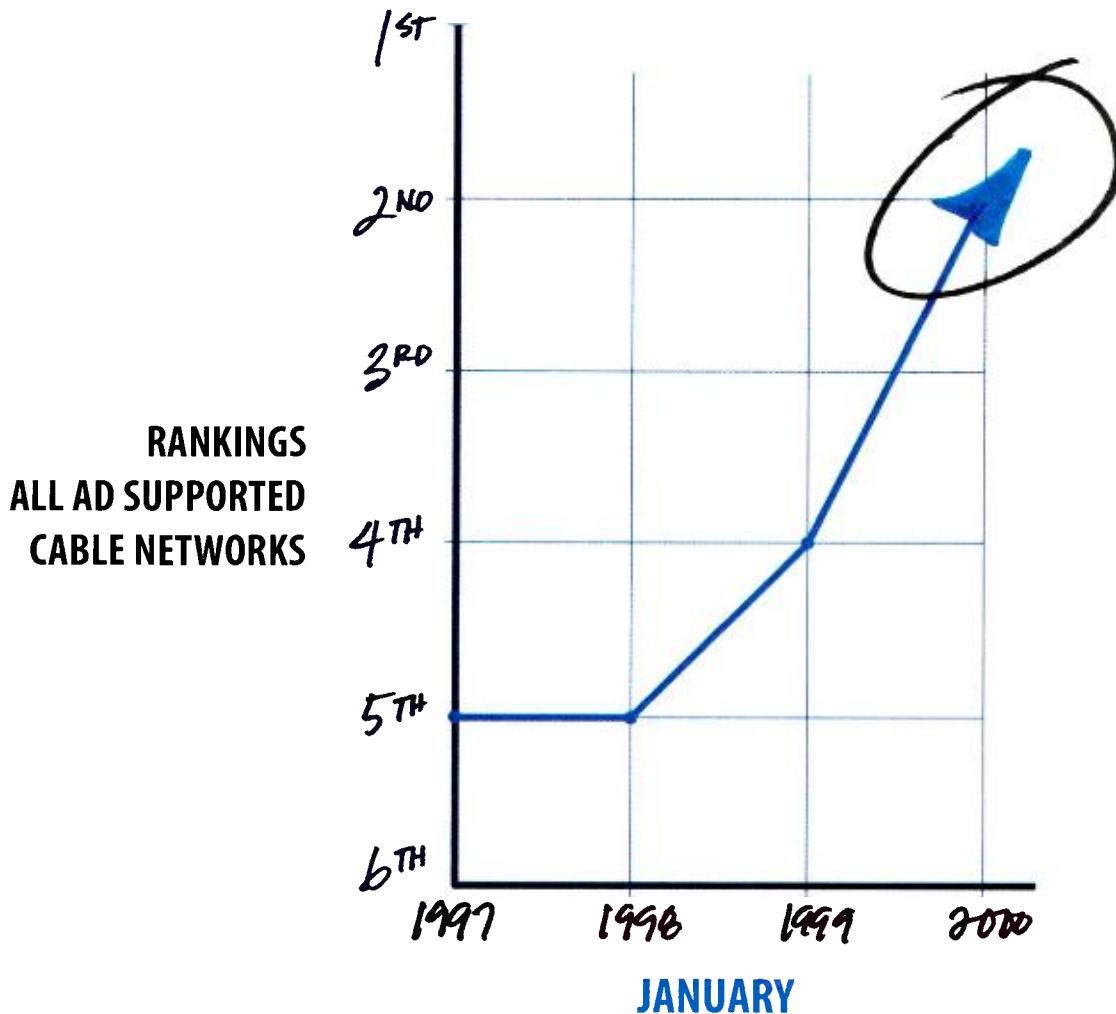


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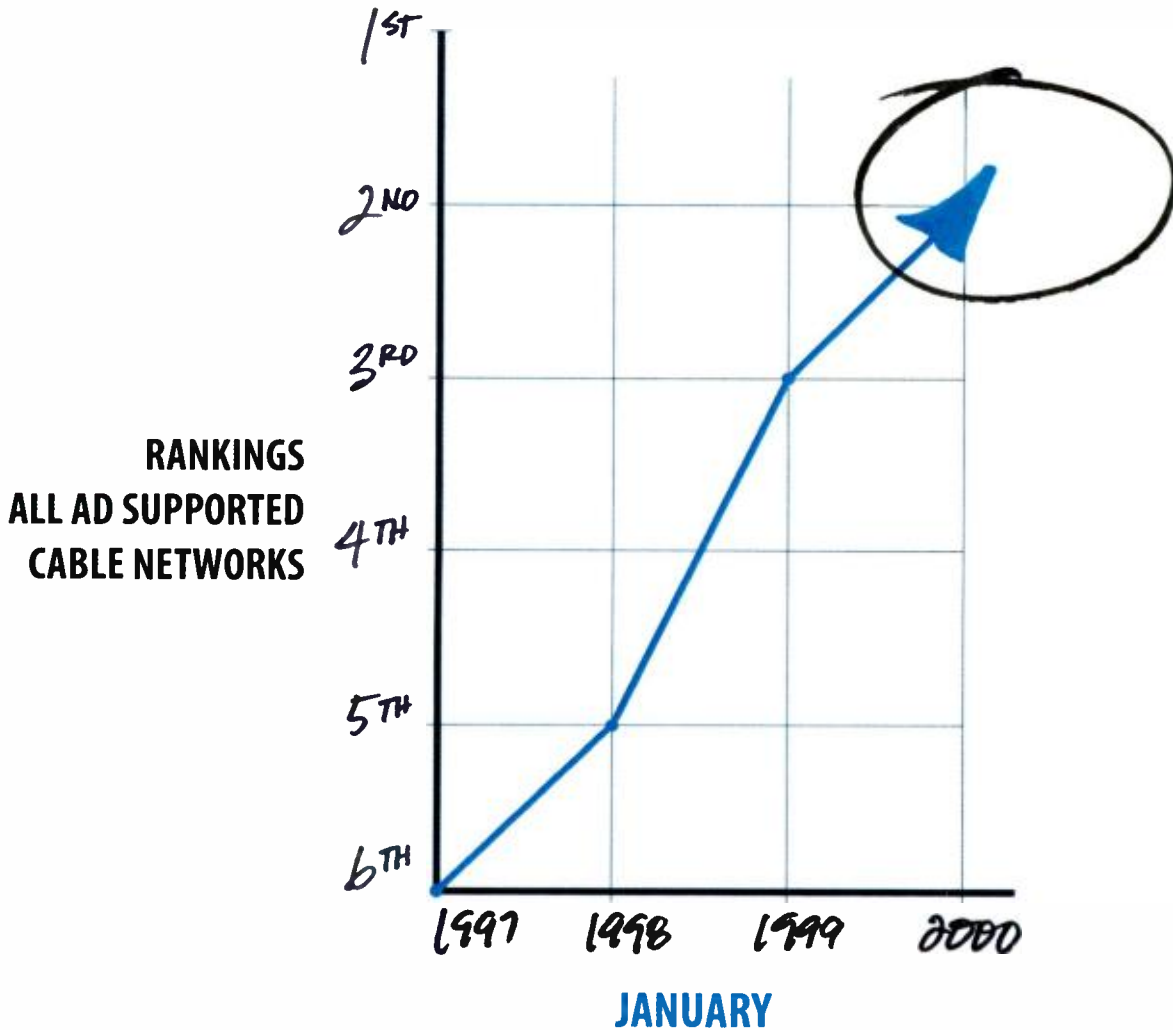
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TOP OF THE WEEK / 6

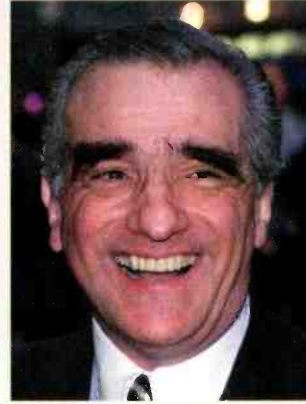
KRON-TV loses NBC affiliation As NBC and Young Broadcasting battle, some recall wars in which victors also bled. / 7

Chris-Craft sues Viacom over UPN CEO Siegel wants to block Viacom-CBS merger, sets his company price at \$100 per share. / 8

GLAAD to discuss 'Dr. Laura' Gay and lesbian anti-defamation group to meet with Paramount executives. / 12

Clinton pushes pay for play Broadcasters balk at fees for use of analog spectrum during digital switch. / 19

For more late-breaking news, see "In Brief" on pages 84-85



First look at broadcast nets' fall plans

Small screen capturing big stars from both sides of the camera. / 6

◀ **Martin Scorsese will join fellow film directors Steven Spielberg and James Cameron as creators of TV pilots for the upcoming season.**

AP Photo

SPECIAL REPORT

Illustration: Ed Reynolds and Shawn Walker



Who's next?

Don't look for much M&A in broadcasting and cable, but May-December media marriages may be in vogue. / 24

Changing Hands.....69	Editorials.....86	Get w/the Program.....50
Classifieds.....75	Fates & Fortunes.....73	Nielsen Ratings.....52,54
Closed Circuit.....14	Fifth Estater.....72	Station Break.....49
Cutting Edge.....61	Financial Wrap Up.....18	Washington Watch.....23

BROADCASTING / 43

Weller/Grossman gets moving Cable programmer restructures, eyes more syndication deals. / 43

Marin boosts WBBM-TV New newscast places second on its first night out. / 44

Radio results mixed Entercom stock declines with loss; split plans give a boost to Cox Radio. / 48

CABLE / 53

WCW groups ad media Turner Sales unit packages broadcast, print and online for 'one-stop shopping.' / 53

Discovery makes health a priority MSOs urged to replace People channel carriage. / 54

An inert public offering As cable IPO door closes, investors cool to Mediacom. / 54

TECHNOLOGY / 58

Sony talks MPEG for NAB NBC signs on with \$16 million contract for new IMX tape decks. / 58

Panasonic keeps focus on HDTV DVCPRO HD line scheduled to begin shipping in March. / 60

Data-broadcast spec advances ATSC standard will regulate delivery of data to DTV set, set-top box, other digital receiver. / 62

INTERNET / 67

Leading a pony to stream NBC makes a pact with Polo Ralph Lauren as part of e-commerce strategy. / 66

Recasting the newscast FeedRoom moves toward launching a high-speed news video service. / 68

WHAT'S THE DIFFERENCE BETWEEN A GOOD PROGRAM AND A GREAT ONE?

HARDWARE.

GOLD BATON

FACING THE TRUTH WITH BILL MOYERS

GAIL PELLETT, JUDITH DAVIDSON MOYERS & JUDY DOCTOROFF
PUBLIC AFFAIRS TELEVISION, INC. AND THIRTEEN/WNET NEW YORK

SILVER BATONS

FRONTLINE "THE TRIUMPH OF EVIL"

MIKE ROBINSON AND BEN LOETERMAN
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P.O.V. "IF I CAN'T DO IT"

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Pilots: The sky's the limit

Television networks aiming to capture big stars from both sides of the camera this fall

By Joe Schlosser

A number of top stars and producers are going to give the small screen a shot this spring. Steven Spielberg, James Cameron, Harold Ramis and Martin Scorsese, mostly known for work on the big screen, are trying television, while prime time mainstays Chris Carter, David E. Kelley and Aaron Spelling have projects in the works for the fall 2000 season.

On the comedy side, a handful of former sitcom stars are lining up projects that may crack one of the big network's fall schedules. Ellen DeGeneres, Nikki Cox, John Goodman and David Alan Grier—among others—are being eyed.

By the end of this week, most of the networks will have ordered the majority of their drama and comedy pilots. The networks have until May's upfront presentations with advertising executives in New York to determine which get green lights.

Trends? The effect of NAACP pressure on the networks is evidenced in the pilot lists, which feature several minority-based themes. And while there's not much below about game shows, the networks are still mightily interested in the next game show sensation.

Here is a closer look:

Fox

Doug Herzog, Fox Entertainment president, is in the midst of his first real attempt at the development process at the broadcast network level after joining from cable's Comedy Central. He believes—and must be hoping—that fall 2000 will be a lot different than fall 1999. Fox had a well-documented slow start and is about to lose a number of top dramas at the end of the season, including *Party of Five* and *Beverly Hills 90210*. But sources say *The X-Files*, whose future has been debated for a year now, will likely return.

"There is no question about it, we have some big needs in the drama department, but the good news is we have some big players coming," Herzog says. "We're talking about guys like David E. Kelley, James Cameron,



A gang of stars and creators are part of the pilot-making frenzy. Clockwise from top left are: Dick Wolf, Steven Spielberg, John Goodman, David E. Kelley, Martin Scorsese, David Alan Grier, Ellen DeGeneres and Nikki Cox.

Darren Star and Ed Zwick and Marshall Herskovitz. We are coming ready to play with some big guns."

Fox's nearly completed development slate does feature a virtual who's-who-in-Hollywood list, headed by Kelley (*The Practice*, *Ally McBeal*), who got a last-minute green light for *The Faculty*.

The drama is centered around a New England high school and wasn't announced until late in this year's development process. Other dramas include *Dark Angel*, from *Titanic* director Cameron; an untitled drama from Zwick and Herskovitz (*Thirtysomething*, *Once and Again*) about a young man's coming-of-age, and the *Lone Gunmen* project from Chris Carter (*The X-Files*), which is an offshoot of that series.

Darren Star (*Melrose Place*, *Sex and the City*) has a Wall Street series, and Fox has a vampire soap set in New York

City (*Ultraviolet*), plus a drama based around the film *L.A. Confidential*. Of Fox's dozen or so drama projects, at least eight are from Fox-owned 20th Century Fox Television or Regency Television.

On the comedy front, Fox has ordered five pilots so far, and Herzog says he expects about 10 pilot or presentation orders on the sitcom side. Film director Barry Sonnenfeld is behind the *The Tick*, which will star *Seinfeld* alumnus Patrick Warburton; John Goodman is signed for a comedy from Carsey-Werner, and DreamWorks is producing a comedy called *Weird Henry*.

NBC

In January, NBC Entertainment President Garth Ancier opted to make all of the pilot orders, both drama and comedy, come first as presentations. That meant potentially less money to studios

producing projects, but gave NBC the means to green-light more shows from both genres. The outcome: NBC has already ordered 10 drama presentations and 10 sitcom projects.

"Basically we are done," Ancier said late last week.

Dramas include Dick Wolf's (*Law & Order*) new series *Deadline*, with Oliver Platt in the leading role; Steven Spielberg's *Semper Fi*; and Tom Fontana's (*Homicide: Life on the Street*) Mafia series, *Good Guys, Bad Guys*. NBC Studios has its hand in seven of the 10 dramas that have been given presentation orders, including *Stuckeyville* (NBC/Viacom/Worldwide Pants); *This Life* (Studios USA/NBC); and *Titans* (Spelling/NBC). Other series in the works at NBC include Warner Bros.' *Fortunate Son*, *Sherman's March* (20th/NBC) and *News From the Edge* (Greenblatt Janollari).

"We are doing as many comedies as dramas right now and maybe even a few more comedies," says Ancier. "We have some very talented people trying to make shows for us, and we are hoping that we can get some interesting and funny things out of them."

Two comedy series in development include former *Seinfeld* alumni: Michael Richards in a Castle Rock sitcom and Wayne Knight in a Carsey-Werner project. Broadway star Kristen Chenoweth is fronting a show from Paramount, and former NBC Entertainment head Warren Littlefield has his first show for his old network, *Those Who Can*, in the hopper. Also, former *Wings* star Steven Webber is set to star in *Cursed* (from super-agent Michael Ovitz's ATG).

On the diversity front, NBC has ordered presentations with David Alan Grier (*In Living Color*) and Yvette Lee Bowser (*For Your Love*). A project from Marlon Wayans is still being worked on, according to Ancier.

The WB

The network is getting cozier with its cousins down the street and will likely give pilot commitments to seven or eight shows from Warner Bros. Television. WB executives say the studio is now offering up its top talent (in front and behind the camera). A lot of that has to do with Peter Roth, the new head of Warner Bros. TV.

"We have a great relationship with Peter, one that has already become very productive," says Jordan Levin, The WB's executive vice president of programming.

Levin credits that improved relationship for a strong slate of comedy development. The WB has two projects in development with Bruce Helford (*The Drew Carey Show*) and Warner Bros. One is an animated series entitled *The Oblongs* and the other a sitcom starring Nikki Cox (*Unhappily Ever After*). Also from Warner Bros., The WB has piloted a series entitled *A Young Person's Guide to Being a Rock Star* that will be co-produced by Great Britain's Channel 4.

On the drama side, The WB is going after older and more diverse casts, Levin says. Three dramas from Warner Bros. are on the table; *Sullivan Street*, *Wall to Wall Records* and *Dead Last*. *Sullivan Street* follows young lawyers in New York, *Wall to Wall* is about a start-up music company and *Dead Last* is "Scooby Doo meets *The Sixth Sense*," Levin says.

"...we have some big needs in the drama department... We are coming ready to play with some big guns."

—Fox's Doug Herzog

UPN

Tom Nunan, UPN Entertainment president, wants to build on the momentum from this season's WWF *Smackdown*. But overall, UPN's plans are modest.

"I would be surprised if we put any more than two new dramas and two new comedies on the air next fall," Nunan notes. "If you look at our schedule right now, we've got five nights, four of which are working pretty well."

UPN has ordered four drama pilots, including Joel Silver's project entitled *Freedom*. Others include *The Contender* (Viacom), *The Hospital* (Spelling) and *Level Nine* (Paramount).

Nunan says the Greenblatt Janollari action series *Spike*, about female government agents who work undercover as volleyball players, is still alive.

In comedy, Nunan says UPN has a handful of projects in preparation for mid-season 2000-2001, including the Howard Stern-produced animated series *Doomsday*. Also in the mix is *Rat Bastard*, done in the Asian-style of animation called *anime* (Imagine), and claymation series *Hormone High*.

Earlier this month, comedies with

Eunetta Boone (the executive producer of *The Hughleys*) and another sketch show called *Off the Hook* (ATG) also were given pilot orders.

ABC

With *Who Wants to Be a Millionaire?* all over its schedule right now, does Disney-owned ABC need a development season?

"*Millionaire* is obviously going to have a presence next fall," says Tom Sherman, ABC's vice president of drama programming. "And one of the areas that we have normally had to develop for in the past—8 o'clock time periods—where we would look to develop more family or lighter fare, may be going away, now that *Millionaire* is working and *Who's Line Is It Anyway?* is a hit on Thursday nights. So a lot of our development is being targeted for later-in-the-evening type of shows."

ABC has picked up six drama pilots/presentations so far, including an untitled police project from producer Martin Scorsese and Touchstone Television. Five of the six pickups are from Disney-run studios, three from Touchstone and two from Imagine. *Elementary* (Touchstone) brings Sherlock Holmes to modern-day San Francisco, and *The Beast* (Imagine) goes behind the scenes at a cable news network like CNN.

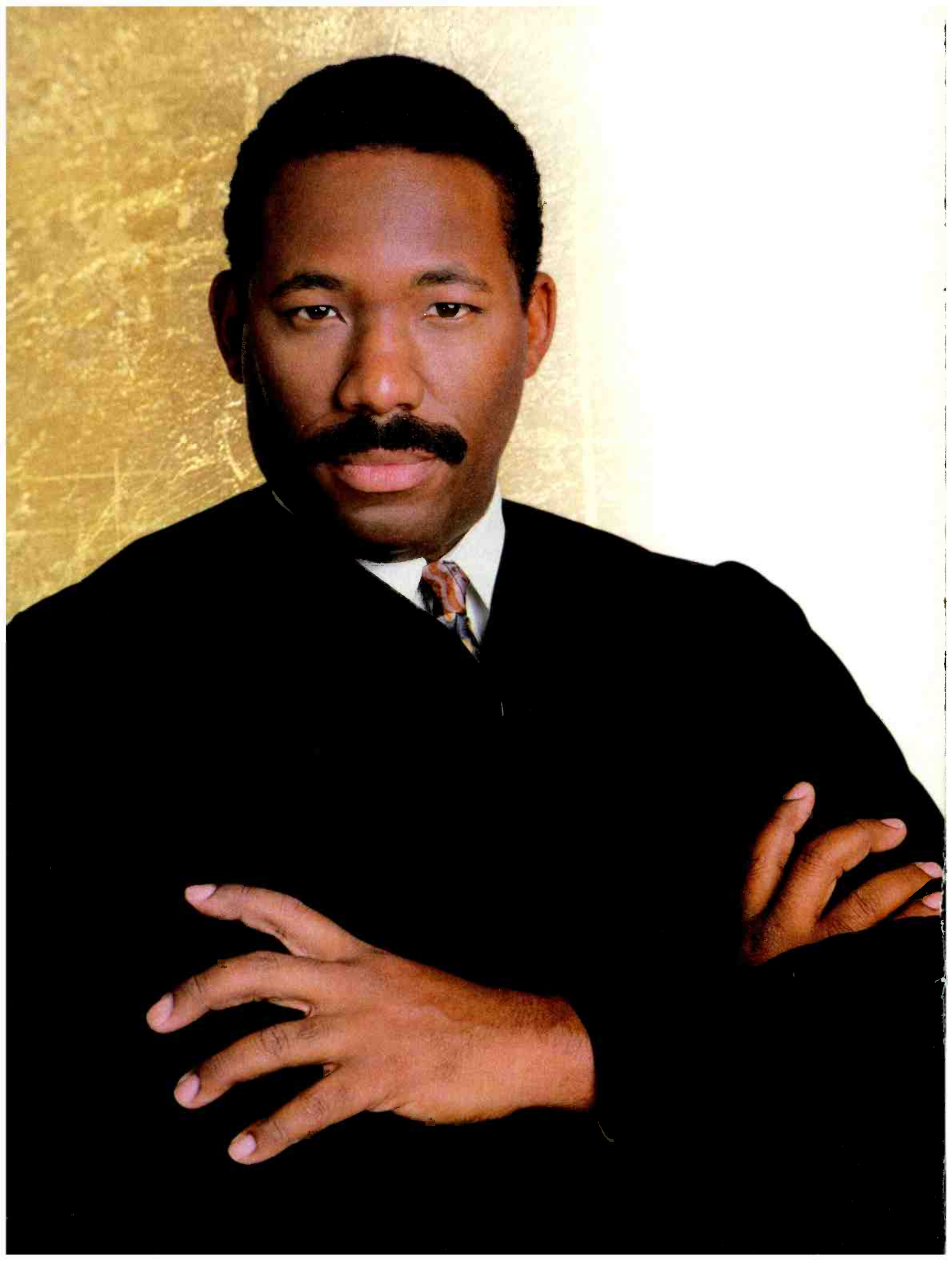
Sources say actor Gabriel Byrne is close to a deal for a comedy from ATG. John Cleese and Warner Bros. will likely shoot a comedy pilot at ABC, and writer/producer James Brooks and actress Joan Cusack are teaming up for a pilot from Columbia TriStar. Dennis Leary is the lead on a cop comedy from DreamWorks/Touchstone.

CBS

Although CBS won't officially talk about shows in development, sources say seven dramas have green lights including a Jerry Bruckheimer project entitled *CSI*, a Las Vegas-based crime series produced with CBS Productions and Touchstone Television.

Danny DeVito is behind another CBS drama, *Further Adventures* that is being produced by CBS, 20th Century Fox and Jersey Films. CBS is also remaking the 1960s series *The Fugitive* (Warner Bros.) and has at least three other cop dramas in development.

In comedy, CBS has a deal with Ellen DeGeneres (*Ellen*), a pilot with producer Dotty Darlan (*Dharma & Greg*) and another with Paramount based on the film *Kiss Me Guido*. ■



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More Pyrrhic victories?

As NBC and Young Broadcasting battle, some recall wars in which victors also bled

By Steve McClellan

TV executives were fascinated and somewhat puzzled by last week's battle by the San Francisco Bay, where NBC and Young Broadcasting basically told each other where to go.

It went like this:

- NBC told Young it would have to pay \$10 million a year for the privilege of extending the NBC affiliation for KRON-TV beyond 2001. Young is buying KRON for \$823 million and beat NBC out in a bidding war to purchase it

- Young said it would not renew, and NBC said it was talking to other interested parties and expected to announce a new arrangement within a month.

The fight raised more questions than it answered. Among them, to whom is NBC speaking in San Francisco? Unconfirmed reports had the network in discussions with AT&T, which owns cable systems in the San Francisco Bay area with about 400,000 subscribers.

But there also were reports that the network was talking to Granite Broadcasting, which owns KNTV(TV) San Jose, which recently dropped its ABC affiliation, and KOFY-TV San Francisco, the WB affiliate. Granite and AT&T hadn't returned calls by deadline. For its part, NBC said it was talking to several interested parties, but declined to name them.

Several months ago, Cox and NBC had a brief conversation about linking up in San Francisco, where Cox owns Fox powerhouse KTVU-TV and recently bought independent KICU-TV. KTVU just re-upped with Fox and sources say there are no current talks between Cox and NBC about hooking up in the market.

There was even speculation that NBC was talking to Chris-Craft, which owns UPN affiliate KBHK-TV San Francisco, about a deal that might include an affiliation in the market and possibly a Paxon-like minority stake by NBC in Chris-Craft. All Chris-Craft would say is that it is still talking to multiple parties about some kind of purchase or combination of assets in the wake of collapsed talks with CBS (see separate story, page 11).

Many stations wondered whether NBC—and the other networks—would now use “reverse compensation” as the



Young Broadcasting's Vincent Young: NBC's terms 'put us in an untenable position.'

Photo: David Toege / Black Star

starting point for all affiliate renewal talks. NBC executives said that will vary market to market but other stations have been and will be asked to pay reverse compensation.

Still, everyone outside of NBC seemed to agree that the network's renewal terms for KRON are extreme and probably are rooted in the hardball bidding war NBC lost. Besides the \$10 million annual fee, NBC was demanding local time to promote network programming totaling 25,000 gross rating points a year, about five times the current amount. NBC also wanted full network clearance and reimbursement of lost network ad revenue due to pre-emptions “as reasonably determined by NBC.”

Young said the network also wanted first option on KRON's use of its digital spectrum and Internet play; a re-branding of the station from KRON4 to NBC4, and reduction in prime time pre-emptions from 20 hours to five hours annually. The network also demanded that KRON kill its locally produced 90-minute Saturday-morning kids block.

Young Broadcasting Chairman Vincent Young accused NBC of trying to usurp the station's local programming responsibilities, in violation of FCC

rules. NBC's renewal terms, he said, “put us in an untenable position.”

“This will be watched closely,” said the head of one group owner affiliated with NBC, in an understatement. “It's seen as a test to see if the network can go directly to cable and generate any worthwhile audience,” as NBC President Bob Wright has threatened to do in the past.

Alan Frank, president of Post Newsweek Stations and chairman of the NBC affiliate advisory board, likened NBC's move to what “[former CBS owner] Larry Tisch did in the '80s in Miami when he refused to pay WSVN the value the station would bring to the network lineup.” CBS ended up buying a weaker station in the market.

He called NBC's move against KRON “a short-term gain for a long-term loss.”

Others said both NBC and Young will come out on the short end economically. KRON will generate \$70 million to \$75 million in pretax operating cash flow in 2000, analysts project. Young executives say dropping the affiliation would cause a \$17 million dip; some analysts say the dip will be at least \$20 million.

San Francisco contributes about \$80 million to NBC's national advertising, sources estimate. ■

From cola exec to TNT chief

Former Coca-Cola executive Steve Koonin will become the new executive vice president and general manager of Turner Network Television, where he'll oversee programming, marketing, branding, budget and staffing for TNT at Turner's second biggest network.

Koonin comes to TNT after 14 years in marketing at Coca-Cola, with "Always Coca-Cola" being his signature campaign. Koonin was also in charge of Coke's sports and entertainment marketing, but said he wasn't the one who pulled Coke's account from the World Wrestling Federation, the main competitor to TNT.

Koonin contended that his experience pushing Coke can translate into running a network, because he knows what advertisers want. On the television side, Koonin

initiated Coke-sponsored programs for TNT, such as the ShoWest Awards in 1996 and 1997, plus backstage Super Bowl programming among other things.

"I've always fancied myself as a creative executive, and TV is all about creative expression to me," he said. "I'm both a child and a student of television. I like smart television."

Koonin will report to Brad Siegel, president of general entertainment networks. Siegel said he's worked with Koonin since 1993.

"He's not a typical consumer products person," Siegel said. "He's had intense involvement with the world of sports. He's worked with every stadium, every league, every team."
—Deborah D. McAdams

Chris-Craft fires back

CEO Siegel wants to block Viacom-CBS merger, sets company price at \$100 per share

By Steve McClellan

Industry movers and shakers now know what Chris-Craft Chairman and CEO Herb Siegel really wants: close to \$100 per share for the company.

That's according to sources with knowledge of the recently terminated negotiations between CBS and Chris-Craft, which turned around last week and filed suit to block the Viacom-CBS merger.

With Chris-Craft having 33.6 million shares outstanding, that means Siegel values his company at almost \$3.36 billion.

While all three companies were still talking, Viacom and CBS had agreed that CBS would negotiate a deal, if possible, to buy Chris-Craft. Then Viacom would acquire both companies.

Sources said that CBS President and CEO Mel Karmazin had offered to buy Chris-Craft for a per-share price in the low \$80s. Sources say Karmazin believes an offer for \$100 per share is "highly dilutive," and they say Karmazin simply won't do that. Even at a price in the low \$80s, a source said, "you'd have to work pretty hard to make it a break-even proposition, given the \$200 million a year that UPN is hemorrhaging in red ink."

Sources said that Siegel argued the higher price was an appropriate premium given the huge value of the large-market duopoly stations that CBS



Siegel (l) wants more for his company than CBS CEO Mel Karmazin is willing to pay.

would get. Karmazin responded: The premium was already built into the \$80-plus number, because last fall Chris-Craft's stock climbed from about \$50 to the mid-\$70s on speculation that Chris-Craft would be sold.

After Siegel rejected CBS' \$80-plus per-share offer, Viacom and CBS tried again, focusing solely on resolving the UPN issue. Viacom and CBS offered to absorb most of UPN's operating losses while allowing Chris-Craft to retain a 50% equity stake in the network. But that offer was also rejected. Shortly after Chris-Craft rejected the loss-cap offer, Viacom triggered a buy-sell clause in its UPN joint venture, which forces Chris-Craft to either buy out Viacom or sell its own interest in UPN for \$5 million.

Last week, Chris-Craft filed suit in New York State Supreme Court to stop the Viacom-CBS merger, arguing that it violates a non-compete clause. Chris-

Craft contends that under that pact, if Viacom wanted to acquire CBS, it was obliged to bring Chris-Craft in on the deal. Instead, Chris-Craft said, Viacom denied it was even talking to Karmazin and Co.

Chris-Craft also asked the court to void Viacom's move to trigger the buy-sell option, which Chris-Craft argued was a thinly veiled attempt to side-step its obligations under the non-compete clause.

Under the option, Chris-Craft now has 45 days from Feb. 3 to decide whether to sell its half of UPN or buy the other half, in both cases for \$5 million.

Viacom and CBS said the suit was "transparently without merit and will have no impact on the timing of Viacom's planned merger with CBS." Privately, company sources argue that there was no violation because Viacom's deal to buy CBS has not closed, and the two companies are still being run separately.

But, Chris-Craft said, the non-compete clause sticks until Jan. 15, 2001, even if one partner exits the venture. And the company said that Viacom exercises de facto control of CBS, because of a \$1 billion break-up fee that the network would have to pay to get out of the deal. Also, Chris-Craft says, CBS has to get Viacom's OK to do certain things during the pre-approval phase of the merger.

CBS and Viacom sources said that was not true. ■

GLAAD to discuss 'Dr. Laura'

Gay and lesbian antidefamation group to meet with Paramount executives

By Melissa Grego

Paramount Domestic Television and The Gay & Lesbian Alliance Against Defamation will meet today (Feb. 14) to discuss how the upcoming syndicated talker *Dr. Laura* will handle homosexuality issues.

Schlessinger has been criticized by GLAAD for her references to gays on her syndicated radio show, which draws about 18 million listeners per week, as well as in her syndicated newspaper column. Schlessinger is quoted in the current issue of gay and lesbian newsmagazine *The Advocate* as saying gays "are entitled to respect and kindness as fellow human beings." But on her radio program, she has also referred to homosexuality as "deviant" and "a biological error."

Station rep Bill Carroll, vice president and director of programming for Katz Media, says he expects the issue to be resolved by the time *Dr. Laura* debuts in September. "I think right now most stations assume that the folks at Paramount, who are producing the show, will be responsible in the way they approach all issues, whether it's gay-rights issues or religious issues or just common-sense issues," Carroll says.

GLAAD requested the meeting to make Paramount executives aware of Schlessinger's comments about homosexuality while *Dr. Laura* was still being developed, says GLAAD Entertainment Media Director Scott Seomin. "[Schlessinger] has an audience in her

newspaper column and on her radio show; we didn't want the antigay rhetoric repeated on TV," he says. "We never said, 'Don't give her a shot on TV.' We just made a few requests."

Seomin says that among its requests, is that on *Dr. Laura*, homosexuals be referred to as gay, lesbian or homosexual and not lumped into a category with "evils of the world."

The meeting marks the first time top GLAAD and Paramount executives will

sit down face to face. Whether Schlessinger will be present was not clear.

"We are currently developing and formatting Dr. Laura's television show and will be focusing on that process over the next nine months," a Paramount statement read. "We are pleased to bring her trademark wit, wisdom and no whining to a national television audience this fall. We respect and believe in Dr. Laura's right to have and express her own point of view." ■

Shows were vetted

Nets say White House didn't infringe on creative process

By Elizabeth A. Rathbun

Several networks conceded to lawmakers that they had allowed a White House antidrug agency to view shows before they aired. However, that agency never called for alterations on scripts or shows, they insisted.

The specifics of the "pre-viewing" came to light Feb. 9 in a hearing before the House Telecommunications Subcommittee sparked by a Jan. 13 report in the online magazine *Slate.com*. The fact that the networks allowed the president's Office of National Drug Control Policy (ONDCP) to prescreen shows raised the question of whether it was interfering in the creative process and trampling the First Amendment, subcommittee members and some witnesses said.

"If in fact such a deal exists, it is unconstitutional, is in violation of federal communications law and contrary to what Congress intended," said subcommittee Chairman W.J. "Billy" Tauzin (R-La.).

But there was no "deal" and no interference, government and network officials said. Nevertheless, the antidrug office "clarified" its guidelines Jan. 18, saying it would not screen shows "until after [emphasis the office's] such program episodes have been aired."

Under a 1998 law, whatever federal money ONDCP spends on network PSAs must be matched by the network in donated time. About half of that match must be PSAs; the rest can be fulfilled in various

ways, including via programming.

"We've never intruded in the creative process," said Dr. Donald R. Vereen Jr., ONDCP deputy director. The office provides "technical information" about drugs to broadcasters, he said.

During the 1998-99 season, the top five networks garnered \$20.12 million worth of PSA credits for 127 airings of 29 shows, according to ONDCP.

Apparently, ABC was the only network to question the prescreening practice, which started with the 1998-99 TV season. Last May, when the antidrug office said it would require prescreenings ABC walked away, said Alex Wallau, ABC's president of administration and operations. It continues to match the antidrug office's PSAs, however.

CBS ran two scripts and two tapes by the antidrug office before the shows aired, said Senior Vice President Martin Franks. CBS just wanted to find out in advance of airing whether the shows would qualify for credits, he said.

The WB also had two 1998-99 scripts prescreened, but only to ensure the accuracy of the antidrug information, network spokesman Brad Turrell said. "There was no preapproval of anything," said Turrell.

Fox submitted two scripts for *Beverly Hills 90210* and several scripts for *America's Most Wanted*, a network spokesman said.

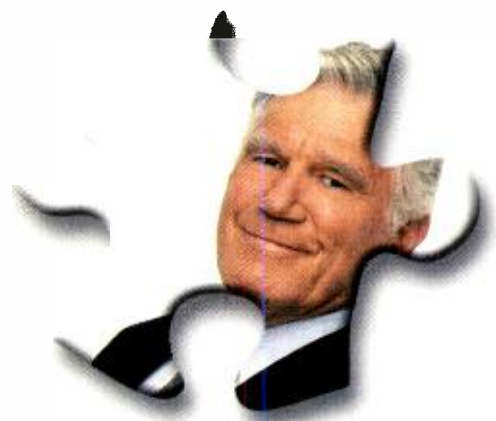
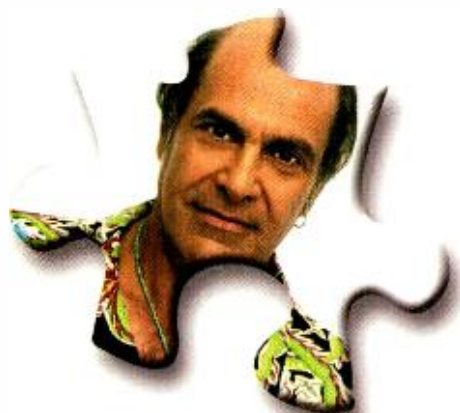
An NBC spokeswoman did not return calls. ■



Dr. Laura Schlessinger is criticized for her references to homosexuality.

Photo: Craig Matthew Photography

sometimes, the pieces fall into place...



TV's territorial imperative

FCC struggles to protect LPTV stations in industry's transition to digital

By Bill McConnell

A congressional order to protect low-power TV stations from losing their frequencies is turning into a logistical tangle for regulators.

Since Congress created "Class A" licenses that would give LPTV stations protection from new full-power stations that covet their channel allotments, the FCC has been trying to figure how to carry out the order while making sure the transition to digital goes smoothly.

LPTV stations can't win protected Class A status if their signals overlap with the digital-coverage areas planned by existing full-power broadcasters. Thus, FCC engineers and staffers are rushing to delineate each eligible LPTV station's protected-service area.

Rules must be issued by March 28.

TV stations, low power and full power, aren't making regulators' job easy. Although only 200 to 400 of the 2,200 LPTV licensees are expected to win Class A status, 1,617 say they will seek it. What's more, 1,318 full-power licensees told the FCC last month they planned to transmit digital signals to the maximum permitted coverage areas, even though the analog coverage of many of those stations has been well below maximum levels. By signaling intentions now, the full-power stations hope to ward off encroachment by LPTV outlets. Full-power stations must submit actual signal plans by May 1.

Congress deserves much of the blame, say industry officials. There was little debate over crucial implementation details when protection of LPTV stations was tacked on to satellite TV legislation late last year.

Congress specified that eligible low-power licensees generally must have been broadcasting 18 hours a day with an average three hours weekly of locally or self-produced programming as of Aug. 31, 1999. But the FCC has leeway to grant licenses to other LPTV outlets.

LPTV stations have only 30 days after new rules are in place to file a Class A license request. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

2K or not 2K?

The FCC's Jan. 1 switch to a new database of broadcast signals has been a big headache for industry engineers. Broadcast consultants say the database, which posts signal strength and coverage area information for every station in the country, is so glitch-ridden that it has been shut down several times since the beginning of the year. In fact, San Diego radio consultant Robert Gonsett says his company, Communications General Corp., has had to suspend a watchdog service that warns clients of impending interference by neighboring stations and lets them know of opportunities to move transmitters to better locations. FCC officials say the glitches are common to software rollouts and not related to the year 2000 computer bug. Industry engineers say, though, the old system should have been run simultaneously until bugs were worked out of the replacement. That option was rejected here, they say, because the old system was not Y2K-compliant and upgrading it to run a short period in 2000 would have been too costly.

Digital clock radio

The switch to digital radio signals might make it easier to keep bedside alarm clocks and other household appliances precisely on time. The National Institute of Standards and Technology is urging the FCC to set aside a tiny portion of the digital radio spectrum for radio stations that wish to transmit NIST's official reference time. The service would be similar to technology imbedded in TV signals allowing VCRs to set time automatically and would take up only one bit of data transmission per second (out of hundreds of thousands of bits per second used by an FM station), NIST says. The technology also could be used in wristwatches, wall clocks, thermostats and other home appliances with timekeeping func-

tions, NIST says. Although no broadcasters should be required to offer the timekeeping function, if they do, NIST wants stations offering the service to vary no more than a second from official time.

NEW YORK

What about Bob?

As the networks pursue their goals of phasing out compensation and pursuing tougher terms in affiliation renewal talks with stations, non-disclosure clauses have become routine, sources report. The reason? Basically, network negotiators don't want station executives comparing notes. "From the network standpoint, the negotiation goes a lot quicker when the guy across the table isn't able to say, 'You gave Bob this or that. Why not me?'" says one source. One network executive confirmed that such clauses are pretty much the rule, some carrying "pretty harsh penalties" in the event of a violation. The executive declined to disclose what the penalties might be.

Infinity.com can wait

Several months ago, CBS appeared poised to greet the new millennium with an Infinity.com Webcasting venture, streaming Infinity radio station signals and some local TV stations online. But when it announced its iWon.com portal last fall, CBS executives indicated the time frame for launching the project would be pushed back. Now Infinity.com is in limbo, according to industry sources who report that CBS is essentially "nowhere" with those Webcasting plans. One reason may be the recent reorganization of CBS Web assets. Those assets have been placed in a separate operating unit under Russ Pillar, former president and CEO of Virgin Entertainment, as CEO of the new CBS Internet Group. Pillar may simply be assessing CBS' Internet strategy in general and the potential for Infinity.com in particular. CBS had not responded at press time.



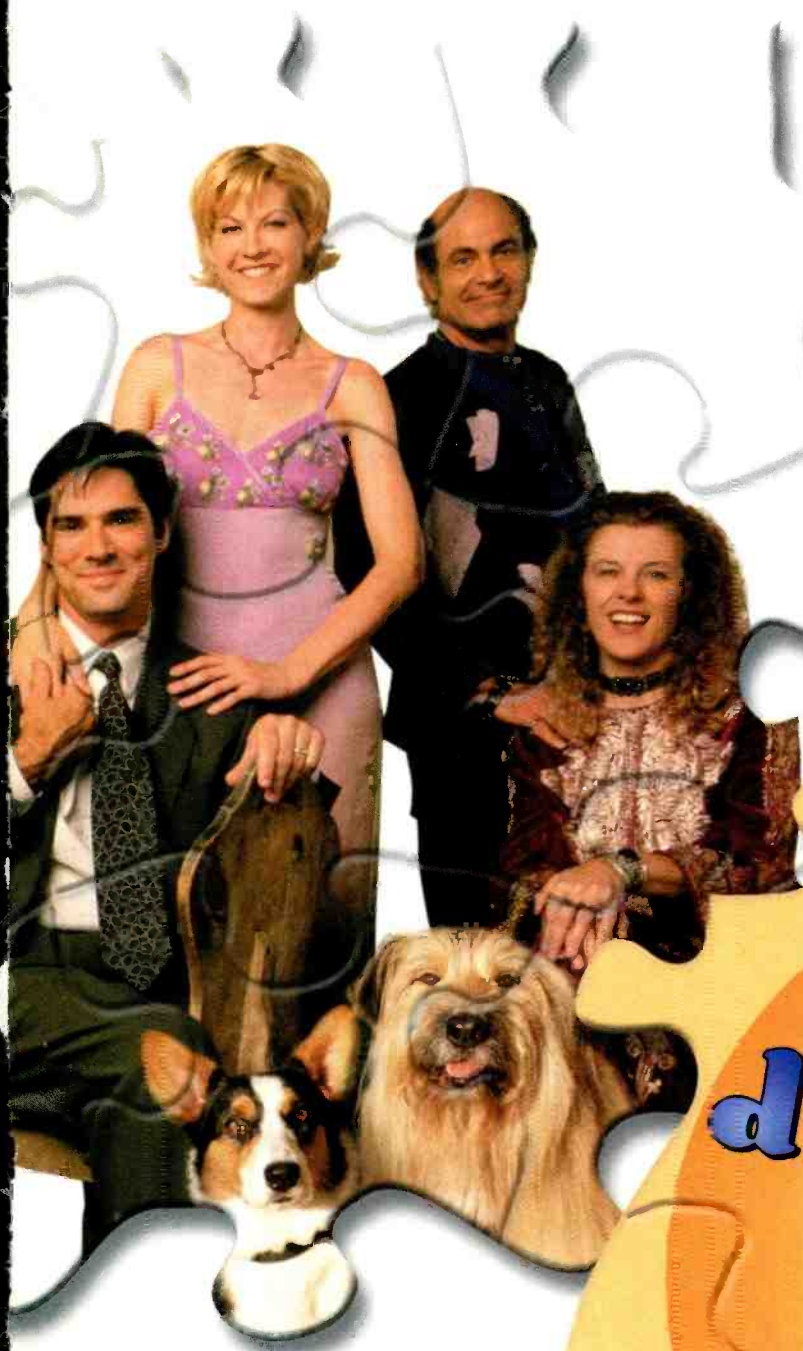
...all the elements come together...



...and the picture becomes perfectly clear.



syndication's ensemble smash comes fully assembled for fall 2002.



**dharma
&
greg**



FINANCIAL WRAP-UP

Week of February 7 - 11

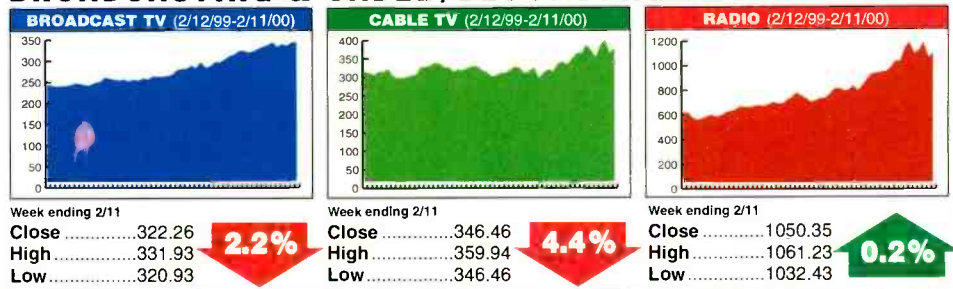
WINNERS

	2/11	% change
TV Guide	\$45.31	22.05
Granite	\$12.75	19.29
Westwood One	\$70.63	15.42
Shop at Home	\$13.75	14.58
Pegasus	\$138.75	12.35

LOSERS

	2/11	% change
Young Bcst.	\$32.44	(27.62)
Spanish Bcst.	\$27.06	(20.11)
Playboy	\$19.88	(15.87)
Unapix	\$1.75	(15.15)
Cumulus	\$38.88	(15.03)

BROADCASTING & CABLE / BLOOMBERG STOCK INDEXES



DOW JONES	NASDAQ	S&P 500
Week ending 2/11 Close10425.20 High10957.60 Low10425.20	Week ending 2/11 Close4395.40 High4485.63 Low4321.77	Week ending 2/11 Close1387.11 High1441.75 Low1387.11
4.9%	3.6%	2.6%

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 Domestic M&A Deal of the Year, 1999 *Institutional Investor*

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Clinton pushes pay for play

Broadcasters balk at fees for broadcast use of analog spectrum during digital switch

By Paige Albinak

The Clinton administration is again trying to require broadcasters to pay the government \$200 million to keep using analog spectrum while converting to digital services.

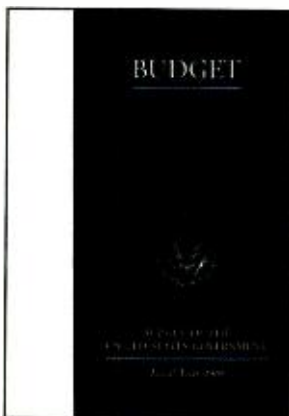
The fees are included in President Clinton's \$1.84 trillion budget plan, which the White House released last week. Clinton proposed the fees last year, but Congress eventually deleted them. The Clinton administration would use the money to offset other projects, such as justice and education initiatives.

Broadcasters and leading Republicans immediately opposed the plan: "The Clinton administration proposal would jeopardize a public-private partnership between government and free, over-the-air local broadcasters that dates back to the 1934 Communications Act," said NAB President Eddie Fritts.

"Since rigor mortis has set in from last year, it's going to be difficult for the president to resurrect this tired old idea," said Ken Johnson, spokesman for House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). "We have an understanding with broadcasters that if any part of the spectrum is used for anything other than free, over-the-air television, then there will be a quid pro quo. The bottom line is that Billy is not going to renege on the deal."

In addition, the White House wants to increase the money given to public broadcasting, both for its operations and its conversion to digital. It has budgeted that money through both CPB and NTIA.

On the operations side, it would give the Corporation for Public Broadcasting \$350 million in fiscal year 2002 and \$365 million in fiscal year 2003. Congress has not reauthorized CPB's budget since 1996, and the White House is pushing Congress to do so



The new budget includes money for public broadcasting and to help close the 'digital divide.'

this year. Congress began that process last year, but it derailed when Republicans balked at the high funding levels proposed by Tauzin and when Congress learned that a few public broadcasting stations had been swapping donor lists with largely Democratic political organizations. The White House also would give \$10 million for public broadcasting's conversion to digital this year. It also slates \$20 million for the transition

in 2001, \$35 million in 2002 and \$30 million in 2003.

The White House earmarked \$225.5 million for the Commerce Department's National Telecommunications and Information Administration. Some of that money, \$110 million—an \$83.6 million increase—would be used to

help public broadcasting stations convert to digital. Almost \$100 million would go toward closing the "digital divide" by funding programs that bring technology to those who would otherwise not have access to it. The proposal called for \$50 million to bring Internet access to all Americans, while another \$25 million would help the private sector build broadband networks in less populated areas.

Finally, the Clinton administration proposed a \$237 million budget for the FCC, which received \$210 million for this year. Much of that money—nearly \$186 million—comes from administrative fees. The FCC says it needs the increased funding for employee salaries and benefits, the increased cost of contract services and technological upgrades.

Clinton's last budget proposal was pronounced "dead on arrival" by leading Congressional Republicans, who last week held a series of hearings to consider Clinton's budget suggestions. ■

The real digital divide

Though it rejected Sinclair's request, FCC will still test 8-VSB; NBC says it's 'concerned' about reception woes

By Bill McConnell

Sinclair Broadcast Group may have lost the fight, but appears to be winning the argument. Just a week after rejecting the Baltimore station group's request to alter the digital TV transmission method, the FCC was gearing up to help the TV industry develop digital receiver standards—a tacit acknowledgement of Sinclair's complaint that the current standard so far isn't reliable with simple indoor antennas.

The agency is planning to send out field testing trucks, perhaps in the next few weeks, to determine where the current modulation method 8-VSB works and where it doesn't. Also in the plans, sources say, are comparative tests of COFDM modulation, similar to the

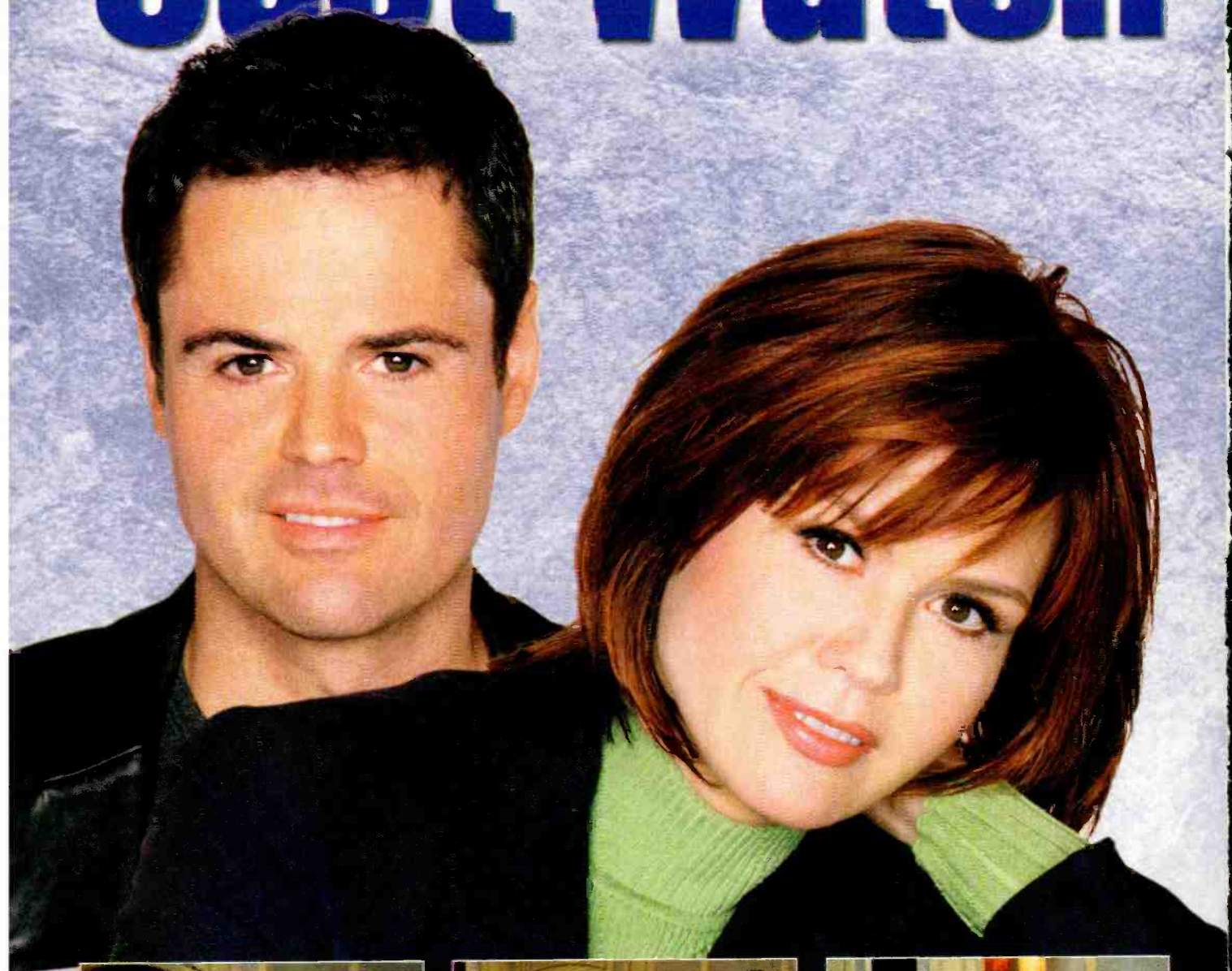
method used in Europe and Japan.

Also last week, major industry groups gave less than overwhelming support for 8-VSB. The National Association of Broadcasters urged the FCC and TV makers to develop digital receiver standards but declined to weigh in on 8-VSB itself. Because the FCC has already ruled on Sinclair's request for COFDM and an option, sources said the NAB had no reason to launch a fight between the larger station groups backing 8-VSB and the smaller groups supporting Sinclair.

NBC engineers communicated concerns about 8-VSB to the FCC in late January and met with FCC Commissioner Susan Ness on Feb. 4 after the agency reiterated its commitment to the standard.

NBC Vice President of Technical

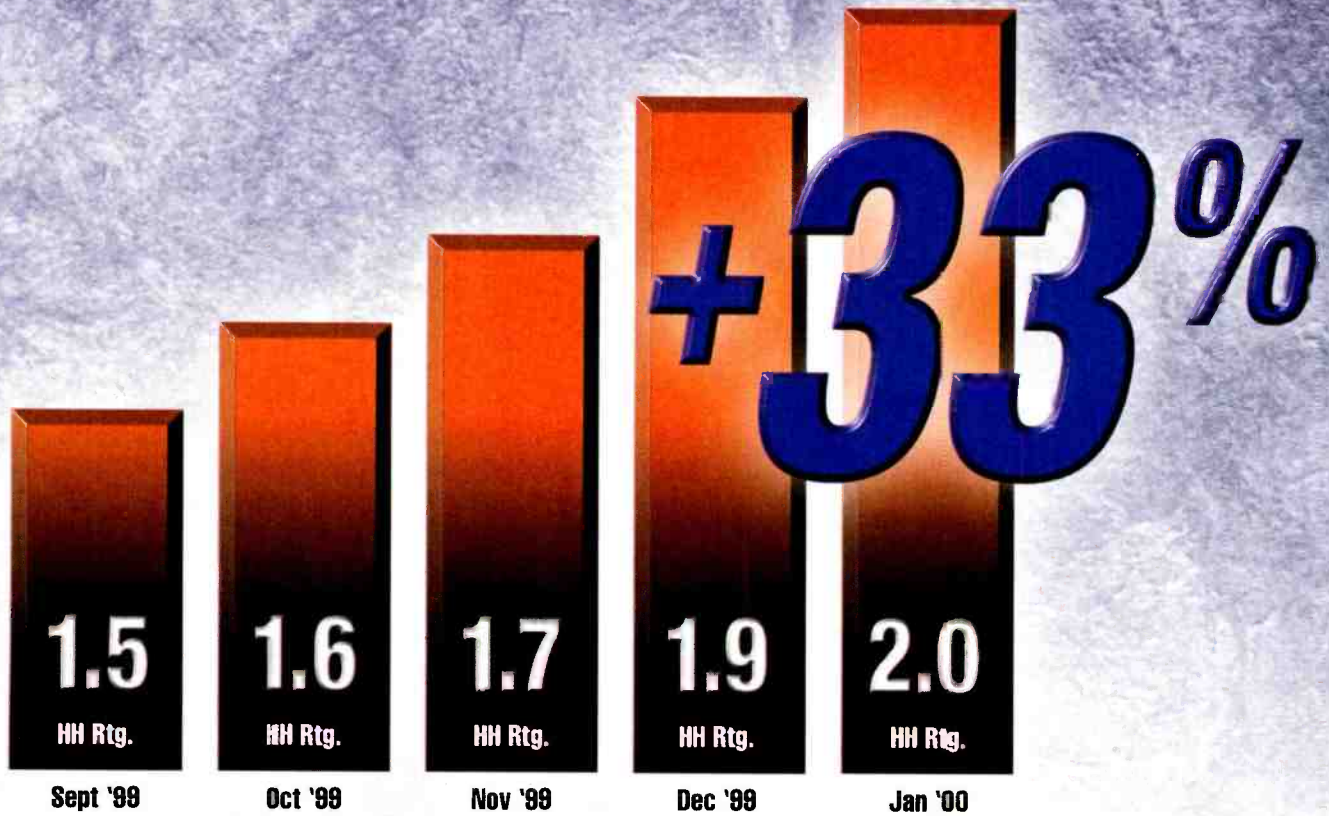
Just Watch



Source: NSS, Galaxy Explorer, AAR, HH, Rtg
Calendar months except: Sept. (9/20/99 premiere - 9/30/99) and Jan. (1/10/99 - 1/30/00)
Fastest Growing = year-to-year % change, (8/20/99 - 1/20/00) vs. (8/31/98 - 1/29/99)

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TOP OF THE WEEK

Planning and Engineering Peter Smith said he was disappointed by the FCC's quick decision. "We are extremely concerned with the performance of 8-VSB, and we feel we need to fully investigate how 8-VSB can be fixed before we will relax," said Smith.

NBC conducted its own tests of 8-VSB reception using consumer receivers in Philadelphia, Washington, Los Angeles and Dallas, tests which it said confirmed Sinclair's findings. While 8-VSB reception in rural areas was possible, Smith says, there were "lots of problems" with reception in indoor and outdoor environments in urban areas close to the transmitter. Even with an outdoor antenna, says Smith, only 50% of current NTSC viewers would be able to see DTV.

NBC also did an analysis that pre-

dicted when these problems could be solved through receiver improvements. According to Smith, it will be two years before DTV sets can adequately handle rural reception and five years before they can handle urban reception.

NBC also had the opportunity to test a COFDM system in Philadelphia, which Smith says performed very well.

The Association for Maximum Service Television urged the FCC to stick with 8-VSB just days before the FCC's vote, but said it would seek to reopen the issue if 8-VSB receivers do not improve. Supporters of today's standard say a change now would hopelessly delay the digital rollout and permitting two standards would be too chaotic.

Glen Dickson contributed to this story.

Divest, but when?

AT&T concedes it will likely have to spin off some assets

By Bill McConnell

AT&T Corp. hasn't raised the white flag yet, but company officials appear to recognize, grudgingly, that some government-ordered divestitures are likely if the company is to win federal permission to merge with MediaOne Corp.

"We probably will have to divest some...interests to come into compliance" with federal audience-reach limits, AT&T General Counsel James Cicconi told FCC staffers at a Feb. 4 hearing on the MediaOne acquisition.

AT&T's primary goal now is to win the freedom to decide on its own which operations to pare, rather than face specific divestiture orders from regulators. The company also wants to stave off federally mandated timetables for rolling out local telephone competition, which AT&T critics said are essential if the public is to receive any benefit from the merger.

AT&T's primary hurdle is complying with the newly revised ownership cap limiting one company's cable audience to 30% of U.S. multichannel subscribers. After the merger, AT&T's subscriber reach would climb to 41%, thanks in part to the 11 million customers that would be attributed



AT&T's Cicconi says they have spent \$2.7 billion upgrading the TCI plant.

because of MediaOne's 25% stake in Time Warner Entertainment.

AT&T has vociferously argued that subscribers to Time Warner's cable unit should not count toward its audience reach because AT&T will play no role

in TWE's programming decisions. But many in the FCC refuse to buy AT&T's reasoning, agency sources say, because the telecommunications giant owns Liberty Media, which sells Time Warner such leading cable networks as Discovery, Fox Regional Sports, QVC, American Movie Classics and Bravo. AT&T's investment in Rainbow Media, another programmer it holds through a 30% interest in Cablevision Systems, also could trigger attribution of TWE subscribers.

If the FCC decides those investments make AT&T "materially involved" in TWE's programming decisions and that no further restructuring of the partnerships would be sufficient to escape

attribution, the company would have two options: sell the stake in TWE or ditch the programming interests.

Although AT&T insists that the TWE partnership is essential to fulfilling its commitment to roll out local telephone service over cable, company officials say they have not decided which option to pursue if divestitures are ordered. "This is something we feel will require some thought," Cicconi said, defending his company's request for an 18-month waiver to comply with any divestiture orders.

But opponents of the AT&T/MediaOne merger said the FCC would be inviting stalling tactics by the telecommunications giant if anything

longer than a nine-month grace period is approved. What's more, the company should be held to hard deadlines for rolling out telephone service, they said.

One reason, said Media Access Project's Andrew Schwartzman, is what he described as AT&T's failure to meet local telephone service levels promised as part of its 1999 acquisition of Tele-Communications Inc. "There's about 10,000 AT&T residential telephony customers on the former TCI cable plant one year after the merger," he told FCC staffers at the hearing. "They haven't come close to doing what they said they were going to do."

Priscilla Hill-Ardoin, regulatory vice president for SBC Communications agreed, noting that her company

must offer specific levels of communications services outside its defined market areas as a condition of its merger with Ameritech Corp. "Our commitment to competition is specific, verifiable, enforceable and is being aggressively executed," she said.

Cicconi, however dismisses any assertion that AT&T isn't serious about building local phone service as simply an SBC tactic to keep AT&T out of its markets. "If they didn't view this as a threat, they wouldn't be running ads criticizing our product," he said. He noted that AT&T has spent \$2.7 billion to ready the TCI cable plant for two-way communications and will have 85% of the TCI network upgraded by year-end. ■



WASHINGTON WATCH

By Paige Albinia and Bill McConnell

DBS firms decry 'Draconian rules'

Satellite TV providers say they won't be able to carry any superstations if they face the same programming exclusivity rules as cable operators. "Draconian rules" requiring satellite carriers to black out all superstation programs—including network fare, sports and syndicated shows—that duplicate local programs would result in "a substantial loss for customers," wrote the Satellite Broadcasting and Communications Association in comments to the FCC last week. Broadcasters and the cable industry, in turn, said satellite carriers should be held to the same rules as cable. The satellite TV reform legislation passed by Congress last year instructed the FCC to create program exclusivity rules regarding satellite-carriage of superstations that are neither "technically infeasible" nor "economically prohibitive."

Did you say what I think you said?

FCC officials gleefully played "gotcha" with industry officials who testified on the AT&T/MediaOne merger Feb. 4. After AT&T lobbyist James Cicconi said his company's broadband delivery system would be "crying for content," FCC Cable Bureau staffer William Johnson asked if the desperation would lead to carriage of local broadcasters' digital signals. Rather than wade into the most volatile issue dividing broadcasters and cable, Cicconi remained silent. Earlier, FCC Chairman William Kennard poked fun at SBC Communication's assertion that AT&T is balking at local telephone service, given that SBC and other regional phone companies resisted FCC competition rules. "I think it's wonderful to hear SBC welcoming telephony competitors to the

marketplace," he said. "I've never seen that before."

Nothing budgeted for rural DBS loans

Using funds earmarked for closing the "digital divide" to help guarantee the loans for rural satellite TV service or to fund cable build-outs in underserved areas is "worthy of consideration," said National Telecommunications and Information head Gregory Rohde, but the agency has no plans to move ahead right now. Speaking to a Media Institute luncheon crowd in Washington last week, Rohde said he plans to hold a roundtable discussion in March to gather ideas on meeting the 1996 Telco Act's universal-service mandate. To illustrate the technology gulf, he cited a town in his home state of North Dakota without adequate cable or broadcast necessary to deliver essential farm reports.

NCTA splits press, outreach duties

NCTA has divided its communications duties. David Beckwith, Gov. George W. Bush's former communications manager and former *Time* magazine correspondent, will take the helm of NCTA's community relations efforts. Jim Ewalt, former executive VP of the Cable Telecommunications Association, will head the press relations department.

'Consumers get virtually nothing'

Consumer groups last week marked the fourth anniversary of the 1996 Telecommunications Act by blasting the Clinton administration for doing "virtually nothing" to prevent skyrocketing cable rates and telecommunications consolidation. "Consumers have been so shortchanged since passage of the 1996 act that it is critical to alter implementation of this law before it is too late to salvage any of your consumer protection goals," Gene Kimmelman of Consumers Union and Mark Cooper of Consumer Federation of America wrote to President Clinton. Cable rates are up 24% since the passage of the act.



Ambitious

Liaisons

By John M. Higgins and Steve McClellan

Don't look for much M&A action in broadcasting and cable, but May-December media marriages may be in vogue

Television thrives on imitation. Some British game show suddenly becomes a hit on ABC, and up spring clones *Twenty One* on NBC and *Greed* on Fox. A twenty-something ensemble comedy scores on NBC, and the next season a dozen more just like it pepper the schedules of the other net-

works. *Married With Children* begot *Roseanne* and other dysfunctional-family sitcoms. In TV Land, swiping the clever ideas of others is the accepted norm. The big sin is being left behind.

Given their copycat proclivities, it's no surprise that the hot topic among media moguls is whether they imitate the most startling TV drama of all: America Online Inc.'s \$181 billion takeover of Time Warner Inc. Old-media players

can't quite get over how one of their own essentially surrendered control to a new-media player like AOL.

For the past two years, the big question was how do old-media companies make their Internet play? Buying a search engine? Perhaps a niche news service? AOL flipped the equation last month: How do new-media companies make their play in broadcasting and cable?

A year ago, Barry Diller, chairman of USA Networks Inc., tried to buy the Lycos portal, but the deal fizzled. This year, will Lycos try to buy USA Networks? That's more likely. Right now, the market values Lycos at \$7.1 billion; USA, at \$8.9 billion.

Last year, Yahoo! bought Web streaming clearinghouse Broadcast.com for \$5.4 billion. This year, does the company buy radio stations or even cable networks to feed that stream? And do established content companies sell?

The new-media/old-media equation has abruptly displaced consolidation within cable or broadcasting as the dominant theme in the media-merger game. But that doesn't mean there won't be some old-media action to keep dealmakers happy. Media executives are making lots of noise that Seagram Corp. could unload its controlling interest in Universal Pictures. The ownership of astonishingly consistent shopping network QVC could be reconfigured because of a contractual provision between partners Comcast Corp. and Liberty Media Corp.

General Electric Corp. has been intimating for years that it might unload all or part of its NBC operation. And TV- and movie-studio owner Sony Corp. is openly seeking to buy into a broadcast network to ensure an outlet for its sitcoms and dramas.

Sales of cable systems and broadcast stations are expected to be slower this year. In cable, many of the most aggressive buyers are taking time off to complete or digest last year's deals, including AT&T Corp., Charter Communications Corp. and Cox Communications Inc.

On the broadcast side, the relaxation of the FCC duopoly rules created a big opportunity for players to own two stations in the same market. But the big rush that many anticipated hasn't mate-

rialized, largely because sellers want more than buyers are willing to pay.

For media executives old and new, the AOL-Time Warner combination puts them in a quandary. Does that alliance shut competing content companies out of a key gateway to Web surfers, both high speed and low? If so, what kind of merger will keep other players on top?

"One of the primary implications of the AOL-Time Warner deal for everyone in the industry is creating an environment where there's going to be a battle for control of the customer," said Bear, Stearns & Co. media investment banker Alan Mnuchin. The fight will be centered on "forming a branded, connectivity relationship."

The scary thing about the AOL/Time Warner deal is that it marries things that aren't readily obtainable in a combination of any two other companies. No one has a base of Internet subscribers even close to the number of AOL paying customers. There are companies with TV and movie operations comparable to Warner Bros.' and cable operations comparable to Time Warner Cable's. But no companies have both.

For now, executives on both sides of the new-media/old-media equation say they don't need to pounce. Yahoo! Chairman Tim Koogle contends the company is like Switzerland, ready to distribute everyone's content. USA Networks' Diller already has a healthy portfolio of dotcom operations in pocket and insisted he doesn't need a major deal. "Our basic business and strategy doesn't depend on acquiring another single thing to get it down the road."

News Corp. President Peter Chernin took the same stance. "We have no deals approaching the size of AOL/Time Warner in the pipeline or in contemplation. As big as our appetites may be, they aren't that big." He acknowledged, however, that Fox executives are studying the implications closely. "You ask what it means for your business and what do you do. On the other hand, I don't think you react defensively."

Still, the Internet side will clearly continue to be a mergers-and-acquisitions free-for-all. Direct competitors unable to hack it will sell out to a rival hoping to build a critical mass of surfers or buyers. Small companies worth a mere billion or so with few immediate prospects to generate cash flow will seek shelter inside a larger Internet company. And, of course, old-media

companies eager to polish their image will use their vastly greater access to capital to swallow up dotcoms.

But what new-media companies might be poised to acquire one of the familiar media players? Yahoo! is obviously one, partly because it has many active users but also because, with a stock market capitalization of \$111 billion, it could pull off a stock-swap takeover of the largest old-media companies. Industry and Wall Street executives say Lycos and Excite@Home, which also marries content and conduit, are possible acquirers.

Cable operators have been in a feeding frenzy for two years, with systems serving about 40% of the nation's subscribers changing hands. AT&T alone has cut \$120 billion worth of deals, buying Tele-Communications Inc. and

absorb the 12 system acquisitions they made last year. After a burst of activity early in 1999, Cox executives say they're off the system hunt for now. Cablevision is a seller, not a buyer, putting a third of its portfolio on the block to concentrate in the metro New York City market. Time Warner unlikely to chase much while it goes through a year-long process to merge with AOL.

That leaves Comcast and Adelphia Communications Corp. as the only obvious aggressive buyers.

"There's a tad of indigestion from 1999's pace," said Fran L'Esperance, head of TV and radio for investment banker Veronis, Suhler & Associates. "They actually have to integrate these businesses. You're down to people who each want to be a consolidator of individual markets."

But cable investment banker John Waller, chairman of Waller Capital Corp., sees plenty of appetite, particularly among smaller companies. "We have a lot of people coming to us right now."

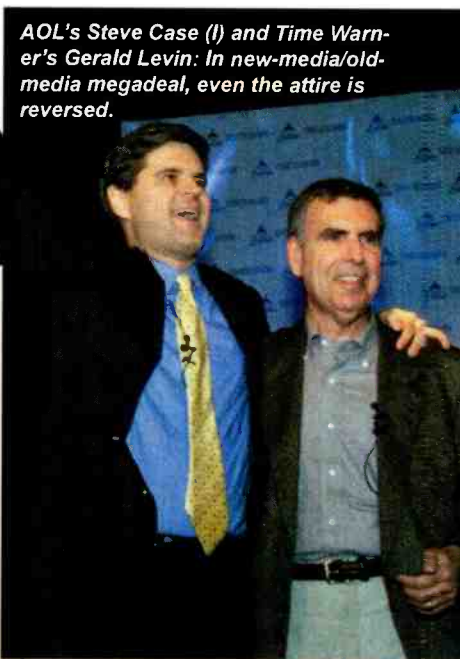
Among TV station owners, the duopoly dance has turned out to be less a fervid tango than a ponderous shuffle. When the FCC agreed to permit one owner to own two stations in the same market under many circumstances, a flurry of activity was expected.

But the duopoly market has been slow to develop. Clearly, the rules helped spawn two deals: Viacom's planned takeover of CBS and NBC's purchase of 32% of Paxson Communications, which has stations in many markets where NBC also has stations. TV stations that managed smaller nearby outlets under so-called local marketing agreements have been moving to buy out those partners. But there have been no other sweeping deals.

The problem is there's a big bid-ask spread. Potential sellers see their stations as tremendously valuable to another broadcaster because of the reduced expenses and greater ad selling power of a joint operation. So their asking prices are running 18-20 times annual cash flow, about what a radio station would fetch from another station owner in the same market.

But potential TV station buyers are more hesitant. "It's not yet clear to me what kick from a duopoly would be," said the CEO of one major broadcaster. The potential buyers are looking to pay more like 12-13 times cash flow.

Another problem dampening the mar-



AOL's Steve Case (l) and Time Warner's Gerald Levin: In new-media/old-media megadeal, even the attire is reversed.

agreeing to buy MediaOne Group Inc. Megabillionaire Paul Allen has spent about \$16 billion, much of it his own money. Other operators have followed their lead.

But things could be slow for a while. All operators say they'll, at the least, buy systems that fill holes in existing clusters. But AT&T is snarled in the approval process for MediaOne and unlikely to provoke regulators already worried about ownership concentration by chasing major deals. The exception: AT&T is likely to buy Cablevision Systems Corp.'s Boston operations.

Other major buyers are working on digesting what they already have. Charter executives want to take some time to

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TEL-E-COMMUNICATIONS, INC.

has merged with

AT&T Corp.

Financial advisor to
Tel-e-Communications, Inc.



Qwest

has agreed to merge with

US WEST, Inc.

Financial advisor to Qwest
Communications International Inc.



Olivetti S.p.A.

has acquired 52% of

Telecom Italia S.p.A.

Financial advisor to
Olivetti S.p.A.



Microsoft®

has made an equity
investment in

AT&T Corp.

Financial advisor to
Microsoft Corporation



Aerial

has agreed to merge with

**VoiceStream
Wireless Corporation**

Financial advisor to
Aerial Communications, Inc.



ntl

has acquired

**Diamond Cable
Communications Plc**

Financial advisor to
NTL Incorporated




CENTENNIAL

has been acquired by

**Welsh, Carson, Anderson
& Stowe VIII, L.P.
and
Blackstone Capital
Partners, L.P.**

Financial advisor to
Centennial Cellular Corp.



CELLULAR
COMMUNICATIONS
INTERNATIONAL, Inc.

has been acquired by

**Olivetti S.p.A.
and
Mannesmann AG**

Financial advisor to
Cellular Communications
International, Inc.



WESTWOOD ONE
INCORPORATED

has acquired

Metro Networks, Inc.

Financial advisor to
Westwood One, Inc.

Cellular Communications
of Puerto Rico, Inc.

has been acquired by

**SBC
Communications Inc.
and
Teléfonos de México
S.A. de C.V.**

Financial advisor to
Cellular Communications
of Puerto Rico, Inc.



TRIAx
MIDWEST
ASSOCIATES, L.P.

has been acquired by

MediaCom LLC

Financial advisor to
Triax Midwest Associates, L.P.



PSINet

has acquired

**Transaction Network
Services, Inc.**

Financial advisor to
PSINet, Inc.



Korea Telecom
Freetel

has sold minority
equity stakes to

**Microsoft Corporation
QUALCOMM Incorporated
and
Capital Communications
CDPQ Inc.**

Financial advisor to
Korea Telecom Freetel Co., Ltd.



GTS™

Global TeleSystems
Group, Inc.

has acquired

Omnicom SA

Financial advisor to Global
TeleSystems Group, Inc.




BTI

Buford Group, Inc.

has been acquired by

Classic Cable, Inc.

Financial advisor to
Buford Group, Inc.



ZIFF-DAVIS

has created a new class of
common stock to track

ZDNet

Financial advisor to
Ziff-Davis, Inc.

media and communications.

jacor

Jacor Communications, Inc.

has been acquired by

**Clear Channel
Communications, Inc.**

Financial advisor to
Jacor Communications, Inc.

 **CENTURY
COMMUNICATIONS
CORP.**

has merged with

**Adelphia
Communications
Corporation**

Financial advisor to Century
Communications Corp.

 **TCA
CABLE TV**

has merged with

**Cox
Communications, Inc.**

Financial advisor to
TCA Cable TV, Inc.

 **PETERSEN**

**The Petersen
Companies, Inc.**

has been acquired by

EMAP plc

Financial advisor to
The Petersen Companies, Inc.

 **MCI WORLD COM**

has acquired

CAI Wireless Systems, Inc.

PrimeOne Tele-TV

and

Wireless One, Inc.

Financial advisor to
MCI WorldCom, Inc.

 **INSIGHT
COMMUNICATIONS**

has acquired a
50% interest in and
management control of

**InterMedia Capital Corp.
Partners VI, L.P.**

from

Blackstone Capital Partners

Financial advisor to
Insight Communications Company

**The Chronicle
Publishing Company**

has agreed to sell the

San Francisco Chronicle

to

The Hearst Corporation

Financial advisor to
The Chronicle
Publishing Company



**Emmis
Communications
Corporation**

has sold 2,700,000 shares of
Class A Common Stock
to
Liberty Media Corporation

Financial advisor to Emmis
Communications Corporation

Y&R

Young & Rubicam, Inc.

has acquired

**KnowledgeBase
Marketing, Inc.**

Financial advisor to
Young & Rubicam, Inc.

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ket is poor operating performance. Acquisitive companies like Sinclair Broadcast Group Inc., Hearst-Argyle Group Inc. and Young Broadcasting Group have all posted weak earnings and are watching their stock prices sink. That means they're less willing to buy stations in a stock swap and too worried about Wall Street's reaction to cash deals.

Still, USA Networks' Diller said he's actively seeking to buy duopoly stations or at least joint venture them. And Chris-Craft is shopping its valuable portfolio of major-market stations.

In radio, just because Tom Hicks got indigestion doesn't mean the M&A party is over. The chairman of leveraged-buyout firm Hicks, Muse, Tate & Furst was for three years the most aggressive buyer in the radio market, through what is now his AMFM Corp. unit. But with more than 30 transactions in one year, the 430-station portfolio was too much, too fast for AMFM to manage. When the company started having operating problems last year, Hicks agreed to sell out to Clear Channel Communications Inc. for \$23.5 billion, mostly in Clear Channel stock.

The good news for other players is that Clear Channel will have to shed about 100 stations to pass antitrust scrutiny. Buyers immediately began circling for the properties, some of them in major markets and getting strong ratings. Emmis Broadcasting turned to Liberty Media for a quick \$140 million equity injection to prep for the AMFM auction.

Financiers expect a lot of smaller deals as station owners fill in markets where they haven't hit the maximum number of stations they can own. Larry Haverty, senior vice president, State Street Research, said that the top markets are pretty much consolidated, with Clear Channel and Infinity having most of the pie. "I don't expect much more consolidation in the big markets," In the smaller markets, it would make "some strategic sense" for companies like Citadel, Cumulus and Intercom to merge.

Although Haverty is not sure exactly what the probability of such mergers are, "it's not zero." But such deals will not



(L-r) Clear Channel's Lowry Mays with Thomas Hicks of AMFM; Viacom's Sumner Redstone and CBS' Mel Karmazin: Smiling like canaries that swallowed cats?

and cannot be as good, from an investment perspective, as the major-market consolidations. "Owning a radio station in Pawtucket is not the same as owning one in Boston," he noted. The remaining and smaller independents have "high multiple currencies" that may be attractive to some funds looking to get in on some radio action. "But what you're dealing with is the leavings."

Of course, recent phases of the merger market have been largely dependent on the roar of the stock market. The only people actually collecting checks in most multibillion-dollar takeovers are the investment bankers. Using cash to finance a \$10 billion acquisition costing, say, 17 times cash flow at today's interest rates would leave a first-year interest tab of \$790 million on a company generating only \$588 million in cash flow. A cash buyer wanting to at least cover interest costs would pay only 12.7 times cash flow for the same asset.

Buying Internet companies, of course, is an entirely different proposition.

bear interest costs by offering cash in a substantial Internet transaction.

It's not unheard of, however. Excite@Home puzzled Internet and media players alike with its \$1 billion deal to buy Bluemountainarts.com in October. The high-speed Internet provider and Web portal agreed to pay most of the price in stock but also offered \$340 million in cash. Though heavily trafficked, the electronic greeting card hadn't generated even a single dime in revenue, much less profit.

Marveled one media executive familiar with the transaction: "Cash? Who pays cash for Internet companies?"

If stocks crash, buyers won't want to give away cheap stock to finance transactions. And sellers won't want to sell for \$20 what they were trading for \$70 six months earlier.

Diller said the Internet frenzy will last "as long as the capital markets are there to support it. I don't know if it's going to be to infinity, that there will be one world order." ■

Sales of the century

Top 10 media deals of the past year

Seller	Buyer	Price (\$ billions)
Time Warner	America Online	\$181
TCI	AT&T Corp	\$48
MediaOne	AT&T Corp	\$69
CBS	Viacom	\$36
AMFM	Clear Channel	\$24
TV Guide	Gemstar International	\$9
AT&T-Cable Systems	Comcast	\$9
WebMD	Healthcon Corp.	\$8
USWeb/CKS	Whittman-Hart	\$7
Lenfest Communications	Comcast	\$7

Source: Securities Data Corp.

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You need a proven banking partner that can help you capitalize on the changing landscape.

Credit Suisse First Boston.

\$70,000,000,000



Has acquired
Tele-Communications, Inc.

Advisor

March 1999

\$63,100,000,000



Acquisition of
Media One

Advisor

Pending

\$16,000,000,000



Cable Swap
with Comcast

Advisor

Pending

\$8,000,000,000



Microsoft Agreement

Advisor

September 1999

\$4,100,000,000



Capstar Broadcasting Corporation

Has been acquired
by Chancellor
Media Corporation
Advisor

July 1999

\$1,800,000,000



Sale to
Hughes Electronics

Advisor

June 1999

\$1,600,000,000

Hearst-Argyle
TELEVISION, INC.

Acquisition of the
Pulitzer Publishing Co.
Broadcast Division

Advisor

March 1999

\$485,000,000

GAYLORD

Gaylord Entertainment

Sale of KTVT-TV
in Dallas to CBS

Advisor

August 1999

\$325,000,000

BRESNAN

Sale of
Bresnan Communications
Poland

Sole Advisor

July 1999

\$215,000,000



Acquisition of
Retlaw stations

Advisor

June 1999

These announcements are neither an offer to sell nor a solicitation of an offer to buy any of these securities. The offering is made only by the prospectus.

Dereg fatigue

Is this the end of consolidation as we know it?

By Bill McConnell

A wave of consolidation has washed over the broadcast and cable industries since passage of the deregulatory 1996 Telecommunications Act.

But FCC Chairman William Kennard now appears to have had his fill of deregulation that reduces the number of media owners, even as he hailed the law last week for ushering in lower long-distance rates and high-speed Internet products and improving telecommunications service to schools, rural areas and the poor. Although the FCC still has a number of media ownership rules to resolve, few in the industry are counting on many more favors.

"Bill Kennard says he has no taste for further deregulation," said Jack Goodman, counsel for the National Association of Broadcasters.

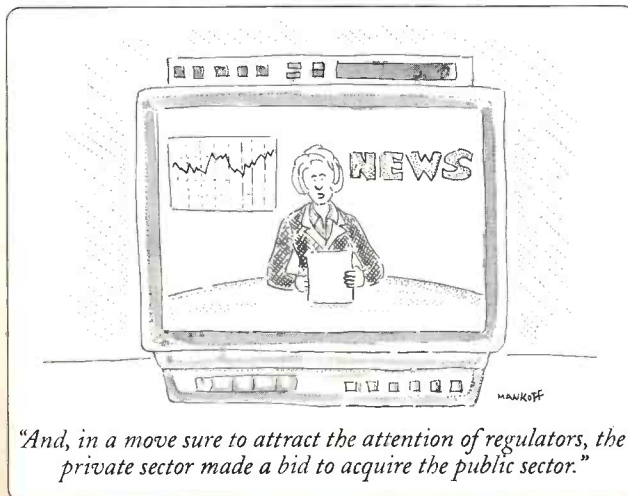
Because of the 1996 law, the broadcast audience-reach limit was increased from 25% of U.S. households to 35%, and restrictions were lifted on the number of radio stations one company can own, fueling a wave of industry mergers. With Congress setting the deregulatory mandate, the FCC has given the industry more room to grow with other key changes, including significantly easing restrictions on TV duopolies and increasing the number of subscribers that cable companies can serve nationwide.

Greater leeway is expected in only one other key area: letting one of the Big Four broadcast networks buy UPN or The WB. The proposed elimination of dual-network restrictions by the FCC is expected by early April, when the agency must recommend any changes to broadcast ownership rules currently being examined under a biennial review, which is required by the 1996 law. Any rule changes that result from the review must be in place by the

end of May, according to a congressional order issued late last year.

The agency is likely to suggest holding the line on other key broadcast rules, according to FCC and industry sources. For instance, the report will urge keeping the broadcast audience-reach cap at 35% of U.S. households and suggest very little, if any relaxation of newspaper/broadcast cross-ownership restrictions. And no major cable ownership rulemakings are in the offing either.

Kennard is willing to put a big dent



"And, in a move sure to attract the attention of regulators, the private sector made a bid to acquire the public sector."

© The New Yorker Collection 1998 Robert Mankoff from cartoonbank.com. All Rights Reserved.

in the dual-network ban, sources say, because of Viacom's pending merger with CBS. Without relief, Viacom would be forced to sell its struggling UPN network in order to consummate the CBS deal. (The 1996 law lifted the outright ban on dual-network ownership but prohibited CBS, ABC, NBC and Fox from merging with each other or acquiring UPN or The WB.)

Kennard refused to address the issue in a speech to the National Press Club last week, but sources at the FCC say he is loath to take any action that could doom financially shaky UPN. Consequently, the April report will strongly suggest eliminating the restrictions on who can own the two netlets.

UPN, a 50-50 venture of Viacom and broadcast group Chris-Craft Corp, has

lost more than \$500 million and is expected to lose \$90 million this year. Two weeks ago, Viacom upped the ante by announcing it wanted either sole ownership of UPN or for Chris-Craft to take over instead. UPN's endless red ink virtually ensures that Chris-Craft won't try to keep it and finding another viable buyer would be a monumental task.

The big networks, however, can forget about their request to lift the broadcast audience-reach cap, according to sources. For starters, Kennard doesn't want to fuel more diversity-killing consolidation. Secondly, the industry is split over the cap and raising the issue would cause a big internecine fight. Although networks want more room to grow their stable of O&Os, independently owned affiliates worry they will lose the compensation they receive for airing network programming if the Big Four get more stations.

Kennard is equally opposed to easing newspaper/broadcast cross-ownership.

A hard-line stand, however, is likely to provoke a court challenge by the newspaper industry. Rather than spark a legal battle, the FCC may ask for more time to consider newspaper/TV ownership issues instead of saying no outright. The report also may suggest that the established process for newspaper/radio waivers be relaxed somewhat.

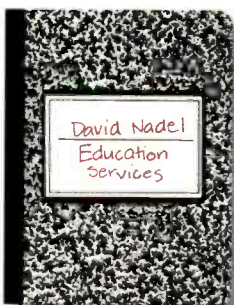
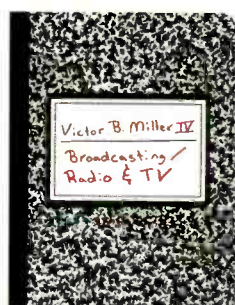
Although the FCC's philosophy appears to be "enough is enough," broadcasters aren't giving up yet. A top broadcast industry priority is eliminating the "voice" test requirement that at least eight separately owned stations must remain

after a duopoly is established. The voice test often prevents duopolies in small markets, where paltry ad revenues making operating a single station difficult. "Economies of scale from multiple ownership are critical to providing free over-the-air service in those areas," said broadcast lobbyist David Donovan.

Nor have broadcasters given up on letting newspapers own in-market stations. "We're in an information economy with the entire Web based on merging content and video distribution," Donovan said. "There's no reason to forbid newspapers and broadcasters from combining. You get a better TV product by doing it."

Despite the FCC's apparent intransigence, Donovan said, the industry can't afford to surrender: "the glass is always half full." ■

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Station trading slows

Excluding Clear Channel-AMFM merger, sales drop 57% to \$9.8B

By Elizabeth A. Rathbun

Station consolidation ebbed in 1999, with lower spending on TV and radio properties—a trend that should continue this year, according to industry brokers.

In 1999, station sales totaled \$33.3 billion, up 46% from 1998's \$22.8 billion, according to BROADCASTING & CABLE. But those numbers are misleading. Take away a single deal—Clear Channel Communications' \$23.5 billion acquisition of AMFM Inc.—and sales for the year fall to just \$9.8 billion, 57% lower than 1998.

Excluding Clear Channel-AMFM, radio sales dipped to \$5.1 billion, compared with \$9.1 billion in 1998. Some \$4.7 billion was spent to buy TV stations in 1999, compared with \$7.1 billion the year before.

"The top days are gone," says Brian Cobb, a Washington-based broker with Media Venture Partners. "[Business] may be as slow as it's been in five or six years," he observes. Although Cobb says he expects little change in TV or radio sales for most of this year, he hopes for an uptick—at least in TV—at the end of the year as station values improve because of political advertising and summer Olympics spending.

"I think there are still some deals to do" in television, he observes, adding, though, that "radio may be [in] a permanent lull."

Radio-only spending peaked in 1997 at \$15.2 billion—the year after the Telecommunications Act of 1996 deregulated the industry. Instead of being limited to two AMs and two FMs per market, broadcasters were allowed to own up to eight stations, depending on the market size. The wave of consolidation that followed diminished to \$9.1 billion worth of pure-play radio deals in 1998, according to B&C numbers.

"There's only so much inventory and it's been heavily consolidated," explains broker Gary Stevens. "I'm surprised it didn't turn down sooner."



Broker Brian Cobb believes political ads and Olympic spending will boost TV station values..

"Except for the very large deals [like Clear Channel-AMFM], you're looking at late-stage consolidation. Most of the major groups are part of the megagroups," says Elliot B. Evers of Media Venture Partners in San Francisco. He expects that

the pace of station deals will continue to slow.

Barring an economic correction, broker Richard A. Foreman of Richard A. Foreman Associates expects 2000 to be more of the same: "Less inventory [and] the inventory that's there to be pricier."

No one expects another megamerger along the lines of Clear Channel and AMFM. But a big chunk of 2000's radio deals may come from Clear Channel, which has to spin off \$4.5 billion worth of stations to gain federal approval of the deal.

As radio activity continues to wind down, W. Lawrence Patrick, president of Patrick Communications, says he expects radio companies to get into other media businesses such as the Internet and billboards.



Station broker Richard Foreman expects less inventory at higher prices this year.

With additional deregulation in the television industry implemented this past August, brokers say they're surprised that TV sales weren't higher last year. Rather, dollars spent on TV stations declined in 1999 to \$4.7 billion, from \$7.1 billion in 1998—

the 1999 number excludes the sale of CBS TV stations, which were not valued separately in the Viacom Inc. acquisition of the company.

The TV-station business was "a non-event compared to what everyone expected" when the FCC conditionally agreed to allow a broadcaster to own two TV stations in a market, Evers notes. That may be because the business has too many issues surrounding it, including the lofty cost of programming, a softer ad revenue market and the high price of converting TV stations to digital, he continues.

In addition, potential sellers might have counted on commanding extremely high prices for their stations—and buyers may have balked, some brokers have suggested. "I don't know where

TV, radio sales, 1997-99

(billions of dollars)

Station type	1999 \$/#of deals	1998 \$/#of deals	1997 \$/#of deals
TV-Radio	0/0	6.54/7	1.85/7
TV	4.72/86	7.12/90	6.4/108
Radio combos	26.88/196	7.54/265	12.73/322
FMs	1.48/169	1.0/341	2.1/395
AMs	.238/213	.596/249	.362/235
Total	33.32*/774	22.8/952	23.44/1,067

Source: Broadcasting & Cable

*Includes Clear Channel's \$23.5 billion acquisition of AMFM

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A VERY DIFFERENT KIND OF DEAL
THE COMPANY BENEFITED FROM REVENUE GROWTH AT IT
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RE THREE MIDWESTERN STA
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that impasse resolves itself," Evers says.

Ben La Rue of H.B. La Rue Media Brokers knows of four situations where sellers are seeking about \$40 million for a TV station and bidders want to pay half that. Still, he says, "It's better to have two stations than one." He expects to see TV duopolies occur "slowly but surely" this year.

The TV market should improve as stations' cash flow improves with election-year and Olympics advertising, says broker Fred Kalil of Kalil & Co. Inc. Also, as the issue of network compensation is worked out, potential buyers might feel more comfortable. "It's going to take a little time to bring the revenue back up,

but it will happen," says Kalil.

The FCC could help, Kalil explains, by moving to allow TV duopolies in markets with fewer than eight unique station owners—one of the commission's conditions of such deals. Another condition that brokers want to see changed is the ban on owning both a newspaper and a TV station in the same market. Allowing cross-ownership would open up a whole new field of potential buyers, brokers say.

Meanwhile, there currently are plenty of would-be TV-station sellers, Patrick says. But they're generally in markets ranked 75-150 where prices are lower, portending a flat-looking

2000 in terms of dollars spent.

Radio groups too are looking to buy "down," into markets that they wouldn't have even been willing to consider two or three years ago, says Patrick. If they want to keep growing—as financier-backed and public companies must—that's where they must go, he says.

Among the groups discussed that might cash out are Citadel Communications Corp. and Cumulus Media Inc., which concentrate on mid-sized and small markets.

"That's just the nature of what happens," Patrick notes. "The big guys get bigger and the small guys get richer walking out the door." ■

BIG DEALS OF 1999

The following list includes TV station sales valued at \$30 million or more and radio station sales valued at \$14 million or more. It does not include the CBS-Viacom merger since the stations were not valued separately.

TVS

Multistate (by price)

WMBB(TV) Panama City, Fla., and WKRG-TV Mobile, Ala./Pensacola, Fla.;
WJBF(TV) Augusta and WRBL(TV) Columbus, Ga.; **KIMT(TV) Mason City, Iowa;**
KWCH-TV Wichita, KBSD-TV Ensign/Wichita, KBSL-TV Goodland/Wichita and KBSH-TV Hays/Wichita, Kan.; **WSPA-TV Greenville, S.C./Asheville, N.C., and WNEG-TV Toccoa, Ga./Greenville/Asheville (and LMA with WASV-TV Asheville), and WBTW(TV) Florence/Myrtle Beach, S.C.**
Price: \$605 million (merger)
Buyer: Media General Inc. (J. Stewart Bryan, chairman; James Zimmerman, president, Broadcast Group)
Seller: Spartan Communications Inc. (Tom Watson Brown, chairman)

KNVN(TV) Chico/Redding, Calif.; **WGXA(TV) Macon, Ga.;** **KTVE(TV) El Dorado, Ark./Monroe, La.;** **KSPR(TV) Springfield, Mo.;** **WFXX(TV) Morehead City/Greenville and WYDO(TV) Greenville, N.C.;** **WKBN-TV Youngstown, Ohio;** **KMID(TV) Midland/Odessa, Texas, and construction permit for WFXZ-TV Jacksonville/Greenville, N.C.**

Price: \$185 million

Buyer: Grapevine Communications (Wendell Reilly, chairman)

Seller: GOCOM Communications LLC (Richard L. Gorman, president)

WHPX(TV) New London/Hartford, Conn.;
WIPX(TV) Bloomington/Indianapolis, Ind.;
WWDP(TV) (formerly WBPX) Norwell/Boston, Mass., and WBPX(TV) Boston (formerly WABU; including satellites WNBU(TV) Concord, N.H./Boston and WZBU(TV) Vineyard Haven, Mass./Providence, R.I.); **WZPX(TV) Battle Creek/Grand Rapids, Mich.;** **WPXS(TV) Mt. Vernon, Ill./St. Louis;** **WRPX(TV) Rocky Mount/Raleigh/Durham, N.C.;** **WPXW(TV) Manassas, Va./Washington, and WPXE(TV) Kenosha/Milwaukee, Wis.**

Price: Up to \$173 million (final price to be determined by arbiter)

Buyer: Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner)

Seller: DP Media Inc., Palm Beach, Fla. (Devon W. Paxson, vice president/son of buyer)

KAKE-TV Wichita, Kan., and WOWT(TV) Omaha, Neb.

Price: \$141 million

Buyer: Benedek Broadcasting Corp. (A. Richard Benedek, chairman/owner)
Seller: Chronicle Publishing Co. (John B. Sias, CEO)

KWTX-TV Waco and satellite KBTX-TV Bryan/Waco, Texas, and KXII(TV) Sherman, Texas/Ada, Okla.

Price: \$139 million (KWTX and KBTX: \$97.5 million cash and shares; KXII: \$41.5 million cash)

Buyer: Gray Communications Systems Inc. (J. Mack Robinson, president/shares 25% ownership with two other directors)

Sellers: KWTX-TV: KWTX Broadcasting Co. (Ray Deaver, president); KBTX-TV: Brazos Broadcasting Co. (Ray Deaver, president; KWTX Broadcasting, 50% owner)
KXII: KXII Broadcasters Inc. (Ray Deaver, president)

Remaining 67% of WATL(TV) Atlanta and WNOL-TV New Orleans

Price: \$95 million

Buyer: Tribune Co. (James C. Dowdle, executive vice president; Dennis J. FitzSimons, president, Tribune Broadcasting)

Seller: Qwest Broadcasting LLC (Quincy Jones, chairman)

KHNL(TV) and LMA for KFVE(TV) Honolulu,

The Florida Outdoor
Division of
THE ACKERLEY
GROUP, INC.
has been sold for
\$300,000,000
M&A Sellside Advisor

THE ACKERLEY
GROUP, INC.
\$64,050,000
Follow-On Equity Offering
Co-Manager

THE ACKERLEY
GROUP, INC.
\$25,000,000
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Subordinated Notes
Sole Manager

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GROUP, INC.
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and **KASA-TV Santa Fe/Albuquerque, N.M.**
Price: \$88 million cash
Buyer: Raycom Media Inc. (John Hayes, president)
Seller: Belo Corp. (Robert W. Decherd, chairman)

WICD(TV) Champaign/Springfield/Decatur and WICS(TV) Springfield/Decatur, Ill., and KGAN(TV) Cedar Rapids/Dubuque, Iowa
Price: \$81 million
Buyer: Sunrise Television Corp. (Robert N. Smith, president; Hicks, Muse, Tate & Furst Inc., owner [Thomas O. Hicks, chairman])
Seller: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president)

Swap of KXTV(TV) Sacramento, Calif., and KVUE-TV Austin, Texas
Price: Value of KXTV plus \$55 million
Swapper, KVUE-TV: Gannett Co. Inc. (Cecil Walker, president)
Swapper, KXTV: Belo (Robert Decherd, president)

WPXU(TV) (formerly WFHL) Decatur/Champaign, Ill.; WDPX(TV) (formerly WTJC)

Springfield/Dayton, Ohio; WPXG(TV) (formerly WSCO) Suring/Green Bay, Wis., and LMA with WPXK(TV) (formerly WPMC) Jellico/Knoxville, Tenn.

Price: \$40 million
Buyer: Acme Television LLC (Jamie Kellner, chairman/chief, WB Network)
Seller: Paxson Communications Corp. (Lowell W. "Bud" Paxson, owner)

WJBR-FM Wilmington, Del./Philadelphia
Price: \$32.4 million
Buyer: NextMedia Group LLC (Steven Dinetz and Carl Hirsch, principals)
Seller: Wilmington WJBR(FM) LLC (Frank Washington, trustee)

SAME STATE

(alphabetical by state, then city)

ALABAMA

WAAY-TV Huntsville
Price: \$52 million
Buyer: Grapevine Communications (Wendell Reilly, chairman)
Seller: Smith Broadcasting Inc. (siblings M.D. Smith IV and Anita Smith John-

son, owners)
Broker: Richard A. Foreman Associates Inc.

ARIZONA

KTVK(TV) and LMA for KASW(TV) Phoenix
Price: \$315 million cash (includes 50% of Arizona News [cable] Channel)
Buyer: Belo Corp. (Robert W. Decherd, chairman)
Seller: MAC America Communications Inc. (Delbert Lewis, president)

CALIFORNIA

KRON-TV San Francisco
Price: \$823 million (\$650 million cash; \$173 million in stock)
Buyer: Young Broadcasting Inc. (J. Vincent Young, chairman; Deborah A. McDermott, executive vice president, operations) Note: Deal includes 51% of BayTV cable channel
Seller: Chronicle Publishing Co. (John B. Sias, CEO)

KICU-TV San Jose/San Francisco
Price: Up to \$150 million
Buyer: Cox Broadcasting Inc. (Nicholas D. Trigony, president)
Seller: Ralph C. Wilson Jr.
Broker: Media Venture Partners

FLORIDA


WKCF(TV) Orlando
Price: \$191.5 million cash
Buyer: Emmis Communications Corp. (Jeffrey H. Smulyan, chairman)
Seller: Press Communications LLC (Robert E. McAllan, CEO)
Broker: H.B. LaRue

ILLINOIS

WCIA(TV) Champaign, WMBD-TV Peoria and WCFN(TV) Springfield
Price: \$110.3 million
Buyer: Nexstar Broadcasting LLC (Perry Sook, president/2.5% owner; ABRY Broadcast Partners, 78.1% owner)
Seller: Midwest Television Inc. (August C. Meyer Jr., president)
Broker: Patrick Communications

KENTUCKY

WLEX-TV Lexington
Price: \$99.1 million
Buyer: Cordillera Communications Inc. (Paul Cassidy, president; subsidiary of Evening Post Publishing Co. [Ivan Anderson, president])
Seller: WLEX-TV Inc. (John Duvall, president)



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Broker: Patrick Communications

MASSACHUSETTS

WABU(TV) Boston and satellites WZBU(TV) Vineyard Haven, Mass., and WNBU(TV) Concord, N.H.

Price: \$40 million

Buyer: DP Media Inc. (Devon W. Paxson, vice president; spouse R.C. Paxson, president/owner)

Seller: Boston University Communications Inc. Television (Robert D. Gordon, president/general manager)

WWLP(TV) Springfield

Price: \$123 million

Buyer: Gary R. Chapman

Seller: Benedek Broadcasting Corp. (A. Richard Benedek, chairman/owner)

MICHIGAN

WFBE(FM) Flint, WJIM-AM-FM and WITL-FM Lansing, WFMK(FM) and WVFN(AM)-WMMQ(FM) East Lansing/Lansing, WTCF(FM) Saginaw and WHNN(FM) Bay City/Saginaw

Price: \$120.5 million (\$100.075 million in stock and \$20.425 million cash)

Buyer: Citadel Communications Corp. (Lawrence R. Wilson, chairman)

Seller: Liggett Broadcast Inc. (Robert G. Liggett Jr., chairman/owner)

MINNESOTA

KVBM-TV Minneapolis/St. Paul

Price: \$45 million

Buyer: Hubbard Broadcasting Inc. (Stanley S. Hubbard, president; Rob Hubbard, president, Hubbard Television)

Seller: KVBM Television Inc. (Daniel Peters, president/general manager/co-owner)

Broker: Media Venture Partners (seller)

NEVADA

KFBT(TV) Las Vegas

Price: \$33 million (for stock)

Buyer: Sinclair Broadcast Group Inc. (David D. Smith, president)

Seller: Montecito Broadcasting Corp. (Jamie Kellner, CEO; Doug Gealy, president)

NEW YORK

WROC(TV) Rochester

Price: \$46 million

Buyer: Nexstar Broadcasting LLC (Perry Sook, president/2.5% owner; ABRY Broadcast Partners, 78.1% owner)

Seller: STC Broadcasting Inc. (Steve Mumblow, president)

Broker: Media Venture Partners

PUERTO RICO

WAPA-TV San Juan

Price: About \$70 million

Buyer: LIN Television Corp. (Paul Karpowicz, vice president, television; Gary R. Chapman, president; Hicks, Muse, Tate & Furst Inc., 80% owner [Thomas O. Hicks, chairman])

Seller: General Electric Capital Corp. (Dennis J. Nayden, president [subsidiary of General Electric Corp.])

TEXAS

KEYE-TV Austin

Price: \$160 million cash

Buyer: CBS Corp. (Mel Karmazin, president)

Seller: Granite Broadcasting Corp. (W. Don Cornwell, chairman)

Broker: Goldman Sachs & Co.

KXTX-TV TV Dallas/Fort Worth

Price: \$50 million

Buyer: Southwest Sports Group ('99 deal, but LIN still owns station)

Seller: LIN Television Corp. (Paul Karpowicz, vice president, television; Gary R. Chapman, president; Hicks, Muse, Tate & Furst Inc., 80% owner [Thomas O. Hicks, chairman])

Broker: Media Venture Partners

KTVT-TV Fort Worth/Dallas

Price: \$485 million (in stock)

Buyer: CBS Corp. (Mel Karmazin, president)

Seller: Gaylord Entertainment Co. (Terry London, president)

KCBD-TV Lubbock

Price: \$59.8 million

Buyer: Liberty Corp. (Hayne Hipp, president)

Seller: Holsum Inc., Roswell, N.M.

(William de Tournillon, member/general manager, KCBD-TV)

KETK-TV Jacksonville/Tyler and programming rights to KLSB-TV Tyler

Price: \$38 million

Buyer: Communications Corp. of America (Thomas Galloway Sr., owner)

Seller: Sinclair Broadcast Group Inc. (David D. Smith, president)

RADIO COMBOS

Multistate (by price)

124 AMs and 318 FM s in 97 ranked and 14 unranked markets

Price: \$23.5 billion (\$17.4 billion in stock plus \$6.1 billion assumption of debt)

Buyer: Clear Channel Communications Inc. (L. Lowry Mays, chairman; Thomas O. Hicks, to be vice chairman)

Seller: AMFM Inc. (Thomas O. Hicks, chairman; James de Castro, co-vice chairman/president, AMFM Radio)

12 AMs and 31 FM s in nine states

Price: \$821.5 million

Buyer: Entercom Communications Corp. (David J. Field, president)

Seller: Sinclair Broadcasting Group Inc. (David D. Smith, president)

Swap of KFI(AM)-KOST(FM) Los Angeles and WPLR(FM) New Haven and WNLK(AM)-WEFX(FM) and WSTC(AM)-WKHL(FM) Stamford/Norwalk, Conn.; WBWL(AM)-WMMQ(FM), WOKV(AM) WKQL(FM), WAPE-FM Jacksonville, WFVY-FM Atlantic Beach/Jacksonville and WEDR(FM) Miami, and WFOX(FM) Gainesville/Atlanta, Ga.

Estimated Value: \$500 million

Swapper, KFI(AM)-KOST(FM): Cox Broadcasting Inc. (Nicholas D. Trigony, president; Robert F. Neil, Cox Radio Inc. president)

Swapper, all other stations: AMFM Inc. (R. Steven Hicks, CEO; James de Castro, vice chairman/president of AMFM Radio)

10 AMs and 28 FM s in 11 markets

(includes two LMAs and one option to buy)

Price: \$242 million cash

Buyer: Cumulus Media Inc. (Richard W. Weening, chairman; Lewis W. Dickey Jr., vice chairman)

Seller: Connoisseur Communications Partners LP (Jeffrey D. Warsaw, president)

**Seller is in process of buying*

WBGB(FM) and WZNZ(AM) Jacksonville and WHPT(FM), WFJO(FM), WDUV(FM), WRBQ(AM) and WZTM(AM) Tampa, Fla.; WDJX(FM), WFIA(AM), WLRS(FM), WSRF(FM) and WVEZ-FM Louisville, Ky., and WERE(AM) and WENZ(FM) Cleveland and WGTZ(FM), WING(AM)-FM Dayton, Ohio

Price: \$162.5 million

Value (of simultaneous swap): \$55 million

Buyers/Swapper:

WDJX(FM), WFIA(AM), WLRS(FM), WGTZ(FM) and WING(AM)-FM: Blue Chip Broadcasting (Ross Love, president)

WERE(AM) and WENZ(FM): Radio One (Catherine L. Hughes, owner/chairwoman; Alfred C. Liggins III, president)

WZTM(AM): Mega Communications Inc. (Alfredo Alonso, CEO)

WRBQ(AM): ABC Inc. (Robert A. Iger,

president; Robert F. Callahan, ABC Radio president)

☐ **WSFR(FM), WVEZ-FM, WHTP(FM), WFJO(FM) and WDUV(FM):** Cox Broadcasting Inc. (Nicholas D. Trigony, president; Robert F. Neil, Cox Radio Inc. president) Note: Cox agreed to swap assets of WYYY(FM), WWHT(FM), WSYR(AM), WHEN(AM) and WBBS(FM) all Syracuse, N.Y., plus cash for assets it is acquiring

☐ **WBCB(FM) and W2NZ(AM):** Put in FCC Trust

Seller/Swapper: Clear Channel Communications Inc. (L. Lowry Mays, president)

12 AMs and 23 FMs in 11 markets

Price: \$190 million

Buyer: Citadel Communications Corp. (Lawrence R. Wilson, chairman)

Seller: Broadcasting Partners Holdings LP (Lee S. Simonson, chairman)

WRBQ-FM, WSJT(FM) Tampa, Fla., and WNCX(FM) Cleveland

Price: \$122.5 million

Buyer: CBS Corp. (Mel Karmazin, president/COO)

Seller: Clear Channel Communications Inc. (L. Lowry Mays, president)

WBLM(FM), WCYI(FM) and WJBQ(FM) Portland, Maine, WCYY(FM)

Biddeford/Portland, WCLZ-FM

Brunswick/Portland and WHOM(FM)

Mount Washington, N.H./Portland, Maine, and WOKQ(FM) Dover, WXBP(FM) Hampton/Dover, WXBB(FM) Kittery, Maine/Dover and WPKQ(FM) North Conway, N.H.

Price: \$63.5 million

Buyer: Citadel Communications Corp. (Lawrence R. Wilson, chairman)

Seller: Fuller-Jeffrey Broadcasting Co. Inc. (Robert Fuller, president)

Broker: Kalil & Co. Inc.

WDLT-AM-FM Mobile, Ala., and WYOK(FM) Atmore/Mobile, Ala.; WGOK(AM) and WBLX-FM Mobile/Pensacola, Fla.; KBFM(FM)

Edinburg/McAllen/Brownsville/Harlingen, Texas, and KTEX(FM)

Brownsville/McAllen/Harlingen, Texas

Price: \$42 million (\$19 million for WBLX-FM, WDLT-AM-FM; \$17 million for KBFM and KTEX; \$6 million for WGOK-WYOK)

Buyer: Cumulus Media Inc. (Richard W. Weening, chairman; Lewis W. Dickey Jr., vice chairman)

Sellers: WDLT-AM-FM, WBLX-FM, KBFM, KTEX: Calender Broadcasting Inc. (Phil Giordano, president) WGOK, WYOK: Roberds Broadcasting (Kevin Wagner,

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Broker: Bergner & Co. (Calender)

KZEL-FM, KNRQ-AM-FM Eugene, Ore., and option to purchase KVEN(AM)-KHAY(FM) and KBBY-FM Oxnard/Ventura and KMGQ(FM) and KKSBB(FM) Santa Barbara, Calif.

Price: \$41 million (if buyer exercises all options)

Buyer: Cumulus Media Inc. (Richard W. Weening, chairman; Lewis W. Dickey Jr., vice chairman)

Seller: McDonald Media Group Inc. (William W. McDonald, president)

Broker: Sailors & Associates

KQWB-AM-FM and KPFX(FM) Fargo, N.D., KLTA(FM) Breckenridge, Minn./Fargo and KVOX-FM Moorhead, Minn./Fargo, and KKLS(AM)-KKMK(FM), KIMM(AM), KFXS(FM) and KOUT(FM) Rapid City and KBHB(AM) and KRCS(FM) Sturgis/Rapid City, S.D.

Price: \$37.8 million

Buyer: Triad Broadcasting Co. Inc. (David Benjamin, CEO)

Seller: Brothers Jim and Tom Ingstad

Broker: Media Venture Partners

KCTR-FM, KBUL(AM), KKBR(FM), KBBB(FM) and KMHK(FM) Billings, Mont.; KAKT(FM), KBOY-FM, KCMX(AM)-FM and KTMT(AM)-FM Medford, and KUGN(AM), KKTTFM and KEHK(FM) Eugene, Ore.; WRSC(AM), WBLF(AM), WQWK(FM) and WIKN(FM) State College, and WQKK(FM) and WGLU(FM) Johnstown, Pa., and KEYW(FM), KFLD(AM), KORD(FM), KXRFX(FM) and KTHK(FM) Tri-Cities, Wash.

Price: \$26 million cash

Buyer: Marathon Media LLC (Bruce Buzil, manager)

Seller: Citadel Communications Corp. (Lawrence R. Wilson, chairman)

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

Price: \$24 million

Buyer: James Ingstad Broadcasting Inc. (James Ingstad, president/owner)

Seller: Varistar Corp. (Lauris Molbert, president)

KKXL-AM-FM, KJKJ(FM) and KQHT(FM) Grand Forks and KSNR(FM) East Grand Forks, Minn./Grand Forks, N.D., and KIT(AM)-KATS(FM) and KMWX(AM)-KFFM(FM) Yakima and KQSN(FM) Toppen-

ish/Yakima, Wash.

Price: \$19.71 million

Buyer: Clear Channel Communications Inc., San Antonio, Texas (L. Lowry Mays, chairman)

Seller: Tom Ingstad Broadcasting Group, Minnetonka, Minn. (Thomas E. Ingstad, president/owner)

Broker: Media Venture Partners

COMBOS

Same-state

(alphabetical by state, then city)

CONNECTICUT

WICC(AM) Bridgeport -WEBE(FM) Westport/Bridgeport

Price: \$66 million

Buyer: Aurora Communications LLC (Frank D. Osborn, president/7.3% owner; Frank G. Washington, board member/3.6% owner; Aurora Management Inc., 72.9% owner [Osborn owns 80% of AMI; Washington owns 20%])

Seller: ML Media Partners (I. Martin Pompadur, managing partner)

Broker: Communications Equity Associates (seller)

FLORIDA

WJXX-TV-DT Orange Park/Jacksonville

Price: \$81 million

Buyer: Gannett Co. (Cecil Walker, president)

Seller: Allbritton Communications Co. (Joe L. Allbritton, principal)

HAWAII

KGMZ-AM (formerly KULA)-FM Aiea/Honolulu, KRTR-FM Kailua/Honolulu and KXME(FM) Kaneohe/Honolulu

Price: \$16.375 million

Buyer: Cox Broadcasting Inc. (Nicholas D. Trigony, president; Robert F. Neil, Cox Radio Inc., president)

Seller: New Planet Radio (Scott Fey, president)

Broker: Kalil & Co. Inc.

KENTUCKY

WVLK-AM-FM Lexington, WXZZ(FM) Georgetown/Lexington, WLTO(FM) Nicholasville/Lexington and WLRO(FM) Richmond/Lexington

Price: \$44.5 million

Buyer: Cumulus Media Inc. (Richard W. Weening, executive chairman; Lewis W. Dickey Jr., vice chairman)

Seller: HMH Broadcasting Inc. (Ralph E. Hacker, president)

LOUISIANA

WXOK(AM) and WIBR(AM) Baton Rouge, WKJN(FM) Hammond, WEMX(FM) Kentwood, KRRQ(FM) Lafayette and KFZX(FM) Maurice, KQXL(FM) New Roads and KNEK(AM)-FM Washington

Price: \$34 million

Buyer: Citadel Broadcasting Co. (Lawrence R. Wilson, chairman)

Seller: Citywide Communications Inc. (Peter Moncrieffe, president)

NEW YORK

WZZN(FM) Mount Kisco and WFAS-AM-FM White Plains

Price: \$20.25 million

Buyer: Aurora Communications LLC (Frank D. Osborn, president/7.3% owner; Frank G. Washington, board member/3.6% owner; Aurora Management Inc., 72.9% owner [Osborn owns 80% of Aurora Management; Washington owns 20%])

Seller: Capstar Broadcasting Corp. (R. Steven Hicks, chairman/3.2% owner; brother Thomas O. Hicks, principal owner/chairman, Hicks, Muse, Tate & Furst Inc.)

WIBX(AM)-WLZW(FM) and WRUN(AM)-WFRG-FM Utica, WODZ(FM) Rome/Utica and WTNY(AM)-WCIZ-FM and WUZZ(AM)-WFRY-FM Watertown, N.Y.

Price: \$44 million cash plus stock

Buyer: Regent Communications Inc. (Terry S. Jacobs, chairman)

Seller: Forever Broadcasting Inc. (Carol Logan, president)

Broker: Bergner & Co. Inc.

NORTH CAROLINA

WFNC(AM)-WQSM(FM) Fayetteville, WRCQ(FM) Dunn/Fayetteville, WFNC-FM Lumberton/Fayetteville and WGNI(FM) and WMNX(FM) Wilmington

Price: \$47 million in cash and stock

Buyer: Cumulus Media Inc. (Richard W. Weening, chairman; Lewis W. Dickey Jr., vice chairman)

Seller: Cape Fear Radio/Broadcasting (siblings Hannah Dawson Gage and John Dawson, principals)

OKLAHOMA

KATT-FM, KYIS(FM), KNTL(FM) and WWLS(AM) Oklahoma City and KCYI(FM) (formerly KTNT-FM) Edmond/Oklahoma City

Price: \$60 million

Buyer: Citadel Communications Corp. (Lawrence R. Wilson, chairman)

Seller: Caribou Communications Co. (J. Kent Nichols, principal)
Broker: Kalil & Co. Inc.

TEXAS

KROD(AM)-KLAQ(FM) and KSII(FM) El Paso

Price: \$23.5 million
Buyer: Regent Communications Inc. (Terry S. Jacobs, chairman)
Seller: New Wave Broadcasting LP (Jon Ferrari, chairman)
Broker: Star Media Group Inc.

VIRGINIA

WGH-AM-FM Newport News/Norfolk and WFOG-FM Suffolk/Norfolk

Price: \$23.7 million cash
Buyer: Barnstable Broadcasting Inc. (David S. Gingold, president)
Seller: Sinclair Broadcast Group Inc. (David D. Smith, president)
Broker: Kalil & Co. Inc.

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

Price: \$34 million
Buyer: Radio One Inc. (Catherine L. Hughes, chairman/owner)
Seller: Sinclair Telecable Inc. (David and Bob Sinclair, owners)
Broker: Star Media Group Inc.

FMS

Multistate (by price)

Swap of KRTX-FM (formerly KOVE-FM) Winnie/Houston, Texas, and KLNZ(FM) (formerly KWCY) Tempe/Phoenix, Ariz.

Value: \$22 million
Swapper, KRTX-FM: Heftel (to be Hispanic) Broadcasting Corp. (McHenry T. "Mac" Tichenor Jr., president)
Swapper, KLNZ: Z-Spanish Media Corp. (Amandor Bustos, president)

FMS

Same-state (alphabetical by state, then city)

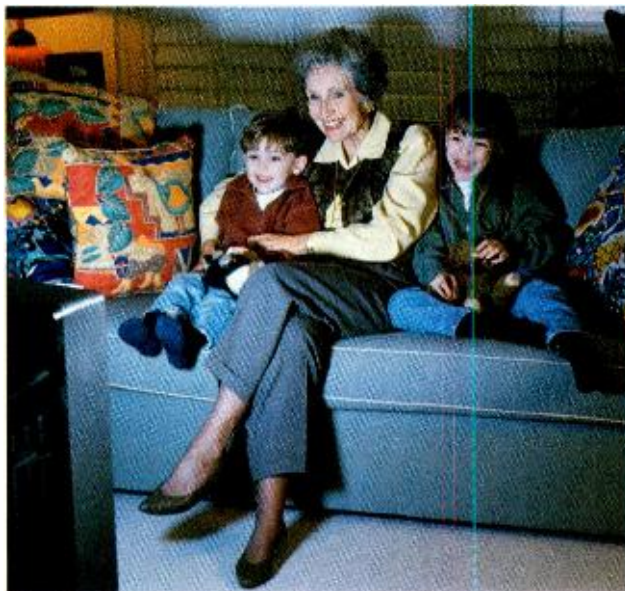
ARIZONA

KESZ(FM) and KNIX-FM Phoenix

Price: \$142 million (KNIX-FM: \$84 million and KESZ: \$58 million)
Buyer: Jacor Communications Inc. (Randy Michaels, CEO; David H. Crowl, president, Radio Division)
Seller: KESZ: OwensMAC Radio LLC (50-50 partnership between Owens Broadcasting Co. LLC [see seller, KNIX-FM] and MAC America Communications Inc. [Del-

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bert and Jewell Lewis, owners]

Seller: KNIX-FM: Owens Broadcasting (Buck Owens, owner)

Broker: Blackburn & Co. Inc.

KBZR(FM) Arizona City/Phoenix, KDDJ(FM) Globe City/Phoenix, KEDJ(FM) Sun City/Phoenix and KMYL-FM Wickenburg/Phoenix

Price: \$32.1 million (\$22 million for KDDJ and KEDJ; \$5.6 million for KMYL-FM; \$4.5 million for KBZR)

Buyer: Big City Radio Inc (Michael Kakoyiannis, president)

Sellers: KDDJ, KEDJ: New Century Arizona License Partnership (George Kriste, managing member) KMYL-FM: Interstate Broadcasting System of Arizona Inc. (Paul Toberty, president) **KBZR:** Brentlinger Broadcasting Inc. (Jay R. C. Jayson and Ken Brentlinger, principals)

Broker: Gary Stevens & Co (buyer); Serafin Bros. (KBZR); Star Media Group Inc. (KDDJ, KEDJ)

KHOT-FM (formerly KBUQ) Paradise Valley/Phoenix

Price: \$18.3 million

Buyer: Hefel Broadcasting Corp. (McHenry Tichenor Jr., CEO)

Seller: New Century Arizona LLC (George Kriste, president)

CALIFORNIA

KSCA(FM) Glendale/Los Angeles

Price: \$112.5 million

Buyer: Hefel Broadcasting Corp. (McHenry T. Tichenor Jr., president/5.1% owner)

Seller: Golden West Broadcasters (Jacqueline E. Autry and Stanley B. Schneider, co-trustees)

KACE(FM) Inglewood/Los Angeles and KRTO(FM) West Covina/Los Angeles

Price: \$75 million

Buyer: Hispanic Broadcasting Corp. (McHenry T. Tichenor Jr., president)

Seller: Cox Radio Inc. (Robert F. Neil, president)

GEORGIA

WNGC(FM) Athens (Atlanta)

Price: \$78 million

Buyer: Cox Broadcasting Inc. (Nicholas D. Trigony, president; Robert F. Neil, president, Cox Radio Inc.)

Seller: Clarke Broadcasting Corp. (H. Randolph Holder Sr., chairman)

MASSACHUSETTS

WXLO(FM) Worcester/Boston and WORC-

FM Webster/Worcester

Price: \$24.5 million

Buyer: Citadel Communications Corp. (Lawrence R. Wilson, chairman)

Seller: Montachusett Broadcasting Inc. (Robin Martin, president)

Broker: Star Media Group Inc.

NEVADA

KISF(FM) Las Vegas

Price: \$20.29 million

Buyer: Hefel Broadcasting Corp. (McHenry Tichenor Jr., president)

Seller: Radio Vision Inc. (George Tobin, principal)

NEW MEXICO

KPEK(FM), KSYU(FM) (formerly KSBA), KTEG(FM) and KZRR(FM) Albuquerque, and KLSK(FM) Santa Fe

Price: \$55.5 million

Buyer: Clear Channel Communications Inc. (L. Lowry Mays, chairman)

Seller: Trumper Communications Inc. (Jeffrey E. Trumper)

PENNSYLVANIA

WPLY(FM) Media/Philadelphia

Price: \$80 million

Buyer: Radio One Inc. (Catherine L. Hughes, chairwoman/owner; Alfred C. Liggins III, president)

Seller: Greater Media Radio Co. (Daniel M. Lerner, president)

Broker: Star Media Group Inc.

WTPA(FM) Mechanisburg/Harrisburg and WNCE-FM Palmyra/Harrisburg

Price: \$15 million

Buyer: Capstar Broadcasting Partners Inc. (R. Steven Hicks, chairman/3.2% owner; Thomas O. Hicks, principal owner/chairman, Hicks, Muse, Tate & Furst)

Seller: Quaker State Broadcasting Corp. (Michael Brandon, CEO)

Broker: Jeffrey Group

PUERTO RICO

WIOB(FM) and WOYE-FM Mayaguez, WCTA-FM San German/Mayaguez, WIOA(FM) and WZNT(FM) San Juan, WCOM(FM) Bayamon/San Juan, and WIOC(FM) and WZMT(FM) (formerly WOQI) Ponce

Price: \$90 million

Buyer: Spanish Broadcasting System Inc. (Raul Alarcon Jr., president)

Seller: AMFM Inc. (Thomas O. Hicks, chairman; James E. de Castro, co-vice chairman/president, AMFM Radio)

WMEG(FM) Guayama/San Juan and WEGM(FM) Hormigueros/San Juan

Price: \$16 million

Buyer: Spanish Broadcasting System Inc. (Raul Alarcon Jr., CEO)

Seller: Guyama Broadcasting Co. (WMEG) and La Mega Estacion Inc. (WEGM) (Raul Fuster and Livia Rovira, joint owners of both)

TEXAS

KIKM(FM) Azel/Dallas

Price: \$26.5 million

Buyer: Z-Spanish Radio Network Inc. (Amador Bustos, CEO)

Seller: First Broadcasting Co. LP (Ronald Unkefer, CEO)

KLTY(FM) Dallas/Fort Worth

Price: \$63.5 million (for stock)

Buyer: Sunburst Media LP (Sunburst Media Corp., general partner [John M. Borders, president]; Media/Communications Partners III LP, limited partner/47.5% owner)

Seller: Marcos A. Rodriguez

Broker: Gammon Media Brokers LLC (seller)

Frequency of KLTY(FM) Fort Worth/Dallas

Price: \$65 million

Buyer: Hispanic Broadcasting Corp. (McHenry T. Tichenor Jr., president)

Seller: Sunburst Media LP (John M. Borders, president)

AMS

Same-state (alphabetical by state, then city)

MASSACHUSETTS

WKOX(AM) Framingham

Price: \$14.5 million

Buyer: WKOX Radio Station Inc. (Nancy Cooper, Brett Herman, Edward Karlik, Steven Langman and David Ramsay, executive officers)

Seller: Fairbanks Communications Inc. (Richard Fairbanks, president)

PENNSYLVANIA

WWJZ(AM) Philadelphia

Price: \$14 million

Buyer: ABC Inc. (Steven M. Bornstein, president; John Hare, ABC Radio president)

Seller: Mt. Holly Radio Co. (Nicholas Grand, executor of estate of John J. Farina)

Broker: Media Ventures Partners (buyer)

—Compiled by Liz Rathbun

Weller/Grossman gets moving

Cable documentary/reality programmer restructures, eyes more syndication deals

By Melissa Grego

Earthmovers, steam shovels and four-story dozers are literally carving out new territory for Weller/Grossman Productions, currently best-known for documentary and reality-based entertainment shows on A&E, The History Channel and HGTV.

The independent producer based in Sherman Oaks, Calif., is in the midst of an expansion that includes a collaboration with heavy-machinery company Caterpillar to develop a weekly action hour for either syndication or cable, scheduled to be ready by the 2001 NATPE convention. The action hour is billed as a storyline-driven program centered on people who have experience with Caterpillar machines.

Until now, the company's business has been primarily reality, informational and documentary programming mainly for cable, such as A&E's *Top 10*, hosted by company principal Robb Weller. Episodic drama is a new area for the company.

The company's expansion also includes last month's hire of Steve Lange in the newly created position of general manager. Lange will oversee the company as it reorganizes into divisions for cable, syndication and network, say Weller and his partner, Gary Grossman. Everyone in the company, except the CFO, now reports to Lange, who had been executive producer at syndicated magazine *Extra*.

Weller/Grossman decided to bring a general manager on board about six months ago, in part to send a signal to the syndication community that it is stepping up efforts in that area. Weller says. The new reporting structure will also free up Weller and Grossman to pursue new projects, as well as a new alliance with advertising company BBDO South, Grossman says.

Weller/Grossman has agreed to work on matching up BBDO advertising clients with "the right kind of show, with the right kind of network," he says.

The company will be responsible for developing and selling the shows that come out of the alliance, which will not be infomercials, Weller and Grossman



Partners Gary Grossman (l) and Robb Weller will collaborate with heavy-machinery builder Caterpillar in developing a weekly action hour for syndication or cable.

insist. Rather, the move is based on the idea of "narrowcasting."

The types of changes Weller/Grossman is making were part of the plan from its inception in 1992, the partners say. The duo teamed up after hitting it off at *Entertainment Tonight*, where Weller was an anchor and Grossman produced. Their first project was for A&E, called *Butt Out: The Life and Death of Cigarette Advertising on TV*. It spawned a deal for eight more documentaries.

The rest, as they say, is History Channel and HGTV, Food Network, USA Network, Sci Fi Channel, Discovery, TLC, ESPN and Biography Channel. In total, the company has produced more than 3,000 shows in less than eight years.

"Our core business is cable production, and it will always be our core business," Weller says. "But in order to be a content provider, you have to grow. We don't want to get stagnant; we don't want to get dull." ■

PBS makes it official: It's Mitchell at the helm

By Paige Albiniak

In new president Pat Mitchell, PBS executives believe they have found a person who can unite their stations, preserve their mission and keep PBS strong as TV converts to digital.

"I expect this to be a time of coming together and focusing," said Dr. William Baker, president of wnet-tv New York.

"With her straightforward and results-oriented—yet visionary—approach, Pat and PBS will partner with the local stations to lead public television with finesse and a sense of urgency during a time of enormous change," said Sharon Percy Rockefeller, president and CEO of WETA-TV Washington.



Mitchell: 'We will continue inspiring, educating and serving the American people.'

Mitchell, formerly president of CNN Productions and Time Inc. Television, last week officially was named president and CEO of PBS. She is the service's first woman and fifth overall president in 31 years of operation.

"In this time of increased consolidation, we remain the only free service that is free of commercial influence,"

Mitchell said at a Washington press conference last week. "We will continue inspiring, educating and serving the American people."

The PBS board unanimously approved her appointment at a meeting in Key Largo, Fla., two weeks ago.

With regard to competing against ever bigger media conglomerates, Mitchell said that PBS' current loose

network of strong, independent stations around the country works in the system's favor.

"A lot of thoughtful people are asking the question: Is all of this consolidation going to provide more diversity or more uniformity? Are we going to have fewer sources of news and information, or are we going to have more?" Mitchell asked. "If content is coming at

us through a few gatekeepers, I think the public is going to get more and more concerned with who the content is coming from, who's producing it. PBS is a brand we know the public trusts."

Among Mitchell's duties will be representing PBS before Congress and keeping the PBS member stations unified, a job that has been frequently described as "like herding cats." ■

Marin boosts WBBM-TV

New newscast places second on its first night out

By Dan Trigoboff

The much-anticipated launch of *The 10 P.M. News Reported by Carol Marin* brought WBBM-TV Chicago welcome numbers early last week. The CBS-owned station's 10 o'clock newscast, which has grown accustomed to third place among newscasts, placed second on its first night, with a 10 rating/16 share. Marin's newscast also improved on its prime time, quarter-hour lead-in, *Family Law*, increasing the household share by 60%, from a 10 to a 16 share. The previous week, the station's late news averaged a 5.8 rating/10 share.

"Getting a double-digit was a thrill," said WBBM-TV VP and General Manager Hank Price. "We haven't had that for a while."

The newscast gave up second place to WMAQ-TV the following night, but scored a higher rating, 10.4, and the same share. That night's news citywide was dominated by a single story, the death in a plane crash of the very popular WGN radio personality Bob Collins (see page 48), which increased the number of people watching all of Chicago's newscasts.

"I'm glad we did what we did," said WBBM-TV News Director Pat Costello, "But we haven't really put on what I think will be our normal newscast. Tuesday night was way out of any kind of format."

The 10 o'clock numbers dropped off significantly Wednesday, bringing a 6.0/10, for third place—near its previous numbers—albeit behind a weak CBS movie lead-in. WBBM said it improved on its lead-in by a full rating point.

Yet on its first two nights, the events of the city lent themselves to a newscast that risked a lower story-count in favor of in-depth coverage. Marin's Monday night broadcast led with a lengthy story by Mike

Flannery and follow-up interview by Marin with former City Treasurer Miriam Santos, who attacked current city government and blamed her own conviction for extorting campaign contributions—since overturned—in part on pre-menstrual syndrome. "I'm probably the first woman to go to jail for PMS-ing," she said.

There was no first-night fanfare, and the only reference to any change in the station's programming came from sportscaster Tim Weigel, who called Marin "Linda," a reference to former anchor Linda MacLennan—as the camera went to Marin's surprised response.

The early success could mean considerable sales increases for WBBM-TV, which has already raised its rates about 10%, according to ad sources, although

the raise may simply reflect available inventory. The station is seeking about \$3,800 for a 30-second spot on the 10 o'clock news, one ad source said, still well below rivals WLS-TV and WMAQ-TV. "Good for them for trying something new," said a Chicago executive with a major ad agency, who noted that the revamped newscast was much discussed in the city's advertising community. "We noticed that they're spending so much time on longer stories and it makes you wonder if you're missing things. But we're all so conditioned to what the news should be."

"Advertising people are watching [WBBM's new program] closely, said Paula Hambrick, of media buyers Hambrick & Associates. "Monday night seemed to move slowly, but it may be that none of us are used to that approach. Tuesday night ... they were excellent. They they may come up with a more-educated, higher-income demographic." ■

Some stations hold that Tiger

Tiger Woods' stunning comeback victory in the Pebble Beach National Pro-Am was shown live in about half the nation's markets, with many local stations choosing to show news or other programming to the chagrin of some golf fans who were expecting the coverage.

CBS Sports, which broadcast the tournament's final round on Monday after the tournament was delayed by rain, said 48% of local stations took the live feed and another 34% took it on tape delay, sometimes showing it in the wee small hours of the morning. Still another 3% offered it to alternative channels. Among disappointed golf and Tiger fans—but presumably happy news junkies—were viewers of WUSA(TV) Washington; WOIO-TV Cleveland, WGNX(TV) Atlanta and KPIX(TV), San Francisco, where coverage was delayed. About 14% of the country did not get the broadcast at all. Cable's Golf Channel showed the Woods victory Tuesday night.

"This is the first time a non-major golf tournament has been carried by a network on a weekday," said LeslieAnne Wade, CBS Sports vice president of communications, "and in a very short time an overwhelming majority of our stations made it work." Wade said the network understood the decisions by stations that chose not to run the broadcast live. "There's nobody at CBS Sports that doesn't understand what that disappointment is like. We're all sports fans. But for the casual golf fan, or someone who's not a fan at all, it still may be less important than news or other programming. This is a sweeps period, and local business decisions have to be made." —Dan Trigoboff

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This Year

\$500 million
85,000+ station orders

Next Year

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First-run tale of the tape

The following is a fresh look at the station clearance terms and totals for high-profile new first-run syndicated strips and hour-long weekly shows after the annual NATPE convention in New Orleans.

Court/Reality Shows

Show	Distributor	Terms ¹	Clearances ²	Debut
Arrest & Trial	Studios USA	cash+barter	80%	fall 2000
Curtis Court	King World	N/A	50%	fall 2000
HouseCalls	Buena Vista	cash+barter	40%	fall 2000
Judge Hatchett	Columbia TriStar	cash+barter	65%	fall 2000
Judgment Day	Pearson	barter	51%	fall 2000
Legacy	Unapix	N/A	N/A	fall 2000
Moral Court	Warner Bros.	cash+barter (3.5/10.5)	67%	fall 2000
Power of Attorney	Twentieth	cash+barter (1.5/5.5)	88%	fall 2000
Singles Court	Unapix	N/A	50%	fall 2000

Talk Shows

Show	Distributor	Terms ¹	Clearances ²	Debut
Ainsley Harriott	Buena Vista	cash+barter	85%+	Jan. 2000
Dr. Laura	Paramount	cash+barter (3.5/10.5)	90%	fall 2000
Men Are From Mars, Women Are From Venus	Columbia TriStar	cash+barter	63%	fall 2000
Cindy Margolis	King World	barter (7/7)	50%+	fall 2000

Game/Relationship Shows

Show	Distributor	Terms ¹	Clearances ²	Debut
First Date	New Line	barter(3.5/3.5)	50%	fall 2000
Lover or Loser	Studios USA	barter	30% + also on USA net.	fall 2000
Sex Wars	MGM	N/A	N/A	fall 2000
So You Think You're Funny	Pearson	barter	N/A	fall 2000
Street Smarts	Telepictures	barter(3.5/3.5)	82%	fall 2000
To Tell the Truth	Pearson	cash+barter	66%	fall 2000
Wed at First Sight	Universal	N/A	N/A	fall 2000

One-Hour Weekly Shows

Show	Distributor	Terms ¹	Clearances ²	Debut
Andromeda	Tribune	barter (8/6)	92%	fall 2000
Back 2 Back Action (package) Cleopatra 2525 Jack of All Trades		barter	99%	Jan. 2000
Doublecross	KMG/BKS	barter	N/A	fall 2000
Queen of Swords	Paramount/Mercury	barter(8/6)	65%	fall 2000
Matthew Blackheart	New Line	barter(7/7)	55%	fall 2000
Maximum Exposure	Paramount	barter(7/7)	65%	fall 2000
Sheena	Columbia TriStar	barter	94%	fall 2000
ThunderBox	Litton	barter(7/7)	78%	fall 2000
Total Recall: 2070	Universal	barter(8/6)	92%	Jan. 2000

N/A=Not available

1. Syndicated shows are offered on either a "barter" or a "cash-plus" basis. In straight barter deals, the syndicator and station split advertising time. In cash-plus deals, the syndicator receives money plus a share of the advertising time. In this column, the first number is the syndicator's share of the advertising time (in minutes); the second figure is the station's.

2. Percentage of Nielsen's 100 million TV homes covered by stations to which the program has already been sold.

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Last Year

\$1 million a day
30,000 station orders

This Year

\$500 million+
85,000 station orders

Next Year

\$1 billion+
175,000 station orders

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Radio results mixed

Entercom stock declines with loss; split plans give a boost to Cox Radio

By Elizabeth A. Rathbun

Entercom Communications Corp.'s stock price fell more than 10% last week after the radio group owner announced a 1999 loss of \$60.9 million.

The stock closed at \$66 last Monday. By Wednesday, following release of Entercom's quarterly and yearly numbers, the stock dropped 10.2%, to \$59.75.

Entercom attributed the loss to a change in tax status since going public last year. By comparison, the company made a profit of \$62.6 million in 1998.

Profit for the quarter ending Dec. 31, 1999, was also down. In 4Q 1999, Entercom made \$4.3 million, compared with \$43.4 million in 4Q 1998—a 90.1% decrease. A change in Entercom's tax rate from 38% to 40% was

cited, as was a non-cash-deferred income-tax expense of \$3.9 million attributed to the closing of the \$700.4 million deal to buy 41 radio stations from Sinclair Broadcast Group.

However, revenue and broadcast cash flow (BCF) both hit record highs of \$60.3 million (up 27.2%) and \$24.5 million (up 41.2%), respectively, in the most recent quarter. For the full year, revenue was up 41.5%, to \$215 million, and BCF rose 51.3%, to \$79.1 million. Growth was particularly strong at stations in Boston, Seattle and Sacramento, the company said.

Including pending deals, Entercom owns or operates 90 radio stations in 17 markets.

Meanwhile, Cox Radio Inc.'s stock price headed up after it announced a 3-

for-1 stock split and its numbers last Monday. The stock rose 6.1%, from \$85.50 to \$90.75. The action "is designed to facilitate broadening our ownership base and improve trading liquidity," CFO Maritza Pichon said in a statement. The record date of the stock split will be May 12.

Cox also said it enjoyed net income that rose nearly 140% last year, to \$55.3 million, on revenue that grew 15%, to \$300.5 million. Fourth-quarter profits were up 26.1%, to \$8.7 million, on revenue of \$81.8 million (up 15.4%). BCF was up about 23% both for 1999 and for 4Q '99, to \$116.6 million and \$32.9 million, respectively. Revenue and BCF grew largely because of station acquisitions in five states, the company said. "Cox Radio remains well-positioned for long-term future growth," according to President Robert F. Neil.

Including pending transactions, Cox Radio owns or operates 75 stations in 15 markets.

Also last week, Emmis Communications Corp. finalized its 2-for-1 stock split, setting a record date of last Thursday. Emmis was trading at \$107 last Tuesday, when the record date was set, and fell 3%, to \$103.75, by last Wednesday. The split, the company's first, was announced in December to make Emmis stock more affordable, company officials said. Emmis owns TV and radio stations and regional magazines.

And newly public Regent Communications Inc. was trading at \$13.625 last Wednesday, up 60.3% over its initial public offering price of \$8.50 on Jan. 25. The company, which raised \$136 million in the IPO, owns or is buying 42 radio stations in 11 markets.

Radio One Inc. last Thursday announced plans for yet another public offering, this one of 5 million shares. The "urban radio specialist" also said it made less money in 1999 than in 1998: \$133,000 vs. \$841,000. However, 4Q '99 alone netted a nearly \$2 million profit, indicating that "our operating and acquisition strategies can provide substantial growth and value creation for our shareholders," according to a statement from President Alfred C. Liggins III. ■

Chicago's top morning man dies



Collins was named "Personality of the Year" by *'Billboard'* magazine in 1984.

Bob Collins, the popular morning-radio host in Chicago, died Feb. 8 in a plane crash. Collins, an experienced pilot, was flying a stunt plane with his neighbor and was preparing to land when it collided in midair with another small plane. He was 57.

Known as "Uncle Bobby," the big, bearded and sometimes controversial Collins hosted the No. 1-rated morning show on WGN-AM for more than a decade. The program, listened to by more than 600,000 each week, was a combination of news, humor, trivia, sports, contests and weather. "Mine is as honest an act as can possibly be," he once said. "People assume things about me that I've never said. They assume that I'm a live wire, that I scarf up ladies. But the truth is, I don't want people to know what a surly hermit I am in real life."

Collins arrived at WGN-AM in 1974 when the station hired him out of Milwaukee to fill the afternoon and Saturday-night shifts. When he topped the ratings, he was promoted to the lucrative morning shift. During his run, he also dabbled in television, hosting programs that focused on the Concorde airliner and the history of the Chicago Cubs' Wrigley Field. In 1987, Collins was fired as host of WGN-TV's Chicago Auto Show specials after he used his radio show to criticize the TV station and the auto dealer sponsors. The same year, he was deemed "Chicago's Favorite Morning Personality" by the *Chicago Sun-Times* Readers' Poll.

"Bob Collins was as successful and respected as he was because he created a one-to-one relationship with each of us," said WGN-AM Vice President and General Manager Stephen Carver in a statement. "He was a trusted friend and a great communicator, someone who related to us without an ounce of pretension."

He is survived by his wife, Christine.

—Mara Reinstein



STATION BREAK

By Dan Trigoboff

Hearst-Argyle puts KC ND in group slot

Brian Bracco, KMBC-TV Kansas City, Mo., news director, has been named group news executive for Hearst-Argyle Television, part of Hearst-Argyle's plan to replace outside consultants with in-house expertise (B&C, Jan. 10). Bracco says he will stay in Kansas City, where he is given considerable credit for taking a station jokingly called "fourth in a three-station market," to No. 1, Hearst Vice President for News Fred Young recalls. "He has a tremendous track record," says Young of Bracco, "and KMBC has become a spectacular performer."

NM skies friendly, but ground tough

An Albuquerque city ordinance could force two local TV stations to relocate their helipads within a year. The new law would forbid the chopper landing pads within 350 feet of a residential area, potentially taking out pads adjacent to KOB-TV and nearby KRQE(TV), both located at Broadcast Plaza. KOAT-TV's landing space would be unaffected, leaving it with a likely competitive advantage, unless the stations are successful in having the ordinance overturned.

"We are going to sue," said KOB-TV News Director Chris Berg. "It's going to cost me money to keep a photographer at the airport full time, or it could cost me in getting to breaking

news behind KOAT." Berg said that previously the station was asked to get a permit to operate the heliport and the city signed off on it.

Some local newsmen believe the city's mayor, Jim Baca—a former reporter at KOAT—had been pushing the measure, and that it's an effort to keep local media in line, but nearby residents have cheered the measure, citing noise and safety concerns.

Prank bombs for SC photographer

A Greenville, S.C., news photographer will likely lose his job after phoning a bomb threat to his own station. "It was a practical joke gone bad," said WHNS(TV) News Director Lee Polowczuk.

The station was evacuated as police checked out the building. The photographer, Jerry Nolan, quickly admitted that the calls were a prank—an attempt to trick one of the news anchors—and the newscast went on. "I think he realized he was in trouble. I give him credit" for admitting the prank, Polowczuk said. Although the station will not press charges, the Meredith-owned station has begun its process of termination. "We take everything seriously," Polowczuk said. "There are some things you don't do. Things are getting scarier and scarier in this nation. We've got to draw the line someplace. But I can't tell you how much it hurts to lose one of our best employees." Nolan could not be reached.

Broo back in Cincinnati

Sportscaster Ken Broo, who had some successful years in Cincinnati, has returned there. Broo was dropped in September from Washington's WUSA(TV). Broo will be sports director at WLWT(TV), where he worked three years in the late 1980s (with then news anchor Jerry Springer). He switched to WKRC(TV) in 1990, where he stayed six years before going to Washington. Broo had the difficult job of competing with WRC-TV's George Michael and that station's top-rated newscast during a challenging time for the Gannett-owned CBS affiliate that ended in a management shift in late '98.



Sportscaster Ken Broo returns to Cincinnati.

Delayed broadcast

WCPO-TV Cincinnati has decided to put off the debut of its weekend morning news show. The station had hoped to premiere just before sweeps, but now it's looking like mid- to late March. With two stations broadcasting earlier, the sta-

tion, which currently does about 24 hours of news a week, hopes to capture a significant audience with the only newscast running from 8-9 a.m. weekends.

"It was ambitious," acknowledged News Director Scott Diener, who had initially hoped to premiere the new broadcast on the ABC affiliate over the Super Bowl weekend (Jan. 29-30), but had to adjust his plans because of staffing shortages. Ultimately, the newscasts will add three or four full-timers, with the rest drawn from existing staff.

Lezak's back in KC

Kansas City, Mo., weatherman Gary Lezak plans to return to the air, having had several weeks of chemotherapy. Lezak will continue to undergo radiation treatment, but will be back on KSHB-TV. The popular weatherman has received hundreds of messages from well-wishers since his illness became public.

Mistaken identity in Los Angeles

KTTV(TV) Los Angeles was embarrassed by the mistake it made when it ran the picture of a local newsman as a suspect in the murder of an Anaheim youth. Juan Carlos Gonzales, reporter for Spanish-language station KVEA(TV), had apparently left an autographed photo with a fan while reporting the story, and KTTV reporters mistook the photo for that of a suspect, the murdered youth's stepfather. The station has acknowledged the mistake and has apologized.

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

SYNDICATION WRAP-UP

PEOPLE'S CHOICE

JANUARY 24-30

TOP 15 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	12.5	12.5
2	Jeopardy	10.4	10.4
3	Judge Judy	7.5	10.8
4	Oprah Winfrey	7.0	7.1
5	Entertainment Tonight	6.9	7.0
6	Seinfeld	6.7	6.7
7	Wheel of Fortune (wknd.)	6.4	6.4
8	Frasier	6.1	6.9
9	Jerry Springer	4.9	5.5
10	Drew Carey	4.8	5.3
11	Judge Joe Brown	4.7	5.2
12	The X-Files	4.7	5.1
13	Hollywood Squares	4.6	4.6
14	Rosie O'Donnell	4.4	4.4
15	Seinfeld (wknd.)	4.4	4.4

TOP NEW WEEKLY HOURS

Rank	Program	HH AA	HH GAA
1	Back2Back-Action	3.2	3.4
2	Beastmaster	2.8	3.0
3	The Lost World	2.6	2.7
4	The Profiler	2.5	2.7
5	Relic Hunter	2.2	2.2
6	Your Big Break	2.1	2.1
7	Battle Dome	2.0	2.1
8	Total Recall	2.0	2.1
9	Peter Benchley's Amazon	1.8	1.8

(According to Nielsen Syndication Service Ranking Report xx/xx/2000 through xx/xx/2000)

* HH = Television Households; AA = Average Audience; GAA = Gross Aggregate Average; 1 Nielsen rating point = 1,008,000 TV Households, which represents 1% of the 100.8 million TV Households in the United States.

Hercules who?



'Back2Back Action' picked up where 'Hercules' left off.

Studios USA's new syndicated action series, *Back2Back Action*, got off to a strong start in the national ratings and may have helped ease the pain of losing former weekly standout, *Hercules: The Legendary Journeys*, earlier this year.

Back2Back Action, which replaced *Hercules* in many markets, scored an impressive 3.2 national rating for the week ended Jan. 30, according to Nielsen Media Research. *Back2Back Action* debuted as the highest-rated new action series in syndication and tied with veterans *V.I.P.* and *Baywatch Hawaii* in the most recent national ratings. The series, which consists of separate, half-hour

series *Jack of All Trades* and *Cleopatra 2525*, is produced by former *Hercules* producers Rob Tapert and Sam Raimi.

Universal Television's weekly series, *Total Recall*, also debuted during the final weekend of January, averaging a 2.0 rating. It debuted on cable's Showtime last year and now has moved into a weekly syndication role, as well.

The other new weekly syndicated series include *Beastmaster*, which averaged a 2.8 national rating, up 4%. *The Lost World* hit an all-time high 2.6 national rating (up 37%), while *The Profiler* scored a 2.5 and *Relic Hunter* pulled in a 2.2 average. *Your Big Break* was up 5% to a 2.1, *Battle Dome* scored a 2.0, and *Peter Benchley's Amazon* was flat at a 1.8. *The X-Files* was the top weekly series in syndication, averaging a 4.7.

—Joe Schlosser



GET WITH THE PROGRAM

By Joe Schlosser & Melissa Grego

'Malcolm' on top

Fox has picked up 16 episodes of the new comedy *Malcolm in the Middle*, which will keep the mid-season sitcom on the air through the remainder of this season and into the next. The network ordered an additional three episodes of the Regency Television series for this season and a minimum of 13 for next year. Since its premiere five weeks ago, *Malcolm* had improved its Sunday 8:30 p.m. ET time period by 80% in adults

18-49 and 76% in total viewers.

UPN getting 'The Beat' in March

UPN is going to premiere *The Beat*, its new drama from Barry Levinson and Tom Fontana (*Homicide: Life on the Street*) on Tuesday, March 21. The new police series, set in New York City, will displace comedies *Shasta* and *Dilbert*. UPN executives say both sitcoms are going on "teecast hiatus" starting March 14.

NBC walks mile in NAACP's shoes

All 13 NBC owned and operated stations have picked up the syndicated special *Walk a Mile in My Shoes: The 90-Year Journey of the NAACP*. NBC TV stations head Jay Ireland says the hour special will air on all 13 stations this month, which is Black History Month. The special is hosted by NAACP Chairman Julian Bond and singer/actress Nancy Wilson.

Lucky seven for ABC

Who Wants to Be a Millionaire? helped ABC win the ratings race in adults 18-49 for a seventh week. The network topped all other broadcast networks for the week ended Feb. 6, with a 6.1 rating/17 share average in adults 18-49, according to Nielsen Media Research. It was the first time since the end of the 1993-1994 TV season that the network has won the category for seven straight weeks. ABC was also on top in total viewers for the week, averaging 16 million viewers. All four *Millionaire* episodes finished in the top six shows across all networks. ABC was first in households with a 10.2/17 household average.

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JAN. 31-FEB. 6

Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

'The Practice' (I) joined 'Who Wants to Be a Millionaire?' in the top 10 for a second straight week, helping ABC take the lead for the season-to-date.

Week 20	abc	CBS	NBC	FOX	U/P/N	WB	
	8.6/13	10.5/16	7.1/11	5.8/9	2.3/3	3.9/6	
MONDAY	8:00		33. King of Queens 8.5/13		98. Moesha 2.2/3	63. 7th Heaven 5.9/9	
	8:30	30. ABC Monday Night	38. Ladies Man 8.1/12	64. Freaks & Geeks 6.1/9	5.2/8	92. The Parkers 2.5/4	
	9:00	Movie—Volcano 9.3/14	10. Ev Lvs Raymd 12.5/18	50. Dateline NBC 7.3/11	60. Ally McBeal 6.3/9	98. Grown-Ups 2.2/3	
	9:30		16. Becker 11.3/17			98. Zoe* 2.2/3	
	10:00	46. Once and Again 7.2/12	17. 48 Hours 11.2/19	40. Third Watch 8.0/13			109. Brutally Normal 1.7/3
10:30							
TUESDAY	8:00	13.2/21	9.4/15	6.1/10	4.9/8	1.8/3	2.3/4
	8:30	1. Who Wants to Be a Millionaire? 19.0/29	26. JAG 9.9/15	76. Just Shoot Me 5.1/8	68. That '70s Show 5.6/9	108. I Dare You! 1.9/3	94. Buffy the Vampire Slayer 2.4/4
	9:00	21. Dharma & Greg 10.5/16	27. 60 Minutes II 9.7/15	82. 3rd Rock fr/Sun 4.6/7	68. That '70s Show 5.6/8		
	9:30	35. Sports Night 8.3/13		50. Will & Grace 7.1/11	84. Party of Five 4.1/6	109. Shasta McNasty 1.7/3	98. Angel 2.2/3
	10:00			57. Veronica's Closet 6.6/10		109. Dilbert 1.7/3	
10:30	14. NYPD Blue 11.3/19	32. Judging Amy 8.6/14	55. Dateline NBC 6.7/11				
WEDNESDAY	8:00	11.1/16	6.9/11	8.1/13	4.0/6	3.0/5	2.7/4
	8:30	4. Who Wants to Be a Millionaire? 17.6/28	72. City of Angels 5.5/9	62. Twenty One 6.0/10	79. On Thin Ice 4.8/8	104. 7 Days 2.1/3	89. Dawson's Creek 2.8/4
	9:00	13. Drew Carey 12.0/19		42. West Wing 7.5/12	88. Get Real 3.2/5	86. Star Trek: Voyager 3.8/6	92. Roswell 2.5/4
	9:30	24. Spin City 10.2/16	40. CBS Wednesday Movie—In the Name of the People 7.7/13	18. Law & Order 10.9/19			
	10:00	80. ABC News Special 4.7/8					
10:30							
THURSDAY	8:00	11.4/18	8.2/13	15.1/23	4.1/6	4.7/7	3.1/5
	8:30	57. Whose Line Is It 6.6/10	23. Diagnosis Murder 10.3/16	6. Friends 15.6/24	84. Fox Thursday Night Movie—Dumb & Dumber 4.1/6	80. WWF Smackdown! 4.7/7	90. Popular 2.6/4
	9:00	36. Whose Line Is It 8.2/13		11. Jesse 12.2/19			
	9:30	3. Who Wants to Be a Millionaire? 17.9/26	46. Chicago Hope 7.2/11	8. Frasier 14.0/20			87. Charmed 3.6/5
	10:00			19. Stark Rvg Mad 10.8/16			
10:30	31. 20/20 Downtown 8.9/14	46. 48 Hours 7.2/12	1. ER 19.0/31				
FRIDAY	8:00	7.3/13	7.3/13	10.4/18	6.2/11	2.6/5	2.2/4
	8:30		55. Kids/Darndest 6.7/12	22. Providence 10.4/18	64. World's Wildest Police Videos 5.8/10	90. Blockbuster Cinema—Striking Distance 2.6/5	98. Jamie Foxx 2.2/4
	9:00	54. ABC Big Picture Show—Flubber 6.9/12	72. Winning Lines 5.5/10				104. Jamie Foxx 2.1/4
	9:30			24. Dateline NBC 10.2/17	59. Greed 6.5/11		94. Steve Harvey 2.4/4
	10:00		39. 49th Annual Miss USA Pageant 7.8/14	20. Law & Order: Special Victims Unit 10.6/19			107. For Your Love 2.0/3
10:30	36. 20/20 8.2/14						
SATURDAY	8:00	7.3/13	6.1/11	7.1/13	5.3/10	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TV UNIVERSE ESTIMATED AT 100.8 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 1,008,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • S-T-D=SEASON TO DATE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	8:30		68. Winning Lines 5.6/10	52. The Pretender 7.0/13	78. Cops 5.0/9		
	9:00	45. ABC Saturday Night Movie—The Rock 7.3/13	75. Candid Camera 5.2/9		66. Cops 5.7/10		
	9:30		68. Martial Law 5.6/10	52. Profiler 7.0/12	74. AMW: America Fights Back 5.4/9		
	10:00		46. Walker, Texas Ranger 7.2/13	44. The Others* 7.4/13			
10:30							
SUNDAY	7:00	(nr) AFC/NFC Pro Bowl 8.6/15	12. 60 Minutes 12.1/21	60. World's Most Amazing Videos 6.3/11	83. Futurama 4.2/7	104. 7th Heaven Beginnings 2.1/4	
	7:30				66. King of the Hill 5.7/9		
	8:00		9. Touched by an Angel 13.7/21		29. The Simpsons 9.5/15	96. Felicity 2.3/3	
	8:30			42. NBC Sunday Night Movie—Face/Off 7.5/12	28. Malcolm/Middle 9.6/14		
	9:00	5. Who Wants to Be a Millionaire? 25.6/39	14. CBS Sunday Movie—Missing Pieces 11.3/17		34. The X-Files 8.4/12	98. Jack & Jill 2.2/3	
9:30							
10:00							
10:30	7. The Practice 14.6/24						
WEEK AVG	10.2/17	8.8/14	8.7/14	5.5/9	2.9/5	2.7/4	
S-T-D AVG	9.0/15	8.9/15	8.9/15	6.1/10	2.7/4	2.7/4	

WCW groups ad media

Turner Sales unit packages broadcast, print and online for 'one-stop shopping'

By Deborah D. McAdams

Turner's World Championship Wrestling is gearing up to challenge the mammoth World Wrestling Federation in the advertising ring. For the first time ever, the Turner sales department will package print, television and online advertising for the spring upfront.

"This is advertiser driven," said Liz Janneman, executive vice president for Turner Entertainment Group Sales and Marketing. "So many clients are asking for one-stop shopping."

The key to one-stop shopping is having a consistent entertainment product to sell, she said. Without that, cross-platform buys are not as attractive. WCW has its own magazine that can be used as part of the package deal.

Tim Spengler, a buyer with Western Media in Los Angeles, said "any sort of consolidated media buy that hits a specialized niche across platforms is worth a look," particularly one that targets young males. Programs that draw young males get premium ad rates. Most sports programs log CPMs (advertising cost per thousand viewers) around \$20, according to Kagan & Associates. General entertainment programming gets about half that, on average.

So far, Turner's one-stop option has generated sponsorship from new clients such as Tinactin, TracFone, Valvoline and Finish Line.

Janneman said ad rates for the separate WCW media components will remain the same, and that no discounts will be offered for package deals. She declined to say what Turner charges for spots in WCW programming, but the competition gets hefty fees.

Jim Rothschild, senior vice president of sales for the WWF said some CPMs are more than \$50, depending on the buyer. One client might pay \$50 for a guaranteed number of 12- to 24-year-olds, while another would pay a similar rate for 18-to-49s. Rothschild said the WWF, which controls the majority of its television advertising time, started offering package deals four years ago.

"We have control of all of our properties," he said, "including cable, syn-



The WCW Web site is part of the package deal Turner is now offering advertisers.

dication, pay-per-view, the Web, live events, publishing and WWF creative [i.e., rent-a-wrestler for a commercial].

We have one-stop shopping for all those properties."

The milk industry, for example, has a deal that includes cable, syndication, custom print, a "micro-site" at WWF.com, plus live event promos like a "Gulp Down" contest and a 24-foot indoor dirigible emblazoned with the "Got Milk?" tagline.

The one-stop tactic has worked for the WWF and paralleled its explosive popularity. When Rothschild joined the company six years ago, it had two sales people selling 30-second spots to a pool of eight advertisers. Now there are 20 on the sales team and 80 advertisers and sponsors. Rothschild said the WWF has several multiyear, \$10 million-plus deals similar to the milk package. ■

Cable Positive losing McAuliffe



McAuliffe says mergers affected AIDS group funding.

The first executive director of the AIDS organization Cable Positive is leaving the organization convinced it will continue but concerned that industry consolidation has flat-lined support.

Revenues doubled each year during the first four years of Molly McAuliffe's tenure. They leveled off at \$1.5 million after 1998, about the same time the industry imploded. Revenues didn't budge much in 1999 and aren't expected to change this year either.

"Consolidation is definitely having an impact," McAuliffe said. "They've got other things to pay for, especially with rolling out digital."

Cable Positive was formed in 1992 by cable television executives concerned about the impact of AIDS on their industry, and McAuliffe became the first full-time employee in 1994.

She is widely credited for steering Cable Positive from a good intention with revenues of about \$100,000 to an established entity. She is resigning effective June 15 to move onto professional parts unknown.

MSOs such as Intermedia, Bresnan and Falcon each used to contribute \$25,000 before they were consumed by Charter. A few former senior executives still personally contribute, and companies like Comcast and Cox have bumped up their donations from \$10,000 last year to \$25,000 this year. AT&T, among the largest donors, will contribute \$28,500 this year. Other companies—Showtime, E! Entertainment and HBO, for example—have provided office space and clerical help.

Leo Hindery, former head of AT&T's cable business and now chairman and CEO of GlobalCenter, Inc. is one of Cable Positive's most vociferous champions and a McAuliffe supporter. McAuliffe said her resignation is unrelated to Hindery's exit from the forefront of the cable industry and Hindery continues to serve on the Cable Positive board and to contribute to the organization.

—Deborah D. McAdams

Discovery's analog pill

MSOs urged to replace People channel carriage

By Deborah D. McAdams

People who need Discovery's People channel may not be the luckiest people in the world. The Bethesda-based network group is encouraging any MSOs that continue to carry Discovery People on analog to replace it with Discovery Health Channel.

"We have, in a number of instances, offered to cable operators to take Health instead of People," said a Discovery spokeswoman, who declined to specify which MSOs were doing the swap.

Time Warner, however, has already replaced People with Discovery's Travel Channel and pushed People onto the digital tier. A Cox spokeswoman said some of its systems acquired from TCA and Media General, totaling more than 1 million subscribers, carry People.

Cablevision, which carries People on a "majority" of its systems, according to a spokesman, already has The Health Channel, which was launched by Fox just two weeks before Discovery Health went up. The MSO has no intention of adding another health channel, he said.

DirecTV took Discovery up on the swap last December, beefing up Discovery Health's subscriber roster by about 6 million, but cutting People's carriage by around 60%.

Current negotiations to switch out the network on cable systems have led some operators to speculate that Discovery People is "going dark." Discovery says that the network will be maintained, but as purely digital. Such was the intent when Discovery acquired it from CBS in December 1998, when it had around 10 million DBS, digital and analog subscribers. Sources familiar with the People play say it originally landed on analog tiers through CBS' retransmission agreements. ■

An inert public offering

As cable IPO door closes, investors cool to Mediacom

By John Higgins

Mediacom Communications Corp.'s initial public offering brought the cycle of cable stock sales to a whimpering close as the company secured no traction in the market and drifted below the offering price.

The \$380 million stock sale completes the series of cable IPOs that had queued up over the past six months to raise cash to finance system acquisitions and upgrades. Four operators raised \$4.6 billion in equity, including a gargantuan \$3.7 billion sale by Paul Allen's Charter Communications Inc. That was the third-largest IPO ever, though it was quickly eclipsed by

another deal the following week.

In an era when several Internet companies may go public in a single week, four deals in six months doesn't seem that dramatic. It was big for cable, however.

Until these recent offers, the last time an MSO went public was in 1986 when Cablevision Systems Corp. sold stock for the first time. No other MSO was able to get out the door until last summer, when Insight broke through and sold a \$500 million deal. Classic Communications Corp. raised \$260 million in a December IPO.

After trading up for weeks or months after the first sale, those three companies have now fallen back below their IPO price. No other MSOs have filed to



CABLE'S TOP 25

PEOPLE'S CHOICE

Both the big screen and the small screen elicited screams last week. The original USA suspense film 'Cabin by the Lake' made a killing at No. 3, with a 5.4 rating/8.2 share.

Following are the top 25 basic cable programs for the week of Jan. 17-23, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 100.8 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating	U.S.	HHs (000)	Cable Share
1	WWF Entertainment	USA	Mon	10:00P	66	7.0	5.5	5435	11.4
2	WWF Entertainment	USA	Mon	9:00P	60	6.1	4.7	4708	8.6
3	Movie: 'Cabin by the Lake'	USA	Tue	9:00P	120	5.4	4.2	4145	8.2
4	WWF Sunday Night Heat	USA	Sun	7:00P	60	3.5	2.8	2734	5.7
5	Rugrats	NICK	Mon	7:30P	30	3.4	2.6	2619	5.2
5	Rugrats	NICK	Thu	7:30P	30	3.4	2.6	2601	5.4
7	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.3	2.6	2568	4.8
7	Rugrats	NICK	Sun	9:30A	30	3.3	2.5	2512	9.6
9	Rugrats	NICK	Wed	7:30P	30	3.2	2.5	2466	5.3
9	Rugrats	NICK	Sun	9:00A	30	3.2	2.5	2464	10.0
11	Movie: 'The Craft'	USA	Sun	3:00P	120	3.1	2.4	2430	6.8
11	Movie: 'Woman Named ...'	LIF	Sun	4:00P	120	3.1	2.4	2363	6.4
13	Movie: 'Indecent Proposal'	USA	Wed	9:00P	150	3.0	2.4	2337	5.0
13	Movie: 'Cabin by the Lake'	USA	Sun	5:00P	120	3.0	2.3	2332	5.6
13	Hey Arnold	NICK	Thu	7:00P	30	3.0	2.3	2303	5.1
13	Double Dare 2000	NICK	Wed	5:00P	30	3.0	2.3	2274	6.8
13	Kenan & Kel	NICK	Wed	5:30P	30	3.0	2.3	2262	6.3
18	Walker, Texas Ranger	USA	Mon	8:00P	60	2.9	2.2	2225	4.1
18	Spongebob	NICK	Sun	10:00A	30	2.9	2.2	2194	8.0
20	Hey Arnold	NICK	Sat	7:00P	30	2.8	2.2	2153	5.4
20	Hey Arnold	NICK	Sun	10:30A	30	2.8	2.1	2133	7.8
20	Rugrats	NICK	Sat	7:30P	30	2.8	2.1	2128	5.1
20	Rugrats	NICK	Tue	7:30P	30	2.8	2.1	2120	4.4
24	Hey Arnold	NICK	Mon	7:00P	30	2.7	2.1	2096	4.4
24	Hey Arnold	NICK	Wed	7:00P	30	2.7	2.1	2094	4.7
24	All That	NICK	Wed	6:00P	30	2.7	2.1	2089	5.3
24	Movie: 'Woman Named ...'	LIF	Sun	2:00P	120	2.7	2.0	2051	6.3

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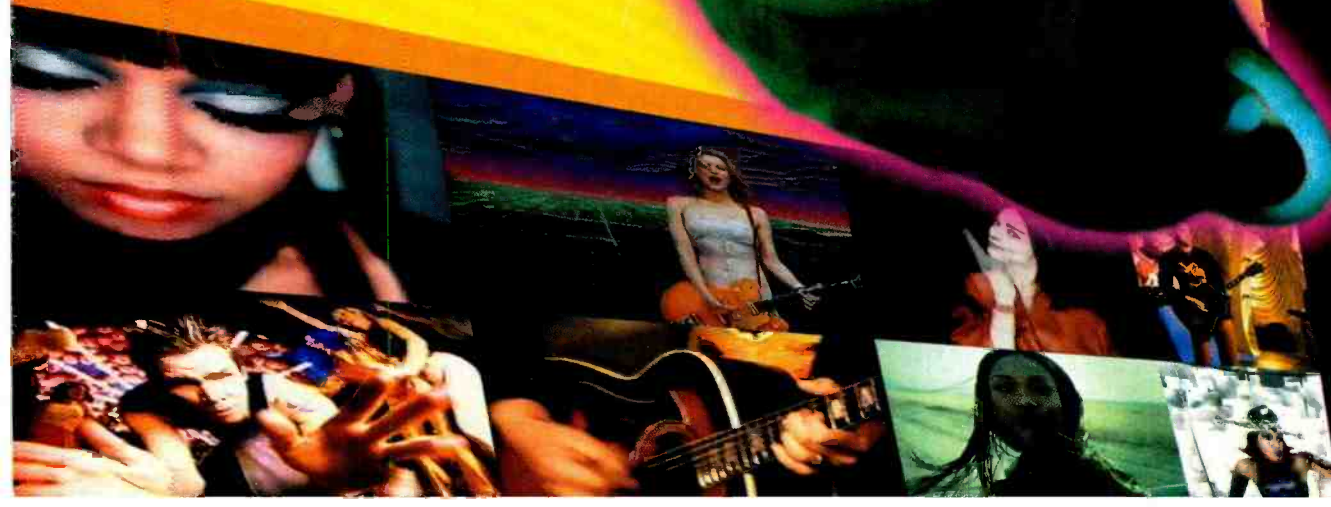


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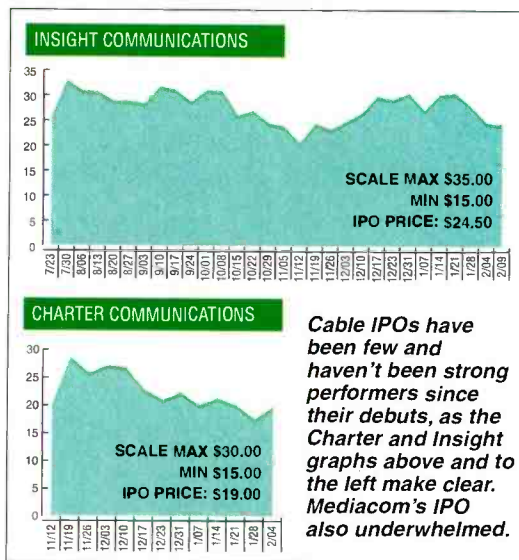
go public, nor are any expected to, Wall Street executives said.

Mediacom needed the cash to pare its leverage from a high 7 times annual cash flow to a moderate 5.5 times. The company has loaded up on acquisitions of small-town and rural systems scattered across many states, but usually undermanaged. The company so far has generated both strong internal subscriber and cash-flow growth.

In its IPO, Mediacom didn't even get a full day's break. After three weeks of road-show meetings with prospective investors, Mediacom priced the deal Feb. 3 at the top end of the \$17-\$19 range they had set in the days before the sale. When trading commenced the next day, the shares briefly traded up to \$21, but promptly came back down.

The deal was a struggle in the aftermarket as the underwriters worked hard to establish a floor under the stock, Wall Street executives familiar with the deal said. Minute-by-minute pricing clearly shows that someone was out there fighting the tape for an hour or two at a time—there was, for example, a tug of war between \$19 and \$19.06—to at least keep Mediacom at the offering price on the first day of trading.

In subsequent days, the floor was \$18,



with the same fight keeping the stock bouncing between \$18 and \$18.06.

"The buy orders are primarily from First Boston," said one trader, referring to lead underwriter CS First Boston. The trader estimated that the investment banker's desk was holding millions of Mediacom shares by midweek.

Mediacom would not comment on the deal, and First Boston investment bankers did not return calls.

The price drift isn't any kind of immediate problem for Mediacom because the company's money is safe in hand. If the price remains weak, however, the underwriters might not exercise a three-million share "green shoe" overallotment that would give Mediacom an additional \$50 million or so plus pay the underwriters extra fees. But it could hurt the company later if it wants to sell more stock down the road.

Typically, a firm hopes to price an IPO so that it rises 15%-20% on the first day of trading, making a pool of happy investors, who can be tapped for more cash later.

While investors get excited when an IPO stock goes up 50%-100% on day one, that usually means the investment bankers underpriced the deal, raising less money for the company than they could have and generating smaller fees for themselves.

The deal raised \$380 million for Mediacom, values the entire company at \$2.5 billion and left Chairman Rocco Commisso's personal holdings worth around \$550 million.

in the second round.

A Showtime spokeswoman said several state-side venues are being considered, including the New Jersey Meadowlands.

Cable supplier gets raided

Las Vegas Metro Police last week seized several thousand converters plus components and documents from a warehouse and office used by World Base Cable suppliers, which sell cable equipment over the Internet. The raid, by Las Vegas and Los Angeles County sheriff officials, had been pushed by MSOs Cox Communications, Time Warner Cable, Charter Communications and Comcast Corp. The addressable boxes were "chipped" to allow consumers to watch all pay and pay-per-view programming.



By John Higgins

Oxygen's west is east

At least a million of Oxygen's West Coast households continue to receive the East Coast feed of the new network, getting info-pitches from the likes of Suzanne Somers and Patrick Duffy instead of Oxygen's regular prime time programming. About 600,000 AT&T subscribers in Oregon and Washington and another 400,000 AT&T households in the Bay Area are affected. A spokesman for AT&T said Oxygen should be supplying the equipment necessary for the West Coast feed within the next two weeks. Oxy-

gen intended to go up with a dual feed, but problems with head-end equipment and digital receivers in the Western region required the East Coast analog feed be used at the last minute for the launch. Despite the launch feed glitch...

...Advertisers take in Oxygen

Oxygen has generated commitments for more than \$70 million worth of advertising and sponsorships from the likes of Hewlett Packard, Johnson & Johnson and Procter & Gamble's Oil of Olay, Pantene, Pampers, Cover

Girl, Secret, and home care products Cascade, Dawn, Mr. Clean, Swiffer, Febreze, and Fit. Additionally, RightStart.com, the online subsidiary of child development product retailer, The Right Start, Inc., will sponsor several Oxygen Web sites plus advertise on the network.

Benvenuto Tyson

Italian boxing promoters were in Showtime's New York offices last week trying to work out a deal to have Mike Tyson fight in Italy in April. Tyson's last fight was Jan. 29 in Manchester, England, where he knocked out his opponent



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Sony talks MPEG for NAB

NBC signs on with \$16 million contract for new IMX series of tape decks

By Glen Dickson

Sony will travel to NAB 2000 with production versions of the 50-Mb/s MPEG-2 VTRs it previewed in Las Vegas last year. The new line of tape decks, the MPEG IMX series, is the latest step in Sony's strategic support of MPEG-2 compression in tape products, a course Sony first adopted with the launch of Betacam SX in 1996.

The MPEG IMX series is not intended as a replacement for Betacam SX but instead as an in-studio complement to the 18-Mb/s MPEG-2 4:2:2 format (Sony has sold 32,000 SX recorders worldwide). Sony envisions SX's remaining as an acquisition format, with the 50-Mb/s I-frame IMX decks serving as production devices that also interface easily with video servers. Sony will rely on transcoding technology to interface SX gear with IMX, as well as to derive lower data rates from the IMX decks for transporting compressed video over telecommunications networks. Different IMX models, which range from \$32,000 to \$39,000 and first become available in June, will also play back Betacam, Betacam SP and Digital Betacam tapes.

Sony already has significant support for the IMX format from NBC, which helped Sony develop the 50-Mb/s deck as part of its technology effort for the Olympics. The network, which is already relying on Sony to provide it with modular production systems for the next five Olympic games, has signed a new \$16 million deal with Sony to outfit its 30 Rockefeller Center headquarters in New York. Sony will provide NBC with IMX VTRs that will replace existing VTRs in control rooms and playback stations. Sony will also provide DVS-7350 switchers, DVS-2000C switchers and DME-7000 digital multieffects systems for NBC's post-production activities.

"It's a simple start, but a firm start, into our core business," NBC Vice President of Technical Planning and Engineering Peter Smith says of the new

Sony Broadcast's Ed Grebow says systems integration generates \$100 million in annual revenue for the hardware manufacturer.



NBC's Olympics engineering staff helped develop Sony's IMX MPEG-2 50-Mb/s tape format.



Sony contract, adding that the MPEG IMX tape deck is the "machine of the future" for NBC studio operations.

Among other new Sony MPEG-based products for NAB are the MAV-2000, a video server designed for newsroom applications; the DNE-2000, a nonlinear editing system that works with the existing MAV-555 disk recorder; and the MSW-M2100, an editing player that plays back all Sony 1/2-inch tape formats and converts them to MPEG-2 streams. Sony is also introducing a line of MPEG-2 encoding and decoding products for studio use.

Although other traditional broadcast equipment manufacturers are pitching themselves as software-centric, Internet-focused companies for NAB, Sony executives spoke more generically of supporting the "broadband network era." Sony Broadcast President Ed Grebow said Sony is "still a hardware company" but one for which software plays an increasingly important role. In that vein, he pointed to the \$100 million in annual revenue generated by Sony's systems-integration business, much of it coming from software solutions, and Sony's new BZA-7000 archive-manage-

ment system, an asset manager marrying an Oracle database engine with Sony's mass-storage data tape systems.

Grebow also acknowledged that broadcasters' conversion to HDTV, in which Sony is a leader in camera and VTR technology, has come "much more slowly than anticipated." He blamed much of the delay on debates over modulation systems and copy protection and predicted the FCC's recent confirmation of

8-VSB modulation as the U.S. digital transmission scheme will "jump-start DTV this year." Nonetheless, Sony said it has sold 2,000 units worldwide of its HDCAM high-definition tape format and outfitted 19 U.S. post-production facilities with HDTV gear.

Sony's current HDTV efforts seem to be focused on the 1080p 24-frame progressive format, which Sony sees as both an ideal mastering format for post-production and a new acquisition format for episodic and commercial television production. In Las Vegas, the company will show the HDW-F900, a 24p HDCAM camcorder that will ship in May for \$100,000. *Star Wars* director George Lucas is already testing the camera, and Sony Vice President of Acquisition Systems Larry Thorpe said Sony and development partner Panavision are "getting a lot of bites" from cinematographers and television producers interested in using the 1080/24p format to replace 35mm film.

On the standard-definition front, Sony said it has sold 100,000 units worldwide of its DVCAM 1/4-inch digital tape format. The company's Olympic effort with NBC is also going well, according to Dave Mazza, NBC vice president of engineering-Olympics. Mazza is pleased with the RIB, or "Racks in a Box," units that Sony is constructing for NBC in its San Jose, Calif., systems-integration facility. The modular 8-foot by 20-foot RIBs, which hold a total of 250 racks of equipment and fit into an overseas shipping container, will be reused after the 2000 Sydney Games for the 2002, 2004, 2006 and 2008 Olympics. ■



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Panasonic keeps focus on HDTV

DVCPRO HD product line scheduled to begin shipping in March

By Glen Dickson

While the U.S. broadcast industry's slow adoption of HDTV has led some broadcast equipment manufacturers to shift their NAB 2000 product and marketing strategies toward the Internet and interactive television, Panasonic is maintaining the pro-HDTV message it has been promoting for several years.

At the company's pre-NAB press briefing last week in Secaucus, N.J., Panasonic executives spoke glowingly of DTV's momentum in the U.S. and proclaimed 2000 as "the year of HDTV." No mention of the Internet was made, although Panasonic executives did allow that their tape decks could be used to store and play back large amounts of metadata for enhanced television.

Yoshinori Kobe, chairman and CEO of Matsushita Electric Corp. of America, Panasonic's parent company, said he was happy with the rollout of 117 DTV stations, the pace of set sales and the breakthroughs in HDTV set prices announced at the CES show in January. He added that FCC Chairman William Kennard's address at CES, which threatened FCC involvement unless cable/DTV compatibility issues are resolved quickly, should "break the impasse" between the cable, consumer electronics and content industries over copy-protection and connections between set-tops and digital TVs.

Panasonic Broadcast President Warren Allgyer said Panasonic was happy with its decision to subsidize ABC's HDTV broadcasts of *Monday Night Football* and the Super Bowl this past NFL season, calling *MNF* the "most cost-effective program to promote HDTV." Although he said Panasonic "would dearly love to do it again," he later indicated that the company wasn't ready to bear all the costs for another season of high-definition football. That "tough" subject is currently being discussed with ABC, he added. In the meantime, ABC will use its 720p mobile production unit to produce the opera *Little Women* in Houston this spring; it will be shown in HDTV by PBS.

Panasonic's biggest NAB product news is that it will begin shipping

DVCPRO HD, the high-definition version of its popular DVCPRO digital tape format, this spring. The AJ-HD150 studio VTR will be available in March for \$45,000; the 1 million-pixel AJ-HDC10A camcorder will ship in April, also priced at \$45,000. Extending the DVCPRO HD line, Panasonic also introduced a 2.2 million-pixel EFP camera, a new ENG camcorder, a multiresolution video server and an edit controller, most of which will be available this year. The company will also support native 720p recording on tape, offering a free software upgrade to the initial customers of the 1080i models.

Panasonic's D-5 HD format, which has gained favor with the post-production community in Hollywood, now includes a new multiformat VTR. The unit, first introduced as the AJ-HD3000 at SMPTE last November, can handle



The AJ-HDC20A, a 2.2 million-pixel DVCPRO HD camcorder, will ship in May.

the 1080p/24-frame, 1080i/60, 1080i/50, 1035i/60 and 720p/60 standards; it will ship in June for \$85,000.

Panasonic has closed a deal with post giant Four Media Co. (4MC) of Burbank, Calif., to establish the AJ-HD3700 as 4MC's production standard for feature-film mastering, television episodic production and commercial production. The agreement includes the following 4MC facilities: Riot, Encore Hollywood, Digital Magic, Company 3, POP Sound, POP Film, Digital Sound & Picture Burbank and Culver City, Digital Images Burbank and Universal, FilmCore Editorial L.A. and S.F. and FilmCore Distribution L.A. and S.F. These facilities will also be equipped with Panasonic's AJ-UFC1800 Univer-



Panasonic's AJ-HDR150 DVCPRO server handles all DVCPRO formats.

sal Format Converters to produce 1080p/24 film-to-tape work as well as 1080i, 720p, 480i and PAL distribution mastering.

On the asset-management side, an increasingly important area for broadcasters, Panasonic introduced "Media-Ark," a large-scale DVCPRO archival system that can house 7,200 DVCPRO cassettes for more than 20,000 hours of storage. The system, which will be available in the fourth quarter, includes browsing software that can analyze stored DVCPRO material and convert it to low-resolution MPEG-1 video streams for viewing.

In other DVCPRO news, Panasonic has received another large order from Hearst-Argyle Television, one of the first customers for DVCPRO. The station group has signed a multimillion-dollar deal to install DVCPRO at seven more of its stations and will buy nearly 330 pieces of DVCPRO gear: 81 AJ-D810A camcorders; 16 AJ-LT85 laptop editing systems; 49 AJ-D850 studio editing VTRs; 99 AJ-D450 VTRs; 31 AJ-D440 studio players; 22 AJ-D230H desktop VTRs; 13 AJ-D220 studio players; and 18 edit controllers.

The DVCPRO equipment will replace aging Sony Betacam equipment for news operations at ABC affiliates KHBS-TV/KHOG-TV Fort Smith, Ark., KETV-TV Omaha, KMBC-TV Kansas City and WTAE-TV Pittsburgh; CBS affiliate KCCI-TV Des Moines; UPN affiliate KCWE-TV Kansas City; and Hearst-Argyle's Washington, D.C., news bureau.



CUTTING EDGE

By Glen Dickson

Ampex ditches storage unit

Ampex Corp., a longtime supplier of broadcast recording and storage equipment, plans to sell its storage unit to focus on its Internet businesses. As part of a corporate reorganization, the company will seek a buyer for its Ampex Data Systems subsidiary, which supplies large-scale storage systems used by such networks as Fox and HBO. The subsidiary had more than \$50 million in sales in 1999. Ampex expects to use proceeds from the sale of the Data Systems business to invest in iNEXTV, a global network of targeted video-based affiliates on the Internet, and other Internet ventures.

Avid integrates Ultimatte, Symphony

Avid Technology has closed a deal with blue- and green-screen-compositing firm Ultimatte to integrate Ultimatte's real-time keyer into Avid's Symphony editorial finishing system. The core technology of Ultimatte's newest linear matting system, Ultimatte 9, has been integrated into Avid's Meridien video subsystem, and Avid's Symphony Version 3.0, which should ship in the third quarter, will provide users with real-time control over blue-screen/green-screen compositing. Avid will demonstrate the system at NAB 2000. In other Avid news, the company has worked with Sony to

develop a 50-Mb/s I-frame version of its NewsCutter nonlinear editor, which it will also show in Las Vegas.

Wood-TV gets FAT with Quantel

NBC affiliate WOOD-TV in Grand Rapids, Mich., has purchased a Quantel Paintbox FAT graphics system to create animations for its news and promotion departments. The Paintbox FAT offers a Full Animation Toolset (hence its name) and 5,000 frames of integral real-time video, allowing for faster and better-quality animations. "The Paintbox FAT is really going to upgrade the look of our stations," says WOOD-TV Design Director Amanda Hargis. "Not only does it have all the tools you need to do great animations, it gives us quick and easy turn-arounds on all of our daily news and promo graphics work."

NBC to broadcast All-Star game in HD

At press time, NBC was completing preparations to broadcast Sunday's 2000 NBA All-Star Game in HDTV from The Arena in Oakland, Calif. The HDTV broadcast, to be presented by NBA.com, was to be produced and broadcast simultaneously with NBC's analog NTSC broadcast, using six cameras, six VTRs, two Chyron Infnit character generators and one telestrator. The HDTV telecast was to

be carried by the 21 NBC O&Os and affiliates currently broadcasting DTV: KNBC-DT Los Angeles; WCAU-DT Philadelphia; KRON-DT San Francisco; WRC-DT Washington; KXAS-DT Dallas/Ft. Worth; WDIV-DT Detroit; WXIA-DT Atlanta; KPRC-DT Houston; KING-DT Seattle; WKYC-DT Cleveland; KARE-DT Minneapolis; WPXI-DT Pittsburgh; KSDK-DT St. Louis; KCRA-DT Sacramento; WBAL-DT Baltimore; WTHR-DT Indianapolis; WCNC-DT Charlotte; KSL-DT Salt Lake City; WOOD-DT Grand Rapids; KFOR-DT Oklahoma City; and WNDU-DT South Bend.

Harris sells antenna business

Harris Corp. has signed a definitive agreement to sell its television antenna business to Dielectric Communications of Raymond, Maine. The sale, which will allow Harris to focus on its core transmitter business and will expand Dielectric's antenna line and production capacity, should be completed within a month. Dielectric intends to continue operation of Harris' antenna test range in Palmyra, Mo., with the existing employees. "It became apparent that the technical discipline, front-end sales process and customer support required to be a leader in broadcast antennas are measurably different than those required for our core transmitter business," explains Dale Mowry, vice president of television systems for Harris' broadcast

communications division.

BT to build L.A. teleport

As part of its expanding U.S. operations, BT Broadcast Services plans to open a Los Angeles teleport that will support U.S. customers as well as new business in the Pacific Rim and Latin America. The British satellite services provider, which currently operates a Washington, D.C., teleport, says it is constructing a facility in Marina del Rey, Calif., that will offer connectivity to U.S. fiber and satellite capacity as well as uplink to BT's Global Digital Network, which includes international capacity on Intelsat, Eutelsat and PanAmSat.



Deep Blue Sea created this animated spot for the Puerto Rico market.

Deep Blue Sea animates Pontiac

Miami design-and-effects house Deep Blue Sea has created an animated commercial, "Waves," for the Pontiac Sunfire 2000 and McCann Erickson Puerto Rico. The spot, which features heartbeats registered by a glowing EKG line, was designed by Deep Blue Sea Creative Director David Woodward, with audio designed by Steve Lack of Broadcast Video Inc. Deep Blue Sea created the three-dimensional EKG line using Avid Softimage software and handled effects, compositing and editing with the Discreet Flame.

Data-broadcast spec advances

ATSC spec will regulate delivery of data to DTV set, set-top box, other digital receiver

By Peter J. Brown

If everything goes according to plan, the Advanced Television Systems Committee will be considering an important draft standard this week: the ATSC data-broadcasting standard, which addresses the details surrounding the transmission of data via an MPEG-2 transport stream.

Sharp Labs, Intel, Motorola (formerly General Instrument Corp.), IBM, Sony, SkyStream, Scientific-Atlanta and DirecTV are among the companies that have been working on the standard over the past three years. The standard was slated to be submitted to the ATSC Technology Group on Distribution, known as T3, on Feb. 11.

According to Dr. Regis Crinon, a technical staff member at Sharp Laboratories of America in Camas, Wash.,



ATSC's Mark Richer sees no looming roadblocks to completion and approval of the standard.

who serves as both editor of the specification and substitute chair of T3/S13, the ATSC working group presenting it, this draft standard addresses the delivery of three categories of data: asynchronous, synchronous and synchronized.

Asynchronous data is not time-sensitive and can be used for file downloads, for example, while synchronous data is essentially time-sensitive streaming data that is detached from, or independent of, the primary digital video and audio content.

Synchronized data also is time-sensitive but is firmly attached to the primary audio and video content and best illustrated by an icon appearing on a screen at a specific instant in a TV program. This category of data requires the presence of timing information in the bitstream so that the receiver properly ties the data and the designated TV programming segment together.

Don Newell, a senior staff engineer at Intel Corp. in Hillsboro, Ore., and chair of the T3/S13 group, credits a spirit of "co-opetition" and a shared sense of purpose, for the success of the collective effort. "In the end, we came together and recognized that we all had the same goal."

The S13 group encountered a problem late last year with a prior draft of the standard, Newell explains. This draft was approved by the T3 Technical Committee, but with certain caveats stemming from the perception of some group members that parts of the proposed standard might unnecessarily diverge from the earlier European-based Digital Video Broadcast (DVB) standard, creating controversy and confusion.

Newell emphasizes that DVB-related concerns have been addressed.

Crinon describes drafting the data-broadcast standard as a difficult task. The specification determines such characteristics as how the data streams will be delivered to receivers and how data can be synchronized with audio/video programming.

Other technical elements have also proved quite challenging, according to Crinon. One challenge that has taken a significant amount of time is creating a data-delivery model that establishes the minimum complexity of the receivers. This model regulates the delivery or flow rate of data to the receiver as well, whether to a DTV set, a set-top box or some other digital appliance.

ATSC Executive Director Mark Richer agrees with Crinon and Newell that this proposed standard faces no serious opposition.

"I am confident this data-broadcast standard will be done by early April," says Richer, who sees no looming roadblocks. Final passage occurs when two-thirds of the roughly 200 ATSC members vote in favor of the standard. ■

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TECHNICALLY SPEAKING

Bill Wall**Technical Director,
Subscriber Networks,
Scientific-Atlanta Inc.**

THE CABLE TV SIDE: Started in telemetry and tracking-station development, moving to digital video R&D in 1990. Among other things, developed DMX Audio technology as systems engineer. SCTE member.

EDUCATION: Ph. D. in solid-state physics from Georgia Tech.

FAMILY: Wife, Laura; daughters, Janette and Savannah

WOULD RATHER BE: Bicycling on a flat South Carolina coastal island.

BEST LESSON: "It is never over until it is over. When developing a product or completing an engineering project, you have to test and test and be sure it is done right."

Supplying digital needs

Each week, Norcross, Ga.-based Scientific-Atlanta churns out 40,000 Explorer 2000 digital set-top boxes (STBs). Approximately 90,000 are already deployed as part of Time Warner Cable's beta site in Austin, Texas, which amounts to roughly 25% digital penetration in that plant. The numbers are almost identical in Tampa, Fla., another Time Warner site. And these are just two of the 90-plus major metropolitan cable TV systems that are digital and S-A-powered. Both Charter and Adelphia have recently announced major upgrades using S-A digital equipment that will help the MSOs roll out new interactive services to their subscribers.

How fast is TV migrating towards an on-demand world?

This is the tip of the iceberg. In 10 years, the vast majority of programming will be on-demand from the headend. There will still be a few real-time broadcast networks, but these will be devoted to sporting events and breaking news. There will be a big transition in terms of how programming is delivered and sold. We are not talking about the 500-channel universe anymore; we are talking about a million channels.

What changes lie ahead for the cable TV infrastructure?

Tremendous changes in how the headend is structured, with much more caching of programming at those locations. Also, tremendous increases in the amount of bandwidth delivered and very few real-time broadcasts. Of course, everything will be digital.

How do we solve the last-mile problem?

The restraints stemming from our current use of 6-MHz channelization need to be examined. With 256 QAM, we can deliver almost 40 Mb/s to an STB. We can double that capacity through the use of dual tuners, one of the features of our new Explorer 6000, which will be out later this summer. Eventually, we will have to abandon 6 MHz and increase the bandwidth in the access part of the network.

What happens to hybrid fiber coax?

HFC is still an extremely viable architecture, and we can get more bandwidth out of it with smaller and smaller node sizes. There is lots of room for growth in HFC, but we do have to do some new thinking in some areas.

Given the complexity of the cable infrastructure today, what is the biggest challenge for you as a vendor?

Things are getting easier as time goes on because we are getting smarter and our customers, the cable operators, are getting smarter, too. Getting the reverse plant in particular to where it needs to be is always a top priority. The reverse path for pay-per-view does not have to be tremendously reliable because it is not real-time, but cable modems and true interactive TV require high performance. Now we are bringing Internet Protocol (IP) to the set-top, which requires an entire IP-based wide-area network. Making sure that this network is being operated and maintained properly is a major challenge.

What has been the impact of IP on network management?

IP increases the complexity of the infrastructure and the work that has to be done, but IP offers substantial cost savings for the cable operator. New network-management techniques are possible, including monitoring end-of-line performance using the digital STBs themselves. This gives the operator the ability to begin using these STBs as tools to monitor the condition of the network from a single location. Detecting trouble before the calls come in and identifying trends across the entire network for planning and response purposes are two of the biggest benefits from IP.

What is the status of video on demand at this point?

The systems look very stable and very good. We are working with five VOD vendors: Seachange International, Concurrent, Diva, Intertainer and nCube. Time Warner Cable is going forward with at least two of these vendors: Seachange in Austin and Concurrent in Hawaii and Tampa. We expect to see significant rollouts this year.

What about carrying HDTV on the plant?

HD is coming very slowly. We are seeing much more emphasis on interactive programming, but we believe HD will come. We have introduced products that will support HD on the plant, and we have equipment that allows you to take an 8-VSB off-air signal, take it to digital baseband, multiplex it and send it out over 64 or 256 QAM. We have an HD version of Explorer 2000. Our future products, including the Explorer 6000, will have HD capability. ■

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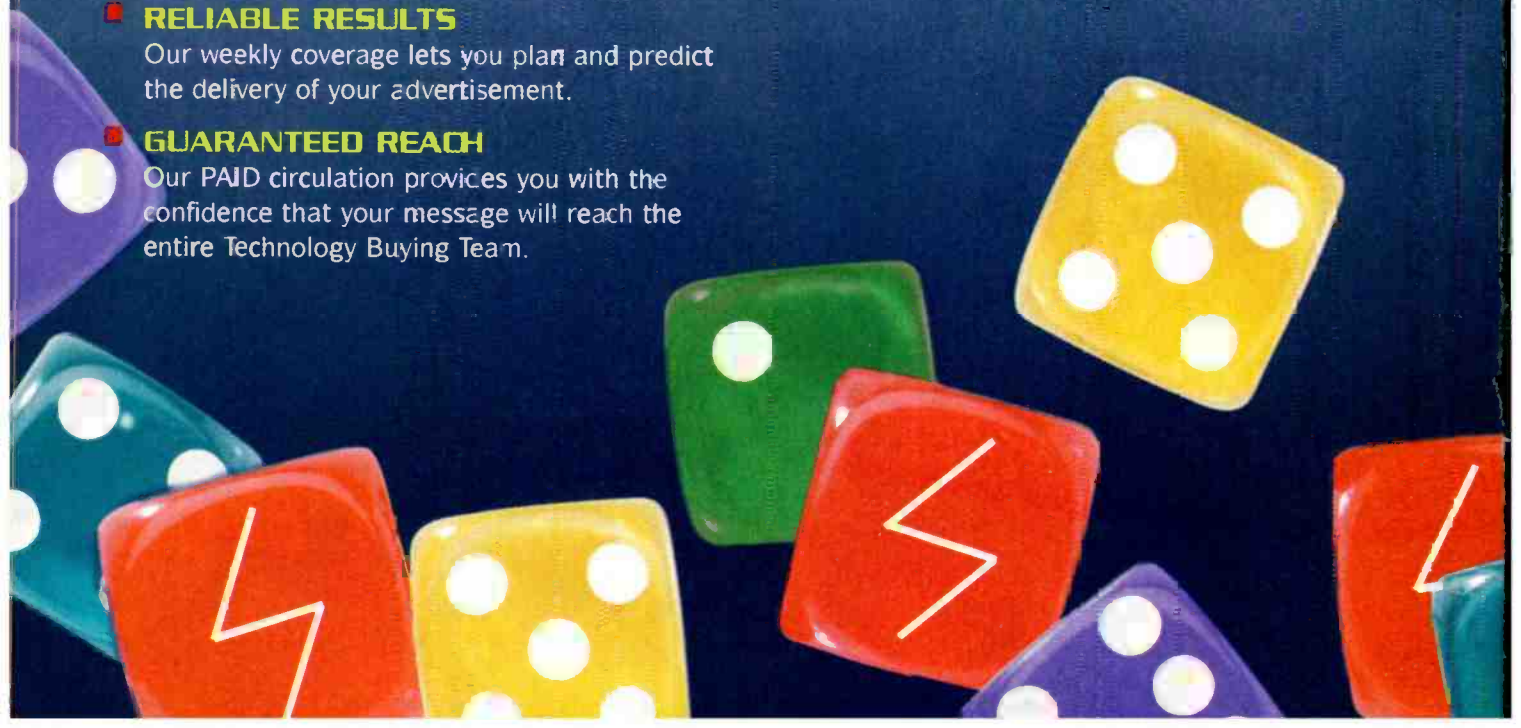
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MATERIAL DUE DATE • February 15, 2000

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ISSUE DATE • March 13, 2000
SPACE CLOSING DATE • March 3, 2000
MATERIAL DUE DATE • March 7, 2000



Play to Win at NAB2000

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ISSUE DATE • March 20, 2000

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BONUS DISTRIBUTION AT NAB2000

Road to NAB 1

NEW MEDIA

ISSUE DATE • March 27, 2000

SPACE CLOSING DATE • March 17, 2000

MATERIAL DUE DATE • March 21, 2000

Road to NAB 2

ISSUE DATE • April 3, 2000

SPACE CLOSING DATE • March 23, 2000

MATERIAL DUE DATE • March 28, 2000

NAB Convention Issue

TOP 25 TV GROUPS

ISSUE DATE • April 10, 2000

SPACE CLOSING DATE • March 31, 2000

MATERIAL DUE DATE • April 4, 2000

BONUS DISTRIBUTION AT NAB2000

NAB Midweek Issue

DIGITAL FACILITIES

ISSUE DATE • April 12, 2000

SPACE CLOSING DATE • March 31, 2000

MATERIAL DUE DATE • April 4, 2000



Leading a pony to stream

NBC makes pact with Polo Ralph Lauren as part of e-commerce strategy

By Richard Tedesco

NBC mounted a high-fashion horse last week in a continuing e-commerce course that will be part of a broadband strategy it plans to kick into high gear later this year.

NBC, NBCi and ValueVision all took stakes in Ralph Lauren Media, a 50/50 joint venture with Polo Ralph Lauren that will spawn Polo.com, an e-commerce/entertainment Web site later this year. The idea behind the NBC investment—\$110 million in NBC media spots and \$40 million in distribution and plugs from NBCi—is to cash in on what it perceives as a shift to the Internet as “lifestyle” experience.

“The Web is moving to a lifestyle medium,” says Chris Kitze, NBCi CEO. “We’re marrying the sponsorship and brand advertising model with the next step to complete the transaction.”

And it’s seeking to create an entertainment destination along the way, with PC users plugging into NBC properties and watching video streams of models in Ralph Lauren fashions to be clicked on and bought in an upscale catalog experience that fits NBC’s upscale on-air audience profile.

It’s also part of an ongoing NBCi makeover as an e-commerce force with Snap.com as its business-oriented portal. “It comes down to traffic, and where the monetization is,” Kitze explains.

Later this year, NBCi will emerge as an online co-brand for existing NBC Web properties, reinforcing the network’s online identity and heralding a high-speed chase for Web surfers with a broadband/midband service now in the planning stages. “When you start using the NBCi brand, there are certain expectations. The narrowband world is not consistent with the peacock,” says Kitze.

So NBC will launch a free broadband service likely to feature slick e-commerce elements integrated with streamed clips from NBC shows, further blurring the lines between online commerce and entertainment.

Last fall, NBCi acquired Telocity, a “plug-and-play” digital subscriber line provider, with plans to co-brand a serv-



Snap.com is NBC's portal to its broadband lifestyle vision.

ice that can immediately transform PCs into high-speed conduits.

Last week’s smaller deal that NBC, NBCi and ValueVision struck for minority equity stakes in SelfCare.com, a women’s health information and e-commerce service, is a further indication of NBC’s overall strategic direction. ValueVision and SelfCare.com will co-develop a weekly one-hour show to air on ValueVision’s SnapTV.

NBCi is targeting women as one of its primary audiences, according to Kitze.

It’s also been creating a market for itself in business-to-business services in deals such as the recent one with AllBusiness.com, a \$225 million stock pact. And it will target personal finance services as the third component of its overall strategy. “Where content can be created to transact, we’re all over it,” Kitze notes.

And, as in the case of Polo Ralph Lauren, co-locating streamed content and e-commerce will make it all a smoother ride for surfers drawn by the NBC video brand.

ValueVision is contributing \$50 million in cash to the Ralph Lauren venture and stands to benefit handsomely by being able to hawk the Lauren fashions on its home-shopping channel.

Polo holds a 50% stake in the 30-year venture that may spawn other new media assets, with NBC holding a 25% stake; ValueVision a 12.5% stake; NBCi, 10% and CNBC.com 2.5%.

Last week, NBC CEO Bob Wright estimated that 10% of Polo sales—currently \$8 billion annually—could come from online sales. ■

Go.com bleeds, so strategy shifts

Go.com, Disney’s star-crossed portal play, remains firmly in the red as it’s being positioned for a spring relaunch.

Go.com recorded a net loss of \$265 million for the quarter ended Dec. 31, compared with \$168 million for the comparable quarter last year. Overall operating expenses were \$208 million. And while revenues increased 13% to \$126 million, direct-marketing returns saw a 15% dip. That followed a loss of more than \$1 billion for the portal during fiscal 1999.

The portal’s overall underperformance is prompting a repositioning of Disney’s Web gateway as an entertainment and leisure site. Disney will continue to build its sports, kids and news brands online, Go.com CEO Steven Bornstein said, noting that new features will be added.

Some of those new features focus on bringing “full-motion entertainment” online, according to Michael Eisner, Disney chairman and CEO, who sees the sudden rise of broadband on the horizon.

Disney’s brands draw as much direct traffic as Go.com is pulling as a portal. Sounding like he wished the portal had more of a Disney ring to it, Eisner called the Go.com moniker “unfortunate.” The Go.com properties collectively claimed 72 million daily average page views for the last quarter of 1999, up from 60 million for the preceding one.

As Disney proceeded to gear up for the Go.com shift, it unveiled a four-year deal with eBay to develop online trading with that auction site. Bornstein said Go.com wanted to take advantage of “pent-up demand for our entertainment and sports merchandise.”

—Richard Tedesco

SITE OF THE WEEK

www.expn.com



ESPN
Bristol, Conn.

Site features: New site devoted to the so-called "extreme" sports of snowboarding, skateboarding, surfing, BMX, aggressive in-line skating and skiing; streamed high-lights of the recently concluded Winter X Games; chat sessions segueing from monthly EXPN 2Day show, debuting Feb. 17; "Normal" online lifestyle magazine; e-commerce site to be added shortly

Site launched: Feb. 3

Site director: George McQuiston, EXPN.com vice president and GM

Number of employees: N/A

Design: Buena Vista Internet Group

Streaming technology: Real-Time and Windows Media

Traffic generated: N/A

Advertising: Banner ads

Revenue: N/A

Highlights: Feature stories produced by the Freelance Athlete Network, X-sport athletes, including Mat Hoffman (BMX) and Mike Vallely (skateboarding), with laptops and digital video cameras

—Richard Tedesco

Grass-roots media

iCast takes democratic tack with 'soft' launch of Web site

By Richard Tedesco

After months in cross-directed development, CMGI's iCast Web-casting venture is slated to launch as soon as this week with a mixed bag of audio streaming, short films and content created by Web-producer wannabes.

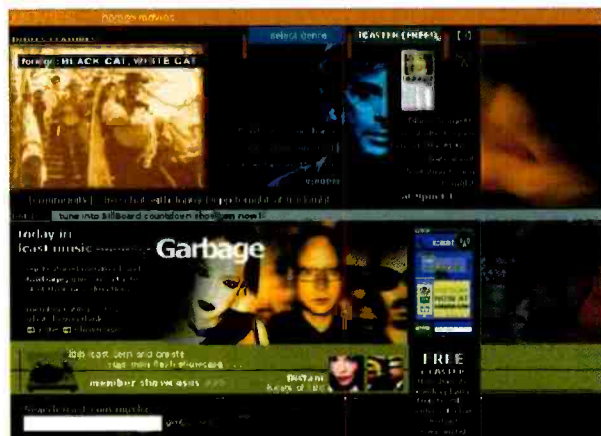
CMGI's \$100 million vision of an egalitarian Web community is definitely a work in progress, intending to draw on contributed content from PC users who register as members to sustain it. iCast is providing members production tools for creating audio and video to be shared—and eventually sold in a grass-roots pay-per-view model—on the site.

"It's our bet that there is a rabid group of younger people out there eager to create their own audio and video," says Geoffrey Miller, iCast senior vice president and executive producer, who sees the site as a "democratized" version of existing independent film sites.

iCast plans a \$30 million-\$50 million TV, radio and outdoor advertising campaign starting in May.

An all-purpose media player, the iCaster, will enable access to production tools and give users access to an MP3 player for digital music online. Microsoft plays a role in CMGI's creative democracy, with its Windows Media player integrated as the video streaming technology in the iCaster.

More than 10,000 MP3 tunes are expected to be available for download this week. In its initial phase, the site will offer short films and animations from Mondo Media, Crater Valley and The Sync, and more than a million song clips through InterVu. Some 200 radio stations will be accessible through CMGI's Magnitude Networks site, to be integrated into iCast and 500 more radio and



A music page from the new iCast site, which enables Web-wide searches for content about musicians.

TV stations will be accessible with the EarthTuner, a player that scans the globe for available audio and video sources.

The first showing of original production will consist of more than 100 interviews with celebrities, screenwriters and film technicians from 30 iCast field producers, who combed the recent Sundance Festival and other venues equipped with digital video cameras.

Such interviews will be an ongoing feature of iCast. But otherwise, original content is to be determined—still in the mind's eye of independent creators who will be encouraged to submit short-form content in digital or analog form. Within six months, they'll be able to sell the content, downloading it in "micro-transaction," once the technology is in place to accommodate it, according to Miller.

In the meantime, iCast and Microsoft plan a contest with \$100,000 to be divided among creators of the five best video submissions, as judged by iCast members.

All this self-creation is clearly counter to the entertainment acquisition and e-commerce vision espoused by Neil Braun, former iCast CEO, according to iCast sources. Braun left that post after coming to verbal blows with David Wetherell, CMGI chairman and CEO, who endorsed the grass roots approach. Braun is suing CMGI.

Recasting the newscast

FeedRoom moves toward launching a high-speed news video service

By Richard Tedesco

Another entrant will move into the Internet news video repackaging business when The FeedRoom breaks onto the scene with a broadband video news service sometime in April.

FeedRoom will present a selection of national and local video news stories from several different national broadcast and cable networks and local stations. The New York-based news programmer expects to have deals in place with Reuters, USA Today, two national networks and two major station groups in time for its launch, according to Jonathan Klein, FeedRoom president and CEO, who was formerly executive vice president of CBS News.

"The Internet lets you deliver individual video pieces. Viewers will click on our site to find news from a variety of providers," says Klein.

That's a formula already being employed by sites such as Zatso and FasTV, predicated on news surfers' disposition to stream stories of particular interest, instead of streaming entire newscasts.

Klein claims FeedRoom's approach is distinctly different, since it's "video-centric," presenting a visual menu of still images from stories ready for streaming, and it's intended for broadband consumption—at speeds of 128kb/s or better. FeedRoom will have a distribution deal in place with at least one broadband ISP at launch, according to Klein, who says the company is in discussions with high-speed cable and digital subscriber line services.

FeedRoom will offer four or five "front-page" news stories from categories including newsmakers, health, money, sports, entertainment and politics. It will also archive stories in each category beyond the opening pages. Content partners will provide links on their respective sites, which will launch co-branded sites featuring their news stories alone.

The revenue split with its news-content partners will depend on the number of click-throughs recorded for their



FeedRoom's Klein expects video spots to replace Internet banner ads.

launch in a window preceding or fol-

lowing a streamed news clip. stories, and FeedRoom may let its partners sell a portion of ads on the sites.

Those ads will ideally be video spots, according to Klein, who believes banners are a thing of the past for Internet advertisers. The video spots will

preceding or following a streamed news clip.

Joining Klein in the venture are two other former network news execs: Jay Fine, chief technology officer, who was CBS senior vice president of operations and engineering, and Matthew Shapiro, vice president of business development, who was NBC vice president of network development.

Their Net news play is backed by a multimillion dollar investment from Intel Corp., Constellation Ventures, I-Hatch, Telesoft, Ridgewood Capital, New York City Investment Fund and Angel Investors. ■

BET.com battles for small niche

Bolstered by a \$35 million war chest, BET Holdings made its big Internet play last week, launching its BET.com to the small—but growing—Web audience of African Americans.

Microsoft, Liberty Digital, News Corp. and USA Networks are backing BET's online play for minority Web surfers. "Our objective is to be the home page for the African-American community," said Scott Mills, BET.com COO, who indicated the site the will make use of content from other BET properties.

BET will spend \$10 million to \$20 million in advertising to promote the site in TV, radio and print ads.

Initially, the most notable BET content consists of music videos from the Black Entertainment Television cable network. Bob Johnson, chief executive of BET Holdings and BET.com, said the site will stream "a lot of content," although he didn't specify what BET has in mind beyond music videos.

BET.com also offers news, most of it produced by a staff of BET journalists, and information on personal finance, lifestyles, food, health and careers.

The site is aimed at a hard-to-reach niche: only one of the existing Web sites aimed at African-Americans, BlackVoices.com, currently breaks Media Metrix minimum barrier of a .4% reach to be measured in its ratings. That site drew 152,000 users in December, according to Media Metrix.

It's a crowded field that includes America Online's NetNoir, BlackPlanet, GlobalMecca, BlackWebNet and Cox Interactive's BlackFamilies, going after an audience projected by Forrester Research at 3.8 million African-American U.S. PC households this year.

Johnson expressed confidence in the steady transformation of African-Americans into Web surfers: "African Americans embrace technology. They will embrace the computer and Internet access as the content appeals to them."

BET.com supplants the previously unsuccessful MSBET site co-developed by BET and Microsoft.

—Richard Tedesco



BET.com presents a diverse entertainment and information site for African-American surfers.

CHANGING HANDS

The week's tabulation of station sales

TVS

WMBD-TV Peoria/Bloomington, WCIA(TV) and WCFN(TV) Champaign/Springfield/Decatur, Ill.

Price: \$110.2 million

Buyer: Nexstar Broadcasting Group LLC, Clarks Summit, Pa. (Perry Sook, president/2.5% owner; ABRY Broadcast Partners II LP, 78.1% owner [Royce Yudkoff, owner]); owns/is buying nine TVs. ABRY II and III own 20 more TVs

Seller: Mid West Television Inc., Champaign (August C. Meyer Jr., president); owns KFMB-AM-FM-TV San Diego, Calif.

Facilities: WMBD-TV: ch. 31, 2,050 kW vis, 406 kW aur, ant. 635 ft.; WCIA: ch. 3 100 kW vis, 20 kW aur, ant. 940 ft.; WCFN: ch. 49, 200 kW vis, 20 kW aur, ant. 620 ft.

Affiliations: All CBS

WWWB(TV) Campbellsville/Bowling Green, Ky

Price: \$9.2 million

Buyer: Cascade Communications Ventures LLC, Larkspur, Calif. (Gregory W. Kunz and Dennis W. Bush, managers); has interest in kWBT(TV) Muskogee/Tulsa, Okla. and kWBA(TV) Sierra Vista/Tucson, Ariz.

Seller: American Chestnut Television Inc., Bardstown, Ky. (Jere B. Davidson Sr., principal); owns KCWE(TV) Kansas City, Mo

Facilities: Ch. 19, 603 kW, ant. 1,010 ft.

Affiliation: WB

COMBOS

WIZZ(AM)-WSTQ(FM) and WYYS(FM) Streator, Ill.

Price: \$2.95 million

Buyer: Mendota Broadcasting Inc., Peru, Ill. (Owen L. Studstill, president); owns/is buying four FMs. Studstill has interest in two AMs and two FMs

Seller: Streator Broadcasting Co., Aguanda, Calif. (Stephen P. Bellinger, president); no other broadcast interests

Facilities: wizz: 1250 kHz, 500 W day, 100 W night; wstq: 97.7 MHz, 3 kW, ant. 328 ft.; wyys: 106.1 MHz, 9.5 kW, ant. 550 ft.

Formats: wizz: oldies; wstq: country; wyys: country

Broker: Thornburn Co. Inc.

WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C.

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ **\$119,400,00** ■ 2
 Combos ■ **\$6,450,000** ■ 3
 FMs ■ **\$84,242,510** ■ 11
 AMs ■ **\$2,325,010** ■ 6
 Total ■ **\$212,417,520** ■ 22

SO FAR IN 2000

TVs ■ **\$456,534,156** ■ 11
 Combos ■ **\$539,375,816** ■ 27
 FMs ■ **\$188,966,530** ■ 44
 AMs ■ **\$38,647,010** ■ 32
 Total ■ **\$1,223,523,512** ■ 114

Price: \$2.6 million

Buyer: Fidelity Broadcasting Corp., Narbeth, Pa. (Jerome Bresson, president). Bresson has interest in WYNA(FM) Calabash, N.C.

Seller: Ocean Drive Communications Inc., North Myrtle Beach (Matt Sedota, president); no other broadcast interests

Facilities: AM: 900 kHz, 500 W; FM: 105.9 MHz, 17 kW, ant. 360 ft.

Formats: Both AC

KTCH-AM-FM Wayne, Neb./Sioux City, Iowa, and LMA with KNEF(FM) Norfolk, Neb.

Price: \$900,000

Buyer: Waitt Media Inc., Omaha, Neb. (Norman W. Waitt Jr., chairman); owns/is buying 14 AMs, 23 FMs and five TVs, including KSOU-AM-FM and KMEG(TV) Sioux City

Seller: Wayne Radio Inc., Norfolk, Neb. (Gene Koehn, owner); owns KNEF(FM) Norfolk

Facilities: AM: 1590 kHz, 2.5 kW day, 33.4 W night; FM: 104.9 MHz, 25 kW, ant. 300 ft.

Formats: Both country
Broker: Chapin Enterprises

FMS

KFOX(FM) Redondo Beach/Los Angeles and KREA(FM) Ontario/Los Angeles, Calif.

Price: \$67 million

Buyer: Rodriguez Communications LLC, Dallas (Marcos A. Rodriguez, chairman); owns/is buying one TV, three AM and four FMs. Rodriguez also has interest in two AMs and one FM (see below)

Seller: Chagal Communications Inc.,

Santa Monica, Calif. (Jack L. Siegal, president); no other broadcast interests

Facilities: KFOX: 93.5 MHz, 3 kW, ant. 175 ft.; KREA: 93.5 MHz, 3 kW, ant. 65 ft.

Formats: Both Korean

Broker: Gammon Media Brokers Inc.

KTHX-FM Incline Village/Reno and KRZQ(FM) Sparks/Reno, Nev.

Price: \$7 million

Buyer: NextMedia Group LLC, Denver (Carl Hirsch, executive chairman; Steven Dinetz, CEO; Skip Weller, president); owns/is buying three AMs and 9 FMs

Seller: Salt Broadcasting LLC, Reno (Scott Seidenstricker); no other broadcast interests

Facilities: KTHX-FM: 100.1 MHz, 760 W, ant. 2,955 ft.; KRZQ-FM: 100.9 MHz, 2.9 kW, ant. 203 ft.

Formats: KTHX-FM: rock/AOR; KRZQ-FM: modern AC

Broker: Media Ventures Partners

WLVG(FM) Center Moriches/Long Island, N.Y.

Price: \$3 million

Buyer: Multicultural Radio Broadcasting Inc., New York (Arthur Liu, president); owns 16 AMs and two FMs. **Note:** This station originally was to be sole to Beacon Media Group Inc., whose president is Carl Liu, Arthur Liu's son

Seller: Suffolk Radio Partners LLC, Riverhead, N.Y. (Gary Starr, managing partner); no other broadcast interests

Facilities: 96.1 MHz, 3 kW, ant. 328 ft.

Formats: Light AC

Broker: William B. Schutz Jr.

KSRN(FM) Sparks/Reno/Tahoe, Nev., and KHWG(FM) Kings Beach, Calif./Reno/Tahoe, Nev.

Price: \$2.475 million (\$1.175 million for KSRN and \$1.3 million for KHWG)

Buyer: Mag Mile Media LLC, Chicago (Bruce Buzil, president); owns/is buying 36 AMs and 73 FMs. Mag Mile has assigned its contract rights for these stations to NextMedia (see above).

Sellers: KSRN: Comstock Communications Inc, Reno (Verne Miller and Robert Carroll, principals) and KHWG: Hilltop Church, Reno (Vern Miller, principal). The sellers have no other broadcast interests

Facilities: KSRN: 92.1 MHz, 440 W, ant. 804 ft. KHWG: 107.7 MHz, 230 W,

ant. 2,883 ft.

Formats: KSRN: big band; KHWG: '70s, '80s and '90s mainstream

Broker: Mahlman Co. (buyer); Commonwealth Investment Brokers (seller)

WWYN(FM) McKenzie, Tenn.

Price: \$1,872,500 (for stock)

Buyer: Black Crow Broadcasting Inc., Daytona Beach, Fla. (Michael Linn, president/director); owns two AMs and three FMs

Sellers: Edward W. Dobson and Don Benefield, Jackson, Tenn.; no other broadcast interests

Facilities: 106.9 MHz, 100 kW, ant. 892 ft.

Format: Modern Country

WXCV(FM) Homosassa Springs, Fla.

Price: \$1.2 million (for stock)

Buyer: WGUL-FM Inc, Palm Harbor, Fla. (Carl J. Marcocci, chairman); own four AMs and two FMs

Sellers: Robert and Cynthia Snow (spouses), Jim Kimbrough Sr. and Steve and Barbara Manuel (spouses), Brooksville, Fla. All the sellers also own Hernando Broadcasting Co. Inc. (wwjB(AM) Brooksville).

Facilities: 95.3 MHz, 6 kW, ant. 328 ft.

Format: AC

WZXI(FM) Buffalo Gap/Staunton, Va.

Price: \$600,000

Buyer: Easy Radio Inc., Harrisonburg, Va. (Jason Cave, president); owns WRAA(AM)-WMXH-FM Luray, Va.

Seller: Riddle Radio Inc., Harrisonburg (Robert C. Riddle, president); no other broadcast interests

Facilities: 95.5 MHz, 6 kW, ant. 308 ft.

Format: Hot AC

WLSL(FM) (formerly WHTD) Three Lakes/Rhineland, Wis.

Price: \$500,000

Buyer: Results Broadcasting of Rhineland Inc., Shawano, Wis. (Bruce D. Grassman, president/owner); no other broadcast interests

Seller: Marathon Media LLC, Chicago (Christopher F. Divine, president/director; Bruce Buzil, manager/director); owns 27 AMs and 51 FMs including WOBT (AM)-WRHN(FM) Rhineland

Facilities: 93.7 MHz, 50 kW, ant. 305 ft.

Format: Country

KKHR(FM) (formerly KFQX-FM) Abilene, Texas

Price: \$300,000

Buyer: Powell-Meredith Communications Co., Abilene (Amy S. Meredith and Scott Powell (spouses), principals); no other broadcast interests

Seller: Cumulus Media Inc., Milwaukee (Richard W. Weening, chairman; Lewis W. Dickey Jr., vice chairman); owns/is buying 79 AMs and 193 FMs, including KCDD(FM) Hamlin/Abilene, KBCY(FM) Tye/Abilene and KHXS(FM) Merkel/Abilene

Facilities: 106.3 MHz, 4.6 kW, ant. 201 ft.

Format: Country

Broker: Force Communications

KOOU(FM) Hardy, Ark.

Price: \$295,000

Buyer: Ramblin Enterprises Inc., Searcy, Ark. (Robert Ernest, president); no other broadcast interests

Seller: TIGRE of Sharp County Ltd., Hardy (Greg Meador, president); no other broadcast interests

Facilities: 104.7 MHz, 6 kW, ant. 302 ft.

Format: AC

Broker: MGMT Services Inc.

Construction permit for KKLY(FM) Pecos, Texas

Price: \$10.00

Buyer: Emily A. Hughes, Odessa, Texas (John Wiggins, personal representative). Wiggins owns wxGJ(FM) Apalachicola, Fla., and KKJW(FM) Stanton, Texas

Seller: Estate of Ronald W. Latimer, Midland, Texas; no other broadcast interests

Facilities: 97.3 MHz, 100 kW, ant. 378 ft.

AMS

KFKA(AM) Greeley, Colo.

Price: \$950,000

Buyer: MK Inc., Loveland, Colo. (Monte L. Spearman, president); owns/is buying KEZZ(AM) Estes Park, Colo. (see below) and KHFN(AM) Loveland

Seller: Weld County Broadcasting, Greeley (Joe Tennessen, president); no other broadcast interests

Facilities: 1310 kHz, 5 kW day, 1 kW night

Format: News/talk

Brokers: Norman Fischer & Associates (buyer); Satterfield and Perry (seller)

KIEZ(AM) Carmel Valley/Monterey, Calif.

Price: \$700,000

Buyer: Rodriguez Communications LLC (see above)

Seller: Wagenvoord Advertising Group Inc., Clearwater, Fla. (David Wagenvoord, president); owns 75% of KPNY(AM) Carmel Valley, Calif., 50% of KWAI(AM) Honolulu and has interest in WTAN(AM) Clearwater

Facilities: 540 kHz, 10 kW day, 500 W night

Format: Sports/talk

WMVB(AM) (formerly WREY) Millville, N.J.

Price: \$450,000

Buyer: Quinn Broadcasting Inc., Millville (James F. Quinn, president/owner); no other broadcast interests

Seller: Richard F. and Anita Arsenault (spouses), Millville; no other broadcast interests

Facilities: 1440 kHz, 1 kW day, 65 W night

Format: Spanish

KEZZ(AM) Estes Park, Colo.

Price: \$185,000

Buyer: MK Inc. (see above)

Seller: Michael Radio Group, Cheyenne, Wyo. (brothers Victor A. and Van A. Michael, general partners); owns four FMs. The Michael brothers own three other FMs in Casper, Wyo.

Facilities: 1470 kHz, 1 kW day, 53 W night

Format: AC

WMST(AM) Mount Sterling/Owingsville, Ky.

Price: \$40,000

Buyer: Gateway Radio Works Inc., Owingsville, Ky. (Hays McMakin, president/owner); owns WKCA(AM) Owingsville and WIKO(FM) Morehead, Ky.

Seller: Rodney A. Burbridge, Louisville, Ky.; no other broadcast interests

Facilities: 1150 kHz, 500 W day, 54 W night

Format: Musical radio

51% of WAVS(AM) Davie, Fla.

Price: \$10 (for stock)

Buyer: Andrea F. Bresky, Lighthouse Point, Fla.; no other broadcast interests

Seller: Roy H. Bresky (spouse of buyer), Lighthouse Point; no other broadcast interests

Facilities: 1170 kHz, 5 kW day, 250 W night

Format: Caribbean

—Compiled by Alisa Holmes

DATEBOOK

MAJOR MEETINGS

Feb. 16-19—Radio Advertising Bureau Marketing & Leadership Conference. Adams Mark Hotel, Denver. Contact: (800) 917-4269.

March. 1-3—American Association of Advertising Agencies Seventh annual Media Conference and Trade Show—Media in the Next 100 Years. Disney's Contemporary Resort, Orlando, Fla. Contact: Martha Brown (212) 850-0722.

April 8-13—National Association of Broadcasters Annual Convention. Las Vegas Convention Center, Sands Expo, Venetian Hotel Center, Las Vegas Hilton. Contact: (800) 342-2460.

May 7-10—Cable 2000, 49th annual **National Cable Television Association** Convention and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: Bobbie Boyd (202) 775-3669.

May 22—George Foster Peabody Awards, 59th annual presentation and luncheon, Waldorf-Astoria, New York. Contact: Dr.

Barry Sherman (706) 542-3787.

July 16-19—Cable & Telecommunications Association for Marketing Summit. Hynes Convention Center, Boston. Contact: Seth Morrison (703) 837-6546.

Sept. 13-16—Radio-Television News Directors Association International Conference and Exhibition. Convention Center, Minneapolis. Contact: Rick Osmani (202) 467-5200.

Sept. 20-23—National Association of Broadcasters Radio Show. Moscone Center, San Francisco. Contact: Gene Sanders (202) 429-4194.

Nov. 28-Dec.-1—California Cable Television Association Western Show. Los Angeles Convention Center, Los Angeles. Contact: Paul Fadelli (510) 428-2225.

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

THIS WEEK

Feb. 16—CTAM Teleseminar—Customer Loyalty: Thriving in the Digital Age. Multiple locations. Contact: Sujata Paul (703) 549-4200.

Feb. 16-19—Radio Advertising Bureau Marketing & Leadership Conference. Adams Mark Hotel, Denver. Contact: (800) 917-4269.

Feb. 16-20—Association of Music Personnel in Public Radio Annual Conference. The Doubletree Hotel in the French Quarter, New Orleans. Contact: Deanne Poulos (480) 833-1122.

Feb 17-19—Broadcast Cable Credit Association Credit Conference 2000. Seattle Sheraton Hotel, Seattle. Contact: (847) 296-0200.

Feb. 17-20—ITS Technology Retreat 2000. Hyatt Regency Suites, Palm Springs, Calif. Contact: Nancy Zern (703) 319-0800.

ALSO IN FEBRUARY

Feb. 24—CTAM of Southern California, The Golden Palm Awards 2000. Ritz Carlton Hotel, Marina del Rey, Calif. Contact: (310) 234-5490

Feb. 29-March 1—MAB Great Lakes Broadcasting Conference & Expo, Lansing Center, Lansing, Mich. Contact: Michael Steger, 800-968-7622.

MARCH

March. 1-3—AAAA Seventh annual Media Conference and Trade Show—Media in the Next 100 years. Disney's Contemporary Resort, Orlando, Fla. Contact: Martha Brown (212) 850-0722.

March 1-4—Country Radio Broadcasters Country Radio Seminar. Nashville Convention Center, Nashville. Contact: Paul Allen (614) 327-4487.

March 7-8—The Carmel Group's fifth annual conference: DBS 2000: The Five Burning Questions. The Sheraton Hotel, Los Angeles. Contact: (831) 643-2222.

March 8-10—CTAM Digital Pay Per View Conference. Century Plaza Hotel and Tower, Los Angeles. Contact: Seth Morrison (703) 837-6546.

March 10-12—IBS National College Radio Station Convention. Hotel Pennsylvania, New York City. Contact: Fritz Kass (914) 565-0003.

March 12-15—Southern Cable Telecommunications Association Inc. Eastern Show. Atlanta. Contact: Patti Hall (404) 252-2454.

March 15—National Academy of Television Arts and Sciences/New York Chapter Television/Internet Conference: When Networks Collide. Marriott Marquis, New York City. Contact: Lisa Benson (212) 768-7050.

March 16—RTNDF 10th annual Banquet and Celebration of the First Amendment. Washington Monarch Hotel. Washington. Contact: Colony Brown (202) 467-5217.

March 23—CAB 18th Annual Cable Advertising Conference. New York Marriott Marquis. Contact: Joleen Martin (212) 508-1214.

March 24-26—NAB Education Foundation Making News: An Executive Seminar in Broadcast Journalism. Swiss Hotel, Atlanta. Contact: John Porter (202) 775-2559

March 27—Broadcasters' Foundation Golden Mike Award. The Plaza, New York. Contact: Gordon Hastings (203) 862-8577.

March 27-28—The Citizenship Education Fund Minority Broadcast Advocacy: Turning the Tides for Minority Entrepreneurship Conference. The International Trade Center, Washington. Contact: (202) 544-6708.

March 28—SkyFORUM Semiannual Satellite/Financial Symposium. Marriott Marquis, New York. Contact: Rachel Zink (703) 549-6990.

March 28—T. Howard Foundation Seventh Annual Fundraising Dinner. Marriott Marquis, New York. Contact: Cynthia Dinkins (703) 549-6990.

March 30—National Association of Black-Owned Broadcasters 16th Annual Communications Awards Dinner, Marriott Wardman Park Hotel, Washington. Contact: Lisa Douglas (212) 370-5483.

March 30—Association of National Advertisers 2000 Television Advertising Forum. The Plaza Hotel, New York. Contact: John J. Sarsen Jr. (212) 697-5950.

APRIL

April 1—AP-RTNDA-Emerson College Regional Conference & Awards Dinner. Braintree Sheraton Tara Hotel, Braintree, Mass. Contact: Bob Salsberg (617) 358-8100.

April 2-4—Association of America's Public Television Stations Capitol Hill Day. Wyndham Hotel, Washington, D.C. Contact: David Brugger (202) 887-1700.

April 5—Cable Positive Fourth Annual [AIDS] Benefit Dinner. Marriott Marquis Hotel, New York. Contact: James Griffin (973) 331-1070.

April 7-8—Texas Associated Press Broadcasters Annual Convention. Marriott Quorum, Dallas. Contact: Diana Heidgerd (972) 991-2100.

April 7-10—Broadcast Education Association 45th Annual Convention & Exhibition, Las Vegas Convention Center. Las Vegas. Contact: (202) 429-5354.

April 8—Broadcasters' Foundation Charity Golf Tournament. Las Vegas National Golf Club, Las Vegas. Contact: Gordon H. Hastings (203) 862-8577.

April 8-13—National Association of Broadcasters Annual Convention. Las Vegas Convention Center, Sands Expo, Venetian Hotel Center, Las Vegas Hilton. Contact: (800) 342-2460.

April 8-13—Television News Center Anchor Training. 1510 H Street, NW, Washington. Contact: Herb Brubaker (301) 340-6160.

April 10-11—Television Bureau of Advertising Annual Marketing Conference. Las Vegas Hilton Hotel, Las Vegas. Contact: (212) 486-1111.

April 12—Broadcasters' Foundation American Broadcast Pioneer Awards. Las Vegas Hilton, Las Vegas. Contact: Gordon Hastings (203) 862-8577.

April 17—American Women in Radio & Television 2000 Gracie Allen Awards. Hudson Theatre on Broadway, New York. Contact: (703) 506-3290.

April 18—Illinois Broadcasters Association annual Silver Dome Conference and Awards. Crown Plaza Hotel, Springfield, Ill. Contact: (217) 793-2636.

April 21-22—Collegiate Broadcasting Group 22nd Annual Black College Radio Convention. The Renaissance Hotel, Atlanta. Contact: Lo Jelks (404) 523-6136.

April 28-29—Hawaiian Association of Broadcasters Annual Convention. Hilton Hawaiian Village, Oahu, Hawaii. Contact: (808) 599-1455.

MAY

May 7-10—Cable 2000, 49th annual **National Cable Television Association** Convention and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: Bobbie Boyd (202) 775-3669.

May 10—Quinnipiac College Fred Friendly First Amendment Award presentation. Metropolitan Club, New York City. Contact: Lou Adler (203) 288-5251.

May 15-17—DBS Digest 7th annual Denver DBS Summit. Denver Hilton/Tech Center, Denver. Contact: Jay Rogers (719) 586-9761.

May 17-18—CES Business Solutions 2000. Hyatt Regency Hotel, Los Angeles. Contact: Lisa Fasold (703) 907-7600.

May 22—George Foster Peabody Awards, 59th annual presentation and luncheon, Waldorf-Astoria, New York. Contact: Dr. Barry Sherman (706) 542-3787.

JUNE

June 3-6—CAB presents its 7th annual **Local Sales Management Conference**, Denver. Contact: Nancy Lagos (212) 508-1229.

June 5-8—SCTE Cable-Tec Expo 2000. Las Vegas Convention Center, Las Vegas. Contact: Marci Dodd (610) 363-6888, ext. 217.

June 9-11—Cultural Industries Research Centre, Faculty of Business, University of Alberta Public Service Broadcasting: Beyond 2000. Banff Centre, Banff, Alberta, Canada. Banff, Alberta, Canada. Contact: Prof. Stuart McFadyen (780) 492-4977.

June 11-16—Banff Television Foundation BTVF 2000. Banff Strings Hotel Convention Centre. Banff, Alberta, Canada. Contact: Heidi Bobiak (403) 678-9289.

June 16-17—Nevada Broadcasters Association Golf and Tennis Tournament and Awards Luncheon, annual Hall of Fame dinner-dance, Desert Inn Country Club, Las Vegas. Contact: Bob Fisher (702) 794-4994.

June 19-22—New York State Broadcasters Association 39th annual Executive Conference. Sagamore Resort Hotel, Lake George, N.Y. Contact: Mary Anne Jacon (518) 456-8888.

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

Being Big Bird's boss

Winding through journalism, government, television and a couple of continents, Gary Knell's career path has brought him up Sesame Street, and the new president and CEO of Children's Television Workshop considers it the right place to be.

The nonprofit organization is poised for a strong run in the coming digital age, he says. "The original vision of those who first founded CTW is still alive. We have an exciting future ahead of us as we are trying to transition the company into a lot of new things."

That winding path started at Anaheim Stadium, where Knell spent a lot of time, growing up in North Hollywood, Calif., in the 1960s. An uncle worked for Major League Baseball's California Angels, and tagging around with him pointed Knell in the direction of journalism. "I saw things that most kids my age didn't have an opportunity to see. I think it inspired me to understand marketing, promotion and reaching people with a great product."

But, working on the *Daily Bruin* at UCLA in the early '70s—he covered everything from school events to the Los Angeles mayor's race and graduated with a degree in political science and journalism—he was bitten by the "political bug."

During law school at Los Angeles' Loyola Marymount University, he spent his summers in Sacramento as an intern in various government sectors, including the California State Assembly and Governor Jerry Brown's legal affairs office. "I was fascinated by the legislative process, and I wanted to find ways to find work in that area. So I turned my experience in Sacramento into something in Washington."

With stints working in Sen. Edmund Muskie's (D-Maine) office and for a Senate Judiciary subcommittee, Knell would spend three years working inside the Beltway, experience he calls "terrific. It was a great way to see what it's like being in the seat of power and being able to demystify the process, which I think is a key part of being able to succeed in business."

About the time Ronald Reagan was elected—in 1980—and the turnover in the Senate and House threw Knell out of a job, his wife was offered a fellowship to study in Jamaica, and he spent a year in the Caribbean, writing articles and op-ed pieces for major U.S. newspapers and magazines.

He also had an epiphany—something



'I came to this realization that people were more influenced by the media than by political leaders.'

Gary E. Knell

President and CEO, Children's Television Workshop, New York; b. Feb. 27, 1954, Sacramento, Calif.; B.A., political science and journalism, UCLA, 1975; J.D., Loyola Marymount University School of Law, 1978; counsel, U.S. Senate, Washington, D.C., 1978-1981; counsel, WNET-TV New York, 1982-1986; senior vice president and general counsel, WNET-TV, 1986-1989; senior vice president, legal affairs, Children's Television Workshop, New York, 1989-1996; president and managing director, Manager Media International, Hong Kong/Bangkok, 1996-1997; independent consultant, New York, 1997-1998; executive vice president, operations, Children's Television Workshop, 1998-1999, current position since January; m. Kim Larson, Oct. 18, 1981; children: Dwight (13), Savannah (11), Lucia (8) and Maya (5).

that changed his career goals and eventually led him to CTW: "I came to this realization that people were actually more influenced by images through the media, images on television and in the movies, than they ever could be by political leaders."

So, moving to New York in 1982, he took his first job on the media side, as head of government affairs for PBS flagship station WNET-TV New York. He was soon named senior vice president and became the station's general counsel. He remained there through 1989, helping the PBS outlet secure funding, dealing with the actors and writers' guilds, and also opening up international markets.

In 1989, Knell was recruited by CTW, to be the studio's senior vice president of legal affairs. He notes two differences between CTW and WNET, "One, CTW wasn't a broadcaster; the other, CTW had built almost its entire revenue source on managing partnerships in the wheels of commerce with major licensing relationships."

He spent seven years at the home of *Sesame Street*, licensing the program all around the world and building up Big Bird and friends in the U.S. through a series of licensing deals.

He left in 1996 to become president and managing director of Manager Media International. Splitting his time between Bangkok and Hong Kong, he oversaw publishing companies and international newspapers and spent time "learning about the world," he says. He returned to the U.S. in 1997 to work as an independent media consultant and, shortly thereafter, rejoined CTW as executive vice president of operations. Last month, he was named to his new post, replacing David Britt as the company's top executive.

Knell says he is looking to strengthen the *Sesame Street* brand and bring CTW into the computer and digital age effectively. This season, the studio has two of the top five children's shows on PBS (*Sesame Street* and *Dragon Tales*) and has just signed a deal with PBS to add a new animated series to the network's lineup in 2001.

Does he foresee a return to politics in the future? "I'd never say never," he notes, "but I'm happy impacting upon America and the rest of the world through the media. I can't think of a more powerful and positive thing to do than providing a great service to families and kids with CTW."

—Joe Schlosser

BROADCAST TV



Murphy

Eileen Murphy, director, ABC News media relations, New York, named VP.

Olivia Shaw, regional manager, Scripps Networks, Detroit, named director, affiliate sales, Midwest region.

Peter Morley, research analyst, NBC Television Sales and Marketing, New York, named research manager.

Appointments, WTAE-TV Pittsburgh: **Sherry Carpenter**, director, marketing and promotion, WOIO-TV and WUAB-TV Cleveland, joins as director, creative services; **Cindy DeLuca**, account executive, named director, business development.



Miller

Bruce Miller, president and chief operating officer, Model HDTV Station Project Inc., Washington, joins WRC-TV there as director, engineering.

Bruce A. Kulikowski, general sales manager, WBDC(TV) Washington, joins WTVZ(TV) Norfolk, Va., in same capacity.

PROGRAMMING



Rimer

Jane Rimer, VP, sales and development, North America, Pearson Television International, New York, named senior VP.

Gary Kurtz, VP, development, Tri-Crown Productions, Los Angeles, joins Unapix Productions there as executive VP, programming development.

Cindy Donnelly, VP, sales planning, NetZero, New York, joins Tribune Entertainment Co. there as director,

advertising sales.

JOURNALISM

Sheila Stainback, anchor, Fox News Channel, New York, joins Court TV there as news anchor.

Brian A. Bracco, VP and news director, KMBC-TV Kansas City, Mo., joins parent company Hearst-Argyle Television Inc. there as group news executive.

Lynn Heider, assistant news director, WEWS(TV) Cleveland, named news director.

Appointments, WRC-TV Washington: **Michelle Michael**, producer, *NEWS4 at 4*, named producer, *NEWS4 at 11*. She will be succeeded by **Jack Heinbaugh**, producer, WUSA-TV Washington.



Roberts

Appointments, KDVR(TV) Denver: **Valerie A. Roberts**, special projects manager, WZZM-TV Grand Rapids, Mich., joins as assistant news director; **Libby Weaver**, anchor/reporter, WMAQ-TV Chicago, joins as anchor, upcoming prime time news.

Douglas Hogan, executive producer, WAFF-TV Huntsville, Ala., joins WNCN-TV Montgomery, Ala., as news director.

Appointments, News 12 Long Island, Hicksville, N.Y.: **Adam Shapiro**, news director, Neighborhood News 12, Hicksville, joins in same capacity; **Tim McAteer**, assignment manager, Neighborhood News 12, joins as managing editor.

RADIO

Rhonda Sheya, owner/operator, Rhonda Sheya Inc., Denver, joins Radio Disney Denver (KADZ-AM and KDDZ-AM) as general manager.

Appointments, AMFM Inc., Houston: **Kathy Gonzales**, director, sales, Houston station group, named senior VP, sales; **Muriel Funches**, general sales manager, KODA(FM) Houston, named VP, sales.

Steve Goldstein, general sales manager, WXYV-FM Baltimore, joins WJFK(FM)

Washington in same capacity.

Judith Kampfner, documentary maker/cultural reporter, New York, joins WNYC(AM)/(FM) there as cultural producer.

Jeff Davis, VP, promotion, Restless Records, Chicago, joins Jeff McClusky & Associates there as director, rock promotion.

CABLE

Vivian Schiller, senior VP and general manager, CNN Productions, Atlanta, named executive VP, CNN Productions, the network's documentary division.

Jan Hatcher, senior VP, affiliate sales and marketing, Scripps Networks, New York, joins Lifetime Entertainment Services there as senior VP, distribution.

Deborah Liebling, VP, development and production, West Coast, Comedy Central, named senior VP, original programming and development.

Robert G. West, VP, programming, Sinclair Communications, New York, joins USA Network there as senior VP, programming and scheduling.

Appointments, Bravo National Advertising Sales Department, Bethpage, N.Y.: **Corey Silverman**, VP, sales, Rysher Entertainment, joins as director, advertising sales, Eastern division. He is based in New York. **Ned Sands**, director, sales, Paxson Communications, joins as director, advertising sales, Western region. He is based in Santa Monica, Calif. **Linda Fint Gallo**, VP, business development, Lifetime Network, New York, joins as director, advertising sales, Midwest region. She is based in Chicago.

Fred Poston, director, on-air promotion production operations, Fox Family Worldwide, Los Angeles, named VP, on-air promotion operations, Fox Family Channels and Fox Kids Network.

Alan Gershowitz, VP, business affairs, Rainbow, Bethpage, N.Y., joins Cablevision there as VP, employee relations.

Catherine McCollough, executive account manager, Scientific Atlanta, Denver, joins Cox Communications, Atlanta, as VP and general manager, Roanoke, Va.

**ADVERTISING/MARKETING/
PUBLIC RELATIONS**

Appointments, Bates USA, New York: **Audrey Melofchik**, VP, management representative, named senior VP; Greg Kemp, account supervisor, named VP, account supervisor; **Jennifer Ginelli**, strategic planner, named VP, strategic planner.

Appointments, BMI, New York: **Jodi H. Saal**, associate director, named senior director, international systems administration; **Barbara Patralites**, director, international research and analysis, named senior director; **Consuelo Sayago**, director, international administration, named senior director.

Lisa T. Meredith, public relations consultant, joins Goodman Media International Inc., Washington, as account director, Washington office.

TECHNOLOGY

Mark A. Toney, senior account executive, audience research and development, The MediaVergence Group, Dallas, named senior VP, Dallas-Ft. Worth office.

Joan E. Ryan, senior VP, chief financial officer, Alliant Foodservice Inc., Deerfield, Ill., joins Tellabs, Lisle, Ill., as chief financial officer.

INTERNET

Appointments, Broadband Sports Inc. Los Angeles/New York: **Marla Messing**, 1999 FIFA Women's World Cup President and CEO, joins as VP, partner marketing; **Jeffrey N. Pollack**, VP, marketing and corporate communications, NBA, New York, joins as VP, new media publishing.

David Payne, VP, business affairs, Turner Sports, and VP/team counsel, Atlanta Braves, Hawks and Thrashers, Atlanta, joins co-owned CNN/Sports Illustrated Interactive there as senior VP, general manager.

G. Paul Sullivan, president, Uniapix/Miramar, Los Angeles, joins Global Media Corp., Vancouver, B.C., as executive VP.

Appointments, Turner Interactive, New York: **Nicholas S. Johnson**, New York sales manager, named VP, New York sales manager; **Stanley J. Kapica**, New York sales manager, named VP, New York sales manager.

Bill Rose, VP, marketing, radio station services, Arbitron Co., New York, named VP and general manager, Internet.

Craig V. Calder, senior director, marketing and programming, Nickelodeon Online, New York, joins Times Company Digital there as VP, marketing.



Crestani

Bob Crestani, chairman and CEO, Inter-Content Group, joins the board of directors of iCAST, Woburn, Mass.

Diane Linen Powell, senior VP, corporate communications, International Family

Entertainment, Virginia Beach, Va., joins lifescape.com, Vienna, Va., as chief marketing officer.

ASSOCIATIONS/FIRMS

Kenn Viselman, chairman, The itsy bitsy Entertainment Co., joins the Board of Governors of The American Center for Children and Media, Des Plaines, Ill.

OBITUARIES

Doug Henning, 52, the long-haired trickster who modernized magic on TV and Broadway, died Feb. 7 of liver cancer. Inspired by a TV magician's levitation act, Henning was performing his own tricks in his native Canada by his teenage years. He eventually got a grant to study magic with illusionists and, with the help of college friend and future film director Ivan Reitman (*Ghostbusters*, *Twins*), launched *Spellbound*, a magic show/rock musical. This led to the similarly themed *The Magic Show*, which ran on Broadway for more than four years in the 1970s. The show caught the attention of NBC producers, who green-lighted Henning's first TV special in 1975. Titled *The World of Magic*, Henning performed in front of a live audience and even recreated Harry Houdini's "Water Torture Escape." Ratings were so good—50 million people watched—that the show became an annual event. The shows won an Emmy award and earned seven Emmy nominations. When not performing, Henning devoted his time to transcendental meditation and ran unsuccessfully in elections as a member of the Natural Law Party.

He is survived by his wife, Debbie.

David Levy, 87, television executive and producer who created *The Addams Family*, died Jan. 25. Levy began his career in radio before joining the Navy during the World II. After his discharge and a stint at the Young & Rubicam advertising agency in New York, Levy joined NBC. He became vice president of programming in 1959, helping launch such TV classics as *Bonanza*, *Dr. Kildare* and *The Tonight Show* with Johnny Carson. After leaving NBC in the 1960s, Levy headed to ABC, where he produced the kooky comedy *The Addams Family*. He also developed *Sarge*, *The Pruitts of Southampton* and helped in the revival of *Name That Tune*. Levy served as the executive director of the Caucus of Producers-Writers-Directors for 20 years. In 1997, he helped direct the organization into support for stricter ratings for sex, violence, nudity and language. Ironically, Levy left NBC in the 1960s when he refused to accept the blame for excesses he had rallied against during the Senate hearings on sex and violence on television. He is survived by two children; a twin brother; five grandchildren; and two great-grandchildren.

Alan North, 79, character actor whose career spanned more than a half-century, died Jan. 19 of kidney and lung cancer. A frequent actor in early television, North's credits include *The Jackie Gleason Show*, *Studio One* and the Ellery Queen mystery series. His most popular role was as Leslie Nielsen's co-star on the short-lived ABC spoof *Police Squad!* (a predecessor to the *Naked Gun!* film series). On the silver screen, North appeared in some 30 films, including *Serpico*, *Plaza Suite*, *Lean on Me* and *Thief of Hearts*, while his stage roles included *Conversations With My Father*, *Dylan*, *South Pacific* and *Lake Hollywood*—his final performance last spring. North started his career as a host of a pre- and post-game television shows for the Baltimore Orioles and he broadcast his own sports program for WRC-TV in Washington. He also served in the Navy during World War II. He is survived by his wife, June; two daughters; and three grandchildren.

—Compiled by Mara Reinstein
mreinstein@cahners.com

RADIO

HELP WANTED MANAGEMENT

Group Leasing Manager. Rapidly growing, regional communications tower company seeking dynamic, take-charge sales/account manager. Significant direct sales initially with increasing AE management responsibilities. Excellent compensation package with option and incentive opportunities. If you're a "goal-oriented, high-energy leader", please send your resume to, Pegasus Tower; P.O. Box 233; Richlands, VA 24641. EOE.

HELP WANTED SALES

Regional Sales Agent: Broadcasting's oldest promotion company, Community Club Awards, seeks aggressive regional sales agent for presentations to radio, television and cable executives. Draw against commission. Six figure potential. Independent contractor. No relocation required. Resume and picture to: Office Manager, CCA, PO Box 151, Westport, CT 06881.

SITUATIONS WANTED MANAGEMENT

Radio Station Developer highly skilled in all aspects for startups, turnarounds, or to take you to the next level. Permanent or interim, 813-920-7102. radio35@netscape.net

HELP WANTED VARIOUS POSITIONS

**NEW NATIONAL RADIO
NETWORK BASED IN
LOS ANGELES looking for:**

Talk radio producers, audio board operators and phone screeners with at least 2 years of experience. Also creative production people familiar with Pro-Tools, capable of performing limited voice work and video editors who know how to operate a switcher.

All resumes should be sent to:

*Comedy World
Attention: Vice President of
Programming
1925 Century Park East, Suite
1150
Los Angeles, CA 90067
Fax: 310-203-8110*

NEW PROGRAM AVAILABLE

Attn: GMs' Pds', Syndicators... Tired of grumpy, boring, negative, ultra-conservative, talk shows? Try an upbeat, amiable, positive, progressive alternative. For details 1 800-270-1515

TELEVISION

HELP WANTED SALES

Television Sales Executive: Reuters is information. As a global leader, we provide the world with fast, accurate information and reliable news and information systems. We currently have an immediate opening for a Television Sales Executive who will generate new business and revenues from the sale of Reuters News Video to broadcasters and programmers in the Northeast, including Northern New Jersey. The Executive will also contribute to the management of current relationships with NBC Television and Fox Television for video services. This position requires a working knowledge of television news operations at the network and station/station group level as well as a minimum of 5-7 years' sales experience. For immediate consideration, please e-mail your resume to: Karen.hamilton@reuters.com or fax to: (202)371-0437. We are an equal opportunity employer committed to workforce diversity. M/ F/D/V. REUTERS

National Sales Manager: KSTU FOX 13, a Fox O&O in Salt Lake City, UT, has an immediate opening for a National Sales Manager. Essential functions of the position include national sales development; establishing and meeting national sales objectives; maintaining proper inventory control; direct contact with national advertisers; coordinating communication with all Fox national sales offices; developing national sales presentations. Applicants must have a bachelors degree or equivalent work experience, plus three to five years experience in television sales. Rep experience a plus. Must have a working knowledge of NSI ratings and research, be highly motivated, computer literate, and team-oriented with polished presentation skills to professionally represent KSTU. Come join a highly successful station with great product located in the beautiful Mountain West! Please mail, Fax or contact KSTU Fox 13 Human Resources, 5020 W. Amelia Earhart Dr., Salt Lake City, UT 84116. Fax: (801)536-1315. KSTU is an Equal Opportunity Employer.

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245 W. 17TH ST., 7TH FL.
NEW YORK, NY 10011**

HELP WANTED SALES

Local Sales Manager: Lead, motivate and train a team of seven account executives to achieve station revenue goals. Cultivate and maintain solid relationships with local and regional media buyers. Prepare weekly billing forecasts. Recruit new account executives when position openings occur. Excellent oral/written communication skills. Strong work ethic. Must be a creative thinker in developing new business and sales promotions. Management experience preferred. Track record of success in local sales. Literacy in TV Scan, Scarborough and Microsoft office. Enterprise traffic system a plus. Send resume and cover letter to Human Resources, FOX-7/UPN-13, 119 E. 10th Street, Austin, TX 78701. Ref: position title on envelope. No phone calls, please. EEO Employer.

Senior Account Executive: Experienced Account Executive needed at the NBC Affiliate and #1 rated station in the Richmond market. Must have a track record selling specials, major sponsorships and innovating creative and enterprising sales opportunities. Experience with TVSCAN and Marshall Marketing a plus. Station provides exceptional support resources to assist in generating new revenue. Join a great team in one of the greatest lifestyle markets in the country. Send resume to Ellen Shuler, GSM - Fax: (804) 230-2500, e-mail: eshuler@nbc12.com PO Box 12, Richmond, VA 23225. EOE M/F/D.

Broadcasting & Cable

**International Group
ADVERTISING SALES**

Cahners, the world's largest business to business publisher, is well-known for providing essential information to readers, users and marketing partners around the world.

Leading international television magazine group needs top sales person to sell advertising space across multiple titles. Successful candidate will have proven track record in sales and be an aggressive self-starter and closer. Experience in ad sales or the entertainment industry required. Knowledge of international TV industry a plus.

We offer a competitive salary and benefits package. Please forward your resume and salary history to: Human Resources Dept BCSSL via fax: (212) 463-6455 or e-mail: hrny-prx@cahners.com 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

Account Executive: Negotiate business with agency buyers. Write, prepare and deliver sales presentations to advertisers. Cultivate new-to-station advertisers through cold-calling and aggressive prospecting. Prior television sales experience preferred. Good computer skills. Send resume and cover letter to Human Resources, FOX-7/UPN-13, 119 E. 10th Street, Austin, TX 78701, Ref: position title on envelop. No phone calls, please. EEO Employer.

GENERAL SALES MANAGER

WBDC/WB50 TV, Tribune Broadcasting's rapidly growing WB affiliate in Washington DC, seeks a General Sales Manager to lead the station's local and national sales efforts. Position requires solid leadership, managerial, team building, and presentation skills. GSM major responsibilities include: managing local and national sales managers, establishing rates, inventory control, management of department budget and revenue forecasting. Requires strong spot sales background and previous sales management experience. Familiarity with Enterprise, Scarborough, TV Works and CMR a strong plus.

Send resume and cover letter to:

**Human Resources, WBDC-TV 50
2121 Wisconsin Avenue, N.W.,
Suite 350
Washington, DC 20007
Fax: 202-965-7304**

WBDC is an equal opportunity employer.



HELP WANTED TECHNICAL

Engineers: Rare engineering opportunities with Television's best career company, employee-owned Journal Broadcast Group. We need a Chief Engineer at KTNV-TV in Las Vegas, and a Maintenance Engineer at KMIR-TV in Palm Springs. Learn more about your opportunity for employee ownership at www.journalbroadcastgroup.com Send resume to: Perry Boxx, Station Manager, KTNV-TV, 3355 S. Valley View Blvd., Las Vegas, NV 89102, or Greg Green, Operations Mgr., KMIR-TV, 72920 Parkview Dr., Palm Desert, CA 92260.

Television Engineer- Min 2 years experience. General FCC or SBE Certificate preferred. Excellent salary and benefits including 401k. Only qualified applicants will be considered. Send resume to Personnel Director, WVIR-TV, P.O. Box 769, Charlottesville, VA 22902 No phone calls or faxes.

HELP WANTED TECHNICAL

Chief Engineer: Portland Oregon WB Affiliate seeks highly qualified technical manager. Experience in the maintenance of UHF transmitters, satellite equipment, VTRs, cameras and other audio/video production equipment required. Understanding of digital. Technical knowledge of computer systems needed. Excellent interpersonal skills and the ability to direct a small staff of engineers critical. The ideal candidate will also possess good reporting and record keeping skills with the ability to effectively communicate highly technical information to non-technical management team. Send resume in confidence to Steve Dant, VP/GM, KWBP-TV 10255 SW Arctic Drive, Beaverton, Oregon 97005, facsimile (503) 626-3576, or email address SteveD@wb32tv.com KWBP-TV is an equal opportunity employer.

Chief Engineer: KEYT-TV, Santa Barbara, CA, a highly aggressive, small market network affiliate, is seeking a highly motivated, hands on, individual to serve as Chief Engineer. Qualified candidate will have five or more years experience in all aspects of broadcast engineering, including Transmitter, Microwave, and Studio Equipment maintenance and repair. The ideal candidate will have the ability to diagnose equipment problems to the component level and administer repairs. A preferred candidate will have In-depth knowledge of file servers, budget planning, and engineering staff supervision. A perfect opportunity for someone in second chair to move up to the next level. KEYT-TV is an equal opportunity employer. Send resumes to: Charles Goode, V.P. Engineering, Smith Broadcasting Group, Inc., 720 2nd Avenue South, St. Petersburg, FL 33701.

Chief Engineer: NBC in Mid-Michigan! WEYI-TV in Flint/Saginaw and Bay City, MI. seeks a technical manager to lead this fast growing station into the new millennium. Experience in maintenance of UHF transmitters, audio, video, videotape, microwave and satellite equipment a must; plus, knowledge of computer systems and digital technologies. Also critical are excellent communications and interpersonal skills, and the ability to direct a staff of engineers. Excellent opportunity to grow with a leading broadcasting group. Send resume and salary requirements to: General Manager, WEYI-TV NBC25, 2225 West Willard Road, Clio, MI. 48420. EOE. M/F. Women and Minorities encouraged to apply.

Studio Maintenance Engineer: WESH-TV Orlando's NBC affiliate and a Hearst-Argyle TV station, is seeking a Studio Maintenance Engineer. Successful applicant will be a self-starter, team player and goal oriented individual. Job responsibilities include operation, repair and maintenance of professional broadcast equipment to the component level. Extensive knowledge of serial digital video, switchers, character generation, disk based servers, digital effects, graphics and Sony Betacam equipment necessary. Computer programming skills a plus. Qualifications include at least two years experience in a similar position in broadcast television, FCC General Class License and Associates degree or equivalent. Send resume to Richard Monn, Chief Engineer, WESH-TV, P.O. Box 547697, Orlando, FL 32854. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Master Control Operator: Washington, D.C. public TV stations seeks operator experienced in all phases of master control operations including switching air, videotape operation/editing, satellite uplinking and downlinking, as well as transmitter operation. Familiar with automation. Computer literate. Qualified applicants send resume to Dennis Kronenberg, Director of Operations, WNVC/WNVT-TV, 8101A Lee Highway, Falls Church, VA 22042 or fax: 703-849-9796. No phone calls. EOE.

Transmitter Engineer: DTV Utah is looking for a Transmitter Engineer to work at our brand new state-of-the-art transmitter site in Salt Lake City. When completed there will be a total of 8 transmitters at this one building manned 24 hours per day. The ideal candidate will have SBE Certification, minimum 7 years experience in repair and maintenance of UHF transmitters. Reply in confidence to Greg James, VP Engineering & Operations, KSL-TV 55 North 300 West, Salt Lake City, UT 84110. No Phone Calls. DTV Utah is EOE/M/F

HELP WANTED NEWS

Assignment Editor: WTVD-TV, an ABC owned station in Raleigh Durham seeks an assignment manager. The successful candidate will lead our aggressive team of reporters and photographers and manage substantial resources to produce the market's most relevant newscast. Candidate must understand electronic newsgathering technology; have a demonstrated record of strong news judgement; and have excellent organizational skills. At NewsChannel 11 ABC, we put a premium on positively relentless, decisive people who work well together. A Bachelor's degree in Journalism, Communications, or a related field is preferred but not required. 3-5 years experience in a supervisory position is required. Send your resume and a VHS copy of this week's newscast to: Rob Elmore, News Director, WTVD-TV, P.O. Box 2009BC, Durham, NC 27702. No phone calls please. EOE.

Assignment Editor: Western New York's CBS affiliate is looking for an Assignment Editor. Candidate must be able to make quick decisions regarding news coverage of daily events, breaking news, assigning photographer and reporter crews. Two years experience in television or radio required. Must be a go-getter who is willing to dig for stories used in our half-hour and hour-long newscasts. Send resume to HR Dept., WIVB-TV, 2077 Elmwood Avenue, Buffalo NY 14207 EOE.

News Director: KERO-TV, Bakersfield, California's ABC affiliate looking for bold leader to help our team grow and project our brand. Excellent opportunity for Assistant ND or Executive Producer to run the whole show. Resume to: Don Lundy, KERO-TV, 321 21st Street, Bakersfield, CA 93301, or e-mail dlundy@kero.com EOE.

www.broadcastingcable.com

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HELP WANTED NEWS

General Assignment Reporter: Western New York's CBS affiliate is looking for an aggressive General Assignment Reporter. Candidates must have two years experience and be comfortable writing, producing and reporting stories live from the field. Send non-returnable tape and resume to HR Dept., WIVB-TV, 2077 Elmwood Avenue, Buffalo NY 14207 EOE.

Weekend Assignment Editor: WTVD, an ABC owned station in Raleigh-Durham needs a weekend assignment editor to guide an aggressive weekend news team. Candidate should understand electronic news gathering technology; have strong news judgment; have excellent organizational skills, can gather information by phone; and have a good grasp of logistics. We put a premium on relentless, decisive people who work well in a team environment. A Bachelor's degree in Journalism, Communications, or a related field is preferred but not required. One-two years experience in a small or medium market is a plus. Send your resume to: Rob Elmore, News Director, WTVD-TV, P.O. Box 2009 BC, Durham, NC 27702. No Phone Calls. EOE.

Producer: KENS-TV, CBS affiliate in San Antonio and subsidiary of Belo Corporation is looking for someone to produce one morning newscast in the market. Applicant must have 2 to 3 years experience and willing to think outside the box. Must be creative, responsible and able to meet deadlines. Interested applicants should send resume and a tape to the attention of Personnel Director or Iain Munro, Executive Producer (reference position #2000-190-01) at P.O. Box TV-5, San Antonio, Texas 78299. We are an Equal Opportunity Employer.

Reporter: WYFF-TV, the NBC Hearst-Argyle station in Greenville, SC is searching for a reporter-digger and storyteller with exceptional writing and live skills. College degree and at least one year of experience required. Tapes/resumes to Human Resources Director, WYFF-TV, 505 Rutherford St., Greenville, SC 29609. EOE.

WYTV seeks PM News Producer candidates with broadcast journalism degree, 2+ years producer experience, excellent writing and organizational skills. Knowledge of AP News Center a plus. Send resume, writing samples and current newscast aircheck to: PM Producer Position, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE.

Special Projects Producer: Chicago's number one rated news station has an immediate opening for a Special Projects Producer. We are looking for someone who can participate in all aspects of our specials unit. Superior writing skills, 3-5 years experience writing as well as producing in-depth stories and previous newscast experience are desired. In addition, strong editorial skills needed to participate in year round planning process of special segments. College degree is a must. Send tape and resume to: E. Lerner, News Director, WLS-TV, 190 N. State Street, Chicago, IL 60601. No telephone calls please. EOE.

SBG

SINCLAIR BROADCAST GROUP

Sinclair Broadcast Group, Inc. owns or programs 58 TV stations in 38 markets and has affiliations with all 6 networks. We reach nearly 25% of the U.S. and aggressively lead the evolution of broadcasting in technology, programming, promotion, and sales. We seek the one element which gives us the edge on the competition and the power to stay on top - the best people in the business.

• **Birmingham, AL WTTO/WABM (WB/UPN)**

General Sales Manager

Sinclair Communications, one of America's fastest growing broadcast companies, is offering an outstanding opportunity for a proven, aggressive and dedicated sales leader. The winning candidate will be leading an experienced sales team in a progressive and growing Southern market. NSM or rep background with knowledge of TV Scan and Scarborough a plus. This is the position for a people oriented sales professional with a vision for the future. Send resume and references. Box #454

• **Cincinnati, OH WSTR (WB)**

Account Executive

Seeking an enthusiastic, dedicated individual to represent the station to advertising agencies and direct clients. Emphasis on new business development. 1 to 2 years media sales experience preferred. Strong presentation and negotiation skills necessary. Computer literacy and knowledge of ratings/research a plus. Excellent earnings potential. Full benefits include medical/dental/vision/401k & stock purchase plan. Box #455

• **Columbus, OH WSYX/WTTE (ABC/FOX)**

Executive Producer

Looking for an Executive Producer. Qualified person will supervise editorial staffs for 10pm Fox News and 11pm ABC Newscasts. Large market producing and/or management experience desired. This position will test your ability to execute and teach aggressive television coverage and production. Qualified applicants should send tape, resume and cover letter to: Box #456

• **Columbus, OH WSYX/WTTE (ABC/FOX)**

Morning Anchor

Looking for an energetic and personable morning anchor. We are looking for a morning person with a strong personality. You must be able to think on your feet and interact well with your co-anchor and meteorologist. Applicants should have a minimum of 2 years newsroom and anchoring experience. Please send non-returnable VHS tape and resume to: Box #457

• **Nashville, TN WZTV/WUXP (FOX/UPN)**

News Director

Looking for a dynamic News Director with a proven track record of success. We are converting a very successful news share to a full-blown prime time operation with a commitment to win. The ideal candidate must possess strong leadership skills, planning abilities, be a team player, with energy, maturity and commitment. If you have these qualifications then we want to hear from you. Send resumes. Box #458

• **Nashville, TN WZTV/WUXP (FOX/UPN)**

**Commercial Photographer/
Promotion Coordinator**

Looking for go-getters who want to win. You will shoot a few days a week and help in the promotion department the rest of the time. This job calls for someone who is very detail oriented. Duties include shooting commercials, scheduling promos on the daily logs, helping with studio production and news coverage. Send your resume and a VHS tape of your work to: Box #459

• **Nashville, TN WZTV/WUXP (FOX/UPN)**

Programming Assistant

Live in Music city (Nashville, Tennessee) work for two growing stations. WZTV/FOX 17 and WUXP/UPN Nashville are looking for go-getters who want to win. You will coordinate all the programming information for FOX 17 and UPN Nashville. We need an organized person with some television programming experience. Send your resume and a VHS tape of your work to: Box #460

• **Nashville, TN WZTV/WUXP (FOX/UPN)**

Master Control Operator

Immediate opening for the position of Master Control Operator. Primary responsibilities include switching on-air programming as logged. Transferring programming and commercials. Monitoring stations technical performance within FCC specifications. This position requires familiarity with video tape equipment, personal computer as well as video and audio measurement techniques. Please send resumes to: Box #461

• **Nashville, TN WZTV/WUXP (FOX/UPN)**

Maintenance Engineer

The primary responsibility of the Maintenance Engineer is to maintain the technical operation of all broadcast television station. Responsible for troubleshooting, repair, and preventive maintenance of all broadcast equipment. This position requires being on call 24/7. Duties include hands on maintenance of studio and transmitter equipment. Ensure that regularly scheduled maintenance is performed on all equipment. Assist with the maintenance and repair of two UHF television transmitters. Provide support and assistance with various computer/software driven equipment. Assist in the design and implementation of any facility changes and upgrades. Minimum 5 years prior television experience, strong computer skills, some UHF transmitter experience, and a two year technical degree or equivalent training. Send resumes to: Box #462

• **Nashville, TN WZTV/WUXP (FOX/UPN)**

Account Executive

Immediate opening for an experienced Account Executive. A college degree in broadcasting, marketing, or a related field and at least 3 years in television sales experience preferred. We are looking for an aggressive self-starter who knows how to work agencies as well as develop new business. This is an excellent opportunity to work in the 30th market and get on board with a great station that is growing each year! The ideal candidate will possess excellent communication and relationship-building skills, be a team player, and have a winning attitude. Please send resumes to: Box #463

• **Nashville, TN WZTV/WUXP (FOX/UPN)**

Account Executive/Entry Level

Immediate opening for an entry-level Account Executive. A college degree in broadcasting, marketing, or a related field preferred. Prior media experience a plus. We are looking for an aggressive self-starter for new business development. This is an excellent opportunity to work in the 30th market and get on board with a great station that is growing each year! The ideal candidate should possess excellent communication and relationship-building skills, be a team player, and have a winning attitude. Please send resumes to: Box #464

• **Pensacola, FL WEAR/WFGX (ABC/WB)**

Producer/Director

Producer/Director with imagination, creativity and the desire to excel. If you have an outgoing personality that can interact on a professional level with our clients and have a proven track record in commercial production, you may be what we're looking for. WEAR-TV3 has a friendly working environment and a production program that will cater to your creative side. Send resume, references, and VHS non-returnable tape to: Box #465

• **Springfield, IL WICS (NBC)**

Reporter/Photographer

Looking for a photographer who can report as well as shoot. You must be able to write, edit and shoot your own stories. At least one year of experience is preferred. Send non-returnable tape and resume to: Box #466

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

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EQUAL OPPORTUNITY EMPLOYER
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WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY

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THE MAGAZINE THAT STAYS ONE-STEP AHEAD

HELP WANTED NEWS

News Producer: We're looking for a self-starter with a high energy level who is quick thinking and hard working to produce a newscast that the viewer can look to for the latest in weather, news and a little spirited fun! Must have strong writing skills and good news judgment. Must be able to work independently without direct supervisory control and possess a good team ethic. Successful candidate has a basic journalism and news production background, organizational skills and two years TV news producing skills. Send resume to HR Dept., WIVB-TV 2077 Elmwood Avenue, Buffalo NY 14207 EOE.

Television News Director: Prestige Vision Channel 3 in Fredericksburg, VA is searching for a reporter with two or more years experience to lead its nightly news broadcast. Candidates must have strong journalistic and leadership qualities and a degree in journalism or related field. Fax resume to (540)898-5472. EOE.

WYTV seeks Assistant News Director candidates with strong writing, producing, leadership, and organizational abilities. 3+ years producing experience required. Send resume, current newscast aircheck and resume to: Ass't N.D. Position, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE.

WYTV seeks Morning Anchor/Producer candidates with broadcast journalism degree, 2+ years anchor/producer experience, solid writing and organizational skills. Send resume, current newscast aircheck and resume to: AM Anchor Position, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE.

News Director: WSIL-TV the ABC affiliate in the Harrisburg/Cape Girardeau/Paducah market is looking for a committed journalist to run its news department. You'll need 5 years of broadcast experience preferably as an Assignment Editor, Executive Producer or Assistant News Director. You'll need a commitment to coaching young journalists. Send resume and tape from your latest newscast to Steve Wheeler, General Manager, WSIL-TV 1416 Country Aire Dr., Carterville, IL 62918 EOE.

WYTV seeks part time News Photographer/Editor candidates with 2+ year degree in broadcast arts, prior TV experience a plus. Send resume and current video to: PT Photog. Position, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE.

WYTV seeks part time Weekend Weather Anchor/Reporter candidates with broadcast degree, 1+ years on-air experience. WSI Weather Producer system experience a plus. Send resume, current newscast aircheck to: PT WX Position, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE.



HELP WANTED PROMOTION

Creative Services Director and Promotions Manager: KFSN-TV, an ABC/Disney owned station in sunny Fresno, CA, needs 2 innovative people to spearhead our marketing and promotion efforts. Strong writing and producing skills required. Non-linear editing, a plus for the Director and a requirement for the Manager. Send tape and resume to: KFSN-TV, Personnel Dept., Dept. BC, 1777 G Street, Fresno, CA 93706. Women and minorities are encouraged to apply.

Promotion Director: Currently in a number 2 position in station promotion & looking for advancement? We have a place for you. A chance to grow in executing station image, promotion of news, creating POP's, & sales promotions. Requires strong writing creativity, shooting skills, non-linear editing ability, & understanding NSI ratings. Send reel & resume to Human Resources, KAIT-TV, P.O. Box 790, Jonesboro, AR 72403. EOE.

Promotion Writer/Producer: WBNS-TV, the CBS affiliate in Columbus, Ohio, is looking for an innovative and creative Writer/Producer. Equipment and resources beyond compare, including Avid, Quantel, and multiple animation stations. At least one year of new promotion experience required and Avid editing experience preferred. Great Town--Great Company--Great Station!! Rush your tape and resume to: Dispatch Broadcast Group, Human Resources Department Job #243-200, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. Equal Opportunity Employer. We are a smoke - and drug - free workplace.

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Web Site Producer: Our expanding Internet division is seeking a Web Site Producer to write, produce and create exciting copy for our new site, www.abc7chicago.com. A Bachelor's degree in Journalism, English and/or Communications, plus Internet knowledge and experience are required. Proven writing skills are a must; quick thinking is imperative. If you are interested in joining the number one station in Chicago, send a resume and on-line or print writing samples to: F. Preston, Director of Programming and Special Projects, WLS-TV, 190 N. State St., Chicago, IL, 60601. No phone calls, please. EOE.

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Business Manager: KFVS-TV, CBS affiliate and a Raycom Media station, seeks an accounting professional with strong leadership and organizational skills for the position of Business Manager. Responsibilities include financial statement preparation, GL, AR, AP, payroll, budgeting, forecasting, credit/collections. Some HR responsibilities are also involved. Qualified candidates must have a college degree coupled with a minimum of two years experience in a similar accounting and decision-making position. Experience with Microsoft Office desired. Qualified applicants send resume and salary requirements to Howard Meagle, VP/GM, P.O. Box 100, Cape Girardeau, MO 63702, or e-mail resume to hmeagle@raycommedia.com. EOE M/F/D.

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Assistant Director Creative Services: KSDK, NewsChannel Five, the Gannett owned NBC affiliate in St. Louis, is in search of a top-level promotion producer to join a winning creative team. Seeking a qualified person with extensive writing and producing experience and a passion to win. Candidate must have strong background in news topical, image, and series promotion, plus possess the skill and ability to lead and motivate others. Please send a non-returnable tape and resume to: KSDK-TV, Human Resources Administrator, 1000 Market St., St. Louis, MO 63101. No calls please. EOE.

HELP WANTED PROGRAMMING

Program Department Manager: Local WBNetwork Affiliate Television station seeking full time Program Manager to schedule and disseminate program grids, maintain license agreements and coordinate movie and sport packages. This position serves as the primary liaison for network programming and affiliate relations and participates in syndication presentations. Duties include internal operation coordination, audience relations and supervision of staff. Prior television experience required. Good people skills essential. Detail oriented, methodical and organizational skills a must. Send resume in confidence to Steve Dant, VP/GM, KWBP-TV 10255 SW Arctic Drive, Beaverton, Oregon 97005, facsimile (503) 626-3576, or email address Steved@wb32tv.com KWBP-TV is an equal opportunity employer.

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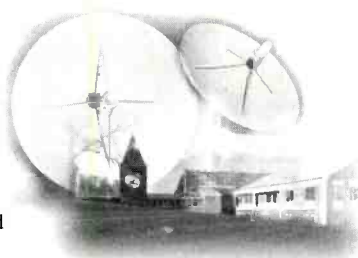
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Grushow: Fox studio is in the catbird seat



'Buffy' is a hit on The WB and that's also good news for Fox Studios.

Fox Entertainment Chairman Sandy Grushow told analysts last week that it would commence license renewal talks with ABC for three of the network's most important shows within the next 12 months. The shows are *The Practice* and *Dharma & Greg*, the network's two highest-rated entertainment shows (excluding *Millionaire*) and *Two Guys and A Girl*, tops in its time period among adults 18-49. The

success of those shows, and the timing of the negotiations gives Fox, which produces the shows, "enormous leverage with [ABC-owner] Disney," Grushow said, according to analysts who were on a conference call to discuss Fox's quarterly earnings.

Also upcoming for license renewal is the WB's *Buffy, The Vampire Slayer*. The current deal runs through next season. But Grushow said *Buffy* was a "defining show" for The WB that the network could ill afford to lose.

Fox Entertainment Group reported a 10% dip in second-quarter profits to \$94 million and an 8% drop in revenue to \$2.4 billion, which executives attributed largely to disappointing results at the theatrical film unit. But pretax profits at the owned TV stations were up 12% on an 8% gain in advertising sales, Fox said.

As to the Fox network, results were flat for the quarter with higher revenues offset by higher programming costs and lower ratings for the new season. But for the first six months of Fox's fiscal year, execs said the network had a pretax operating profit of just under \$10 million. For the same period, the stations earned about \$419 million, analysts said. —*Steve McClellan*

Kids cartoons may be the first sign of synergy out of the pending CBS/Viacom merger.

Sources confirmed last week that CBS and Nickelodeon will team up for a branded block of Nickelodeon programming that will air on the broadcast network, probably beginning this fall. The block will be an extension of Viacom-owned cable channel Nickelodeon's Nick Jr. weekday pre-school programming block, sources say. Executives at both Nickelodeon and CBS were not commenting on the synergistic move, but Nick executives may unveil the strategy next week at their upfront in New York. A number of Nick Jr. series are expected to remain on the cable channel, while also doing overtime on CBS' Saturday morning block. Series on Nick Jr. include *Blue's Clues*, *Little Bill* and Maurice Sendak's *Little Bear*.

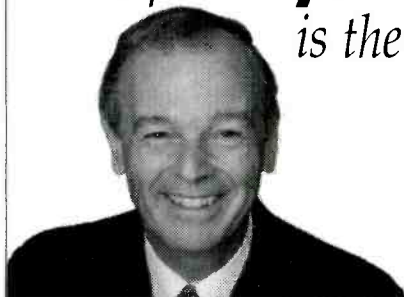
Jim Varney, a comic actor but best known for playing the goofy "Ernest" in a series of commercials and movies, beginning in the 1970s, died of lung cancer last week at his home in Tennessee.

He was 50. Varney first became famous calling out "Hey Vern!" to pitch everything from cars to pizza in hundreds of commercials while dressed like someone out of a Jeff Foxworthy monologue. Varney and the "Ernest" character became so popular, he was featured in several films. Varney's character was so recognizable, talk-show host David Letterman sometimes drew a laugh just mentioning that "Hey Vern!" guy.

Dana Reeve, the wife of Christopher Reeve, has been named co-host of 'Lifetime Live,' the network announced last week. Reeve, an actress on Broadway and in TV shows such as *Law & Order* and *All My Children*, will join previously announced co-host Deborah Roberts (*20/20*) on the show. *Lifetime Live* is a live, hour-long information show for women produced by ABC News. It will air Monday through Fridays starting March 6 at 12 p.m. ET.

A federal judge in Pittsburgh last week stopped Canadian Webcaster iCraveTV.com from streaming TV signals on the Internet, at least until the court can resolve the issue. "Today's ruling is another significant legal milestone in our battle to stop cybertheft wherever it occurs," said Jack Valenti, president of MPAA. Last month, two U.S. lawsuits and one Canadian lawsuit were filed against the Web site. The U.S. District Court responded by temporarily enjoining the site until last week, when the court heard its first hearing in the case. The court will determine after a trial

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whether to permanently shut down iCraveTV.com, unless the Web site decides to settle out of court. iCraveTV.com stopped streaming TV signals on its site last month when the same court temporarily enjoined the site in time to keep the Super Bowl off the Internet. "We are continuing to proceed on a dual track," said iCraveTV founder William Craig. "We have been engaged in negotiations with the U.S. and Canadian rights holders, which we expect to continue. At the same time, we are working hard on enhancing our online security mechanisms, which the U.S. District Court has expressed a willingness to reevaluate in 90 days."

CNN.com led a list of prominent Web sites that were systematically attacked last week by hackers who flooded their sites with bogus requests for access, effectively shutting them down for hours at a time. Yahoo, eBay, Amazon.com and About.com were also victimized. CNN was reexamining its security measures, according to a CNN spokeswoman. The FBI was running down leads on the incidents late last week, but had not identified any suspects in the cases.

XM Satellite Radio Holdings lost nearly \$37 million last year and has yet to collect any revenue in its quest to deliver CD-quality radio via satel-

NBC has 'Diversity Day' and a new veep

NBC's Diversity Day on Feb. 10 brought forth a couple of groundbreaking announcements from the network, including the appointment of Paula Madison to the newly created position of vice president for diversity.

NBC President and CEO Bob Wright named Madison to the position last Thursday, while co-hosting NBC's seminar on diversity at the network's Burbank, Calif., headquarters. NAACP President Kweisi Mfume and other minority leaders spent the day meeting with NBC executives, producers and other staff members.

NBC also unveiled the creation of a diversity council that will also oversee the initiatives and meet on a monthly

basis. The council consists of Henry Ahn (NBC Cable Network's vice president of strategy and sales); Ernie Arboles (KNBC-TV Los Angeles); Anna Carbonell (WNBC's director of station relations); Cheryl Gould (vice president of NBC News); and Ed Scanlon (NBC's executive vice president).

Madison, who is currently vice president of NBC-owned station WNBC-TV New York, will oversee the implementation of the diversity initiatives NBC agreed to in January and the new six-person council. Madison runs WNBC's news division and says she spends a lot of time "already addressing the issues of diversity regarding the profession of journalism."
—Joe Schlosser

lite. Washington-based XM spent \$4.3 million on research and development and more than twice that in professional fees (\$10 million), the company said last Wednesday. XM had a net loss of \$16.2 million in 1998, they said last Friday. Also last week, XM said it will pay concert producer SFX Entertainment Inc. an undisclosed amount to demonstrate satellite radio at each of SFX's more than 24,000 yearly events, which reach more than 60 million people.

Radio revenue last year exceeded even Radio Advertising Bureau expectations. RAB President Gary Fries in the Nov. 8 *B&C* predicted spending on radio ads would reach \$17.4 billion in 1999; it actually exceeded \$17.68 billion, RAB reported last Monday. Overall, radio revenue in 1999 was up 15% over the

preceding year, RAB said. Local revenue added up to \$13.6 billion, an increase of 14%; national spot revenue exceeded \$3.21 billion, up 16%, and network-related revenue was at about \$878 million, up 19%. The record year was boosted by unexpected spending by "dotcom" companies in major markets.

For the second time in less than two months, a Colorado TV station was the site of a shooting; this time a suicide of a KXRM-TV engineer who fled police serving an arrest warrant on charges of child molestation. Joe Bob Duckett shot himself after a three-hour siege, in which he barricaded himself in a bathroom. The station was evacuated while police tried to bring Duckett out. According to the *Denver Post*, the molestation charge was

made by a woman Duckett had met over the Internet, who later moved with her son into his home. Police said he had three prior arrests for sexually assaulting children, dating back to 1978. Only one conviction was documented, and he served only a few days in jail, with five years probation. Denver's KUSA-TV was the scene of another shooting, in late December.

The Associated Press and RealNetworks are launching AP Streaming News, a service that will provide audio news summaries, video newscasts and video and sound to news sites. Initial takers for the new service include *USA Today*, *The Washington Post* and Knight Ridder online newspapers. The news sites will receive e-mail alerts when the multimedia AP content is updated.

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Time to fold

Here we go again. EchoStar is threatening Congress with another blizzard of calls and letters from angry satellite TV subscribers if it doesn't get its way. The threat was implicit in EchoStar Senior Vice President David Moskowitz's warning to a congressional panel two weeks ago. He told lawmakers EchoStar would be forced to cut off local broadcast signals to many subscribers on May 29 unless the FCC steps into the middle of retransmission consent negotiations with broadcasters. EchoStar can't continue offering local signals after May 29 unless it gets broadcasters' consent and talks have apparently not been going well. The satellite TV law that permits local signals via satellite requires broadcasters to negotiate in good faith, but that's not good enough for EchoStar. It wants the government to guarantee a sweetheart deal.

EchoStar's problem is that instead of working with broadcasters during the passage of the satellite law, Chairman Charlie Ergen antagonized them by insisting on language that would put the government on his side of the negotiating table. The antagonism stuck; the language didn't. As was clear from Moskowitz's testimony, Ergen is still trying to win some negotiating leverage. And as was clear from the lawmakers' response, he's still failing. A prominent group of congressmen wrote the FCC and warned it to stay out of the retrans game. Nothing in the satellite law, they said, empowers the FCC to "regulate programming prices."

Like his rival at DirecTV, Ergen should sit down with broadcasters and cut the best deal he can—without the bureaucrats at his side. A reputed savvy poker player, he should know when to fold them. Now's the time.

e-pluribus.unum

Yet another sign of the shape of things to come is the number of broadcasters investing in Internet companies, usually trading promotional muscle (in other words, air time and brand) for an ownership stake in the company. Frankly, we can't blink around here without receiving an e-mail announcing some new alliance or product rollout in the convergence of the Web and TV, with the name Microsoft (no surprise there) frequently attached. For example, there was the notice that Microsoft was introducing new software to sell and deliver pay-per-view video and audio via the Internet. Then there was the news that Atomic Pop was making its "entire catalog of music, video, live broadcasts and original radio and television programming" available over computer. And if we needed an exclamation point on this sea change, it was provided by Ampex. The company that invented videotape is getting out of that business to focus entirely on the Internet. And here we come to another sign of the changing times.

We went searching for iNEXTV on the Net (the holding company for Ampex's Web businesses) and stumbled onto its aentv.com subsidiary. We proceeded to spend a half hour watching an old Dick Cavett interview with Orson Welles and "censored" outtakes from *The Smothers Brothers Show*. The streamed video had an occasional hiccup and was the size of a large postage stamp (it can be made larger, but the result is like watching TV through the bottom of a shot glass). The potential of the technology was clear, however, and the feeling of control over when to watch/access the video was tantalizing.

In addition to everything else, the Internet will become the ultimate rerun machine. Every video moment can be packaged to attract new viewers and revenue. It's a good thing TV has been taping itself since 1956. Thank you, Ampex.

WHAT DO YOU THINK?

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

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