day retreat in mid-July.

Tauzin said the pace of broadband deployment likely will be a major influence on how lawmakers stand on the issue. "The decisions we make as a committee will be to ensure that these networks get built," he said. ■



CABLE'S TOP 25

PEOPLE'S CHOICE

TNT's 'Pirates of Silicon Valley' ranked No. 3 with a 5.3 rating last week. More than 4 million people plugged into the story of Bill Gates and Steven Jobs.

Following are the top 25 basic cable programs for the week of June 14-20, ranked by rating. Cable rating is coverage area 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 | HHs | Cable | |
|------|------------------------------------|---------|-----|--------|----------|------------|-------|-------|------|
| | | | | | | Cable U.S. | (000) | Share | |
| 1 | WWF Wrestling | USA | Mon | 10:00P | 65 | 6.8 | 5.2 | 5141 | 11.1 |
| 2 | WWF Wrestling | USA | Mon | 9:00P | 60 | 6.5 | 5.0 | 4933 | 10.2 |
| 3 | Movie: 'Pirates of Silicon Valley' | TNT | Sun | 8:00P | 120 | 5.3 | 4.1 | 4038 | 9.3 |
| 4 | NASCAR/Pocono 500 | TNN | Sun | 1:00P | 276 | 4.9 | 3.6 | 3626 | 12.7 |
| 5 | WWF Wrestling | USA | Sun | 7:00P | 60 | 4.2 | 3.2 | 3190 | 8.8 |
| 6 | Real World VIII | MTV | Tue | 10:00P | 60 | 4.1 | 3.0 | 2933 | 6.7 |
| 7 | WCW Monday Nitro Live! | TNT | Mon | 8:00P | 60 | 3.7 | 2.8 | 2808 | 6.3 |
| 8 | NHL/Stars/Sabres | ESPN | Sat | 8:00P | 359 | 3.5 | 2.7 | 2668 | 8.0 |
| 8 | South Park | CMDY | Wed | 10:00P | 30 | 3.5 | 2.1 | 2072 | 5.5 |
| 10 | WCW Thunder | TBS | Thu | 9:06P | 59 | 3.4 | 2.6 | 2585 | 5.8 |
| 11 | Rugrats | NICK | Sat | 9:30A | 30 | 3.3 | 2.5 | 2489 | 11.6 |
| 11 | Wild Thornberrys | NICK | Sat | 10:00A | 30 | 3.3 | 2.5 | 2472 | 11.3 |
| 11 | Movie: 'Pirates of Silicon Valley' | TNT | Sun | 10:00P | 120 | 3.3 | 2.5 | 2486 | 6.0 |
| 14 | WCW Monday Nitro Live! | TNT | Mon | 10:00P | 65 | 3.2 | 2.4 | 2434 | 5.2 |
| 15 | Rugrats | NICK | Sun | 10:00A | 30 | 3.1 | 2.3 | 2321 | 10.1 |
| 16 | Franklin | NICK | Fri | 10:30A | 30 | 3.0 | 2.3 | 2270 | 11.5 |
| 16 | Rugrats | NICK | Thu | 7:30P | 30 | 3.0 | 2.2 | 2225 | 5.7 |
| 18 | NHL/Stars/Sabres | ESPN | Tue | 8:00P | 168 | 2.9 | 2.2 | 2173 | 4.9 |
| 18 | M. Sendaks Little Bear | NICK | Fri | 10:00A | 30 | 2.9 | 2.2 | 2170 | 11.1 |
| 18 | Hey Arnold | NICK | Mon | 8:30P | 30 | 2.9 | 2.2 | 2169 | 4.8 |
| 18 | Movie: 'Patriot Games' | USA | Tue | 9:00P | 150 | 2.9 | 2.2 | 2166 | 4.8 |
| 18 | WCW Monday Nitro Live! | TNT | Mon | 9:00P | 60 | 2.9 | 2.2 | 2157 | 4.5 |
| 23 | Hey Arnold | NICK | Sun | 10:30A | 30 | 2.8 | 2.1 | 2121 | 9.0 |
| 23 | M. Sendaks Little Bear | NICK | Mon | 12:00P | 30 | 2.8 | 2.1 | 2114 | 9.4 |
| 23 | Blues Clues | NICK | Mon | 12:30P | 30 | 2.8 | 2.1 | 2062 | 8.7 |
| 23 | The Man Show | CMDY | Wed | 10:30P | 30 | 2.8 | 1.6 | 1641 | 4.6 |

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THIS WEEK'S MAGAZINE



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



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



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

BREAKING NEWS

TOP OF THE NEWS

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

CENTURY UP

The New Canaan, Conn.-based Century Communications Corp., expects cash flow to increase 12.5%.

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On the 'Moneyline'

CNN's nightly business news holds off CNBC challenge

By Deborah D. McAdams

Moneyline News Hour is hanging tough despite the loss of star anchor Lou Dobbs and new head-to-head competition from CNBC's revamped *Business Center*.

With two new anchors, an extra half hour and the same start time (6:30 p.m. ET), *Business Center* won the initial skirmish on Monday night (June 21), beating *Moneyline* 0.5 to 0.4. *Business Center* attracted 335,000 households; *Moneyline* drew 311,000.

According to an analysis of Nielsen numbers by Horizon Media, viewers seemed to be shopping between the two programs. *Moneyline*'s first 15 minutes scored 0.4, while *Business Center* pulled down a 0.5. During the final 15 minutes, the numbers were 0.6 for *Moneyline*, 0.4 for *Business Center*.

CNN regained its top spot on Tuesday, with *Moneyline* earning a 0.4 rating with 277,000 households, and *Business Center* generating 0.3 with 240,000 households. Wednesday's



With new anchor team of Ron Insana and Sue Herera, CNBC's 'Business Center' scored early, but not often, in head-to-head competition.

numbers were similar, with CNN doing scoring 0.4 with 336,000 households, while CNBC did a 0.3/202,000. CNN did particularly well in the second half-hour on Wednesday, when Willow Bay of CNN/Time's daily news magazine series anchored *Moneyline* and helped boost the rating to 0.5 with 378,000 households. CNN regulars Tony Guida, Jan Hopkins and Terry Keenan anchored *Moneyline* on Monday and Tuesday, with Guida co-hosting

Wednesday.

Lou Dobbs fired the gun that started the race between the business networks when he resigned suddenly June 7 after nearly 20 years anchoring *Moneyline*. Dobbs was considered a pioneer in business news, carving out a solid viewership in a niche most of his peers dismissed as too "boring." After two decades, *Moneyline* stands as CNN's most lucrative program, possibly earning more revenue per viewer than any other program on television, according to Larry Goodman, president of CNN sales.

Business news is "very high priority programming," said Bruno Cohen, senior vice president of business news, CNBC.

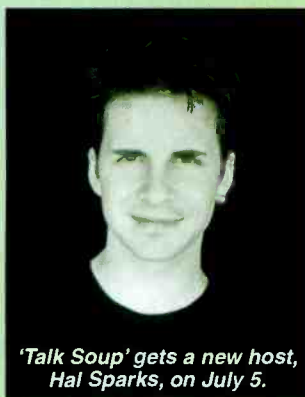
CNBC President Bill Bolster moved quickly after Dobbs's departure. *Business Center* was expanded to one hour and shifted from a 7 p.m. start to 6:30 p.m., and a new anchor team was put into place. Ten-year veteran CNBC correspondent Sue Herera co-hosted the show with Ron Insana, former anchor of CNBC's *Street Signs*. The team replaced Maria Baritomo, who will be moved to a new Friday evening slot.

The revamp was heavily promoted during the NBA finals before the Monday night debut, and even though CNBC won that night in total numbers, CNN retained what both networks consider the key 25-to-54 demographic. "Advertisers are not looking to corral 18-year-olds," said a CNN spokesman.

A total of 125,000 25-to-54s stayed with *Moneyline* Monday night; *Business Center* drew 86,000 in the same demo, according to Nielsen figures. There was less discrepancy the following night, with *Moneyline* taking 151,000 25-to-54s and *Business Center* attracting 109,000 of that set. Both nets sagged in the 25-to-54s on Wednesday, with CNBC taking only 40,000 people in that demo and *Moneyline* capturing 71,000. Bay's appearance bumped CNN's 25-to-54 up to 103,000 in the second half of the program.

Steve Korn, vice chairman of CNN's news group, said the search continues for a permanent replacement for Dobbs, who also was president of CNNfn, a 24-hour business news network. Network sources say Bay is a top contender. ■

Sparks flies to E!



'Talk Soup' gets a new host, Hal Sparks, on July 5.

Hal Sparks will take over E! Entertainment Television's *Talk Soup* when John Henson leaves the show in early July. Sparks is an established comedian at Los Angeles comedy clubs including The Improv, The Laugh Factory, The Comedy Store and The Icehouse. He's also appeared in bit parts on *Signs and Wonders* (BBC); *Night Stand*; *Dr. Quinn, Medicine Woman*, and *Lois and Clark*, and has produced and starred in pieces for the Disney Channel's *Iomba Mokumba*. Henson is moving on to a development deal with ABC after doing a final show July 2.

Henson was preceded by Greg Kinnear, who went on to the big screen, most notably in *As Good As It Gets* with Jack Nicholson and Helen Hunt. Sparks will take over July 5. *Talk Soup* is a tongue-in-cheek rundown of daily talk show topics and antics. The half-hour program airs Monday through Thursday at 6 p.m. and repeats at 10 p.m., with an hour weekend roundup airing Friday, with repeats through the weekend. In August, *Talk Soup* moves to 8 p.m. during the week, followed by E! *True Hollywood Stories* at 9 p.m.

KING-TV launches HDTV news

Belo station second to go digital in Seattle with 37 hours a week of broadcasts

By Glen Dickson

KING-TV Seattle launched high-definition newscasts last week, becoming the second station in the high-tech market to offer news in the 1080-line interlace digital television format.

KOMO-TV, Seattle's ABC affiliate and Fisher Broadcasting station, on May 18 became the first station in the country to broadcast full-time HDTV news. Now KING-TV, Seattle's NBC affiliate and an A.H. Belo station, is broadcasting 37 hours per week of 1080i newscasts on KING-DT, ch. 48. The HDTV newscasts launched at 5 p.m. PT last Thursday from a new set, Studio A, that has been redesigned specifically for widescreen HDTV. Like KOMO-TV, KING-TV is using Sony high-definition cameras that support both 1080i outputs and 480i outputs, allowing the station to use the same cameras for both its HDTV and NTSC newscasts.

According to KING-TV Executive News Director Dave Lougee, the station isn't launching hi-def news to stay competitive with KOMO-TV, but actually began planning the new HDTV studio last fall. Lougee says he is impressed with the picture quality of the new format.

"It's fun," he says. "When you see it on the HD monitor...you do feel like you're looking at something almost analogous to the conversion from black-and-white to color."

KING-TV's new hi-def set was designed by Production Design Group of New York, which has created sets for NBC and MSNBC in the past, including the NBC *Meet the Press* set that was used for a February 1997 HDTV broadcast [BROADCASTING & CABLE, Feb. 10, 1997]. The station has also purchased Quantel equipment to create new KING 5 NEWS graphics.

KING-TV won't use HDTV cameras to shoot in the field, but will instead upconvert 4:3 standard definition field material and integrate it into the HDTV newscasts.

"It's just not there yet to use on a daily basis for news," Lougee says. He notes that KING-TV is currently in the



KING-TV has redesigned Studio A for HDTV production.

process of converting tape operations from analog Sony Betacam to digital Betacam SX. The station has already converted its playback to Betacam SX and has also installed a new digital

routing system.

"Once we take possession of digital SX cameras, the newscast will all be passed through from start to finish as entire digital product," Lougee says. ■

Digital ENG on the road

Boston's WCVB-TV van supports daily news, 'goes places no one else can go,' transmits video while moving

By Glen Dickson

Broadcasters worried about losing valuable ENG spectrum [BROADCASTING & CABLE, April 19] may find solace in talking to WCVB-TV Boston. The Hearst-Argyle station and ABC affiliate is using a digital ENG van to support its daily news operations, transmitting feeds in an 8 mhz channel (compared with the standard 18 mhz used for analog ENG).

Last month, WCVB-TV began using the Wolf Coach van, which is equipped with COFDM digital modulation equipment from Adaptive Broadband Corp. (formerly Microwave Radio Corp.) and NDS. According to WCVB-TV Director of Engineering Mike Keller, the superior multipath performance of the digital ENG technology allows WCVB-TV to send pictures from

locations that were previously inaccessible with analog gear. The COFDM equipment also allows WCVB-TV to transmit video while the van is moving, which has led the station to install a "DashCam" on the vehicle's dashboard.

"It can make pictures where analog doesn't have a chance because it works so well bouncing off buildings," Keller explains. He adds that the digital van's performance has led WCVB-TV to create news promos claiming that WCVB-TV can "go to places no one else can go to."

Another big advantage of the COFDM van is in set-up time, Keller says, because the digital system doesn't require ENG operators to raise a standard 40-foot antenna mast. (The van does have an antenna for its analog microwave system.) Operators can use the digital ENG van's standard unidirectional antenna without raising the mast,

and even can rely on a small omnidirectional antenna on the van's roof, which has been installed for mobile transmission.

Since COFDM doesn't require a full-size mast, it can be used in a smaller vehicle. For its second Wolf Coach digital ENG vehicle, due this summer, WCVB-TV has ordered a Ford Expedition with a 6-foot mast and a laptop editing system.

"A Ford Expedition could never handle a full-size mast," Keller says. "COFDM makes that vehicle so much more usable."

However, digital ENG technology

does come with a new set of challenges, warns Keller. He says analog ENG operators have to get used to the "cliff effect" of MPEG-2 compression when setting up a feed path.

"With the cliff-effect problem, it only takes 2 db difference between a picture and no picture," he says. "In the analog world, they're used to evaluating pictures based on signal strength, with a nice linear improvement or degradation in the picture. That model doesn't exist in digital."

Because using a spectrum analyzer isn't practical for high-speed ENG operations, says Keller, Adaptive is developing a display of "path confidence" that



While wcvb-tv's van is equipped with a 40-foot mast, it is rarely raised for digital feeds. COFDM modulation allows wcvb-tv to send pictures from this 'DashCam' (inset) while the van is in motion at speeds of up to 60 mph.

will weigh bit-error rate and other factors. WCVB-TV already uses the COFDM system in robust mode, with the maximum amount of forward error correction. That equates to a bit rate of about 7 mb/s in the 8 mhz channel that WCVB-TV is using. Keller says even at 7 mb/s, the digital picture is "visibly cleaner" than analog transmission, and the sound is "unbelievably better."

Digital ENG equipment also is considerably more expensive than analog microwave gear. The Adaptive/NDS solution costs between \$80,000 and \$130,000, depending on options such as faster encoders. But that price jump could be balanced by lower vehicle

costs such as lighter trucks and smaller antennas, according to one broadcast source.

WCVB-TV's digital ENG system starts with an NDS MPEG-2 compressor, which compresses video and feeds it into an NDS COFDM modulator. The COFDM signal is then run through an Adaptive Broadband 2 ghz radio for transmission. The NDS/Adaptive Broadband solution, which is marketed as "MRC CodeRunner" by Adaptive Broadband, is the same one tested in Chicago by Tribune Broadcasting last winter [BROADCAST & CABLE, Feb. 15, 1999]. Wolf Coach installed the CodeRunner system in a test truck and took it to Baltimore,

New York, St. Louis and Washington for additional testing by broadcasters including Sinclair, Allbritton and Gannett. Fox also has tested the system in Boston.

While every market has eccentricities, says Wolf Coach President Richard Wolf, two common themes emerged from testing: "Every place you could get analog, you could get digital. And 80% to 85% of the places you couldn't get analog, you could get digital."

Sinclair Vice President of Engineering Del Parks concurs: "We did fairly extensive testing, and we came to the same conclusion as everyone else. The results are pretty dramatic." ■



CUTTING EDGE

By Glen Dickson

Intel invests in SkyStream

Intel has taken a minority stake in privately held SkyStream Corp., which makes data broadcasting equipment that inserts data into the digital television spectrum. Terms of the deal were not disclosed. Intel has already used SkyStream's Integrator for enhanced DTV broadcasts it has collaborated on with PBS. SkyStream President

and CEO Jim Olson says SkyStream gear may also be used by Intel and NBC for the enhanced DTV broadcasts NBC will launch this fall. SkyStream's Integrator inserts data into the ATSC broadcast stream after it has been encoded and before it gets fed into a transmitter's digital exciter. Olson says that usually 5%-10% of the 19.4 mb/s DTV stream is available for data insertion. "We have a unique technol-

ogy [Null Packet Optimization] that finds empty packets in the MPEG bitstream and fills them with data."

Fox compresses with NDS

Fox Sports International has purchased two digital compression systems from News Corp. subsidiary NDS to manage and distribute programming for five Fox cable channels. The order with NDS is valued at

more than \$2 million and includes a network management and receiver control system, several MPEG-2 encoders and more than 1,600 satellite receivers for Fox cable affiliates. A six-channel NDS system in Los Angeles will be used to distribute Fox Sports World, Fox Sports Español and Fox Sports Español LA, with the remaining channels to be used for future expansion. A second, three-channel NDS system will be based in Orlando and will carry the combined programming of FiTV and America's Health Network, which will be backhauled over fiber lines to Los Angeles for uplink.

Satellite-to-home AOL

AOL invests \$1.5 billion for high-speed distribution over DirecTV and DirecPC

By Richard Tedesco

America Online bet big that it can capture millions of new subscribers by delivering its unique brand of Internet service to TVs and PCs via satellite.

Under a deal announced last week, AOL will hand over \$1.5 billion to Hughes Electronics, which promises to use the bulk of the money to develop and promote AOL services over its two satellite-to-home ventures, DirecTV and DirecPC. After three years, AOL's cash converts to an equity stake in General Motors, Hughes' parent company.

Offering an array of TV programming, DirecTV now serves 7 million subscribers; DirecPC provides high-speed Internet access to PCs in about 40,000 homes.

But the services' satellite signals cover the entire country, giving AOL a new opportunity to drive its subscriber-ship past 16 million. "It's a huge jump-start, a way to eventually reach all American households," says Richard Doherty, principal analyst for the Long Island, N.Y.-based Envisioneering Group.

"This is yet another step in our commitment to be in the forefront of broadband service," says Steve Case, AOL chairman and CEO, who sees a strong e-commerce opportunity in the satellite play.

The intent of the deal is the development of two AOL-based satellite services. AOL TV, to be delivered via DirecTV, is similar to Microsoft's WebTV and is intended to be accessed through TV sets. It includes an enhanced electronic program guide and other services that mix TV and Net-based content. For example, subscribers will be able to "chat" with other AOL members while viewing shows, make stock purchases while watching financial reports and purchase music videos as they're playing on screen, according to Barry Schuler, president of AOL Interactive Services. "We'll just be scratching the surface of what satellites can provide in the broadband services market," says Case.

Last week's announcement was foreshadowed last month, when AOL

and DirecTV agreed to incorporate AOL TV in DirecTV set-tops. "A service like AOL TV gives people an opportunity to participate in what's happening on the Internet without actually owning a computer," says Mike Smith, Hughes Electronics chairman and CEO.

AOL Plus, a high-speed Internet access service for PCs, would be delivered over DirecPC.

AOL TV and AOL Plus subscribers would use phone lines operating at a minimum of 56 kilobits per second to interact with the Web content.

Under the deal, Hughes will spend \$500 million to market AOL Plus via DirecPC and \$400 million to push AOL TV via DirecTV. It will use another \$500 million to market DirecTV, including \$150 million aimed at AOL's current subscribers, who access the service over telephone lines. And Hughes will spend \$100 million for DirecDuo—DirecTV and DirecPC combined.

The deal is the largest cash transaction of its kind AOL has ever struck—a clear indicator of the importance AOL attaches to broadband delivery systems like satellite. "It's interesting that they're paying in cash instead of in the funny money they normally pay in stock," says Gary Arlen, principal analyst for Bethesda, Md.-based Arlen Communications.

Case sees AOL as a "natural enhancement" for DirecTV and a new weapon in its battle with WebTV. Microsoft is working with EchoStar in a similar satellite delivery scheme for WebTV.

Case left the door wide open for possible distribution deals with cable last week. "I think it's not precluded in any way, shape or form for AOL to work with cable companies or telephone companies in creating this broadband tapestry."

Arlen believes AOL might have sabotaged its campaign for federal regulations that would force cable operators

to open up their high-speed systems to AOL and other Internet access providers. "It undercuts AOL's case when they can just buy themselves access," he says.

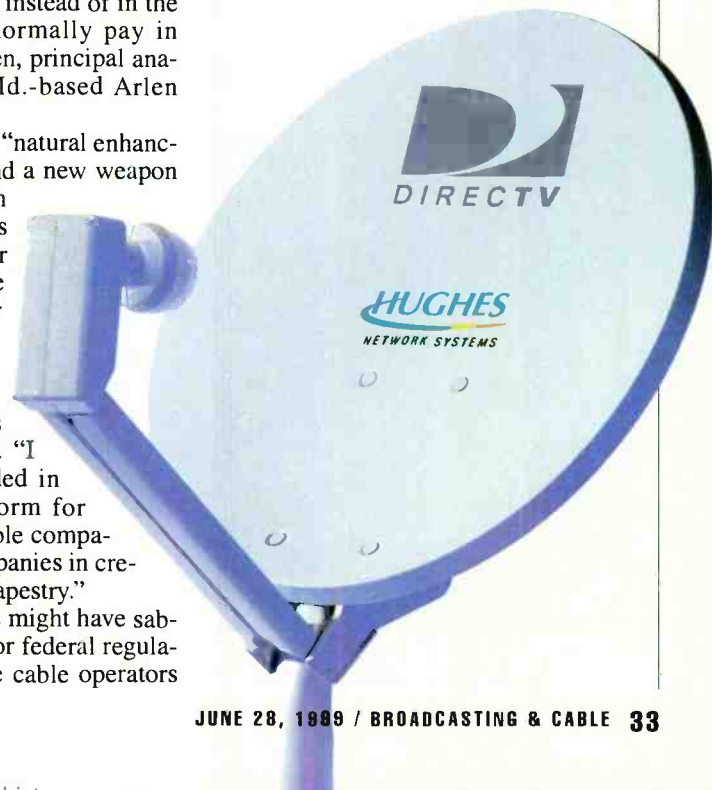
But Case revived his call for open cable access with the DirecTV deal. "It's very important that people have choices and you achieve that through openness and parity."

No pricing has been announced on AOL TV/ DirecTV boxes or DirecDuo dishes. AOL over DirecPC would cost \$40 per month.

"The challenge is keeping it nice and simple," says Marc Andreessen, AOL's chief technology officer. AOL's real competition is broadcast and cable TV, he says. "We're going up against TV for [daily use]."

DirecPC may be the unexpected winner in the deal. With only 40,000 U.S. subscribers, it is far behind its high-speed cable competitors. Excite@Home has 750,000 subscribers; Road Runner, 150,000.

The deal also supports Hughes Spaceway project, a two-way high-speed satellite Internet service to debut in 2002. ■



EMI inks Liquid Audio agreement

Major label keeps up with rivals securing digital delivery, also buys half of musicmaker.com

By Richard Tedesco

Keeping pace with its major competitors, EMI Recorded Music struck a deal last week to deliver its music library digitally online using Liquid Audio's software.

It was the second such deal in a week for the world's largest music publisher, which also bought half of musicmaker.com and plans to offer custom compilation CDs from EMI's extensive library. EMI labels include Angel, Blue Note, Capitol, Virgin and EMI.

EMI took a minority stake in Liquid Audio, which will encode EMI's music library and enable secure digital downloading of various tunes in disparate formats, some still in the conceptual stage, to create personalized CDs. "The album model was developed because that was all a 78 [78-rpm vinyl records] could hold. We're going way beyond that," says Jay Samit, EMI senior vice president of new media.

EMI intends to spread its musical wealth over a number of different Web sites rather than create a single megamusic site of its own, according to Samit, who expects to be in business selling EMI content online in the Liq-

uid Audio format through different venues sometime in the fourth quarter.

"It gets EMI in the race," says Mark Hardie, senior analyst for Cambridge, Mass.-based Forrester Research.

For those lacking a racing form: Sony Music has deals in place with IBM to use that company's digital music management system, which it is testing with EMI, BMG, Universal Music and Warner Music, in a digital downloading trial on the high-speed Internet Road Runner service this summer. BMG and Universal are collaborating on GetMusic.com, pooling their respective CD catalogs for sale and preparing to use the site for digital downloading when their business plans are in place.

But with the Liquid Audio and musicmaker.com deals in place, Samit claims EMI is set to outdistance the field online: "As the world's largest independent producer, we can move more quickly into the space."

Most of the major record labels are putting digital plans in place as they participate in the secure digital music initiative (SDMI), set up to establish common secure download standards.

Both Liquid Audio and MP3, the most popular digital music Net formats, are likely to be included in the SDMI standard. MP3 is the MPEG format that prompted proliferation of the controversial Rio player from Diamond Multimedia and other portable devices that enabled both legal and illicit music downloading.

Samit called a court ruling overturning a record industry challenge to MP3—it declared the Rio a neutral playback device—"inconsequential" over the long term. "Specific formats will change in years to come. What consumers really need is to get the music they want in a fair format," Samit says.

That is, accessible technology that doesn't enable tune pirates to circumvent rights payments to artists or labels. ■



BlueNote.com could be one site benefiting from EMI-Liquid Audio link.

SITE OF THE WEEK www.country.com



CBS Cable Interactive Media Nashville, Tenn.

Site features: Live InCar Cam streaming of select Winston Cup stock car races also broadcast on TNN, and driver-to-pit crew "fan-scan" audio of all Winston Cup events; some audio and video country music content streaming; background information on Grand Ole Opry, new Country Music Hall of Fame; information on TNN and CMT programming, including area on *Rollerjam*

Site launched: June 1997

Site director: Martin Clayton, VP, GM, CBS Cable Interactive Media

Number of employees: 30

Design: in-house

Streaming technology: RealVideo, Windows Media

Traffic generated: averaging 10 million page views monthly

Advertising: banner ads

Revenue: N/A

Highlights: Streamed live Web-cast of Billy Ray Cyrus concert with audio, still shots in May; streamed backstage interviews from recent TNN Music City News awards and Pocono 400 Winston Cup event

—Richard Tedesco

Broadcasting & Cable CLASSIFIEDS

RADIO

HELP WANTED SALES

Seeking sales manager for small market stations..must be top biller..top references..motivator of sales people..community minded..send resume to Barry Medlin, PO Box 697, Crossett, Arkansas, 71635...EOE.

HELP WANTED TECHNICAL

Assistant Chief Engineer: WBAL/WIYY Baltimore is looking for an experienced Engineer to manage the day-to-day maintenance needs of our radio stations. Must have experience with AM Directional Arrays, AM and FM transmitters, studio construction and maintenance. Previous management experience is a plus. Qualified applicants send your resume to: Hank Volpe, Director of Engineering, WBAL-TV/AM/WIYY FM, 3800 Hooper Avenue, Baltimore MD 21211. EOE.

HELP WANTED MARKETING

Research Manager: Katz Radio Group, the premier radio rep firm, seeks an individual with a minimum 2-4 years broadcast research or marketing experience. Along with managing a staff, this position requires ability to provide training, strategic sales support and strong agency/client contact. Send cover letter with resume and salary requirements to: Katz Media Group, Human Resources Department, 125 West 55th Street, NY, NY 10019 or fax: 212-424-6110. EOE.

LEASED PROGRAMMING

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

TELEVISION

HELP WANTED SALES

Broadcasting & Cable

We are a publication of Cahners Business Information, the largest business-to-business information provider in the United States, and we seek dynamic, energetic individuals who have the passion for sales and the talent to thrive in a fast paced environment.

Account Executive/West Coast

You will be responsible for selling ad space to studios, syndicators and cable networks in the LA area. The ideal candidate for this senior level position should have knowledge of the television industry, as well as print, cable or syndication experience.

Account Executive/East Coast

You will be responsible for selling advertising in the broadcasting equipment area on the East Coast. The ideal candidate should be a seasoned pro with a proven track record in ad sales for this senior level position. Knowledge of the television production equipment a plus.

Sales Support

We have two terrific growth opportunities to support our sales department - one on the East Coast and one on the West Coast. The detail-oriented individuals should have knowledge of Word, Excel, PowerPoint and Act, as well as an ability to juggle multiple tasks.

We offer a competitive salary and comprehensive benefits package. Please submit your resume via e-mail: hrny-prx@cahners.com or fax: (212) 463-6455. As an equal opportunity employer, Cahners provides a work environment free from all forms of discrimination. This commitment to a diverse workforce is the source of our strength.

HELP WANTED SALES

ACCU WEATHER

The world's leading commercial weather service is one of the premier providers of TV Weather systems and services. We currently have exciting opportunities for motivated aggressive professionals.

Account Executives

Various territories; four years previous experience.

Director of Sales

Four years previous sales management experience

Experience in broadcast/cable industry preferred; high tech industry acceptable. Relocation to State College required. Send resume and salary requirements in confidence to:

AccuWeather, Inc.
385 Science Park Road
State College, PA 16803
Fax (814) 235-8599
Resume@accuweather.com

EOE

LEITCH

INSIDE SALES

Develop new markets, liaison with Regional Sales Managers & Reps, communicate with customers, maintain customer database, have initiative to follow-up leads, and creativity to recognize new markets required.

The successful candidate must have a background in video and/or broadcast, be comfortable with technology, and demonstrate excellent phone/verbal skills. MS Office and Excel required.

Mail resume/salary requirements to:

HR-IS, 4400 Vanowen Street, Burbank, CA 91505. Fax 818-942-8945 or E-Mail to hr@ascvideo.com

Internet Account Executive (99-22) : K-EYE TV, the soon-to-be CBS O&O, in Austin, TX is seeking an Internet Account Executive. Need a highly motivated, well-organized self-starter willing to take the initiative to manage, market and sell one of the country's most successful local television web sites (www.keye.com). Requirements include a thorough hands-on knowledge of the Internet, web browsing, e-mail, FTP, Telnet and other protocols as well as web site development, including site functionality with links, graphics and layout. Proficient in using File Maker Pro, Power Point, Excel and Word. Excellent writing and presentation skills with a minimum of 2-3 years successful selling experience in Internet sales preferred (web development or consulting). Knowledge of TV, marketing or media advertising sales a big plus. College degree required. Send resume to: Tom Heston, VP Sales, KEYE-TV, 10700 Metric Blvd., Austin, TX 78758. EOE.

HELP WANTED SALES

General Sales Manager FOX23 WXXA-TV in Albany, NY, a Clear Channel Television station, is seeking a General Sales Manager to lead our aggressive local and national sales efforts. FOX-23 has a successful 10pm newscast and is in high growth mode. Among the qualifications will be: strong leadership ability, a skilled sales trainer, solid administration and computer skills, effective inventory management and 3 years minimum television sales management experience. This position offers challenge and great opportunity with a rapidly growing industry leader. Send resume to: General Manager, FOX23 WXXA-TV, 28 Corporate Circle, Albany, NY 12203. EOE.

Local Account Executive, WMC TV Memphis, a Raycom station, is seeking an outstanding Local Account Executive with a minimum of 3 years experience. A strong working knowledge of Marshal Marketing, TV Scan, and Enterprise is preferred. New business development, strong agency negotiations, packaging and selling specials and promotions are the exceptional skills we are looking for. If you're ready to move to a #43 market and win, send a letter and resume to: WMC TV5, 1960 Union Ave., Mphs., TN 38104. WMC is an EOE. Minorities and women are encouraged to apply. Drug testing required.

KDAF WB33, a Tribune Broadcasting station, is seeking an *Account Executive*. 2 - 3 years TV sales experience in medium to large market. Heavy emphasis on new business development. Knowledge of Nielsen, TV Scan, Scarborough, Word, Excel and PowerPoint. College degree, strong presentation and negotiation skills required. Submit resume to: HR, 8001 John Carpenter Fwy., Dallas, TX 75247. Resume must be post marked by 7/09/99. EOE and Drug Free Workplace. No phone calls please.

National Sales Manager: Paramount Stations Group, WUPL-TV, UPN 54/New Orleans, seeks an aggressive leader for the position of NSM. Responsible for maximizing national sales efforts by working closely with national rep firm. Candidate must have good communication and organizational skills. Prefer National Experience, but would consider strong Account Executive looking to move up. Send or fax resume to: Human Resources, WUPL-TV, 3850 N. Causeway Blvd., Suite 454, Metairie, LA 70002 or 504-828-5455. WUPL is an EOE.

National Sales Rep Wanted: National TV production company has an immediate opportunity for a Sales Rep with national PBS TV Cooking Show. Must be a self starter, independent, and confident. This successful candidate will have a proven track record of PBS underwriting success. Send resume to Box 01568.EOE.

HELP WANTED TECHNICAL

Technical Product Specialist: Join Drake Automation, world leader in multi-channel automation products. A broad understanding of video, audio, and digital systems is essential. Familiarity with TV master control and transmission operations is important. Technical drawing experience a plus. Successful candidate will have at least 3 years experience in a broadcast-related environment. Must be comfortable interacting with a wide range of people, from in-house sales to engineering management to existing and potential customers. Excellent benefits package. Please send resume with salary requirements to Financial Controller, Drake Automation Inc., 35 Airport Road, Suite 350, Morristown, NJ 07960. Fax 973-631-6200.

HELP WANTED TECHNICAL

PROJECT MANAGER for DIGITAL CONVERSION

Join an exciting and innovative public broadcaster as we begin our conversion from analog to digital. This interesting position will manage the planning and implementation of our digital conversion. Develops critical time lines and articulates activities which must take place in relation to digital conversion. Develops RFP's with detailed descriptions of what must be accomplished and fulfilled by possible vendors at various points in the project. To qualify for this position, you should have five years experience with broadcast engineering and production systems, equipment, functions and operations, three years of which have been at a supervisory level. Your excellent verbal and written communications skills along with your bachelor's degree and computer skills with special expertise in project management software will give you immediate consideration for this position. We offer excellent benefits and a competitive salary. Send resume and salary requirements by July 23, 1999 to:



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

MPT IS AN EEO EMPLOYER

Chief Engineer: for network affiliate on California's beautiful North Coast. Immediate opening for this hands-on position. Strong technical background (RF, transmitter, studio). Good management, problem-solving and communication skills. Ensure station compliance with FCC and company technical policies. Submit resume by July 2, 1999 to Jeanne Buheit, General Manager, KVIQ-TV, 1800 Broadway, Eureka, CA 95501. KVIQ-TV is an equal opportunity employer.

HELP WANTED NEWS

What we want is off the cuff (or off the wall), occasionally irreverent, frequently unpredictable, non-stop attention-getter. Can you believe this is an ad for someone to do weather? ACME Television is looking for an outstanding on-air personality who will double as primary TV station spokesperson in Rocky Mountain Top-50 market. Meteorologist preferred, not necessary. Computer literacy a must, sanity optional. EOE-women, minorities and Vietnam veterans encouraged to apply. Send resume, aircheck, and list of 5 favorite Pauly Shore movies to: ACME Weather c/o ACME Television, 10829 Olive Blvd. Suite 202, St. Louis, MO 63141.

Broadcast Producers: Seeking experienced, short-form Entertainment, Broadcast & News Producers for fulltime positions at exciting new cable network. Excellent salary, medical benefits, bonus, 401K. Must be willing to relocate. Fax resumes to: 800-835-7445.

HELP WANTED NEWS

Weekend anchor/reporter: WHAS11, market leader, is looking for a weekend anchor/reporter with a minimum of 3 years anchoring experience and 3-5 years hard news reporting. Candidate must be good at enterprising stories, telling a compelling story and good at live reporting. College degree required. Interested candidates forward resume, tape and cover letter to: Cindy Vaughan, Human Resources Director, HR #916, WHAS11, 520 West Chestnut Street, Louisville, KY 40202. EOE.

Weekend Sports Anchor/Reporter: WICS-TV, the NBC affiliate in Springfield, IL, is looking for a weekend sports anchor/reporter. Our focus is on local sports. You must have a commitment and interest in covering local sports on a variety of levels. Ideal candidate has excellent writing skills, can shoot and edit and produce a quality local sportscast. Minimum one year experience in television sports or news. Submit non-returnable tape and resume to: Sue Stephens, News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. EOE. Women and minorities are encouraged to apply.

News Photographer WTVD-TV, an ABC owned station has an immediate opening for an experienced photographer/live tech. We are looking for a creative storyteller. The successful candidate will work on our top rated morning and noon shows. If you are a team player, rush your resume and tape (no music pieces) to: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

HELP WANTED TECHNICAL

AMERICAN TOWER

CORPORATION

American Tower Corporation the leading owner and operator of broadcast towers in the United States is growing rapidly and seeks to make some key additions to its Broadcast Tower Group

Broadcast Construction and Operations Manager

Experienced broadcast-engineering professional to build and manage tall towers. This is a senior management role with extensive client contact.

Project Development Manager

Join the development team identifying sites and working with broadcaster to build tall towers. Sales and technical skills required.

Broadcast Tower Group Account Executive

Sales to senior level management at radio and television stations and group executives. Customer focused professional sales skills required.

Broadcasting Tower Group Technical Support Specialist

Provide support services to the development team. Must have RF engineering experience and the ability to prepare marketing presentations.

Please respond to:
 American Tower Corporation
 Broadcast Tower Group
 20 Park Plaza, Suite 432
 Boston, MA 02116
 Fax: 617-948-2537
 E-mail: jgoldthwaite@americantower.com

American Tower Corporation is an equal opportunity employer

HELP WANTED NEWS

KAAL-TV, (Austin, MN an ABC affiliate) has openings in our news department for the following positions: **Meteorologist:** We are looking for a 6 & 10 meteorologist with personality and strong on-camera presentation who can deliver interesting, accurate and easy to understand weather. You will also be responsible for coordinating our severe weather coverage. Degree in meteorology, atmospheric science etc. **Agricultural Reporter:** This is an entry level position for candidates who know the industry and are interested in starting a career in agricultural reporting. You will be out in the fields talking with farmers, reporting on agri-business and anchoring special agricultural segments in our newscasts. Applicants for these positions should send a non-returnable VHS tape, resume and references to: KAAL-TV, Attn: Dean Adams-News Director, 1701 10th PL NE, Austin, MN 55912. Kaal-TV is an Equal Opportunity Employer.

Send Blind Box responses to:
 Broadcasting & Cable
 Box _____
 245 West 17th St. 7th Fl., New York, New York 10011

HELP WANTED NEWS

When Your Business Is People,

At WRAL-TV 5, we're in the business of enhancing people's lives—as an entertainment provider, information source and proactive employer. We begin by building community relationships, which not only helps us build trust, but inevitably helps us build the future.

Producer

Individual to plan, research, write, direct photography and edit for commercials, telethons, concerts and other special projects as assigned. Must be very creative with great ideas, good story-telling ability and solid writing skills. Must be a team player with strong interpersonal communication skills. College degree in related field required. Background in non-linear editing, photography and lighting preferred. Job #99-110

Here, you'll receive an excellent compensation package as well as professional development. Please send resume indicating job 99-110 and VHS critique tape to: Human Resources, WRAL-TV, P.O. Box 12800, 711 Hillsborough Street, Raleigh, NC 27605. EOE

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www.wral-tv.com



People Notice.

TRIBUNE BROADCASTING

KSWB 5/69, San Diego's Warner Bros. affiliate is launching a 10PM news. We're seeking the following talented persons to join our new news team:

News Designer: Skilled individual with strong broadcast design sense, fluent in Adobe Photoshop, Illustrator and Quantel paint systems. Will create nightly news and programming graphics.

Promo Producer: Skilled individual with good news and promotion judgment, exceptional writing and producing skills and proficient in non-linear editing. Will write, produce and edit nightly news topicals, image and entertainment promos.

Successful candidates will have creative skills and a winning attitude, backed up with a college degree and 3 years in broadcast television. Interested and ready? Send resume and non-returnable VHS tape to: Will Givens, Creative Services Director • KSWB 5/69 • 7191 Engineer Road • San Diego, CA 92111. Refer to ad BCNC2-01. KSWB is a Tribune subsidiary and an equal opportunity employer. Women and minorities encouraged to apply. No beginners, telephone calls or emails please.

Assignment Editor: The aggressive Fox News operation in Albany, NY is looking for an experienced news person to work the assignment desk. If you can enterprise stories without relying on the newspaper for ideas and you don't take "no" for an answer, answer this ad. Send resume and letter briefly outlining your news philosophy to: Personnel, WXXA-TV Fox23, 28 Corporate Circle, Albany, NY 12203. EOE. No phone calls please.

News Anchor/Reporter: WYTV-TV, the ABC affiliate in Youngstown, Ohio is looking for a News Anchor/Reporter to join our award-winning staff. We're looking for an anchor that is a solid reporter, a team leader and an outstanding communicator. This candidate will be a key player in the implementation of the station's mission statement. If you're the lead dog and you have what it takes and can prove it, please send tape and resume to: Jeffrey S. Raker, News Director, WYTV-TV, 3800 Shady Run Road, Youngstown, OH 44502. EOE/M/F No calls please.

Morning and Noon Co-Ancor needed for top 100 network affiliate in Central Texas. Opportunity to be part of a growing news organization. If you have the work ethics along with a natural conversational style, send resume and VHS tape to: Box 01566. Equal Opportunity Employer.

Meteorologist: WSOC-TV is in the market for that weather storyteller who understands technology and how to make it mean something to the viewer. If you love it when the weather is the lead story, are a strong communicator who can do local local local, we want to hear from you. You must have an AMS seal and at least 3 years on-air experience. No beginners and no phone calls please. Send tape and resume to: Vicki Montel, News Director, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

News Producer: Top 50 ABC affiliate, market leader, with strong commitment to news, seeks producer with 3-5 years of news producing experience. Must be a self starter with excellent writing and organizational skills and have innovative approaches to producing news. Must exercise good news judgment and have the ability to adapt quickly to changes during live broadcasts. Strong pre-production skills are necessary and candidate will have to contribute daily to news story ideas. College degree preferred. Send tape, resume and cover letter explaining news philosophy to: Cindy Vaughan, HR #923, WHAS11, 520 W. Chestnut St., Louisville, KY 40202.

Weekend Sports Anchor: FOX 4, Fort Myers/Naples is looking for an energized and creative weekend sports anchor/reporter. Must have at least 2 years exp and be willing to shoot and edit. Send resume and non-returnable tape to: FOX 4, Len Jennings, Sports Director, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. Emmis Communications is an equal opportunity employer.

Assignment Editor: WESH, the Hearst-Argyle Television station in Orlando is looking for an Assignment Editor. A qualified candidate will be an aggressive hard news person with three years desk experience in broadcast newsroom. Experience as a reporter or photographer is also helpful. Must be able to develop story ideas, do preliminary story development, write news copy and handle the logistics of dispatching crews and equipment in the field under intense deadline pressure. Flexibility with schedules, computer skills, good people and phone skills a must! Resumes and cover letter to Kent Morton, Managing Editor, WESH-TV, 1021 N. Wymore Rd., Winter Park, FL 32789. No phone calls please! An Equal Opportunity Employer.

Anchor/Reporter - Immediate Opening: The Hearst station in Greenville, South Carolina is searching for a *Morning Weekend Anchor/Reporter*. College degree and one year of experience required. Send resume/tape to WYFF-TV, Human Resources Manager, 505 Rutherford Street, Greenville, South Carolina 29609. Equal Opportunity Employer.

KCEN-TV is looking for a Weekend News Anchor. Must have reporting, producing, and editing background as well as anchoring experience. Must have good work ethics along with a natural conversational style. Must have a good driving record. Applications accepted through June 24, 1999. Send resume to: KCEN-TV Personnel Dept. 24, P.O. Box 6103, Temple, TX 76503, Equal Opportunity Employer.

SBG

SINCLAIR BROADCAST GROUP

SINCLAIR BROADCAST GROUP TV stations cover over 25.9% of the U.S. and its top ten radio division operates in 10 separate markets. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

• Charleston, SC-WTAT/WMMP/FOX UPN**Account Executive**

Seeking a competitive sales professional. Must be aggressive and highly motivated with strong negotiation and communication skills. No phone calls please. Send resume. BC #314

• Flint-WSMH/TV FOX**Promotions Manager**

Seeking an energetic and creative individual to develop fresh, innovative station promotions. Minimum of 2 years TV or Radio promotions experience. Send resume. BC #315

• Kansas City-KSMO/TV WB**Traffic Manager**

Seeking an experienced manager to oversee a three person Traffic dept. Responsible for order entry, organization or programming formats, sales reports, inventory utilization & FCC log generation. Knowledge of the Children's Television Act & Columbine exp. required. Send resume. BC #316

• Norfolk-WTVZ/TV WB**Account Executive**

Seeking a competitive sales professional. Must be aggressive and highly motivated with strong negotiation and communication skills. Deadline is July 2, 1999. Send resume. BC #317

• Pensacola-WEAR-TV/ABC**Story Researcher/Planner**

Must deal with sources, public and private. Plan future stories, research court files, local and state government files, search internet for data and documentation, find follow-up stories, and develop short-term and long-term topics for specials. Good organizational skills and computer literacy required. Deadline is July 16, 1999. Send resume with references. BC #318

• Pensacola-WEAR-TV/ABC

Immediate opening for a competitive news producer with a passion for news, excellent written and visualization skills, able to motivate people in a teamwork environment, and believe the work they do makes a difference in our community. Deadline is July 9, 1999. RUSH your resume with references and a non-refundable, unedited VHS air check. BC #319

• Portland-WGME-TV/CBS**General Sales Manager**

Seeking a dynamic sales leader. The successful candidate should possess a history of goal-oriented developmental sales management with a strong track record of industry achievement. Send resume. BC #320

• Richmond-WRLH-TV/FOX 35**Account Executive**

Minimum of 2 years broadcast sales experience. Candidate must have a proven and verifiable track record with major agency/client negotiations and new business development. Strong presentation skills and TVScan knowledge required. Send resume. BC #321

• San Antonio-KAAB & KRRT-TV FOX

Seeking an individual to help write and produce the 5:30 and 9:00 pm newscasts, plus develop news contacts, plan and develop news stories, send resumes and non-returnable VHS tapes. BC #322

• St. Louis-KDNL TV/ABC**Senior Designer**

Looking for an outstanding graphics arts leader who can design eye-catching, award-winning graphics in their sleep. News design experience Using Mac, NT, SGI, After Effects, PhotoShop, Illustrator, and Quark. Knowledge of 3D Studio Max, Winfront! and web design is helpful. Send a non-returnable tape and resume. BC #323

• St. Louis-KDNL TV/ABC**Designer/Part-time**

Motivated individual with an excellent opportunity to prove your design skills producing news graphics, print, outdoor, in-house media, and broadcast animations. Tools include Mac, NT, SGI, After Effects, PhotoShop, Illustrator, Quark and 3D Studio Max. Position is part-time and weekend work is required. Send non-returnable tape and resume. BC #324

• KVWB-TV, WB**General Manager**

affiliate in Las Vegas, has an immediate open position and is seeking qualified applicants. The successful candidate will have strong leadership, financial and personnel management skills. A minimum of three to five years experience in television Sales Management/General Management, knowledge of management of LMA property and successful track record is preferred. Broadcast Management experience is required. Send resume. BC #325

Mail your resume in confidence immediately to:
Broadcasting & Cable, 245 W. 17th Street, 7th Fl.
NY, NY 10011, Attn: Job # _____

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DON'T READ THIS IF YOU THINK THE INTERNET IS JUST A PASSING FAD

But if you think the web will change the way everyone consumes media, and want to help make it happen, then read on...

We are a VC-backed Internet start-up based in San Francisco that is poised to capitalize on a fundamental shift in the way people consume video-based news. With our service viewers will receive via their PC a customized/enhanced newscast that was assembled just for them. We seek a number of "rising stars" from the broadcast industry to join our core web-savvy management team:

VP, Business Development will negotiate affiliation contracts with TV stations/cable networks and carriage deals with cable MSOs/web portals. The ideal candidate is already playing a senior business dev't role in the news sector and has an extensive rolodex of key decision makers.

Senior Engineer, Broadcast Video Systems will bring deep knowledge of streaming and digital video as well as familiarity with the various systems and technologies used in the traditional broadcast news operation. This person has worked as a broadcast engineer for a major market station and is presently involved in digital conversion or internet systems.

Director, Promotions will be responsible for working with affiliate TV stations to promote the service and generate traffic, and currently runs promotions at a leading major market station.

News Director will recruit and run a team of journalists that translate our affiliates' broadcast newscast into the interactive format. The ideal candidate is a web-smart News Director at a major market station that also has responsibility for their station's internet initiative.

Director of Affiliate Relations will travel extensively to affiliate locations to coordinate market launches and ramp-up. This candidate must be comfortable working closely with station personnel in all functional areas, including general management, advertising, editorial, production and engineering, and is currently a station or general manager.

In addition to competitive compensation levels, each of these positions also come with a sizeable equity stake. Send resume and salary history confidentially to CoolJobs@BetterTV.com

WOSU-TV, award winning public television station in Central and Southern Ohio is accepting applications for a TV/Producer Director. Candidate will produce WOSU-TV annual Auction 34 and other WOSU-TV productions and programs; responsible for production of Auction 34; produces and directs various WOSU-TV on-air fundraising productions and television programming; produces and directs off-air video productions. Qualified candidate must have a bachelor's degree in communications or an equivalent combination of education and experience, professional experience in television production; television auction producing experience desired. Salary range \$23,171 - \$29,827. The university offers a full comprehensive benefits package including paid medical, dental, vision and life insurance; paid vacation and sick leave; ten paid holidays; educational programs and tuition authorization; Public Employee Retirement Systems (PERS). Applications accepted until position is filled. Send resume and cover letter referencing position #8087 to: WOSU Stations, Human Resources/BRDCAB, 2400 Olentangy River Road, Columbus, Ohio 43210. The Ohio State University is an Equal Opportunity, Affirmative Action Employer. Women, minorities, Vietnam-era veterans, disabled veterans and individuals with disabilities are encouraged to apply.

Weather Anchor: We're a Top 25 market station searching the haystack for that special needle: A person who has fun delivering an accurate weather forecast. If you're a weather anchor (who's been forecasting for at least two years) and want a new place to perform, send your resume and non-returnable tape to Box 01569.EOE.

News Director: Clear Channel's WXXA-TV, Albany's FOX affiliate, seeks dynamic, aggressive, innovative News Director to lead expansion of successful news operation into new dayparts. Position requires 5+ years senior news management experience plus ability to oversee personnel, financial and day-to-day operations. If you welcome challenges and want to join one of broadcasting's top station groups, send resume and non-returnable VHS tape of your news product to: General Manager, WXXA-TV, 28 Corporate Circle, Albany, NY 12203. No phone calls, please. EOE.

Executive Producer: Telemundo O&O in Los Angeles is looking for an *Executive Producer* who is ready to take on the challenge of leading our newscasts to new heights. The ideal candidate should have a minimum 3 to 5 years producing experience for a large market newsroom, and must be fluent in both the English and Spanish languages. The candidate must possess superb news judgement and be able to manage and inspire a diverse staff. We're looking for a creative producer who has the ability to take advantage of compelling video or stories. The candidate should possess working knowledge of state and community issues in Southern California. Submit resume to: KVEA-52, Attn: Human Resources Dept., 1139 Grand Central Ave., Glendale, CA 91201. Or fax to 818-502-5864. EOE. No phone calls please.

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

HELP WANTED CREATIVE SERVICES

FOX BROADCASTING COMPANY

ART DIRECTOR PRINT ADVERTISING

Fox Broadcasting Company is seeking a bright, motivated individual to be responsible for designing and creating print advertising materials for Fox Television shows and the Fox world website. This includes logo development, photoshoot ideas, concept development, ad design and art finishing.

Must be an experienced B/W and color computer retoucher; have an excellent portfolio and resume; experience in Freehand, Photoshop, Illustrator, Quark, System 7 for Mac; Mac-based software knowledge; ability to prioritize and handle multiple tasks; excellent verbal and written communication skills; and be detail-oriented. Broadcast or related graphic design experience a plus.

We offer challenging career opportunities, competitive salaries and excellent benefits. For immediate consideration, please send resume and salary history to: Fox Broadcasting Company, Personnel Dept. MA-699PA, P.O. Box 900, Beverly Hills, CA 90213. We are an Affirmative Action/Equal Opportunity Employer.

HELP WANTED
FINANCIAL & ACCOUNTING

CHIEF FINANCIAL OFFICER

CFO position for newly created medium-small market TV group. **GOCOM** and **GRAPEVINE** are merging their 17 stations. Successful candidate must have substantial experience as CFO. Strong combination of operational, financial, legal, and negotiating skills required. This Charlotte, NC based position will offer a competitive salary, co-investment opportunity, and a very attractive equity growth promote plan. Immediate opening. Applicants should forward resume in confidence to:

gocom
COMMUNICATIONS

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EOE

HELP WANTED RESEARCH

Director of Research: Katz Media, the premier media rep firm, has an immediate opening for a Director of Research in our television group. This individual will be responsible for overseeing all sales research functions in a fast-paced, deadline-oriented department. Strong managerial experience is essential. Position requires extensive agency/client contact, sharp presentation skills, provide strategic sales support and training, and ability to negotiate contracts with vendors. We are looking for a forward thinker who can contribute innovative ideas to enhance the selling process in an increasingly competitive environment. The ideal candidate will have 5+ years experience with research/marketing and managerial experience. A thorough knowledge of all major data sources, such as Nielsen, Donovan, Scarborough, etc. is needed. Please send cover letter with resume and salary requirements to: Katz Media Group, HR Department, 125 West 55th Street, New York, NY 10019.

HELP WANTED MANAGEMENT

WIAT-TV - A Media General Station is looking for a *General Sales Manager*. WIAT-TV is a CBS affiliate in the 39th market. Candidate must have a take charge attitude, previous television sales management experience with a proven track record in new business development, sales promotions and special events. College degree and rep. experience preferred. Must be organized, possess leadership and people skills and have the ability to train others. Please send your resume, references and salary requirements to: Human Resources, WIAT-TV, PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F; drug screening.

CREATIVE SERVICES WRITER/PRODUCER

NEW MEXICO'S #1 TV STATION is searching for an experienced **Writer/Producer** to join its award-winning Creative Services Department. If you excel at news promotion and would love to live in the Great Southwest, this could be your opportunity to become part of the country's fastest growing broadcast group. This position will create daily topicals for the market's dominant news operation and will work on other projects as needed. You must know how to target your audience and produce attention-getting spots under tight deadlines. Outstanding writing/production skills, enthusiasm and the ability to work well in the hectic pace of a newsroom is essential. Non-linear editing experience a plus. Send tape, resume and salary requirements to:

Yvette Perez

KQAT Creative Services Director

3801 Carlisle Blvd. N.E.

Albuquerque, NM 87107

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****News 9** Design Director:** One of the 3 top rated CBS affiliates in the Country, seeks a highly creative design director to join an award-winning marketing and Creative Services team. This Oklahoma City Station is a legendary news leader and is locally owned and operated. Applicants should have at least 3 years supervisory experience at a news-oriented station. Must have strong design skills, team spirit and a working knowledge of Pinnacle Stillstore, Photoshop, Illustrator, Aftereffects, Electric Image, Lightwave or other comparable software applications. Send reel and resume to: KWTV, News 9, Attn: Vikki Blair Adkins, 7401 N. Kelley, Oklahoma City, OK 73111. EOE-M/F.

Broadcast Graphic Designer: WOOD TV8 seeking ideal candidate who will have design background with experience in video or broadcast television. Mac Photoshop, Illustrator experience required. Second shift position with some overtime. Must be able to work in busy news environment under tight deadlines. Send your resume and non-returnable tape to: Art Director, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. No phone calls please. WOOD TV is an EOE.

HELP WANTED PRODUCTION

Two Production Managers needed by leading Christian broadcasting Network. Able to do: live and tape, studio and remote, from pre to post production. Send resume and tape to: Tri-State Christian TV, Inc., PO Box 1010, Marion, IL 62959. An EEO employer.

Production Assistant: WOTV/ABC41 has an opportunity for a part-time production assistant. Live studio experience with cameras, lighting and teleprompter a big plus. Broadcast degree preferred. Computer skills, schedule flexibility and reliable transportation a must. Send your resume to: Patrick Linehan, Production Manager, WOTV/ABC 41, 120 College Avenue, SE, Grand Rapids, MI 49503. No phone calls please. WOTV is an Equal Opportunity Employer.

HELP WANTED PROGRAMMING

Talk Show and Special Projects Producer: One of America's most ambitious local cable news channels, PCNC, seeks a talented Producer for our Prime Time Nightly General Topic Talk Show and Nightly Sports Talk Show. Our prime time show is guest and talent driven, deals with issues of the day and tends to be a bit irreverent. Our Sports talk show is guest and call-in oriented. The successful candidate will produce Special Events from the studio and remote locations. Creativity, negotiating skills are among the key attributes the successful applicant should have 3-5 years producing experience preferred. PCNC is the sister station to Pittsburgh's NBC WPXI-TV. Send cover letter, resume and tapes to: Mark Barash, Station Manager, PCNC, 11 TV Hill, Pittsburgh, PA 15214. EOE.

INTERNET SERVICES

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-PARROTC

CABLE

HELP WANTED NEWS

Regional News Channel

Ready to run your own show? Large, progressive MSO wants to push the envelope with an innovative, local, 24-hour all-news channel, and is seeking a news director to begin planning the operation. The ideal candidate will possess a minimum four years' meaningful experience in directing the news operation of a regional or local cable all-news channel, understand the need to produce a quality product within strict budgetary constraints, like the excitement of a start-up operation against high odds, and be aggressive and not afraid to try new ideas. EEO/MF. Send resume to:

Blade Communications,
PO Box 14661, Toledo, OH 43614.

HELP WANTED RESEARCH

RESEARCH DIRECTOR

Discovery Communications, Inc., has an immediate opportunity for a Research Director in its Bethesda, MD headquarters who will lead a team which analyzes Nielsen audience information to help scheduling and promotion strategies for TLC (The Learning Channel) and the Travel Channel. Other responsibilities include monitoring audience estimates.

Qualified individuals should have five years experience with national Nielsen audience data and possess strong verbal and written communication skills. In addition, applicants should be proficient in Microsoft Windows, Word, Excel and PowerPoint.

Please send resume and salary requirements to:

Discovery Communications, Inc.
Attn: Lisa Huntley
7700 Wisconsin Avenue
Bethesda, MD 20814
NO PHONE CALLS PLEASE. EOE



HELP WANTED PRODUCTION

Freelance producers, segment producers and associate producers, wanted for weekly, national magazine show. Send non-returnable VHS tape and resume to: Carmen Lopez Productions, 22 Pleasant Place, Tuckahoe, NY 10707.

HELP WANTED MARKETING



**Director, Field Marketing & Special Events
Affiliate Sales and Marketing
Discovery Networks, US
Bethesda, MD**

Senior-level marketing professional charged with leading team responsible for the strategic development and execution of all national affiliate co-branded events and field marketing campaigns. Full range of project & budget oversight encompasses strategy development to execution: creating & managing market-specific implementation directives, training and sell-in by field marketing staff, on-site management/quality control & design of affiliate co-branding strategies. Priorities include, but are not limited to, direction of national affiliate mobile marketing tours, affiliate talent relations and all local market promotions tied to national programming initiatives. Lead & develop Field Marketing & Special Events team; collaborate with sales force and other internal business units to facilitate collateral production; oversee media placement; and manage all event logistics. Reports to V.P. of Distribution & Marketing Strategy, Affiliate Sales & Marketing.

Position requires approximately 7-10 years' event planning/management experience. Demonstrated success in the initiation, development and implementation of national and local event marketing campaigns, with emphasis on partnership integration. Strong oral & written communication skills with demonstrated competency in public speaking; understanding of cable marketplace dynamics a plus; true team player comfortable with fast-paced environment. Candidate must have previous personnel management experience with direct accountability for coaching & developing staff/direct reports. Must have strong facility with budget planning & management process. 4-year college degree required. Approx. 20% to 30% travel required (includes weekends).

Please submit your resume and salary requirements to:

Discovery Communications Inc.
Human Resources
ATTN: AS/DFM
7700 Wisconsin Ave.
Bethesda, MD 20814
NO PHONE CALLS.
EOE.

HELP WANTED RESEARCH



Experienced Senior Research

Analyst Wanted: Excellent opportunity to become part of an exciting fast paced multi-network program research department. Ideal candidate will be a motivated team player able to multitask in a fast paced environment with 1-3 years research experience at a station, syndicator, MSO, ad agency or network with excellent written and oral communication skills. Cable/kid knowledge a plus. Must be proficient in SNAP, WRAP, Nielsen software applications, Word, Excel and Powerpoint. *Please fax resume & salary History to (310) 235-5898*

RESEARCH

HELP WANTED SALES

Local Sales Manager: Cox CableRep is seeking a results-driven LSM. Minimum 3 years proven sales success, (preferably in media sales), and at least two years sales management preferred. Send Resume to CableRep, 22 South Fairview Ave., Santa Barbara, CA 93117. EOE. No phone calls please.

CREATIVE SERVICES

Design Director: New England Cable News, the nation's largest regional news channel, has an opening for a Design Director. This top-notch applicant must have experience with Quantel, Macintosh (Adobe After Effects, Illustrator, Photo Shop, Quark Express) and Chyron as well as a thorough understanding of non-linear and analog post-production systems. Will work closely with Creative Services Mgr. in creating and overseeing all on-air, print and web graphics. Great opportunity for a senior level designer to make their mark in the 6th largest market in the country. 3-5 yrs news and promotion graphics experience required, degree in design preferred. If you possess excellent visual and graphic design skills, have extensive knowledge of computer animation and visual effects and have the ability to motivate and supervise other designers, then send your resume to: Creative Services Mgr., NECN, 160 Wells Ave., Newton, MA 02459. Fax: 617-630-5057; Email: DONDO@NECNEWS.COM EOE.

ALLIED FIELDS

HELP WANTED TECHNICAL

THOMCAST Communications, Inc. is a new company formed from the merger of COMARK Communications, Inc. and COMWAVE also known as Communications Microwave Corporation, Inc. COMARK, is an Emmy award winner and a leading supplier of high power UHF and VHF television transmitters, for both analog and digital applications. COMARK provides broadcasters with Complete Digital Solutions through its CDS unit which specializes in consulting, project management, systems design and integration, and products for digital broadcasting. COMWAVE is the worldwide MMDS market leader for analog, digital, and symmetrical 2-way voice/data applications, and the pioneer of multi-channel television transmission technology and systems. Thomcast Communications, Inc. has the following career opportunity with its CDS unit in Alexandria, VA:

Sales Engineer

This qualified candidate will provide technical support to all sales and marketing efforts within Thomcast-CDS. This includes interfacing with the engineering department to provide technical input on equipment and services proposals; Providing technical input for all types of marketing materials, including brochures, presentations, catalogs, and other promotional efforts; Working with CDS to support Thomcast-Comark Regional Sales Managers; Leading and/or supporting CDS efforts at major trade shows, including NAB; Working with equipment providers and vendors to establish costs and pricing. Qualified candidates will possess experience in broadcast television, extensive public speaking and presentation skills, excellent written communication skills and a college degree in Electrical or Broadcast Engineering.

If you are interested in this challenging and rewarding position with a rapidly growing organization, forward your resume, including salary requirements, to:

**Human Resources
Comark Division
Thomcast Communications, Inc.
104 Feeding Hills Road
Southwick, MA 01077
E-mail: hrmanager@thomcastcom.com**



Thomcast Communications, Inc.

EOE

HELP WANTED INSTRUCTION

Department Chair Media Production: Wanted for September 1999. Duties: Teach undergraduate media production, video and audio courses as well as senior production. Candidates should possess the following skills and abilities: recruitment of faculty and students, assist in marketing, program planning, advise students, evaluate faculty and students, prepare budgets and curriculum, and willingness to work with other program chairs in related activities. Candidates should also engage in scholarly pursuits and participation in appropriate professional organizations. Qualifications: Masters degree in related media production field required, Ph.D. preferred. Strong knowledge of television and broadcast production, a must. Related computer skills required. Must be a forward thinker with the ability to guide and move the program well into the 21st century. Ability to integrate new technologies into the program and classroom is essential. EOE. Application Procedure: Send letter of application, resume, transcript, sample of work (VHS preferred) by August 18, 1999 to Academic Affairs Search Committee, American InterContinental University, 3330 Peachtree Rd. NE, Suite 500, Atlanta, GA 30326. The American InterContinental University is a global university with locations in London, Dubai, Los Angeles and Atlanta. (For more information see www.aiuniv.edu) No calls.

George Mason University - Asst. Professor Telecommunications: This is a tenure track appointment. Ph.D. in telecommunications or related field and a scholarly record is desired. Teach graduate and undergraduate courses in telecommunications management, telecommunications technologies, and area of expertise. Record of external funding desired. Salary competitive and commensurate with qualifications and experience. Position to begin August 1999. Final selectee will need to provide an official academic transcript. Review of applications to begin on July 12, 1999 and continue until position is filled. Send cover letter, vita, and the name, address and telephone number of three references to: Dr. Michael R. Kelley, MSN 1D2, George Mason University, Fairfax, Virginia 220-30-4444. AA/EEO.

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

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FOR SALE STATIONS

MidWest Combo near St.Louis,
KHAD-AM & KDJR-FM, 573-449-3883.

Central Florida: Attractive fulltime AM in rapidly growing area, close to major tourist attractions. Includes real estate. Mayo Communications, 813-971-2061.

RADIO STATIONS FOR SALE
Suburban Chicago AM station, \$5.0M.
Suburban Philadelphia
AM station, \$2.0M.
Call Media Services Group at
(415) 289-3790.

W08CM TV-8 Rockford, IL., 24-hr. low power television station (#2 TV ADI in IL) to be sold at Absolute Auction regardless of price, July 28, 1999, at 1:00PM. For bid and disclosure information contact Ted Curcuro, CAI, Auctioneer, (815) 777-1776 or 777-0075. Details at: www.oldnorthwestlandco.com

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Aug. 31-Sept. 3—*National Association of Broadcasters* Radio Show. Orlando Hilton Hotel, Orlando, Fla. Contact: (202) 775-3527.

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

Sept. 29-Oct. 2—*Radio-Television News Directors Association* Conference and Exhibition. Charlotte Convention Center, Charlotte, N. C. Contact: Rick Osmanski (202) 467-5200.

Oct. 12-14—*Mid-America Cable Telecommunications Association* Mid-America Show. Overland Park International Trade Center, Overland Park, Kan. Contact: Patty O'Connor, (785) 841-9241.

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 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—*SMPTÉ '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 23-25—*Radio-Television News Directors Foundation* Gearing up for the 2000 Elections Workshop. Chicago. Contact: Avni Patel, (202) 467-5215.

July 24—*Television News Center* Anchor Training. Reuters TV, Washington. Contact: Herb Brubaker, (301) 340-6160.

July 24-27—*National Association of Broadcasters* Executive Development Seminar for Radio Broadcasters. Georgetown University, Washington. Contact: Chris Suever, (202) 775-3511.

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.

Aug. 25-27—*National Association of Broadcasters/ Latin America* Annual Conference. Delano Hotel, Miami Beach, Fla. Contact: (202) 775-3527.

Aug. 31-Sept. 3—*National Association of Broadcasters* Radio Show. Orlando Hilton Hotel, Orlando, Fla. Contact: (202) 775-3527.

SEPTEMBER

Sept. 8-10—*Women in Cable and Telecommunications* Executive Development Seminar. Hilton Hotel, Lovelan, Colo. Contact: Pamela Williams, (312) 634-2330.

Sept. 9-12—*Michigan Association of Broadcasters* Annual Conference. Mackinac Island Hotel, Mackinac Island, Mich. Contact: Mike Steger, (517) 484-7444.

Sept. 10-14—*International Broadcasting Convention* Annual Conference. Savoy House, Amsterdam, Netherlands. Contact: Hilary Robinson, 44-171-240-3839.

Sept. 15-18—*Radio-Television News Directors Association* international conference and exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: Rick Osmanski, (202) 467-5200.

Sept. 20-23—*National Association of Broadcasters* TV Hundred Plus Conference. Marriott Hotel, Nashville. Contact: Mike Steger, (202) 775-3527.

Sept. 16—SkyFORUMXII, direct-to-home satellite TV business symposium presented by the *Satellite Broadcasting and Communications Association*. The Marriott Marquis Hotel, New York. Contact: Carrie Cole, (703) 549-6990.

Sept. 20-Oct. 2—*Radio-Television News Directors Association* International Conference and Exhibition. Charlotte Convention Center, Charlotte, N. C. Contact: Mike Steger, (202) 775-3527.

OCTOBER

Oct. 4-6—*Southern Cable Telecommunications Association* Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Oct. 5-13—*Telecom '99* 8th world telecommunications exposition and forum. PALEXPO, Geneva, Switzerland. Contact: +41 22 730 5111.

Oct. 12-14—*Atlantic Cable Show* East Coast Cable '99. Waterfront Convention Center, Baltimore. Contact: (609) 848-1000.

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

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CHANGING HANDS

The week's tabulation of station sales

COMBOS

KCHJ(AM) Delano/Bakersfield and KWAC(AM)-KIWI(FM) Bakersfield, Calif.

Price: \$6.3 million

Buyer: Lotus Communications Corp., Los Angeles (Howard Kalmenson, principal); also owns 11 AMs and nine FMs

Seller: KMAP Inc., Bakersfield (Edward R. Hopple, president); no other broadcast interests

Facilities: KCHJ: 1010 khz, 5 kw day, 1 kw night; KWAC: 1490 khz, 1 kw; KIWI: 92.1 mhz, 6 kw, ant. 269 ft.

Formats: All Spanish

Broker: Gary Stevens

WMHG(AM), WMRR(FM) and WSHZ(FM) all Muskegon, Mich.

Price: \$2.7 million

Buyer: Connoisseur Communications Partners LP, Westport, Conn. (Jeffrey D. Warsaw, president); owns WMUS-AM-FM Muskegon. Warsaw owns 15 AMs and 23 FMs.

Seller: Goodrich Radio Marketing Inc., Kentwood, Mich. (Robert Emmet Goodrich, president); owns WSNX-FM Muskegon, WXBV(AM) Kentwood, WJNZ(AM) Ada and WODJ(FM) Greenville, all Mich.

Facilities: WMHG: 1600 khz, 5 kw; WMRR: 101.7 mhz, 15 kw, ant. 305 ft.; WSHZ: 107.9 mhz, 15 kw, ant. 348 ft.

Formats: WMHG: MOR; WMRR: classic rock; WSHZ: AC

Broker: Media Venture Partners

KNTI(FM) and 90% of KXBX-AM-FM Lakeport, KQPM(FM) Ukiah, KATA(AM) Arcata, KGOE(AM), KKHB(FM), KRED-FM and KFMI(FM) Eureka, all Calif.

Price: \$1,160,100 (\$1.16 million, for stock, for KNTI and \$100 for 90% of KXBX-AM-FM, KQPM, KATA, KGOE, KKHB, KRED-FM and KFMI)

Buyer: Bicoastal Holdings Co. LLC, Tiburon, Calif. (Kenneth R. Dennis, president/89% owner) owns KISE(FM) Seaside, Calif.

Sellers: KNTI: Excelsior Communications, Lakeport (Kenneth D. Cunningham, president); no other broadcast interests; KXBX-AM-FM, KQPM, KATA, KGOE, KKHB, KRED-FM and KFMI: Kenneth R. Dennis, Tiburon. Dennis is president of the buyer (see above).

Facilities: KNTI: 99.5 mhz, 2.5 kw, ant. 1,920 ft.; KXBX(AM): 1270 khz, 500 w day, 97 w night; KXBX-FM: 98.3 mhz, 3 kw, ant. 300 ft.; KQPM: 105.9 mhz, 2.9 kw, ant. 2,017 ft.; KATA: 1340 khz, 1 kw;

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$0 ■ 0

Combos ■ \$11,160,100 ■ 4

FMs ■ \$8,825,000 ■ 3

AMs ■ \$1,500,000 ■ 1

Total ■ \$21,485,100 ■ 8

SO FAR IN 1999

TVs ■ \$2,052,659,005 ■ 43

Combos ■ \$811,003,702 ■ 78

FMs ■ \$831,293,188 ■ 133

AMs ■ \$112,266,429 ■ 96

Total ■ \$3,807,222,324 ■ 350

KGOE: 1480 KHZ, 5 kw day, 1 kw night; KKHB: 105.5 mhz, 28 kw, ant. 1,588 ft.; KRED-FM: 92.3 mhz, 25 kw, ant. 1,544 ft.; KFMI: 96.3 mhz, 30 kw, ant. 1,580 ft.

Formats: KNTI: AC; KXBX(AM): MOR; KXBX-FM: hot AC; KQPM: country; KATA: pure gold; KGOE: news/talk; KKHB: soft rock; KRED-FM: contemporary country; KFMI: hot AC

Broker: North Country Communications

KALT(AM)-KPYN(FM)

Atlanta/Texarkana, both Texas

Price: \$1 million

Buyer: Dominion Media, Houston (Duane Miller, president); no other broadcast interests

Seller: ARK-LA-TEX Broadcasting, Atlanta/Texarkana (David Wommack, president); no other broadcast interests

Facilities: AM: 1610 khz, 10 kw day, 1 kw night; FM: 100.1 mhz, 50 kw, ant. 492 ft.

Formats: both Southern gospel

Broker: Media Services Group Inc.

FMS

KSYZ-FM Grand Island/Hastings/Kearney, Neb.

Price: \$5.9 million

Buyer: Neuhoff Communications Inc., Springfield, Ill. (Geoff Neuhoff, principal); owns WDAN(AM), WDNL(FM) and WRHK(FM), all Danville, Neb.

Seller: Mid-Nebraska Broadcasting, Grand Island (Dick Chapin, CEO); no other broadcast interests

Facilities: 107.7 mhz, 100 kw, ant. 899 ft.

Format: AC

Broker: Dick Chapin

KBDR(FM) Mirando City, Texas

Price: \$1.675 million for stock

Buyer: Sendero Multimedia Inc., Edinburg, Texas (Alberto A. Munoz II, director/president/owner); owns KSOX(AM) and KILM(FM), both Raymondville, Texas

Seller: Cynthia Alderete Earle, Laredo, Texas; no other broadcast interests

Facilities: 100.5 mhz, 42 kw, ant. 551 ft.

Format: Classic rock

Broker: Barger Broadcast brokerage Ltd.

KFAT(FM) Anchorage, and a construction permit for a new FM in Houston, both Alaska

Price: \$1.25 million

Buyer: New Northwest Broadcasters II Inc., Bellevue, Wash. (Ivan E. Braiker and Michael W. O'Shea, both principals/15.8% owners); owns two AMs and three FMs. O'Shea also owns a percentage of one AM and two FMs through New Century Arizona LP. O'Shea and Braiker also are officers, directors and 50% shareholders of New Northwest Broadcasters Inc. (two AMs and four FMs and are buying KKRO(FM) Anchorage, KQEZ(FM) Houston/Anchorage, KFAR(AM)-KWLF(FM) and KCBF(AM)-KXLR(FM) Fairbanks and KUWL(FM) College/Fairbanks, all Alaska).

Seller: Chester P. Coleman, San Francisco; owns KADX(FM) Houston and KABN(AM) Long Island, both Alaska. Coleman also owns 100% of American Radio Brokers Inc. (KAXX(AM) Eagle River, Alaska) and 50% of Concord Area Broadcasters Inc. (KRHT(AM) Concord, Calif.) and KSLD(AM) and KKIS-FM, both Soldotna, Alaska.

Facilities: 92.9 mhz, 100 kw, ant. 1,269 ft.

Format: Sports

AMS

KBNO(AM) Denver

Price: \$1.5 million

Buyer: KLZ Radio Inc., Blue Bell, Pa. (Donald B. Crawford Jr., president/owner); owns five AMs including KLZ(AM) Denver. Crawford also owns 18 AMs and nine FMs.

Seller: Colorado Communications Corp., Denver (Zee Furrufino, president); no other broadcast interests

Facilities: 1220 khz, 1 kw day, 17 w night

Format: Spanish contemporary

—Compiled by Alisa Holmes

Switching tracks at top speed

What started with a boyhood trip to New York and a tour of NBC studios, turned into a love for the television industry and a broadcast career that has spanned two decades and earned three Emmy Awards.

Charles Jablonski is one of the lucky ones who got to live his childhood dream, serving for six years as vice president of broadcast and network engineering for NBC. Now, with a distinguished career under his belt, he is leaving to pursue a new challenge in data broadcasting.

Starting in mid-July, Jablonski will serve as vice president of network engineering and operations of a new Menlo Park, Calif.-based data broadcast company called Geocast. The company will work with television stations and digital satellite and terrestrial broadcasters to help them maximize their use of the digital broadcast spectrum.

"We believe we found a way to use the digital broadcast spectrum in partnership with various key affiliates and groups to provide broad, media-rich and localized content directly to PCs using the digital, over-the-air spectrum," Jablonski says.

He adds, "There's tremendous opportunity in HD and higher-quality images along with associated data. There's tremendous opportunity for local broadcasters to use (the spectrum), and businesses haven't even begun to think of the possibilities."

The company is funded by three venture capital firms—Institutional Venture Partners; Kleiner, Perkins, Caulfield and Byers, and The Mayfield Fund—and run by venture capitalist Joe Horowitz.

"Most of the Geocast executives are former Internet guys," Jablonski says. "They needed someone who understands how this digital broadcast stuff works, and I figured I've been doing [television engineering] for long enough; it's time for a change."

So when the opportunity arose, Jablonski knew it was the right time to make a fresh start.

"You get to a point where, it's not that things are not challenging, but the challenges get to be very similar, like that movie 'Groundhog Day,'" he says. "Having done three Olympics here at NBC, I could be prepared to do the next five, but it's not anything drastically new for me."

Jablonski's love for the industry began when he was just 6 or 7 years old and his parents took him on a tour of NBC studios.



"It's not that things are not challenging, but the challenges get to be very similar, like that movie 'Groundhog Day.'"

Charles Henry Jablonski

Vice President, Network Engineering and Operations, Geocast, Menlo Park, Calif. (starting mid-July); b. Feb 16, 1956, Detroit; attended Rensselaer Polytechnic Institute, Troy, N.Y.; chief engineer, WTRY-WHSH, Albany-Troy, N.Y., 1975-1976; assistant chief engineer, WMHT(TV) Schenectady, 1976-1981; chief engineer, WNET-TV New York, 1981-1983; at NBC: project manager, broadcast systems engineering, 1983-1984; manager, technical facilities planning, 1984-1985; director, strategic and technical facilities planning, 1985-1987; managing director, engineering, Olympics, 1987-1993; chief engineer, network distribution, 1988-1992; vice president, broadcast and network engineering, 1993-present; m. Ellen Ackerman, 1990

When it came time for college, he studied engineering at Rensselaer Polytechnic Institute in Troy, N.Y., where he served as an engineer for WRPI, the university radio station while working part time at a local radio station. When a local PBS affiliate, WMHT(TV) Schenectady, needed a weekend master control operator, he jumped at the opportunity.

"I got to play with the biggest set of electric trains in the universe," he recalls.

Jablonski's career took off so quickly that he didn't graduate from Rensselaer. He went to work full time for WMHT in 1976 and worked there until 1981 when he went to the Big Apple to work as chief engineer at the PBS affiliate WNET-TV. "I worked a wonderful two years (at WNET-TV) on everything from moving the plant to the Hudson ... to completing the World Trade Center project," he notes.

Then, in 1983, NBC hired him to convert its graphics department to electronic systems.

"When I came to NBC, I didn't know how well I'd do in a large, bureaucratic organization," he says. "I'd only worked for small, not-for-profit organizations, and here I was going to work for the Pentagon of broadcasting."

Obviously he adjusted. By 1988, he was heading engineering for NBC's coverage of the Seoul Olympics, a role he would repeat in the next two Olympics and which would earn him three Emmys.

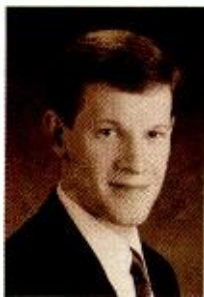
"I've always been blessed not only working in a company where you have tremendous resources and support," he says, "but actually true visionaries."

He's also participated in extracurricular activities including a longtime involvement in the Society of Motion Picture and Television Engineers, of which he is now president. He's also chairman of the Technical Emmy Awards Committee and serves on the board of the National Association of North American Broadcasters. He says it's just his way of giving back to the industry he loves.

Geocast executive John Abel, former president of the NAB, has known Jablonski for more than 10 years. He says Geocast is fortunate to have Jablonski as part of the team not only for his expertise in data broadcasting, but also for his upbeat personality. "His style is one of putting people at ease, making them feel part of the team and making them feel like they're having fun while building something."

—Karen

BROADCAST TV



McClintock

Va., as senior VP, development and corporate relations.



Cardinal

affiliate relations.

Jim Thomas, VP, marketing, Journal Broadcast Group, Milwaukee, named station manager of affiliate WTMJ-TV Milwaukee.

Mark Higgins, general manager, KVWB-TV Las Vegas, joins WOFL-TV Orlando, Fla., in same capacity.

Terry Planell, senior VP, broadcast group, Skyview Media Group, New York, joins GlobeCast America, Miami, as senior VP, sales. She will continue to be based in New York.

John [Name], director, TV operations/programming, WCNY(TV) Syracuse, N.Y., named station manager.

PROGRAMMING

The Walt Disney Co., **Etienne de Villiers**, senior VP, Disney Television International, named president and managing director of Walt Disney International. **John Johnson**, senior VP, Home Entertainment and International, named VP, Buena Vista Home Entertainment, in

America, named president and managing director, Walt Disney International Latin America; **Paul Saleh**, senior VP and treasurer, named senior VP and chief financial officer, Walt Disney International.



Cornish

Entertainment Group, Beverly Hills, Calif., named senior VP.

Nelson Maione, VP and resident controller, Hearst Books/Business Publishing Group, New York, named group finance and administrative officer, Hearst Entertainment & Syndication Group.

Joan Whitehead Evans, VP, business and legal affairs, Studios USA Pictures, Los Angeles, joins LMNO Productions there as VP, business affairs.

JOURNALISM

Bob Henry, senior VP and director of news, KCAL-TV Los Angeles, joins KPHO-TV Phoenix as news director.

Elina Fuhrman, producer/writer, Fox Morning News, Washington, joins CNN International, Atlanta, in same capacity.

Rick Santelli, VP, institutional financial futures and options, Sanwa Futures, New York, joins CNBC, Fort Lee, N.J., as on-air editor.

Claudia Trejos, sports director, KWHY-TV Los Angeles, joins KTLA-TV there as weekend sports anchor/reporter.

Trey Bender, sports reporter, KTAR(AM) Chicago, joins One-on-One Sports there as anchor, *SportsFlash!*

Appointments, WLVI-TV Boston: **Chris Roach**, weekend producer, named weekday producer. He will be succeeded by **Barbara Baranowski**, producer, WVIT-TV West Hartford, Conn.

Allan Koenig, assignment manager, KOTV(TV) Tulsa, Okla., joins WFAA-TV Dallas as dayside assignment editor.

Appointments, NorthWest Cable News, Seattle: **Andrea DeCou**, promotion director, KING-FM Seattle, joins as assignment editor; **Mychal Limric**, production assistant, named associate producer.

Marti Skold, weather manager and weekend meteorologist, WTVJ-TV Miami, joins KCAL-TV Los Angeles as meteorologist.

RADIO

Rick Mack, VP and general manager, WWDC-AM-FM Washington, joins co-owned WFOX-FM Atlanta in same capacity. He will be succeeded by **Mark O'Brien**, VP and general manager, WASH-FM Washington. O'Brien will continue his current duties.

Moon Mullins, owner/operator, First-Track, Nashville, Tenn., joins Journal Broadcast Group, Milwaukee, as director, country programming.

CABLE

Appointments, Fox Sports Television Group, Los Angeles: **David Hill**, chairman and chief executive officer, Fox Broadcasting Co., Los Angeles, joins in same capacity; **Jeff Shell**, executive VP and chief financial officer, Fox Sports Net, named president, Fox Sports Networks.



Kramer



Stevens

Appointments, ESPN, New York: **Spence Kramer**, senior VP and general manager, Grey Entertainment, Los Angeles, joins as director, advertising and program marketing; **Tori Stevens**, project manager and consultant, The Boston Consulting Group, New York, joins as director, ESPN Enterprises and Synergy.

Appointments, Discovery Networks, Latin America/Iberia, Bethesda, Md.: **Berta Aleman**, director of program operations, named director, sales. She is based in Miami. **Ivan Bagueiras**,

manager, ad sales, named director, ad sales, U.S. region. He will also continue his current duties and is based in Miami. **Ricardo Green**, marketing manager, Multicanal S.A., Buenos Aires, Argentina, joins as regional manager, affiliate sales and relations, Southern cone. He will continue to be based in Buenos Aires.

Appointments, Discovery Communications, Bethesda, Md.: **Donald Wear Jr.**, president, Discovery Networks International, named president, international policy. He will be succeeded by **Dawn McCall**, senior VP and general manager, Discovery Networks, Latin/Iberia.



Eric Lynge, regional director, advertising sales, Discovery Networks, Asia, Bethesda, Md., named VP.

Chris Sloan, VP, USA Broadcasting, Miami, named senior VP/creative direc-

Lynge

tor, promotions.

Scot McBride, VP, finance, MTV Networks Latinoamerica, Miami, named chief financial officer.



Appointments, Turner Network Sales, Atlanta: **Coleman Breland**, senior VP, Turner Home Satellite, named senior VP, marketing, for TNS and THS; **Douglas Lindauer**, director, Northeast region,

Lindauer

named VP.

Mark Solow, director, affiliate relations, Southwest region, Fox Family Channel, Dallas, joins The Inspirational Network, Charlotte, N.C., as director, market development. He will continue to be based in Dallas.

Lisa Atkinson, manager, public relations, TBS Superstation, West Coast, Los Angeles, named director, West Coast publicity.

Montie Pace, director, business operations, Cox Communications, Oklahoma City, named VP, business operations, New England operations.

ADVERTISING/MARKETING/ PUBLIC RELATIONS



Baylis

Tony Baylis, president and chief operating officer, Balmur Entertainment, Toronto, named chief executive officer.

Appointments, Creative Marketing Alliance, Princeton Junction, N.J.: **Brad**

Schmitt, president, Gar Schmitt Associates, Cedar Grove, N.J., joins as director, public relations; **Sharon Rand Politz**, account management, Weightman Group, Philadelphia, joins as assistant account executive.

TECHNOLOGY

Michael Eckert, chief executive officer, The Weather Channel, Atlanta, joins Video Networks Inc. there in same capacity. VNI provides comprehensive, integrated media management solutions.

Peter Stromquist, VP/general manager, Europe Development International, Hong Kong, joins Webchoice there as chief executive officer.

Jim Tassej, sales and marketing manager, EVI Audio, Buchanan, Mich., named national sales manager, professional sound reinforcement.

Tom Eddy, regional general manager, Cellular One/Price Communications Wireless, Savannah, Ga., joins Tritel Communications, a wireless telephone provider, Chattanooga, Tenn., as assistant VP/general manager.

Appointments, human resources, Williams, Tulsa, Okla.: **Michael Johnson**, VP, named senior VP; **William Burton**, VP, Williams Gas Pipeline, Houston, named senior VP; **Gerald Carson**, VP, Williams Communications Group, named senior VP; **Robyn Ewing**, VP, Williams Energy Services, named senior VP.

Ellen Weinstein, senior VP, marketing, DARE LLP, Columbine, Colo., named e-commerce initiatives director for parent company Columbine JDS Systems.

Appointments, Broadcast Video Inc., a post-production company, Miami: **Byron Cameron**, director, sales and marketing, Deep Blue Sea, Miami, joins as sales manager; **Lizette Sikes**, corporate

accounts manager, named sales manager.

Carol Lisciandro, director, special events and operations, ABC Cable & International Broadcast, New York, joins Audio Plus Video International, Northvale, N.J., as account representative.

Tom Becherer, account executive and sales manager, Conus Communications, a media partnership that provides television production and transmission services to broadcasters, Minneapolis, named general manager, Conus News Service.

INTERNET

Ben Mendelson, Internet development consultant, joins William Direct, Santa Monica, Calif., as head, Internet department.



Luskin

Dr. Bernard Luskin, chief executive officer, Jones Interactive, Denver, joins Global Learning Systems, which offers Internet and Web-centric distributed learning options, Tysons Corner, Va., as president and co-

CEO. He will be based in Los Angeles.

ASSOCIATIONS/FIRMS

Mark Piesanen, producer, *The News with Brian Williams*, MSNBC, Secaucus, N.J., joins Arthur Andersen, New York, as manager, business consulting.

Doug Sallows, general sales manager, Dallas office, National Cable Communications, New York, named VP, Southern region. He will continue to be based in Dallas.

Stephen Mahedy, analyst, IPC Information Systems, New York, joins Salomon Smith Barney there as analyst, U.S. equity research department

E. Ashton Johnston, associate, Paul, Hastings, Janofsky & Walker, Washington, joins Piper & Marbury the counsel.

SATELLITE/WIRELES

Rick Westerman, treasurer and director, finance, Echostar Commu Corp., Englewood, Colo., joined GlobalCom, Denver, as chief officer.

—Compiled by M^{rs}.stein
mreinstei@

**EchoStar Communica-
tions Corp. last week
officially closed on its
\$1.2 billion purchase of
News Corp./MCI World-
Com's satellite assets.**

For 8.6 million shares of EchoStar Class A stock, News Corp. and MCI WorldCom sold EchoStar an FCC license to operate a satellite at 110 degrees west longitude and two high-power, Loral-built satellites. News Corp. and MCI WorldCom purchased the direct broadcast satellite license from the FCC in 1996 for \$682.5 million. The FCC last month cleared the transfer of that license to EchoStar. EchoStar plans to launch the two satellites into the 110 slot late this summer and fall. Once those satellites are up, EchoStar will have a total of 50 high-power frequencies on which to offer video and audio programming.

**The four broadcast
networks last week**

**agreed with DirectTV,
PrimeTime24 and C-
Band companies to
delay through July 30
cutoffs of distant net-
work signals for sub-
scribers who can
receive a strong local
broadcast signal over
the air.**

The networks and satellite carriers agreed in March to cut off those signals by the end of this month after a federal district court in Miami last summer ruled it illegal to offer out-of-market network feeds to satellite TV customers who can receive their local TV signals over the air using a rooftop antenna. A broadcast source said stations wanted more time to make sure they had processed all waiver requests after a software glitch slowed their efforts. Bob Marsocci, spokesman for DirecTV, said some satellite customers who live within the main broadcast signal—the so-called Grade A contour—already have been turned off and will not be turned back on.

**There is more high-
quality children's pro-
gramming on TV this
year than last year,**

according to a study by the Annenberg Public Policy Center of the University of Pennsylvania, released last week. There are 12% more shows for kids on TV in 1999 than there were in 1998, and those programs are of a higher quality, the study showed. Still, parents and kids surveyed said they were disappointed with what they see on TV. Only 14% of parents and 25% of kids said they viewed kids TV positively. The study also found that all the broadcast stations are airing three hours of kids programming per week, in accordance with FCC rules, although one in five of these programs were found to have little or no educational value. Kids are spending 3.25 hours per day watching a TV show or video on average and almost half have TV sets in their bedrooms.

Annenberg surveyed 1,269 parents and 303 children between April 20 and May 18, 1999.

**The House last week
selected its conferees
for a House-Senate
conference on satellite
TV reform legislation.**

Members from the House Judiciary Committee include Reps. Henry Hyde (R-Ill.), John Conyers (D-Mich.), Howard Coble (R-N.C.), Howard Berman (D-Calif.) and Bob Goodlatte (R-Va.). Commerce Committee members are Reps. Tom Bliley (R-Va.), John Dingell (D-Mich.), Billy Tauzin (R-La.), Ed Markey (D-Mass.) and Michael Oxley (R-Ohio). Rep. Rick Boucher (D-Va.) will substitute for Markey when the conference addresses issues concerning rural markets. The Senate chose its conference members earlier this month.

**AM stations that use
directional antennas
may soon have an easi-
er time testing whether
their signals cause
interference problems.**

The FCC has proposed cutting the number of signal measurements a station is required to take during "full proof" measurements from 240 to 90. For the more lenient "partial proof" tests, the number of measurements would be cut from 80 to 48. The commission also wants to reduce other antenna-monitoring requirements. Roughly 1900, or 40%, of all AM stations use directional antennas. The agency did, however, refuse industry requests to eliminate all performance proofs in favor of computer modeling.

**Paul W. Fiddick, former
president of Heritage
Media Corp.'s radio**

Court blasts ABC's hidden cameras



California's highest court last week held that ABC *PrimeTime Live's* use of hidden cameras violated the privacy rights of a telephone hotline psychic during an undercover report.

The unanimous ruling held that reporter Stacy Lescht violated the rights of Mark Sanders in 1992 when she secretly videotaped two conversations with him while on

undercover. Lescht had gone undercover when she answered an ad to work for the psychic service. A few seconds of the conversations ended up on her report.

Sanders sued and won a \$1.2 million judgment, which was later overturned on appeal. That appeals court decision said Sanders did not have a reasonable expectation of privacy because others could hear conversations in his cubicle. The California State Supreme Court disagreed. "The possibility of being overheard by co-workers does not, as a matter of law, render unreasonable an employee's expectation that a reporter will not secretly tape their actions in a nonpublic workplace. The court's decision last week will not automatically reinstate Sanders' award, and the case will be sent back to the appeals court for action on several issues.

The court's opinion, written by Justice Kathryn Mickle Werdegar, said that news organizations may defend secret recordings by proving that they were necessary to investigate a crime, or if the workplace where the tape is made is open to the public.

The court suggested it may appeal. "We're very disappointed with this opinion, which appears to protect the First Amendment doesn't protect journalists to the same extent that it protects members of the public," the network said in a statement — Dan Trigoboff

group and most recently interim president of Motorola's RadioWave.com Inc., has been named by President Clinton to serve as assistant secretary of administration at the U.S. Department of Agriculture. Fiddick co-founded Heritage, which was sold to Sinclair Broadcast Group Inc. in July 1997. He also has served as president of radio at Multimedia Inc.

The 11 media outlets fighting prosecutors seeking unaired video and unpublished photos of the riot that followed Michigan State's loss in the NCAA basketball tournament in March won another round last week.

Although the state's Supreme Court in an earlier ruling on the subject has suggested prosecutors use the state's investigative subpoena, Circuit Court Judge Lawrence Glazer said he hadn't changed his mind that journalists are exempted from such subpoenas. Glazer has said prosecutors may try other types of subpoenas. The embattled outlets include television stations WJBK(TV), WKBD(TV) and WXYZ-TV Detroit, WJRT-TV in Flint, WILX-TV Onondaga, WLNS-TV Lansing, WWMT(TV) Kalamazoo and WZZM-TV Grand Rapids. Prosecutors have charged more than 100 people for the East Lansing disturbance, which caused nearly a quarter of a million dollars in damage.

Ratings for the NBA finals on NBC through

the first four games were off from last year's record pace.

NBC posted an 11.3 rating and a 21 share for the San Antonio Spurs-New York Knicks series, against the four-game finals record average of a 17.5 rating and a 31 share for the Chicago Bulls-Utah Jazz series. That series was the swan song for Chicago's Michael Jordan.

Sunbeam TV stations wsvn(tv) Miami and WHD(tv) Boston have canceled their contracts with Nielsen Media Research,

complaining that Nielsen's meter placement favors Spanish-language stations like Univision's WLTV—now No. 1 in South Florida Nielsens—at the expense of wsvn. In a letter to Nielsen sent last week, wsvn General Manager Robert Leider said that the South Florida sample fails to fully acknowledge the households that are bilingual and bicultural by counting exclusively Spanish speaking households. "The understated viewership of wsvn that results from Nielsen's flawed technology represents an enormous financial loss to Sunbeam Television. Until corrective measures are taken, we will not continue to finance a deficient measurement service." Leider says the problem has existed since 1994, when Nielsen began using 182 meters in South Florida to chart both Spanish and English language viewership. Sources say other English-language stations

in South Florida are considering exits from Nielsen as well, but it's more difficult for larger station groups to end relationships with Nielsen than for a group with fewer stations, like Sunbeam. Nielsen could not be reached for comment, but has defended its procedures previously.

Liberate Technologies will integrate RealNetworks' RealPlayer G2 into Liberate's software, which will enable Net access via TV set-tops and PC devices. The strategic partnership between Real and Liberate, a unit of Oracle Corp. formerly called Network Computer Inc., advances the already ubiquitous profile of the RealPlayer streaming technology. Liberate's investors include Comcast, Cox Communications and Rogers Communications.

Negotiations are in the works to launch the new ladies professional wrestling organization on television in the first quarter of 2000, according to a WOW spokesman.

Founder David McLane is shopping for a syndicator for his divas, including GI Joan, Hammerin' Heather Steele and Bronco Billie. McLane intends to take the venture into pay per view after establishing it as a weekly program, much like the current World Wrestling Federation on USA Networks and the World Championship Wrestling on Turner Network Television. WOW is McLane's second venture involving sweaty,

brawny, testosterone-exuding women. He created GLOW-Gorgeous Ladies of Wrestling—nearly 15 years ago, but it never caught fire, so McLane sold it to a pair of business partners. His other endeavors include founding the organization that became Roller Hockey International and launching the Pro Beach Hockey series on ESPN.

America Online and 3Com are collaborating on a project that will give AOL members e-mail access via Palm pilots. 3Com will bundle AOL software for certain Palm pilot models so AOL users can send and receive e-mail. The companies estimate there are 20 million Palm users who are also AOL members.

KSL-TV, the NBC affiliate and Bonneville-owned station in Salt Lake City, is buying a Comark Advantage digital transmitter to launch its DTV operations this November. According to KSL-TV Vice President of Engineering Greg James, one of the big selling points of the Comark Advantage is its ability to be networked from a remote site. That was essential for KSL-TV, which is one of eight Salt Lake stations which have joined to build a community DTV tower on the outskirts of Salt Lake City. The "DTV Utah" tower will be located at 9,000 feet Farnsworth Peak in the Oquirrh Mountains.

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Incorporating The Fifth Estate TELEVISION Broad

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Let's take the long view

The tug and pull now threatening to sunder the National Association of Broadcasters is not about that organization at all. It's about being on the right side of history. That's a far more important issue, and one that will haunt the broadcasting industry for years to come. Or until history delivers its own verdict.

The issue for networks is to shift margins in their favor. Typically, only one network operates in the black each year, while all the others are in the red. Each of the top 10 cable networks makes more profit than the four largest broadcast networks combined. Talk about being behind the curve.

Moreover, each of the major networks pays out some \$200 million in compensation to its affiliates. Without that payout, all the networks would be profitable. From the affiliate point of view, compensation goes straight to the bottom line. Having been the historic beneficiaries of this bonanza, the stations are reluctant to give it up. Something has to give.

Then there's the matter of the TV ownership cap, which now stands between the networks and their ambitions to extend their reach into the far more profitable station business. With an ownership level of 34.5%, against the cap of 35%, Fox has the least room to maneuver. The others are in shooting distance of the cap and are equally determined to see it raised. The affiliates, on the other hand, won't give an inch, or a percentage. The NAB finessed this issue for some time, trying to strike a position of Swiss neutrality, until a TV Board vote last year forced its hand.

So where is history? It's not on the side of internecine warfare. It's the National Association of *Broadcasters*, after all, not the National Association of *Stations*, or the National Association of *Networks*. It's a cliché to say that a house divided cannot stand, but it's still true.

History is on the side of tomorrow, not of yesterday. Today's broadcasters are fighting over the spoils of an ana-

log universe that is destined to disappear, while the new name of the game is digital. The interplay of distribution systems in a digital universe will boggle the mind, and make the current disputes look like child's play.

We think broadcasters are best advised to stick together, and to keep their eye on market share, not margins. It's folly to argue over which end of the boat is sinking.

Class act

It's hard to tell whether the U.S. broadcasting industry at large or the National Association of Broadcasters in particular was the greater beneficiary of last Monday's "Celebration of Service to America" in Washington. It's clear that the evening was a triumph, whether saluting radio stations for tornado warnings or Don Imus for his children's ranch or former First Lady Nancy Reagan for her efforts against drug abuse and Alzheimer's.

The substance has been there all along. Commercial radio and television have been performing these and similar services for their audiences since KDKA was a pup. Indeed, there have been broadcast award ceremonies by the hundreds over the years, making much ado about the same types of service as those honored last week. The difference was in the setting, the ceremony and the dramatis personae. And, perhaps, in the inspiration, which was largely that of NAB's Chuck Sherman, president of the association's educational foundation.

If there were anything disappointing about "Service to America" it was that so few from Congress managed to attend. Many in that body have denigrated the good that radio and television do because, at the same time, they make money. That is, of course, the way it is and is supposed to be in the American System of Broadcasting, as our founders described it. This fine exercise might not have convinced them, but it may have given them pause.

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