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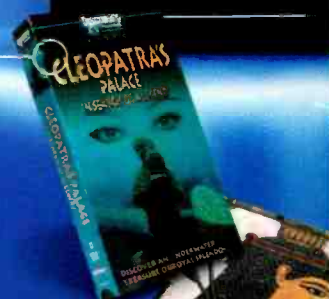
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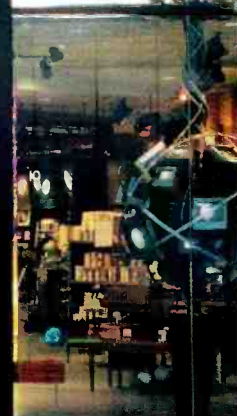
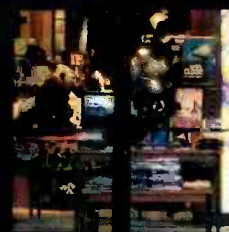
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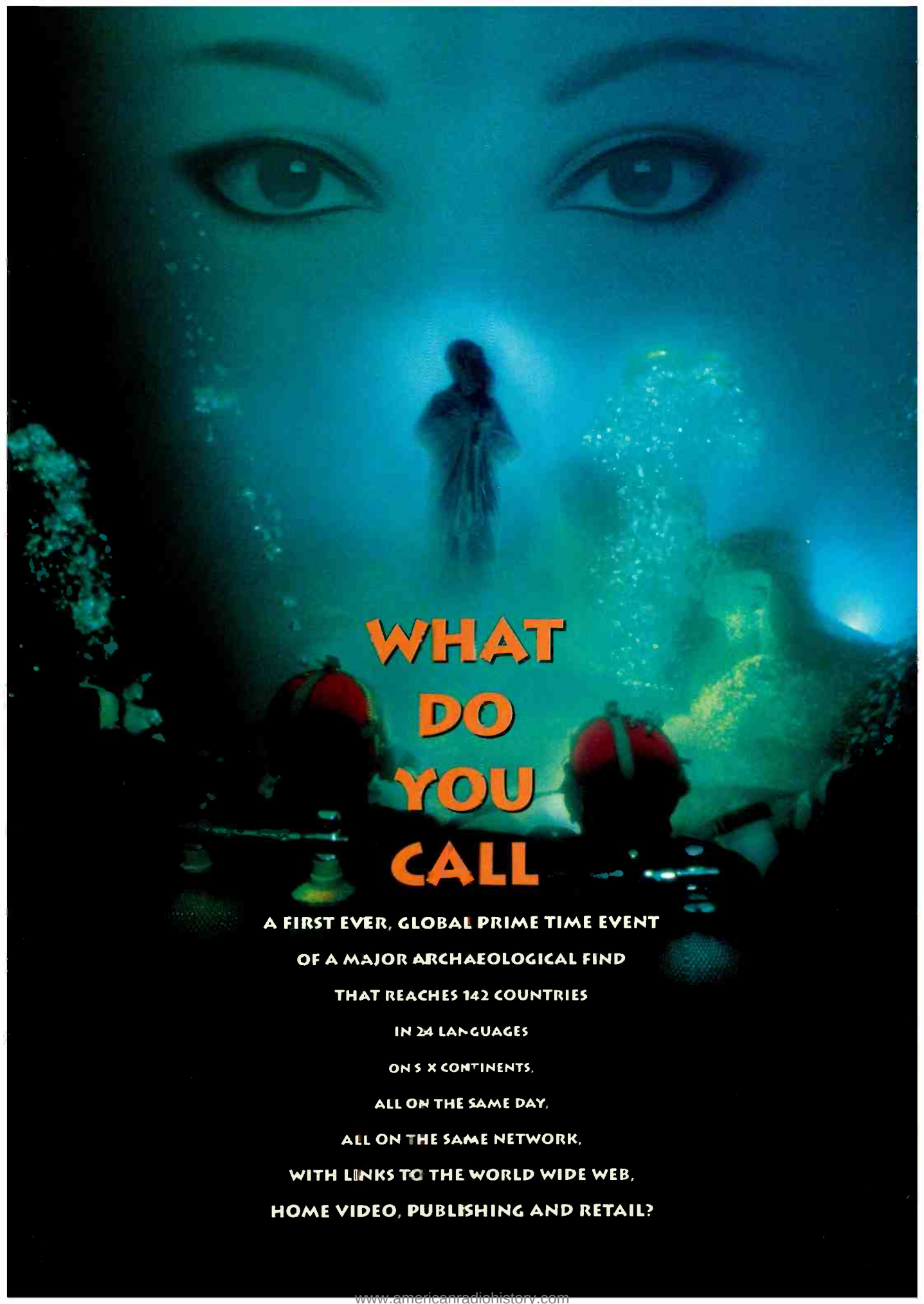
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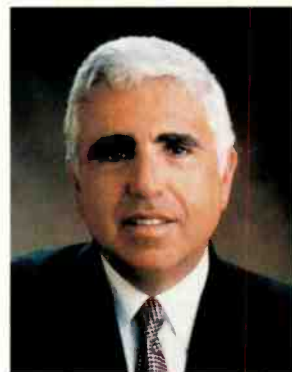
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Mel's 50% solution

Karmazin says CBS stations earned \$525 million on revenue of \$1 billion in 1998

By Steve McClellan

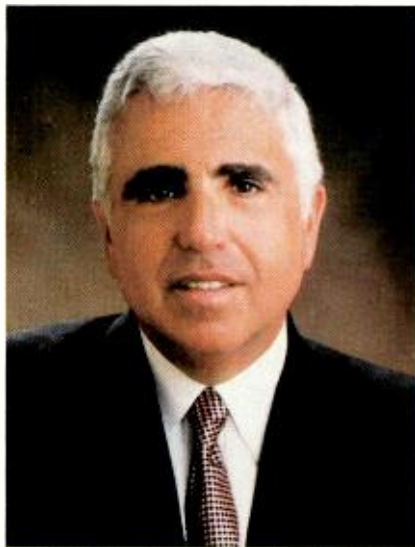
As CBS Chairman and CEO Mel Karmazin is fond of saying, it's the financial numbers, not the ratings, that tell the story. And the numbers for CBS's TV stations say the group is finally beginning to fire on all cylinders.

For the first time in the history of the company, the CBS group produced a 50% operating cash-flow margin last year, Karmazin told analysts last week. Most improved was flagship WCBS-TV New York, which posted close to a 60% profit margin in 1998.

While a 50% margin is not uncommon in the TV station business, it is well above average. According to Veronis, Suhler & Associates, the New York-based media investment banker, the average margin for TV stations in 1997 (latest year available) was 36.5%.

Analysts who follow the company say that revenues for the TV station group totaled about \$1 billion last year, up 19%, while earnings before interest, taxes, amortization and depreciation (EBITDA) soared 61% to \$525 million. Those gains came despite the fact that many of the stations are still ranked fourth or fifth in audience share in their markets. In New York, for example, last November WCBS averaged a 9 share, sign-on to sign-off. That put it fourth behind WABC-TV and WNBC-TV (tied with a 13) and WPIX-TV, which averaged a 10.

Still, WCBS-TV outpaced the market considerably. While the station posted a 15% gain in revenue in the fourth quar-



Karmazin: CBS network lost \$100 million in 1998, but will make money in 1999.

ter, the market overall was down about 1%. CBS said the station group will post at least a 20% 1999 gain in cash flow.

CBS's weakest financial link continues to be the television network. CBS-TV lost about \$100 million in 1998. But Karmazin vows that's not going to happen again this year. During a conference call with analysts last week to review year-end results, Karmazin said the network will make money in 1999, driven by lower program costs, higher ratings and the promotional punch of the NFL.

But analysts say it won't make much—probably \$10 million or less. First quarter network sales are strong, said Karmazin, with scatter prices 20%

above up-front rates.

But clearly the network's cost structure has improved over the past year. Gone are expensive, low-rated shows including *Murphy Brown*, *Cybill*, *Family Matters* and *Step by Step*, and this year's failed drama *To Have and to Hold*. The departing sitcoms were replaced with shows that cost about 80% less to put on the air, Karmazin told analysts.

60 Minutes II replaced *To Have and to Hold* and gets better ratings at half the production cost. The price for a 30-second spot for *To Have and to Hold* was around \$50,000, compared to a rate of more than \$100,000 for *60 Minutes II*, Karmazin said.

According to Karmazin, the network will continue to seek financial interest in shows that go on CBS. Last year, CBS owned or had a financial stake in six of the seven new shows it put on the air. It currently owns or has a piece of 13 prime time programs on its schedule, including three news magazines.

Wall Street analysts were impressed with CBS's gains last year. "They were spectacular," said Lehman Brothers broadcasting analyst Timothy Wallace.

He also credited Karmazin for quickly turning around the station group.

The '98 results, he added, should put to rest any lingering doubts about whether Karmazin's skills translate to TV.

The CBS radio division also had a solid year in 1998, with about a 36% gain in revenue to \$1.9 billion, while cash flow doubled to roughly \$800 million. Cable revenues doubled for the year to about \$600 million, while cable cash flow leaped from about \$40 million in 1997 to \$150 million last year. The cable bottom line will continue to improve now that *Eye on People* and *Telenovelas* have been sold. Combined, they accounted for a \$16 million drag on cable profits in the fourth quarter.

In the fourth quarter, company revenue was up 22% to \$1.8 billion. For the full year, revenues totaled \$6.8 billion, up 29%. Operating profit in the fourth quarter totaled \$117 million, up 19%. For the full year, operating profit was up 90% to \$482 million. ■

1998: A positive year for CBS

	Revenue (billions)	% chg.**	EBITDA* (millions)	% chg.
TV Network	\$3.4	+21%	(\$100)	+7%
TV Stations	\$1.0	+19%	\$525	+61%
Cable	\$.6	+99%	\$150	+275%
Radio	\$1.9	+36%	\$800	+105%

Source: analyst estimates. *Earnings before interest, taxes, depreciation and amortization. **Percent change compared to 1997.

Infinity: Fat but still hungry

Infinity Broadcasting hopes to buy some of the radio stations being spun off by Hicks, Muse-controlled Chancellor Media Corp. That was the word to media analysts from Infinity/CBS head Mel Karmazin last week during a conference call to review Infinity's financial results.

And fourth quarter results, were quite good: pro forma revenue and cash flow grew 13% and 19%, to \$582 million and \$255 million, respectively.

But analysts said the best news was Karmazin's report that the first quarter is faring even better. "That's a sign that the radio industry as a whole is in spectacular shape," says Timothy Wallace, broadcasting analyst for Lehman Brothers.

Many radio industry executives and analysts had assumed that Infinity was not a potential buyer of Chancellor because of station overlap between the two companies. For that reason, it is highly unlikely Infinity will buy Chancellor outright, because such a deal will run afoul of federal antitrust legislation.

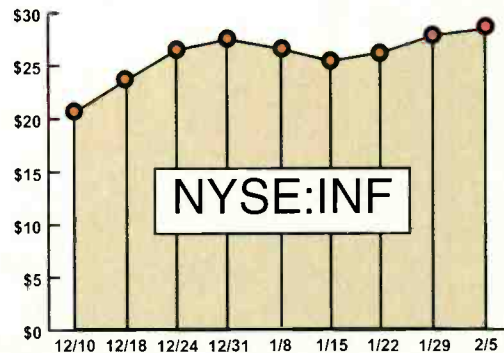
But Karmazin said there are numerous piecemeal opportunities to further strengthen the Infinity station portfolio with Chancellor stations. And some analysts last week said there might be tax incentives for Chancellor to sell off its properties in pieces rather than in one big sale.

Sources say Karmazin told analysts that Chancellor has stations in Houston, Denver, Cincinnati, Orlando, San Diego and Phoenix—cities where Infinity also has stations but has room as well to expand.

Karmazin reportedly said that any and all acquisitions the company completes would have to be accre-

On the up and up

Infinity's stock price since going public Dec. 10



tive to the bottom line.

In a related development, Karmazin, told analysts that CBS may spin off its new-media assets, including holdings in Sportsline, Marketwatch and Country.com. A corporation composed of the spun-off assets would be jointly owned by Infinity and CBS, and possibly the public.

Karmazin said he's a big believer in the Internet and Internet-driven businesses, but wants to shift the investments into a separate venture that wouldn't dilute the earnings of either Infinity or CBS. "His thinking is wherever viewers and listeners are, he wants CBS to be, and that obviously includes the Internet," said one analyst on the conference call. —Steven McClellan

No portal lust at Time Warner

Narrowband Internet services 'not centric to what we should be doing,' Levin says

By John M. Higgins

Time Warner Inc. Chairman Gerald Levin will not jump into the multi-billion-dollar acquisition pursuit of Internet "portals." Moreover, he plans to show restraint from large acquisitions of any kind.

Three weeks ago, At Home, a service much like Time Warner's 47%-owned high-speed Internet partnership Road Runner, agreed to acquire Excite Inc.'s search engine. Price: \$7.3 billion in stock.

But peaking after posting strong fourth-quarter earnings, Levin said his company already owns plenty of Internet content and Road Runner doesn't share At Home's need to own a narrowband product for Web surfing.

While Time Warner has been reported as a possible suitor for other search

engines, notably Lycos, Levin said the company already has major Internet sites. CNN's site is visited periodically by an estimated 10% of U.S. Web surfers, while CNNfn's site is actually profitable. The company's magazine and Warner Bros. units also have sites that they have developed as broad entertainment and news sites.

"We are doing \$100 million in Internet ad sales," Levin said. Also, Compaq Corp., one of Road Runner's partners, owns search engine Alta Vista.

With Road Runner "everything should be broadband-centric and, implicitly, cable-centric," Levin added. Narrowband "is not centric to what I think we should be doing."

Time Warner posted a strong quarter with cash flow up 18% to \$1.3 billion on a 9% increase in revenues to \$4.4 billion.

Just about every unit posted a double-digit percentage cash flow gain, led by TBS, and the once-ailing record division.

Meanwhile, Levin said the WB Network won't see profitability for at least another two years—despite its ratings gains and declining losses.

And he repeated previous assertions that Time Warner isn't looking to do any more major takeovers. "Don't expect us to go out and spend cash and stock to work any big acquisitions," he said. The company's free cash is going to buy back stock, shrinking Time Warner's equity base and improving its earnings and cash flow per share as a result.

Levin did say he might use particular assets in some sort of transaction, much as AT&T is paying Time Warner Cable for capacity to traffic phone calls over the systems. ■

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Capitol revamps DBS plan

North Carolina broadcaster alters all-local satellite TV service, seeks helps on Hill

By Paige Albiniak

Local TV on Satellite, a subsidiary of Capitol Broadcasting, plans to build a satellite system that will offer satellite TV companies all-local TV in 68 markets, covering 75% of the country.

That's a change from the company's original pitch to uplink all local stations in all markets, but still a package that interests many satellite TV companies.

Before it can proceed with those plans, however, LTVS needs passage of a bill that will allow satellite TV companies to offer local signals, which the Satellite Home Viewer Act prohibits them from doing.

In the best-case scenario, LTVS would like Congress to require satellite TV companies to immediately carry all TV stations, which would make LTVS's service that much more crucial. Instead, Congress is expected to give satellite companies three years before

they must carry every local signal.

EchoStar, a satellite TV company, is the closest to offering local signals via satellite. But EchoStar says it cannot immediately offer all signals in every market it serves.

LTVS plans to build two spot-beam satellites, at a cost of \$300 million each, and 68 uplink centers to transmit to satellite TV providers all local analog and digital-HDTV and multicast-TV signals in 68 markets. LTVS wants the act changed before it starts building its two-satellite system, so last week company executives made the rounds in Washington, stopping in to visit many members of the House and Senate Commerce and Judiciary Committees, as well as FCC commissioners and staff.

Sources say that getting a bill passed is gaining more urgency for LTVS, because if a bill does not pass by the end of June, several of the company's committed funders have the option to bow out.

Phase one of LTVS's business plan is expected to cost \$900 million. It will take 24-30 months after legislation passes to get both birds up.

The company would make money by getting retransmission consent from each of the 800 stations and then charging satellite TV providers EchoStar and DirecTV for the local signal. Jeffrey McIntyre, vice president of broadcasting for LTVS, says both companies have indicated they would be interested in using the service.

In the interim, EchoStar plans to use its own system to uplink local signals. The company has much more capacity, having bought the satellite assets of News Corp. and MCI WorldCom.

But EchoStar also intends to use a great chunk of that capacity for high-definition TV and data. DirecTV has stuck with its plan to use off-air antennas to deliver local signals to subscribers, although DirecTV has more capacity now that it has purchased Primestar. ■

FCC approves new Grade B signal tests

Should help ID satellite subs entitled to distant signals

By Bill McConnell

Satellite subscribers hoping to receive network signals from out-of-town markets got a little help from the FCC last week.

To make it easier for satellite broadcasters to identify viewers allowed to receive imported network signals, the agency authorized a new method for measuring whether a household receives an acceptable over-the-air signal from local network affiliates. Only viewers who cannot get an adequate signal are eligible to receive imported network signals via satellite.

But FCC commissioners lamented that the move will do little to help most of the 2.2 million PrimeTime 24 viewers whose network signals will be cut off between Feb. 28 and April 30.

"We have tried to be as aggressive as possible—consistent with congressional intent—in protecting American consumers," said Chairman William Kennard and Commissioner Susan Ness.

Satellite broadcasting industry officials said last week that they did not have time to assess the FCC's action and would not comment on the change.

Broadcasters, on the other hand, praised the regulators. "We're pleased the FCC recognizes the importance of preserving localism in broadcast television and have acknowledged that PrimeTime 24 illegally signed up an 'overwhelming majority' of its customers," said Edward Fritts, president of the National Association of Broadcasters.

The FCC said it did not have authority to loosen the eligibility standard for receiving imported network signals and

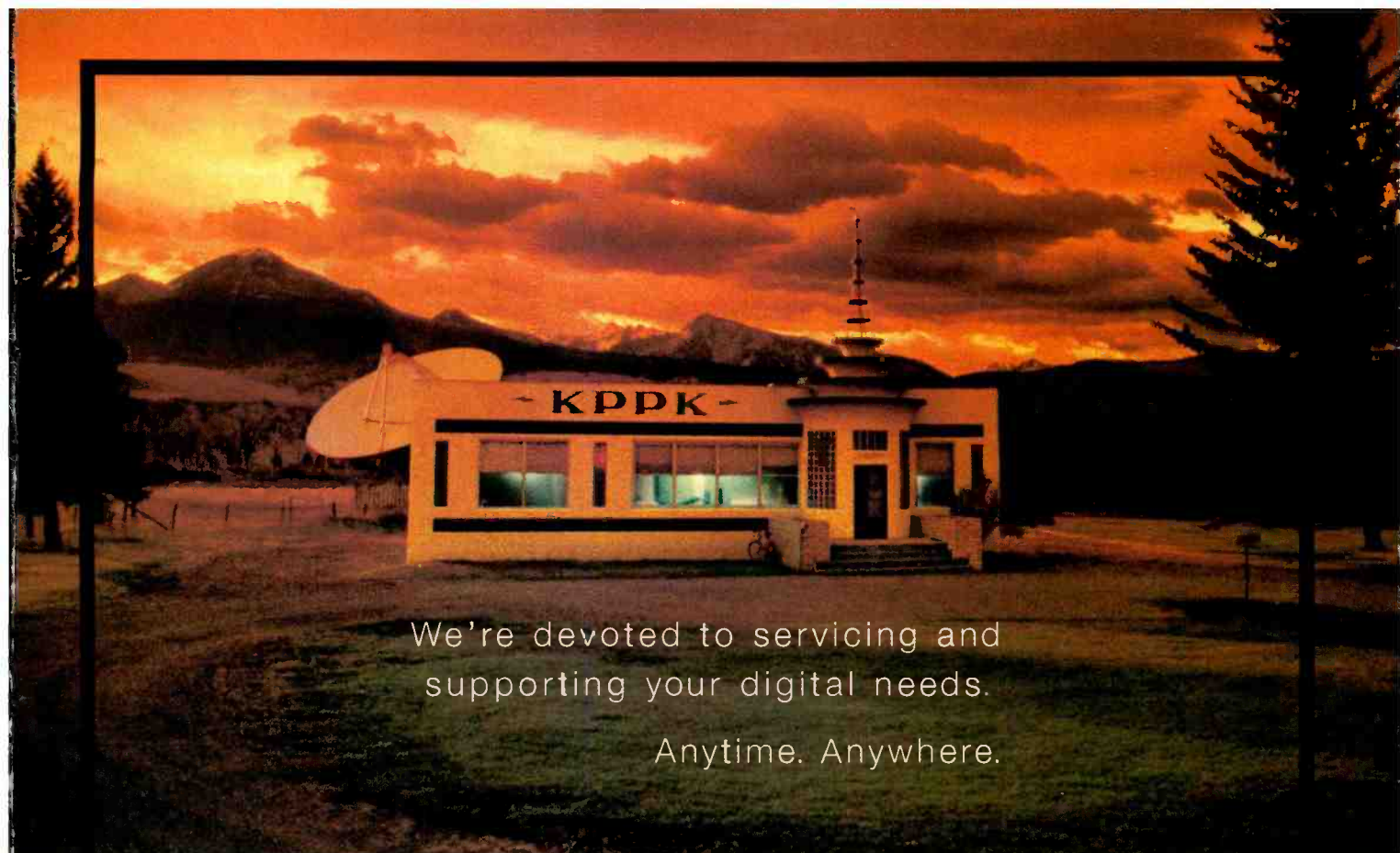
urged Congress to pass legislation to do just that. The panel also urged lawmakers to allow satellite carriers to offer signals of local network affiliates.

Currently, viewers are eligible for imported network signals only if they live in the outskirts of a network affiliate's viewing area (Grade B contour) and cannot receive an acceptable signal.

For the new measurement rule, the FCC eliminated a requirement that a continuous measurement be made from a vehicle while it is moving 100 feet on a street in front of the household. Instead, testers must take an average from five signal measurements from a cluster of sites "as close as possible" to the home's antenna. The sites must be at least three meters apart.

The FCC also cut the size of the testing antenna used on a one-story house to 20 feet, a 10-foot drop. For houses two stories and greater, the antenna still must be 30 feet above ground. The testing antenna also must face the strongest signal available for the station being measured.

The commission also urged Congress to make eligibility determination more affordable by allowing predictive models to be used instead of the costly on-site measurements. ■



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Sweeps: 'It's anyone's ballgame'

Big Four network race shapes up as closest for season crown in recent memory

By Michael Stroud

By George, NBC thinks it's got a winning season. That's George, as in *ER*'s George Clooney.

But not if Fox's strong dose of reality takes hold.

Or there's that horror King over at ABC.

And don't dismiss CBS's potpourri of regular programming, a mini-series and the Grammy Awards.

In what is shaping up as the broadcast networks' most competitive battle in years, the 1998-99 season potentially hinges on this year's February sweeps, network executives and media buyers say.

NBC, last year's ratings champ, is still smarting from the loss of *Seinfeld* and the NFL. So now "it's anyone's ballgame," says analyst Marc Berman of media buyer Seltel. "February and the rest of the season will be one of the tightest races ever," he says.

NBC is betting that a three-episode story arc ending George Clooney's tenure with *ER* (at least as a regular cast member) will offer some triage. Then there's the network's heavily promoted mini-series, *The 60s*. The network hopes it will give an edge among 18-49-year-olds for the month.

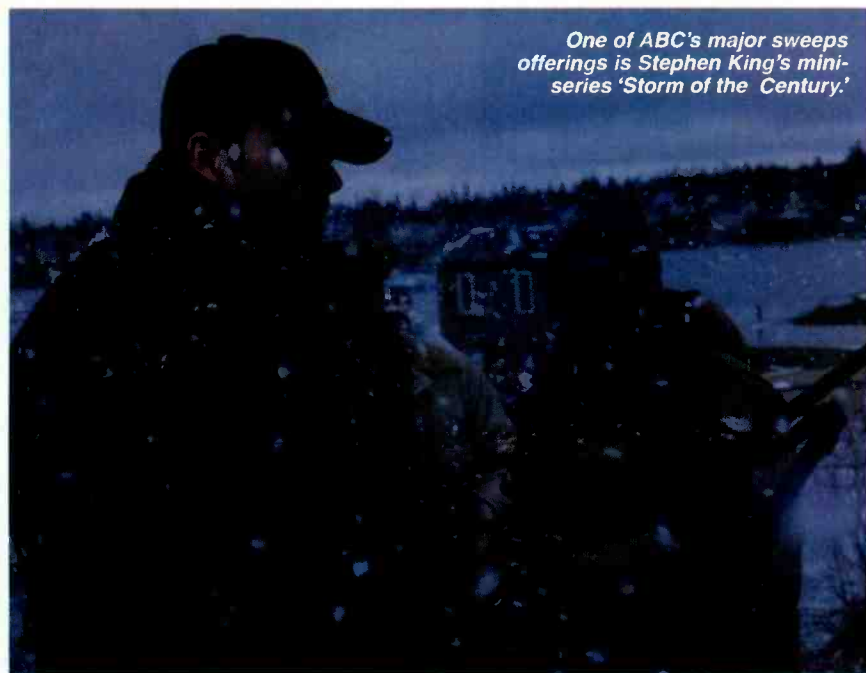
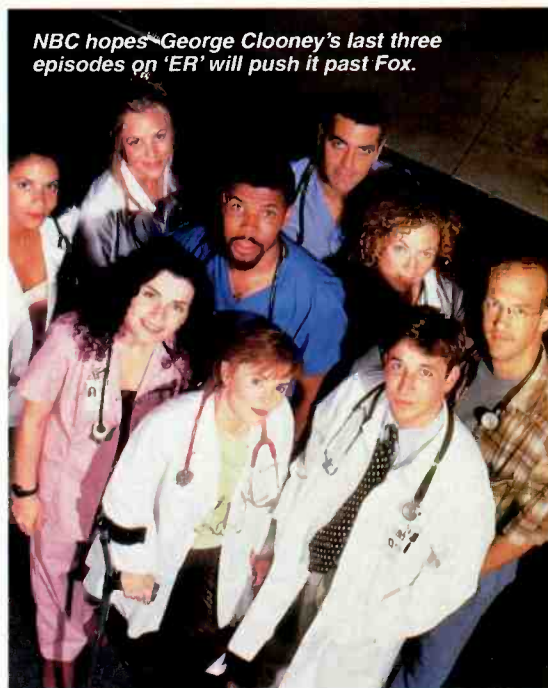
Fox, in an unprecedented close battle with NBC season-to-date among 18-49-year-olds, is counting on reality programming. Coming off of a 40.2/61 Super Bowl rating that helped it win week 19 of the season, Fox's shot at capturing the 18-49 title centers on its usual assortment of reality shows.

The network opened sweeps with Thursday's *Robbie Kneivel Building-to-Building Death Jump* (5.8/15 in fast nationals) and *The World's Most Shocking Moments: Caught on Tape* (10.5/16).

On March 2, it will air a two-hour special, *Opening the Lost Tombs: Live from Egypt*. According to analysts, Fox has strong mid-season prospects as well in new animated series *Family Guy*, which performed respectably in its post-Super Bowl airing, and *Futurama*, as well as a planned spinoff of the drama *Party of Five*.

With current bragging rights among households and viewers, CBS arguably has the most momentum coming into

NBC hopes George Clooney's last three episodes on 'ER' will push it past Fox.



One of ABC's major sweeps offerings is Stephen King's mini-series 'Storm of the Century.'

February sweeps. In addition to regular series like *Becker*, *JAG* and *Touched by an Angel*, it is expected to get strong showings with the miniseries *Too Rich: The Secret Life of Doris Duke* (Feb. 21 and Feb. 23) and the Grammy Awards on Feb. 24. The lineup "could help CBS eke out a win in households for sweeps," Berman predicts.

ABC, with a highly-regarded mini-series from Stephen King and a potential boomer magnet in mini-series *Sonny & Cher*, is also in contention.

Despite the lowest-rated Super Bowl since 1990, the game still helped Fox jump to a first-time-ever tie with NBC among adults 18-49 season-to-date (through Jan. 31, 19 weeks into the season), with a 5.3 Nielsen rating for each. ABC was next with a 4.9, followed by CBS with a 4.0. CBS held the lead in households and total viewers, with a 9.1 and 13.2, respectively. NBC was close behind with an 8.8/12.5, followed by ABC at 8.3/12.1 and Fox with 7.4/11.4. On the strength of *ER* and *Friends*, NBC dominated the first night of sweeps (Feb. 4) according to Nielsen "fast national" numbers, with a 17/26 rating/share in households. The next closest was Fox with a 9.5/14; CBS 8.2/13; ABC 5.8/9.

NBC is staking some of its biggest

sweeps hopes on *The 60s* miniseries (Feb. 7-8), billed as the network's most heavily promoted miniseries ever. For the remainder of the season, analysts expect the network to get a ratings boost from freshman shows *Providence*, *Will & Grace* and *Jesse*. "Our goal going into this season was to be able to stand up in May as the No. 1 network in adults 18-49 and 25-54," said Preston Beckman, executive vice president, programming and scheduling, for NBC. "I still believe that's an achievable goal."

Going forward, CBS has some new ammunition as it builds its midseason schedule with the launch of the comedy *Payne* on March 15, and *Walker, Texas Ranger* spin-off drama *Sons of Thunder*, premiering March 6.

ABC took on NBC's Thursday night on the first night of sweeps with its *Tom Clancy's Netforce, Part 2*, which deliv-



Fox's season-to-date numbers got a big boost from its Super Bowl broadcast, even though it ranked as the lowest rated NFL championship telecast since 1990.

ered a less than forceful 6.2/10. Its biggest gun for the month, however, is expected to be three-part mini-series, *Stephen King's Storm of the Century*, the horormeister's first project devel-

oped exclusively for television. It airs Feb. 14, 15 and 18.

For midseason, ABC believes it has strong comedy prospects in *It's Like, You Know* and *The Norm Show*, as well as an eight-week story arc for revitalized *NYPD Blue*. "Theoretically, one hit could make a huge," said Jeff Bader, senior vice president, program planning and scheduling, for ABC. "Say we put on a show Tuesday at 9:30 that turns out to be the first 28 (rating) show. That would be enough to make *NYPD Blue* huge, and push us out in front."

Media buyer Schulman expects this year's tight competition to extend into the 1999-2000 season as well. "All four networks are going to feel going into the new season that all they need is one or two hit shows and they have a shot at No. 1." ■

Oscars: High price sans 'Titanic'

Boatload of advertisers pay \$1 million for 30-second spot

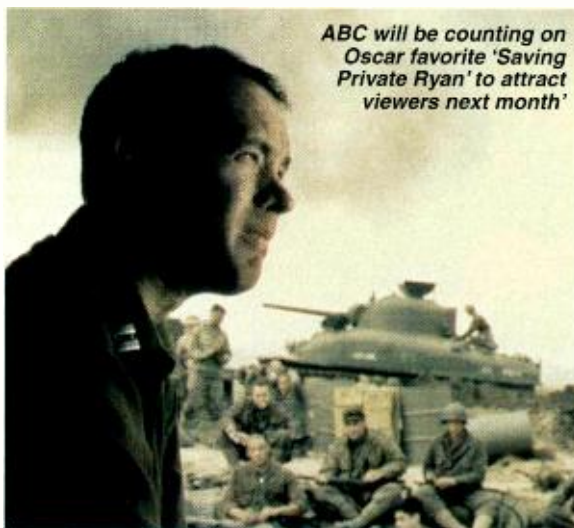
By Richard Tedesco

Even without a *Titanic* juggernaut, ABC is getting a record \$1 million per 30-second ad spot in this year's Academy Awards telecast.

Ad inventory for the four-hour Sunday March 21 telecast, including a half-hour pre-Awards show, is sold out. In all, that's 58 spots—compared to last year's 43 ads. Advertisers pounced on that inventory to capture eyeballs in the frenzy of the blockbuster hit *Titanic*, paying a then-record \$915,000 each.

What advertisers got was an Academy Awards record 34.9 rating/55 share, and a 28.8 rating among women 18-49. "I've always called it the Super Bowl for women," says Marv Goldsmith, president of advertising and sales for ABC Television.

The Oscar telecast begins at 8 p.m.,



ABC will be counting on Oscar favorite 'Saving Private Ryan' to attract viewers next month

compared to last year's 9 p.m. start time. In another change, this year's event shifts to Sunday from the traditional Monday night, a move to garner about 3% more available audience on Sunday evenings, ABC said.

Among advertisers, two major dropouts were quickly replaced: Coca Cola gave way to Pepsi, while JC Penney was replaced by Sears, sources

said. Also on board: Revlon, General Motors, American Express, AT&T, Kodak and McDonald's.

While this year's Oscar ratings may disappoint compared to last year, they're assured of plenty of eyeballs. For the four years prior to the 27.4 rating ABC's Oscars show scored in 1997—20% lower than last year's rating—the awards show rang up ratings over 30. "It's the kind of show that sells out and there's a waiting list of clients," says Goldsmith.

Some observers are convinced the ratings could lag without a big-budget blockbuster in the picture. "You can't discount the magic of *Titanic*," says Jerry Solomon, president of national broadcast for SFM Media. "*Titanic* drove the ratings last year."

But others believe the recurrent lure of the Oscars, and that half-hour lead-in, could be all the magic ABC needs. "The conventional wisdom is without *Titanic*, there's less interest," says Ron Fredrick, executive director of national broadcast sales for J. Walter Thompson.

"Apart from no *Titanic*, that extra half-hour may lower the average ratings somewhat—but it's going to deliver more ratings points," he said. ■

Kennard: AT&T/TCI need not unbundle

FCC will revisit issue if market dictates, says chairman

By Bill McConnell

FCC Chairman William Kennard last week said there is no chance the FCC will require the combined AT&T and Tele-Communications Inc. to open up its broadband network to Internet competitors.

"That's not going to be considered as part of the merger," he said after a speech to the American Association of Retired Persons.

His comments, coming a week after the commission decided against launching an inquiry into the need for unbundling rules that would apply to

the entire cable industry, buried any remaining hopes cable's Internet rivals had of getting the FCC on their side, at least in the near term.

Kennard said that requiring one company to open its network to Internet competitors would be unfair and would dissuade other cable companies from merging to enter the broadband market. "This marketplace is still in its infancy," he said. "We can't predict where it's going and can't presume to have a solution for every problem that's going to arise."

Kennard would not say that the merger approval is a *fait accompli*, but the commission is widely expected to OK

the deal in the next few weeks. The FCC is eager to bring competition to local telephone markets, which AT&T says it plans to do over TCI's and now Time Warner's cable network (see story, page 51). Earlier in the week, the FCC's Cable Services Bureau recommended the commissioners approve the merger without unbundling conditions.

Kennard warned, however, that the FCC would revisit the unbundling question down the road if consumers do not have a wide range of choice in broadband service providers. "It would be a shame if households are served only by one high-speed wire," he said.

The main proponents of open-access rules last week announced they have formed a lobbying group to convince regulators and Congress that they cannot use dial-up services to compete against cable and its high-speed network. America Online, US West and MindSpring lead the new group, named OpenNet. Other members: Prodigy, Netscape, MCI and Cable & Wireless.

Despite Kennard's pronouncement, OpenNet officials say the battle has just begun. "I don't think the FCC will wait long to reopen the issue," said Greg Simon, the group's co-director and former adviser to Vice President Gore. "Americans will quickly realize that the cable guys are trying to tie up this market."

Cable industry officials derided the new lobbying effort. "We never cease to be amazed by AOL's chutzpah and its tired, old 'regulate your competitor' approach," said Decker Anstrom, president of the National Cable Television Association. "The AOL coalition's scheme would surely slow broadband deployment, as leaders from Silicon Valley and the investment community recently demonstrated to the FCC."

Kennard, in a series of speeches to telephone and wireless communications trade groups this week, is expected to tout the AT&T/TCI merger as one of the benefits of the 1996 Telecommunications Act, which ushered in a wave of telecommunications deregulation. Today marks the law's third anniversary.

Although consumer groups last week blamed the act for rising cable rates and industry consolidation, Kennard told the AARP that the law "works quite well." Kennard rejected the groups' calls to reopen the act in order to reinstate cable rate regulation and set tougher conditions for telecommunications mergers. "It took 10 years to get this law written and we can't afford 10 more years of uncertainty." ■

Tyson back to jail

In more bad news for Showtime Event Television, a Maryland judge sentenced fighter Mike Tyson to a year in jail, keeping him off the pay-per-view circuit for a while. Following a three-hour hearing Friday, Judge Stephen Johnson sentenced Tyson to two years in jail, one of them suspended, for assaulting two men after a traffic accident in Gaithersburg, Md., last August.

Showtime Event Television, which had hoped to stage Tyson's next PPV bout in April, said only that "We are surprised at the severity of the sentence."

Tyson's Jan. 16 PPV fight against Francois Botha was a knockout only for Botha, generating just 750,000 buys, a penetration rate of 2.1%, much less than other big-name fights.

After another car rear-ended the former heavyweight boxing champion's wife's Mercedes, Tyson kicked one of the other car's occupants in the groin and punched another in the mouth. Tyson had pleaded no contest to assault charges. Indiana authorities must now determine whether Tyson violated probation for his 1991 rape conviction.

Tyson is SET's biggest draw, but was kept out of the ring for a year after biting off part of heavyweight champion Evander Holyfield's ear during a 1997 bout.

—John M. Higgins



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Ads need booze clues, U.S. says

By Bill McConnell

The Clinton administration said last week it is drafting legislation that would require all alcohol ads to carry one of several government-written warnings.

The legislation is one of three alcoholic-beverage-related initiatives announced by the Treasury Department. The others relate to packaging.

Though Treasury officials did not unveil specific language for the warnings, industry sources said alcoholic beverage marketers most likely would be required to rotate various messages against underage drinking in particular, but also drinking and driving, and alcohol consumption by pregnant women. Alcoholic beverage makers would be required to run the statements in all print and broadcast ads.

"Treasury is continuing its efforts to combat underage drinking and will work to strengthen our authority to ensure that products are neither targeted at nor provided to minors," said James Johnson, the agency's undersecretary for enforcement.

Industry officials asserted that the administration's endeavor is misguided. "Warnings in advertisement will not solve the problem of abuse," said Judy Blattman, spokeswoman for the Distilled Spirits Council. "The solution to fighting abuse and underage drinking is parental involvement, positive peer pressure, education and strict enforcement of the law."

The National Association of Broadcasters had no comment.

The legislation is part of a Clinton administration campaign against alcohol marketing to young people that is expected to ramp up in the next few months. That initiative will also include a Federal Trade Commission report due in early spring evaluating the effects of industry standards in preventing advertising to underage drinkers. In August the FTC ordered eight alcoholic beverage companies to supply information on what they are doing to comply with the standards. The report is expected to chastise marketers for increasingly targeting their ads to consumers just over the legal drinking age. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

MONTANA

Hot over Burns

Sen. Conrad Burns (R-Mont.) is in hot water with broadcasters from his home state. After Burns co-sponsored satellite TV reform legislation with Senate Commerce Committee Chairman John McCain (R-Ariz.), the Montana Broadcasters Association let him have it. "Television broadcasters in Montana are not at all happy about your co-sponsorship of the proposed legislation involving satellites and local television. It is our feeling that the bill has some serious flaws you need to address," the association's board of directors wrote in a letter to the senator. The Montana broadcasters are upset that the bill suggests grandfathering nearly two million satellite TV subscribers who are currently receiving illegal distant network TV feeds from satellite TV companies. A federal court in Miami last year ruled that satellite TV companies must cut those signals off, although the McCain/Burns bill would attempt to allow those subscribers to hang onto the signals. A substantial portion of those two million subscribers live in Montana.

WASHINGTON

Showboating?

Broadcasters last week accused the FCC of engineering a shameless publicity stunt after the agency announced that Stevie Wonder would testify this Friday on broadcast ownership rules. "Do they have any other impoverished rock stars lined up to complain about the high price of buying radio stations?" groused one industry source. Wonder, who owns KJLH-FM in Compton, Calif., last year met privately with FCC Chairman William Kennard to criticize the increasing ownership concentration in the radio business. Also expected to call for tighter broadcast ownership rules at the hearing are: Yale Law School Professor Owen

Fiss; media critic Dean Algier and Media Access Project President Andrew Schwartzman. On the other side of the issue will be Bear Stearns analyst Victor Miller; Abry Partners Managing Partner Royce Yudkoff; A.H. Belo General Counsel Michael McCarthy, and Chancellor President Jeff Marcus. In December, industry and congressional opposition forced Kennard to back off plans to restrict TV local marketing agreements and TV/radio cross-ownership in a single market. Broadcasters say Kennard is hoping press coverage of Wonder's testimony will generate enough public support to resurrect those plans. The hearing begins at 9:30 a.m. at FCC headquarters.

Benson exiting NAB

Rory Benson, right-hand woman to NAB President Eddie Fritts, is leaving the association for personal reasons after 18 years. Benson, who serves as both executive vice president of communications and assistant to the president, will depart in April, just as soon as she makes sure that NAB '99, the association's annual convention in Las Vegas, goes off as planned.

DAYTONA BEACH

Dealer's also a wheeler

It was more grueling than the deal marathons he's used to, and Leo Hindery didn't come out on top at the Rolex 24 Hours of Daytona. A four-man driving team that included the TCI president finished 36th out of 78 cars in the race (ended Jan 31), and 14th in its class of GT3 touring cars. Hindery called the race "probably the most exhilarating thing I've ever done." But he also said: "I feel like I've been hit by a truck." Driving in 80-minute shifts, Hindery found the night duty at 160 MPH or so "mystical," but "then the sun came up and it started raining, which was nerve-wracking." Next is 12 Hours at Sebring.

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**Premieres
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PENSACOLA

WINGS OF GOLD

85%
Sold!
for year 3



PETER BENCHLEY'S

AMAZON

75% Sold!



**Premieres
Fall 1999**



EYEMARK
Entertainment
A Unit of CBS Enterprises

PSI FACTOR

CHRONICLES OF THE PARANORMAL

77%
Sold!
for year 4



ALLIANCE
ATLANTIS

Caroline in the City

87% Sold!

**Premieres
Fall 1999**



EYE-MARK
Entertainment

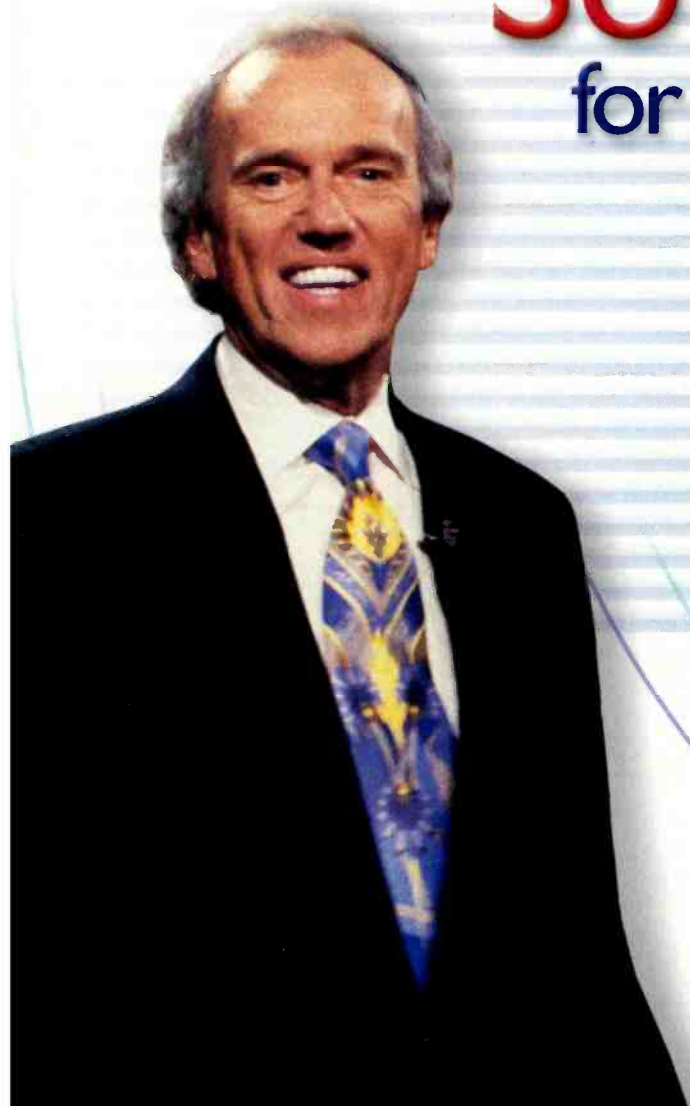
A Division of CBS Enterprises

THE
GEORGE MICHAEL
Sports
MACHINE

75%
Sold!
for year 16

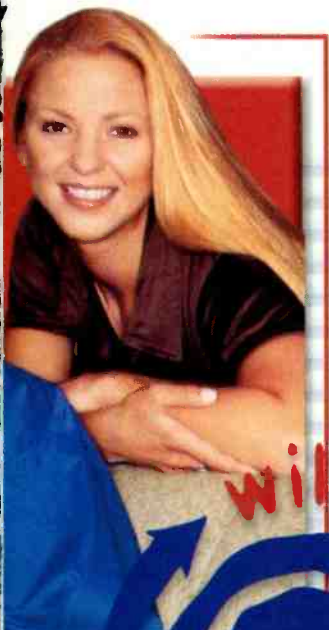


65%
So
for



BOB VILA'S HOME AGAIN

80%
Sold!
for year 10



Id!
year 3



EYEMARK
Entertainment
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EVERYBODY LOVES
RAYMOND

Available
2001





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Entertainment

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Spectrum 'tax' faces opposition

Broadcasters, powerful Republicans say \$200 million in fees in Clinton budget must go

By Paige Albinak

Broadcasters will have the support of Republican lawmakers in their campaign to block President Clinton's plan to raise \$200 million a year through fees on the analog TV spectrum.

According to Clinton's fiscal 2000 budget, released last week, broadcasters would start paying the fees starting Sept. 30, 2000, and continue until they relinquish their analog channels.

The federal government has given each TV station a second channel for digital TV service. According to a budget law passed in 1997, broadcasters do not have to return the analog they now use until 2006, or until their digital service reaches 85% of American homes, either directly over the air or through cable or satellite.

The government would use the extra \$200 million a year to finance public safety uses of spectrum. The Department of Justice would receive \$180 million; the Treasury Department \$15 million, and the Bureau of Indian Affairs \$5 million, according to the budget.

One source close to the White House said the administration may be threatening the fees to discourage broadcasters' opposition to proposals that would require them to give free airtime for political candidates. Others said the move is intended to speed broadcasters' transition to digital.

But broadcasters said imposing the fees would have the reverse effect.

"The analog channels carry real programming and real TV sets are receiving it," said Bob Okun, vice president of NBC's Washington office. "This TV tax makes no sense either policywise or politically."

"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 Eddie Fritts, president of the National Association of Broadcasters.

Sharing the broadcasters' objections were key Republicans. "If this tax is intended to speed digital conversion, the administration might as well not bother," said Senate Commerce Committee Chairman John McCain (R-Ariz.). "All it will do is make the transition more expensive, not more expeditious."

"It's not going to happen," said Ken Johnson, spokesman for Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). "The President is trying to double-deal broadcasters and Congress is not going to sit still for that. We have an agreement with broadcasters—an agreement the president signed off on—to return the analog spectrum once the migration to digital is complete. This is the quickest way to kill free over-the-air TV."

Without Republican support, it is unlikely the proposal will be passed into law, sources said.

The proposed budget also shifts to this year the auction of portions of the spectrum between analog channels 60-

69. The government is reclaiming four channels, or 24 mhz, for public safety use. The rest is being auctioned for commercial use. It includes \$2.6 billion the government expects to receive from the auction of those channels. Previously, \$1.3 billion had been included in fiscal years 2001 and 2002.

Clinton also allocated \$450 million to public broadcasters in his budget to fund the transition to digital television over the next five years. The Corporation for Public Broadcasting will receive \$15 million in fiscal year 1999 if Congress passes a reauthorization bill prior to the end of September, and then \$80 million yearly in fiscal years 2000-2003.

The rest of the funding, which equals \$355 million, would be administered by the Commerce Department. Clinton also recommends appropriating \$350 million for the CPB in FY2002. Public broadcasting executives said the "administration's continued support for public broadcasting's digital transition is welcome news."

The FCC would receive approximately \$231 million in appropriations in FY2000, according to the President's budget, with nearly \$186 million coming from fees. Last year, the FCC received \$192 million from Congress, with almost \$173 million from fees. The FCC would use the increase to repay the General Services Administration for the FCC's move to the Portals office building in Southwest Washington. ■

Court blocks porn law

Until appeal of COPA is ruled on, adult Web sites can't be prosecuted for failing to shield minors from content

By Paige Albinak

A federal court last week continued to block enforcement of a law that prevents commercial Web sites from offering adult material unless they can demonstrate that such content has been kept away from minors through screening or filtering measures.

After hearing five days of testimony and one day of argument late last

month, the U.S. District Court for the Eastern District of Pennsylvania granted a motion for a preliminary injunction. The effect is that Web sites are not required to adhere to the Child Online Protection Act (COPA) until the court decides the case later this year.

Congress intended the law to go into effect last November, but civil liberties groups filed a lawsuit a day after Congress passed it. The court tem-

porarily enjoined COPA immediately thereafter, so the law has not been actively enforced since it was passed.

"Attempts of Congress to serve compelling interests must be narrowly tailored to serve those interests without unnecessarily interfering with First Amendment freedoms," the court wrote in its decision. "Thus, the burden imposed on speech must be outweighed by the benefits gained by the challenged statute. The Supreme Court has repeatedly asserted that the free speech rights of adults should not be reduced to the standard of what is acceptable for children."

Plaintiffs in the case—including the American Civil Liberties Union, the

American Booksellers Foundation for Free Expression, the Electronic Frontier Foundation and the Internet Content Coalition argue that COPA violates their free speech rights and the free speech rights of minors, and that the law is unconstitutionally vague.

The court, in the end, agreed with the plaintiffs, arguing that the harm they faced overwhelmed the potential harm that minors faced if they were exposed to adult content. "For plaintiffs who choose not to self-censor their speech, they face criminal prosecution and penalties for communicat-



Free expression or a corrupting influence?

ing speech that is protected for adults under the First Amendment, which also constitutes irreparable harm," the court wrote.

The government argued that the law is "narrowly tailored to the government's compelling interest in protecting minors from harmful materials," although the court did not agree. Congress defines as "harmful to minors" any content that is "obscene" or that "the average person, applying contemporary community standards" would find offensive. A minor, according to COPA, is anyone under age 17. ■

High energy on low-power debate

Pitch for multitude of voices is countered by complaints of potential interference woes

By Paige Albiniak
and Bill McConnell

Microradio sounds like a godsend to Dave Black, a student at the University of Wisconsin in Madison.

To better serve the school, Black for two years has been fighting vainly against local residents—in an affluent community 14 miles from campus—to build a 5,700-watt transmitter. The community has the only available full-power radio channel in the region.

In the meantime, Black and some classmates have been running a station on the Internet, which, he says, is a poor substitute for actually being on the air. "People don't think to listen to radio on the computer. They want to listen to radio on the radio."

On Jan. 28, the FCC offered fresh hope to Black by proposing a new low-power service on the FM band. FCC Chairman William Kennard and three of his commission colleagues are hoping to create at least two, maybe three, new classes of FM licenses. The agency has proposed to allow 100-watt and 1,000-watt stations and has asked for comment on whether tiny 1-10 watt stations should be permitted, too.

Black says low-power service would be a dream come true. Rather than being forced to locate a full-power station miles from campus and then jacking up the power enough to reach school, the FCC's plan would allow his station to put a small transmitter on campus with just enough power to reach the surrounding student body.

"One problem in radio is that consolidation of ownership restricts the voices

Micro FM's to the max

Here is a sampling of cities and the maximum number of low-power FM's that could be licensed to serve them (if 2nd and 3rd adjacent channel protections are removed).

City	100 Watts	1000 Watts
New York	0	0
Los Angeles	6	1
Chicago	2	0
Baltimore	9	0
San Antonio	43	13
Columbus, Ohio	36	9
Tucson, Ariz.	51	14
Minneapolis	16	3
Montgomery, Ala.	24	9
Peoria, Ill.	17	5
Manchester, N.H.	18	1

Source: FCC

that get through," he says. "We represent 40,000 students on a campus that is well-known for activism, and students should have a voice. For students to be shut out of that medium is not fair."

The idea of having their own radio stations, no matter how small, has sparked the imagination of community activists nationwide.

But one person's multitude of voices is another's potential interference.

The low-power plan has drawn the ire of the National Association of Broadcasters. The NAB says creating hundreds, perhaps thousands, of new stations would cause interference with their existing analog signals and also threaten the conversion to digital radio.

Local activists say that the NAB's argument is bunk. "FCC Chairman William

Kennard ... wouldn't support a proposal that would cause unacceptable interference," says Mike Bracy, executive director of the Low Power Radio Coalition in Washington. "The technological problems would be pretty easily solvable."

For their part, FCC staffers say the technological hurdles actually pose quite a challenge, but say they can work them out if full-power broadcasters help them develop the standards.

Peter Franck, a San Francisco attorney who has long defended the rights of "micro-broadcasters," says creating a low-power service actually would help the NAB's battle against unlicensed "pirate" stations, because it would provide a legitimate outlet for stifled voices to get on the air.

"The NAB has an interest in low-power radio becoming a regular part of

the broadcast scene rather than a wild-card popping up all over the spectrum," says Franck, who once was president of public radio network Pacifica Radio.

Still, Franck says it's too soon to tell whether pirate broadcasters will embrace the FCC plan and give up their underground operations. "If the FCC comes up with a fair system that doesn't involve hundreds of thousands of dollars and red tape and Washington lawyers, then they are going to be in support of it," he predicts.

Franck adds that the microradio stations should only be nonprofit, noncommercial. The FCC, however, hasn't decided whether low-power operators should be allowed to make a buck. Kennard has frequently pointed to low-

power as an affordable way to bring minority and female owners into broadcasting, indicating that he might support a commercial option. But other micro-supporters are telling the FCC that the airwaves are already saturated with commercially driven programming and the new service should be reserved for neighborhood groups, churches, schools and other non-profits.

It's also unclear whether low-power will offer much of an option in big cities. Almost no 1,000-watt and few 100-watt stations would be permitted in the country's largest metro areas, according to agency engineers. To fit in even a handful of stations in many big markets, the FCC would have to eliminate rules requiring

that the second and third channels adjacent to existing signals remain clear. Even then, top cities such as Los Angeles and Chicago and much of the East Coast, would have room for no more than a token number of low-power outlets.

But advocates say there is still great value in the plan. For instance, the Navajo Nation in Arizona would like to build a microradio station to broadcast in its own language.

Rob Timm, a part-time disc jockey for WHFS-FM in the Washington area and a microradio proponent, says running a 1,000-watt commercial radio station is a good start for any entrepreneur. It would also provide established broadcasters with a sort of "farm team" for talent, he said. ■



WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

McCain fights back

The NAB has a fight on its hands. In a letter to NAB President Eddie Fritts, Senate Commerce Committee Chairman John McCain (R-Ariz.) vigorously defends his satellite TV reform bill, which would grandfather the distant network TV feeds of as many satellite TV subscribers as possible. Under a federal court order, nearly 2 million subscribers will lose the service by the end of April. "[Cutting off all the subscribers] would fail to correctly balance broadcasters' legitimate interest in being protected against injurious audience and revenue loss with satellite TV consumers' equally legitimate interest in being protected against arbitrary disruption of existing service," McCain and bill co-sponsor Senator Conrad Burns (R-Mont.) wrote to Fritts. "We do not believe that continued carriage of distant network signals would always be antithetical to

the maintenance of free, local, over-the-air television." Fritts vehemently disagreed with this position in a letter he wrote to McCain last week, saying "[delivery] of distant network signals to millions of grandfathered subscribers strikes at the heart of the local over-the-air system by diluting audiences with duplicative programming and undermining the ability of local stations to serve their communities." McCain's bill would require a "supermajority" of FCC commissioners, or four out of five, to agree before distant signal service could continue in any market.

Consumer group hits Telcom Act

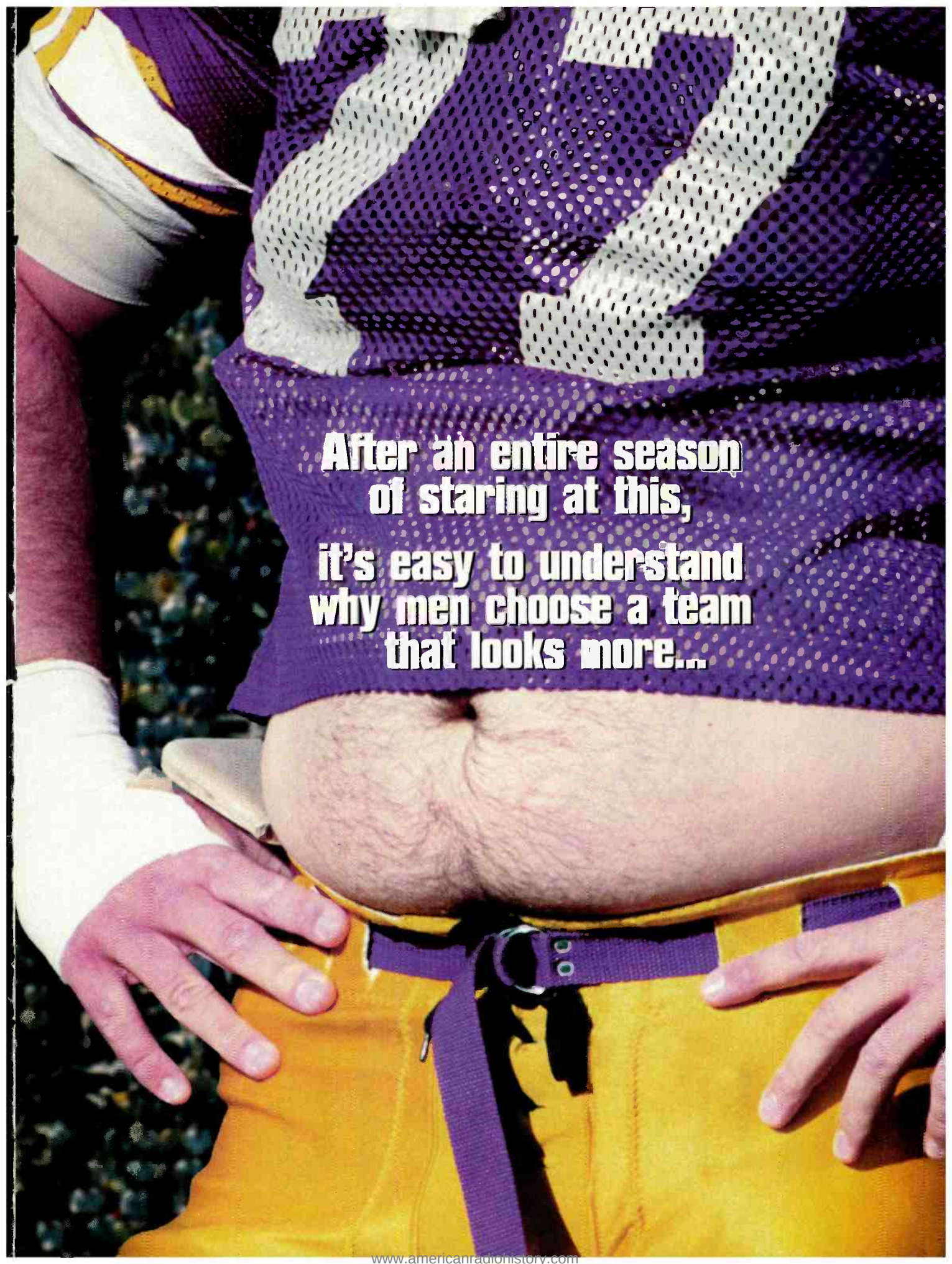
The Telecommunications Act of 1996 has been an "abysmal failure," consumer advocates are charging as the law marks its three-year anniversary. Rather than ushering in competition for average consumers, the law has led

to higher prices and fewer choices among cable and other telecommunications services, said Gene Kimmelman, co-director of the Consumers Union's Washington office. Cable rates still are rising, increasing 21% last year. Only "premier" customers who spend \$200 a month on multiple services such as cable, dual phone lines, cellular and Internet services are getting price breaks, according to a Consumers Union study. "We want lawmakers to quit the pretense that competition is right around the bend," Kimmelman said. Along with Consumer Federation of America's Mark Cooper, he urged Congress to reinstate cable rate regulation, require cable companies to "unbundle" their broadband data networks and let satellite providers carry local network signals. Regulators, he added, should keep AT&T Corp./TCI Inc. and other merging companies from

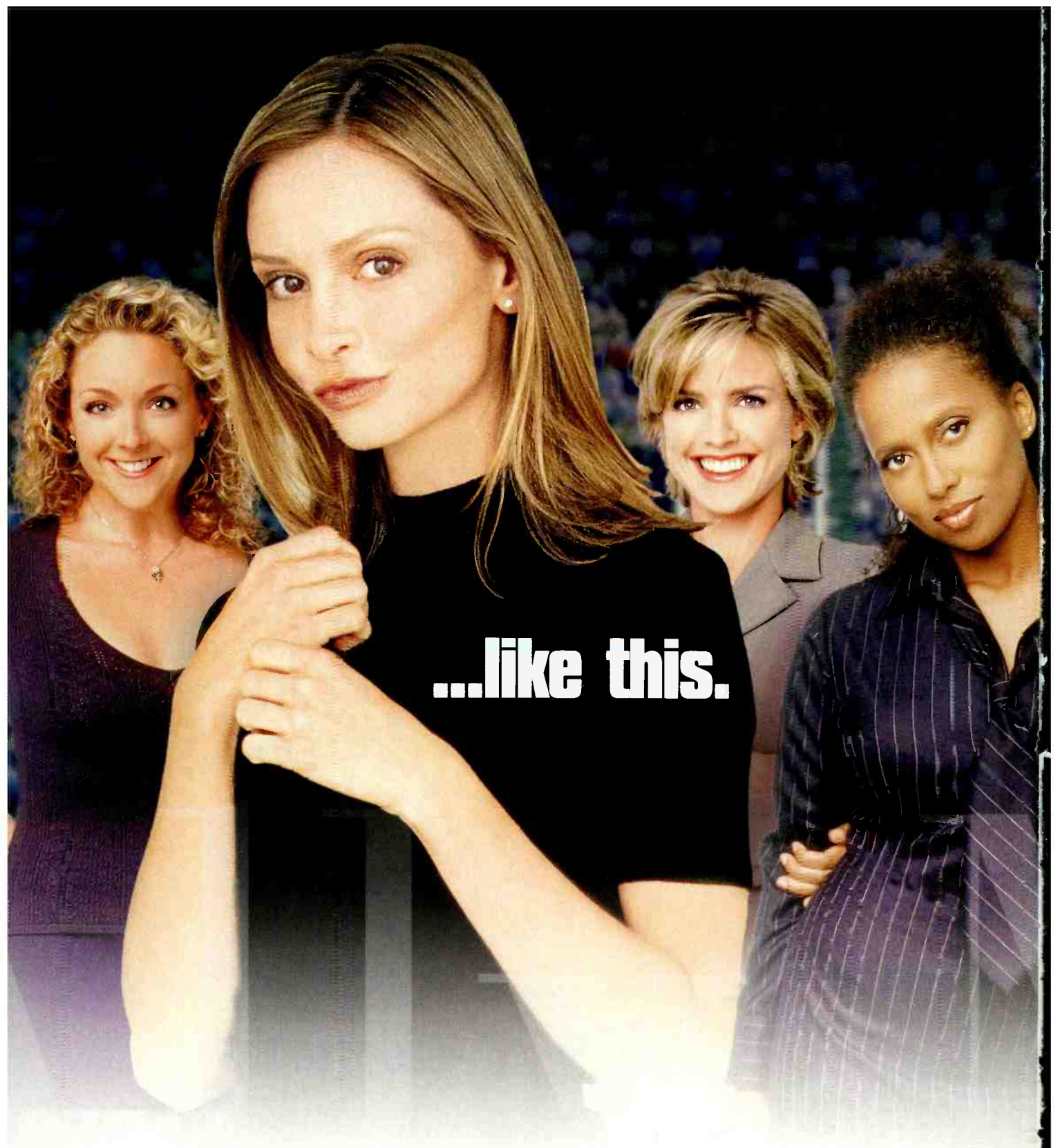
driving up basic service rates to subsidize new products.

Norwood, Klink aim to save low-power TV

As expected, last week Rep. Charlie Norwood (R-Ga.) and Rep. Ron Klink (D-Pa.) introduced legislation that would permanently grant licenses to existing low-power TV stations. Low-power stations that broadcast at least 18 hours per day, seven days a week; that broadcast at least three hours per week of locally produced programming, and that meet FCC requirements for full-power stations would be eligible for the new Class A status. That would make their licenses permanent but would not make them eligible for mandatory cable carriage. "This legislation picks up where the [1996 Telecommunications Act] left off, by ensuring that community broadcasters fulfill the promise of [telecommunications] by providing increased consumer choice, in a competitive free market," Norwood said in a statement. Last year, the National Association of Broadcasters opposed a similar bill introduced by Norwood and Klink.



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16

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Top 5 Shows on Monday Night
Men 18-49 Share

12

**Everybody Loves
Raymond**

11

King of Queens

11

Suddenly Susan

10

Caroline*

After Monday Night Football, men flock to Ally.

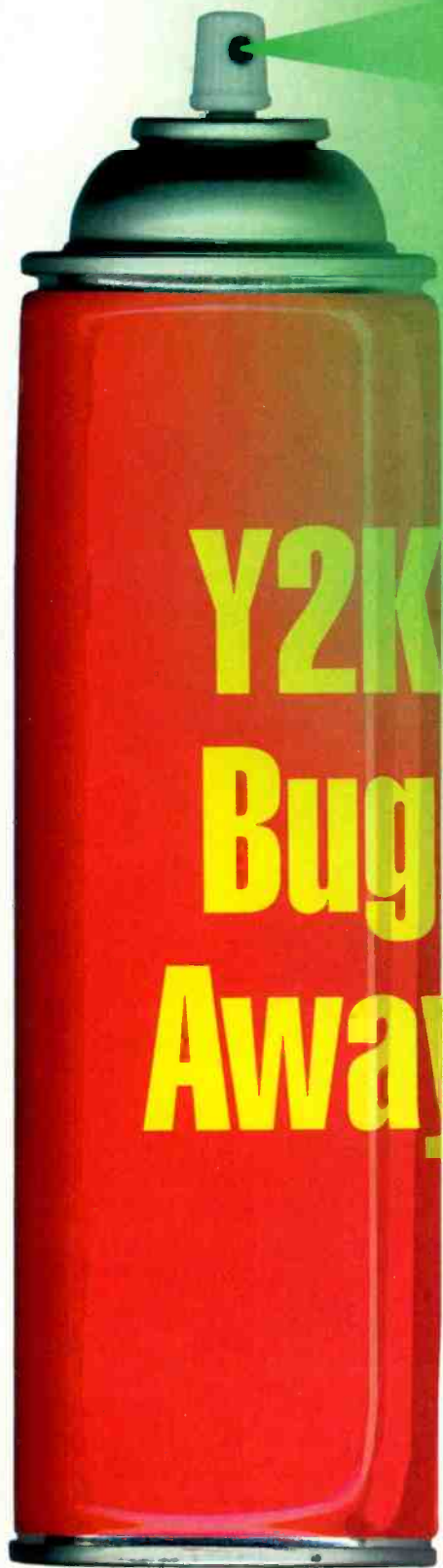


Funnier than you think. Tougher than it looks.

SOURCE: NIELSEN, MONDAYS 8-11PM, 1/11/99-1/25/99. Top 5 Monday night programs shown. Includes preliminary estimates.
*Ties with Becker, Dateline and Melrose Place (Not shown)

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The Bug Stops Here

Broadcasters say they have spent time and money to exterminate the computer glitch. With luck, their world won't end on Jan. 1, 2000.

**By Glen Dickson, Bill McConnell
and Paige Albiniak**

To his employees, Peter Walker may come off as a scaredy-cat. But it's just that he's not taking any chances when it comes to the Y2K bug. As vice president and general manager of Tribune's WGN-TV Chicago, Walker has told his employees not to plan any vacations for the last week of 1999 and the first week of 2000—just in case.

Walker isn't panicked; he's just being cautious. "We expect to have all systems and procedures Y2K compliant before year 2000," he says. "We look at it as just being prudent."

"The thing about Y2K is it's a two-sided problem," Walker adds. "Even if you clear up your end of it, that doesn't mean that everybody else is going to clean up their end, and that's what we may need people here for. We've been going through this with all of our vendors, and there's no reason to believe we'll have any problem."

The now-notorious Y2K bug is a computer snafu spawned by early programmers who decided to represent years with only two digits. Because of that choice, many computers are expected to read the year "2000" as "1900" and go haywire when Jan. 1 rolls around.

Like many other businesses, TV stations are reliant on computers and microprocessor-controlled devices and thus are vulnerable to the bug. Modern broadcast facilities are filled with a dizzying array of computers that drive critical systems—master control, commercial insertion, automated newsrooms and others. Broadcasters are also dependent on computer-based systems—satellite distribution systems, for instance—that are beyond their control.

However, most broadcasters are cautiously optimistic about Y2K. Stations have been methodically preparing their plants to deal with the millennium for a year or more, and most are in their final stage of Y2K equipment testing.

"[Y2K] has not turned out so far to be a dire, doom-and-gloom situation," says Michael Doback, chief engineer for WXYZ-TV Detroit, an ABC affiliate and Scripps-Howard station. "But we're very far down the road compared to a year ago."

While big-market stations like WGN-TV and WXYZ-TV may have their Y2K acts together, smaller stations may be lagging behind, warns FCC Commissioner Michael Powell, the agency's

point man for making sure the nation's telecommunications infrastructure doesn't collapse next January.

"Although I don't have any educated concerns that anyone will fail, I do see pretty convincing signs that the pace of remediation must pick up," he says. "People need to start committing capital resources in time to get their systems fixed."

Broadcasters say they know the painful price of getting ready for Y2K. For large station groups, the numbers can be big. CBS is spending roughly \$36 million to clean the bug out, the company says in a recent SEC filing. About a third of the money is going to

"It's like playing Russian roulette, but you have the opportunity to check the barrel before pulling the trigger. You'd check the barrel."

—Andy Setos, News Corp.

replace existing systems.

By contrast, Clear Channel Communications is spending a fraction of CBS's outlay. In its SEC filing, the station group estimates its Y2K-specific hardware and software expenses at about \$1.2 million, with roughly 30% earmarked for upgrades and modifications, the rest going to new gear.

Still, any effort to pinpoint the true costs of Y2K compliance is difficult, particularly at the local level. That's because stations are buying a lot of Y2K-compliant gear that they say would have been purchased anyway.

"Broadcasters don't necessarily have an IT budget, and they don't have a line item for technology like telecom companies," says Dorann Bunkin, an attorney with Washington firm Wiley, Rein & Fielding who is advising a dozen broadcasters on Y2K issues. "So it's hard to say what's particular to Y2K. Stations are going digital, so they're upgrading their facility anyway. That's going to be part of their capital upgrade scheme regardless of Y2K issues."

Through the testing efforts of big broadcast station groups, industry officials generally know by now what major elements of their systems need repairs, Powell says. But too few have

approached equipment vendors to put the fixes in place, he contends. He fears there will be a rush to make automated billing, ad insertion and other computerized systems compliant in the last half of the year and suppliers won't be able to keep up with demand.

'Probably out of luck'

"If you don't place your order pretty darn soon, you're probably out of luck," he warns. "You are not going to have enough time to have equipment delivered, tested and fully operational."

To get a better idea of where the industry stands, the FCC late last year sent questionnaires to 250 broadcasters. The commission asked how much the stations have budgeted to address the Y2K problems, the number of people they have assigned to deal with the problem and whether they have implemented formal processes for identifying problems. The FCC also asked whether key suppliers such as power and telephone providers are addressing the Y2K bug. FCC staffers say results of the survey will be released in the next few weeks.

"It's important for the industry to see itself as having a valuable role to play in times of emergency. Broadcasting historically and cable increasingly have become critical sources of real-time information in an emergency," he says. "They are how people find out what's happening and what to do."

Powell also worries that too many chief executives have left Y2K reviews to their technology experts without getting personally involved. "To every CEO, if this is not one of your top two priorities in 1999 I think you're in trouble," he said. "CEOs have to be going through all the sub-scenarios about how they put a product out and what can go wrong. If top leadership is not focused on this, something will get missed. In government this is an issue that rises to the presidential level and it's going to stay that way all year."

Rick Ducey, head of Y2K compliance efforts at the National Association of Broadcasters, agrees. "Like the FCC, most of our role is education," he says. "We want senior management and owners to take this issue seriously so they won't just delegate away responsibility."

Broadcasters face the specter that date-sensitive operations such as automated advertising insertion equipment and billing equipment will fail to operate, Ducey says. If ads are not aired

properly or don't run at all, stations across the country could lose millions. Billing snafus could prevent stations from keeping track of what ads ran and who gets charged.

Ducey also warns that automated newswire and music libraries may inadvertently be purged. Most news desk and library systems automatically purge stories and music after they have been stored for a certain number of days. On Jan. 1, 2000, such systems may perceive new content to be 100 years old and erase it.

Broadcasters acknowledge these potential pitfalls, but say they have already taken steps to avoid them. WXYZ-TV's Doback says his Y2K team has gone through all the hardware and software in its plant to check for Y2K compliance.

"We're actually changing dates and running full hardware/software com-

patibility," says Doback. "We're lucky, since we're already replacing most of our sensitive on-air stuff while converting our plant to digital. We've got a brand new traffic system, master control and newsroom automation system. On our PCs, we've checked the BIOS [a computer's Basic Input-Output System, which controls its internal clock] and modified them as needed. Some workstations will need to be replaced."

Doback adds that WXYZ-TV has spent "only a fraction of what we initially intended to spend" on the Y2K problem.

WRAL-TV Raleigh, N.C., began its Y2K compliance project almost a year ago, says Tom Beauchamp, director of engineering for the CBS affiliate and Capitol Broadcasting station. "We started a documentation effort to check every piece of equipment that had possibilities of Y2K difficulties and find

readiness problems," says Beauchamp. "Some of the older equipment was phased out, such as our older computers. One of the lesser tasks we do in engineering is to replace stuff that has signs of trouble."

Beauchamp says that while some manufacturers had problems answering Y2K questions, most were ready with all the necessary Y2K information. "For example, we have Panasonic MARC commercial playback systems. They had the information to us before we were ready to send a letter requesting it from them. They indicated what our options were, the software upgrade and hardware changes needed to get the system operational."

The station had a similar experience with its AS-400 based Columbine traffic and billing system, says Beauchamp. "We're getting a hardware

Confessions of a Y2K coder

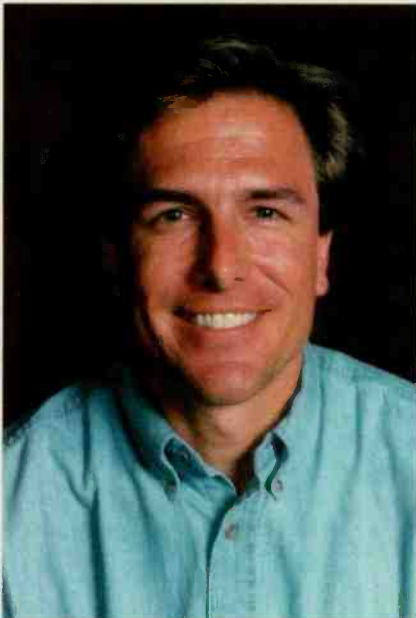
A commentary by Jim Louderback, vice president, editorial director, Ziff-Davis TV

All right, I admit it. I'm personally responsible for many Y2K-afflicted applications. Back in the '80s, before I discovered the plush life of working in the media, I wrote code. And many of the applications I built will no longer work right sometime this year.

Now before you send out the lynch mob, or inform Mike Wallace, relax. None of the applications I wrote are likely to affect you. I didn't work for the FAA, AT&T or NOAA. And my applications didn't control vital aspects of our nuclear weapons, nor did they in any way affect the generation or transfer of water, power, money or sewage. I never wrote microcode for toasters or microwaves. And I never made it anywhere near our prison system (at least not while working).

In fact, the closest I got to prison was the drug and alcohol rehabilitation center in upstate New Jersey that I automated. And if they are still running my application, it will start generating strange results sometime around October. That's because I used date calculations to determine both billing and duration of residence. I'm not so sure what will happen when the program calculates the length of stay from November 1999 to January 1900.

That colloidal manufacturing company I automated may have a similar problem. Sure, their colloids will still be developed, but the billing part might get a little



messed up. That bill sent out in November is going to produce some strange results come January. I don't think I factored in negative aging of receivables.

And the elevator repair and maintenance company in Queens? Well, the elevators will still work, but it's going to be tough for them to figure out which ones require that 90-day periodic maintenance when the program thinks it's been 99 years since the last look-see. Good thing I don't live in New York City anymore.

Are you worried about the year 2000 computer bug? Worried that those vital systems you depend upon will stop working? Well, you're right to be concerned—but those doom-and-gloom prognosticators have it all wrong.

Most of the vital systems will work. Take banking and the stock market.

The U.S. financial industry has done a good job ferreting out and fixing those pesky Y2K problems in their systems. I did a fair amount of programming at banks during the early '80s, but I know those systems have either been replaced or repaired.

And many of these organizations have been dealing with the year 2000 for a while. Chances are you have a credit card that expires after 1/1/2000. And if the banking systems didn't work, neither would that credit card.

What about telephones? Well, our big regional and national phone companies have also done a decent job

upgrade from IBM, and a software upgrade from JDS."

All of WRAL-TV's Y2K upgrades are at the station's cost, says Beauchamp. The station also has designated three people to do the basic work of documenting letters and various contacts with manufacturers. "But it has not had a big impact to us," says Beauchamp. "We allocated \$40,000 for unknown problems, and we haven't spent more than probably \$2,500."

Sinclair Broadcast Group has spent about \$200,000 investigating Y2K problems at its 56 television stations, says John Larrabee, Sinclair's director of information systems. "That's not replacement cost," says Larrabee. "That's additional."

Luckily, VTRs, character generators and cameras don't pose many Y2K problems. "The straight broadcast stuff

did not require chips with date calculation," says Larrabee. "From the ones we've tested, there will be very few problems with that."

Larrabee says that robotic playback machines used for commercial playback are a chief concern, but that vendors Sony and Panasonic have taken steps to become compliant. "But anything that's PC-driven has to be carefully checked," he says. "We have a program that's in its second year, where we're going back and reviewing every piece of equipment to make sure the hardware and software are compliant. We've got to deal with both broadcast issues and back-office issues."

Larrabee says that Sinclair is almost finished upgrading its traffic and billing systems. "We've certified the operating systems they run on as being compliant, whether they're IBM or

AS400," he says. "They're all Columbine. BIAS [a Columbine JDS traffic and billing system] still has a lot of testing to go through. That's an older system that runs on a mainframe." Larrabee says that Sinclair salespeople have already been running into problems with their traffic systems as they're starting to sell time in 2000. "We've had to have some software fixes ready," he says.

Some of Sinclair's newsroom computers may need replacing, Larrabee adds. "Many are very old, and they run on UNIX in many cases," he says. "Any system created before '97 will have to be checked very carefully."

Larrabee is also concerned about the networks' distribution of programming to affiliates. "We don't know about the networks," he says (although he acknowledges that all the networks

preparing for the next millennium. Even most of the small rural telephone cooperatives have ferreted the bug out of their systems. Here in the U.S., phones will work as usual.

Outside our borders, especially in countries like Jamaica that are ignoring the problem, it might be a bit different.

Power? Although there are some small chips that control the transmission of electricity that could, theoretically, fail, our power grid should be relatively stable early next year.

There will most likely be spotty outages, but backup systems will keep any major blackouts from spreading. Only truly isolated areas with only one set of transmission lines (such as many rural villages as well as San Francisco) should be concerned. And although environmental groups are clamoring for nuclear power plants to shut down by the end of this year, those systems should come through unscathed as well.

Prison doors will not swing open. Your microwave and toaster will still function. You'll still be able to drive to the store. Your coffee will still brew. And if you have mastered the intricacies of programming your VCR, you'll still be able to tape the Sugar Bowl and replay it at your convenience.

I'm not overly concerned about airplanes continuing to fly, although the antiquated systems used by the FAA could suffer some spotty breakdowns. The Weather Channel will still be able to deliver news on that impending blizzard. And although the Defense Department is way behind the curve in fixing its systems, could a debilitated military-industrial complex be such a bad thing?

No, it's not the big things I'm worried about; it's the little things. Critical systems will be fine, but the maddening little accounting systems used by small and large companies may fail in spectacular—or even humorous ways

"You may pay your taxes on time, but the IRS could still come knocking at your door. Or your refund check will be sent to the hospital in which you were born."

Phones will work, but your phone bill may look a little strange. The same holds true for getting power along with that Las Vegas-sized bill come February 2000. You may pay your taxes on time, but the IRS could still come knocking at your door. Or your refund check will be sent to the hospital in which you were born.

That's where most of the systems I built are vulnerable. The primary functionality will still work, it's just the payment and record-keep-

ing that may fail.

The best way to weather the Y2K maelstrom is to treat it like a storm. Pretend it's a blizzard or an earthquake, and prepare for spending a week off the grid and without food. Stock up on enough water, food, oil, cash and firewood to last for seven days. You probably won't need it, but it's good to be prepared anyway.

But to really prepare, make copies of everything. Copy your last set of statements from your utilities, banks, credit cards, anyone who gives you credit or expects you to pay. That way you can prove you don't owe what their twisted systems claim.

So what am I doing at the turn of the century? Well I certainly don't plan on flying the first week of the year, despite my predictions. I'll actually be holed up in a cabin deep in the woods of Vermont. I'll have copied all those records, and laid in a supply of food, water, batteries and firewood. The cell phone will be charged with extra batteries, and I may even have a generator and a few gallons of fuel. I'll have a wad of cash, and some gold as well. I won't have any firearms, but my wife's a crack shot, so she'll probably load up.

Now I'm not anticipating disaster, you understand, but I've been wrong before.

And I was a Boy Scout before I was a programmer. ■

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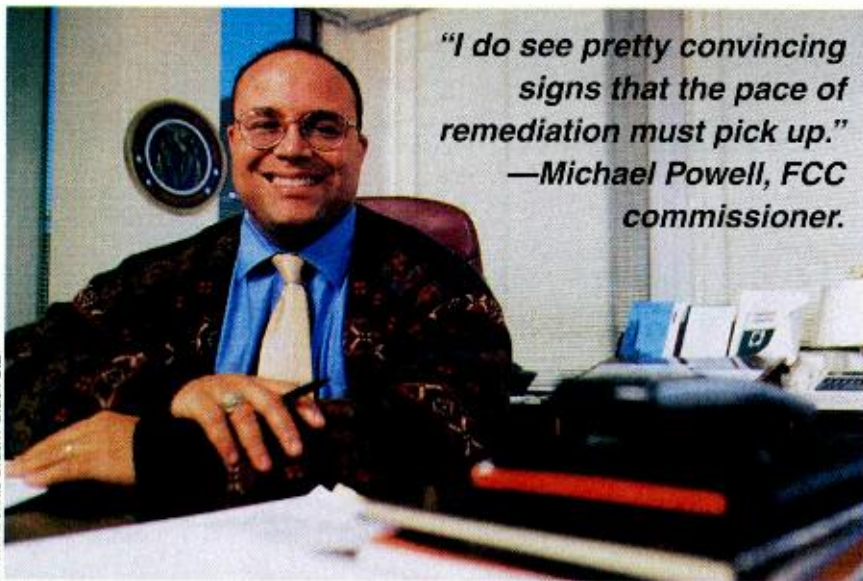
It's time to launch LMN.

launch!



The numbers speak for themselves... your customers want LMN.

Photo: Dennis Black / Black Star



"I do see pretty convincing signs that the pace of remediation must pick up."
—Michael Powell, FCC commissioner.

have extensive Y2K programs in place and adds that Fox has been especially forthcoming about its Y2K plans). "Not only that, but also the satellite companies. They say they're compliant, but when the day comes I hope the signal shows up. We have a contingency plan in case it doesn't...we have to have something to run in case we don't get a signal."

Fox does business with all three domestic satellite companies—Loral Skynet, PanAmSat and GE Americom—and isn't expecting any Y2K-related problems from them, says Andy Setos, executive VP of News Corp.'s News Technology Group. "It's a fair guess that since our whole society is focused on this, they're totally on top of it," says Setos. "There shouldn't be any difficulties."

3-4 year dialogue

Fox is currently conducting an extensive testing program focusing on both general-purpose computer platforms and equipment with embedded microprocessors that run on software. Testing of general computers is almost finished, and Fox hasn't found any systems needing changes. Setos says Fox has been talking to manufacturers about Y2K issues for the past three or four years.

"The servers or other products that run a traditional computing environment all wound up being compliant," he says. "Where we are right now is investigating pieces with embedded microprocessors that don't use dates but have relative internal clock times. They don't know the year, they just know it's been 10,000 hours after they

were made. But we don't leave anything to chance. Even if we find some things have some sensitivity to this, we don't think it's a material problem."

"You can't be too cautious, says Setos. "Virtually every piece of TV hardware has a microprocessor. Things have gotten too complicated."

Overall, Fox hasn't had to spend very much on Y2K compliance because most of its systems are reasonably new, such as the video servers and data tape archives in its new all-digital Fox Network Center [BROADCASTING & CABLE, Jan. 11, 1999], says Setos.

"The people we work with, like Tektronix, Grass Valley, and Ampex tape

There are a few manufacturers that have problems they have to fix, but we feel good they're going to make it in time.

—Stephen Flanagan, Post-Newsweek Stations

drives, are right on top of this," he says. "We are happily finding that no one has to take any action rather than convincing themselves they're okay. It's like playing Russian roulette, but you have the opportunity to check the barrel before pulling the trigger. You'd check the barrel."

Stephen Flanagan, vice president of engineering for Post-Newsweek Stations, says his station group has com-

pleted its Y2K testing program and identified all areas that might have Year 2000 difficulties. "Basically, on the noncritical pieces of equipment we obtained letters from manufacturers verifying their compliance," says Flanagan. "But on the critical systems, even if we had a letter, we tested them."

Flanagan says all that remains to be done is to fix a few pieces of equipment that failed. "We're pretty confident we're over the hump," he says. "There are a few manufacturers that have problems they have to fix, but we feel good they're going to make it in time. At this point, most problems are not in the area of engineering. The biggest things are the newsroom computer and the traffic system for spot scheduling, which don't fall under the engineering department. Both of those vendors recognize the problem and have a software release coming soon to hopefully correct it."

However, Post-Newsweek will be replacing a fair number of personal computers. "The real gotcha is that so many pieces of technical equipment are driven by PCs, and a lot of PCs have some type of problem," says Flanagan. "I was surprised by the number of PCs that didn't do something right."

After identifying a problem with a PC, Post-Newsweek engineers determine whether the machine needs full replacement or whether some remedial action is appropriate. In non-mission critical applications, a small workaround may prove acceptable.

Flanagan won't say how much Post-Newsweek is spending on its Y2K program. But he says the station group is spending less than predicted on Y2K testing, and it "looks like we're spending what we estimated on the remedial part." Post-Newsweek's parent, The Washington Post Co., has created a Year 2000 office in Washington, with two full-time staffers. Each division of the Washington Post Co. has its own Y2K committee, and each one of the TV stations has its own representative. Committee representatives have already met several times, which represents "a fair amount of cost," he admits.

"Overall, I'm relatively pleased with the minimal amount of equipment that needs significant change," says Flanagan. "I'm also surprised by the number of PCs that failed. Other than that, it's really like any other business problem—if it breaks, we'll fix it."

Broadcasters aren't the only members of the television industry working hard on the Year 2000 problem. Equip-

ment vendors and software suppliers are also engaged in their own extensive Y2K efforts.

"We have been working on our software and making changes for Y2K for several years," says Mike Oldham, executive vice president of sales and marketing for traffic and billing supplier Columbine JDS.

"We've put a tremendous amount of time and resources into these projects. We've also put a lot of resources into providing information to our customers, not just about our products, but in general about Y2K issues. For example, we've published some Y2K kits to assist people in testing to make sure they're ready for Year 2000."

When asked to pinpoint specific Columbine products that may have problems, however, Oldham won't elaborate, citing liability issues. The company's Y2K statement suggests loading new software releases to upgrade traffic and billing systems such as BIAS and SalesLine.

When asked who would pay for software upgrades, Oldham was also a bit evasive. "It depends," he says. "Some steps clients want to take could create a billable situation. In most cases, that's not the case. We have a huge interest in our customers successfully moving forward, and that's far more important to us than using this as an opportunity to generate a little revenue."

Louth Automation's software doesn't have big Y2K issues, says Rick Swiers, Louth's director of product marketing. "The nature of Louth is not very date sensitive," says Swiers. "It's time sensitive—you tell me this time, I'll fire off this event. To do so, it deals with the current day."

Louth has found some "three or four bugs" in parts of its software that use date-sensitive databases. Most have been corrected, and Swiers says Louth will be warranting the most current version of its software as of Dec. 31, 1999. The overwhelming majority of Louth customers have purchased support contracts under which Louth continually upgrades their software, says Swiers. "We're going to make sure the last version is provided to customers at least 90 days before [Jan. 1, 2000]."

While Louth's software may be Y2K compliant, that doesn't mean that Louth's automation systems don't have Y2K issues, most of them due to the various third-party hardware components that Louth software runs on. Tracking down that hardware, testing

"We allocated \$40,000 for unknown problems, and we haven't spent more than probably \$2,500."

**—Tom Beauchamp,
WRAL-TV Raleigh, N.C.**

it, and relaying upgrade information to customers has been a big job.

Louth has spent about \$500,000 on its Y2K program, says Swiers. Louth's original component list was "a 200-page spreadsheet" that got narrowed down to about 100 items for testing. Components that weren't date-sensitive or weren't being warranted were eliminated. Swiers says that if the original supplier wasn't warranting a product, "it would be foolish for us to warrant it." Components that were warranted were tested by Louth to double-check their Y2K compliance.

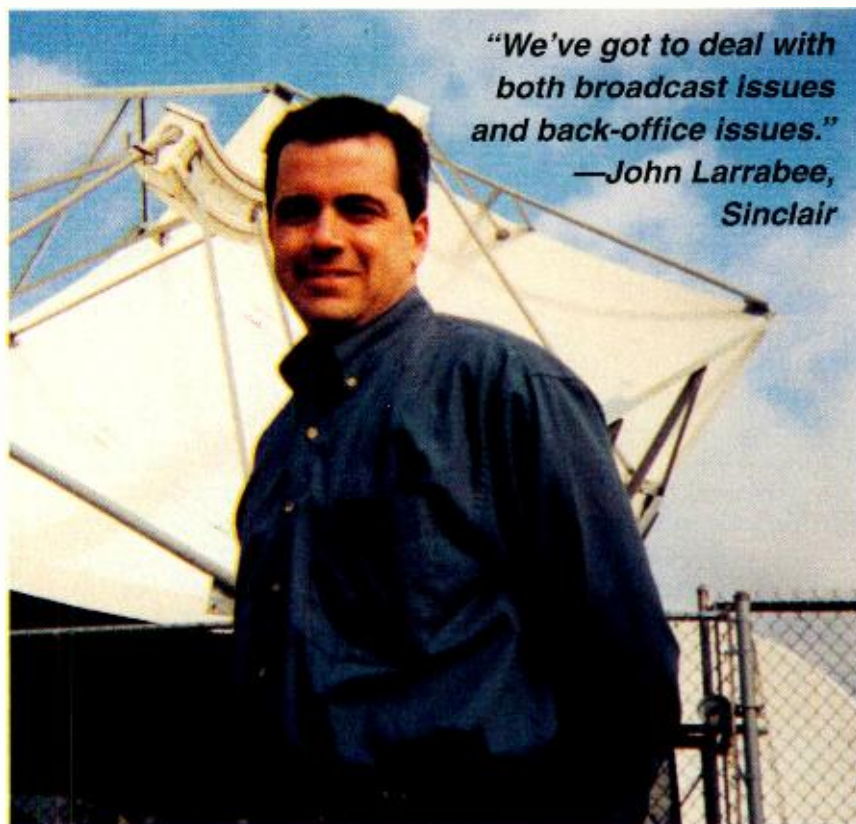
"We would set the clock, and do that ourselves," says Swiers. "Once we were confident that all of that worked, then we went ahead and put out a statement warranting the appropriate tested component." He adds that Louth has participated in testing conducted by some of its

larger customers, and has also gone through customer records to identify hardware that may have problems and notify customers of potential Y2K issues.

"We don't want to have a customer failure on Jan. 1, regardless of the reason," he says. "It's an issue of customer service. Customers have a lot invested in us, and we do a lot of repeat business. We don't want the reputation that Louth had Y2K problems."

Louth software is mainly used to control tape-based cart machines and video servers for commercial and program playback. While these machines aren't Louth's responsibility, Swiers has kept abreast of any significant Y2K issues they might have. While he acknowledges that some cart machines will need software fixes, he doesn't know of any that can't be made Y2K operational with an upgrade. The same goes for most video servers, which are a relatively recent phenomenon. He says the only video servers that may have significant Y2K issues are ones made before 1996. "Those are the pieces that manufacturers won't warrant," he says.

For such a large manufacturer of broadcast equipment, Sony has very few Y2K issues with its products, says Richard Wheeler, senior vice president of operations and technical services for Sony Electronics. Sony has spent "tens



"We've got to deal with both broadcast issues and back-office issues."

**—John Larrabee,
Sinclair**



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of millions of dollars" investigating both its professional and consumer products through an assessment program that began in Japan in 1996, he says.

Some of Sony's professional products that have Y2K issues, such as its BZC-3100 master control software and NEWS (Network Engineering Work Station) computers, weren't sold in the U.S. and thus don't present a problem for U.S. broadcasters. Others, such as its PVW-3 Betacam dockable recorder and DSR-1 DVCAM dockable recorder, don't have problems with the year 2000 but will instead face date-related issues in the year 2010 and year 2020, respectively, when their clocks expire. Wheeler doesn't see that as a big issue with the

dockable recorders, since they generally don't have long life expectancies.

One product that is affected by Y2K is the Sony LMS (library management system) tape-based system that is used by many U.S. stations for commercial and program archiving and playback. The problem is not with the LMS system itself, says Wheeler, but with the UNIX computers that control it. But Sony is working on a solution.

"We can't change UNIX, we're not the authors of the UNIX system," says Wheeler. "But we're managing with a software patch that will probably be available within a month. Customers with those library management systems have to be at the current level of soft-

ware, and the software patch will manage Year 2000, including the leap year."

Sony will provide the new software free of charge. Wheeler adds that Sony's Betacart, a smaller cart machine that is also popular in the U.S., does not have a Y2K problem.

"I don't think there's going to be as many problems as you've heard talked about in the industry," he says. "By and large, the business end of it is taking this very seriously, and people are doing a good job doing their assessments. There probably will be some surprises; it's very difficult to cover all the bases, no matter who you are. There may be some surprises, but they will not be catastrophic, if you will." ■

Cable ready (for Y2K)

Experts cautiously optimistic that programs will still be flowing next New Year's Day

By Price Colman

John Gabbert is so confident that the Y2K bug is the computer-world's version of Comet Kohoutek that he intends to be on board a commercial airliner on his way to a sailing vacation when the clock ticks 12:00:01 a.m. Jan. 1, 2000.

Gabbert's joking, of course. Among millennial alarmists, and even some more levelheaded Y2K observers, flying and sailing are considered bad ideas because of the crafts' reliance on computerized navigation devices.

But Gabbert, who's vice president of TCI's Y2K Program Management office, is making a point: "If you understand computers and understand what has to be fixed, you know there's a lot of work to be done," he says. "But I don't see any catastrophes."

A brief blip in cable service hardly fits in the same category as a fully loaded commercial airliner flying blind. But that doesn't mean the cable industry isn't taking the Y2K issue seriously. With varying degrees of urgency, cable operators, equipment vendors, billing and customer service operations have been preparing for the transition to a new millennium for several years.

"We're pretty well down the path," says Patrick Vertovec, chairman of Cable Television Laboratories' working group on Year 2000 and director of the Year 2000 Program Office at Jones Intercable.

But Vertovec, who's also Jones' director of high-speed data, resists quantifying the industry's level of preparedness. "I wouldn't put a percentage complete on it," he says. "As we're going into 1999, among all of the MSOs I have contact with, Year 2000 comes up over and over. The sensitivity to it is very high. Where we have upgraded and improved systems, I am cautiously optimistic."

As most people now know—given the media bombardment on the Year 2000, or Y2K problem as it's sometimes known—the situation stems from the many computer chips and much software that were designed with a two-digit year field. Thus, "99" in the year field designates 1999. At the moment the computer clock ticks 2000, it's only "00" that pops up on the year field. The typical computer, bound by binary logic but lacking "intelligence," can't tell whether that "00" signifies 2000 or 1900. Indeed, because the "19" was assumed from the get-go by most chip and software companies (hey, not using those two extra spots in the year field saved time and space), the computer probably translates "00" into 1900. Even if it didn't make that faulty leap in logic, it would be confused and that's anathema for computers, leading to the dreaded system lock-down.

The upshot? The end of civilization as we know it? No, but there is the potential, however, for any operation that relies on computers to be disrupt-

ed. Power grids, banks, transportation systems, telecommunications systems—including cable—all are vulnerable to varying degrees.

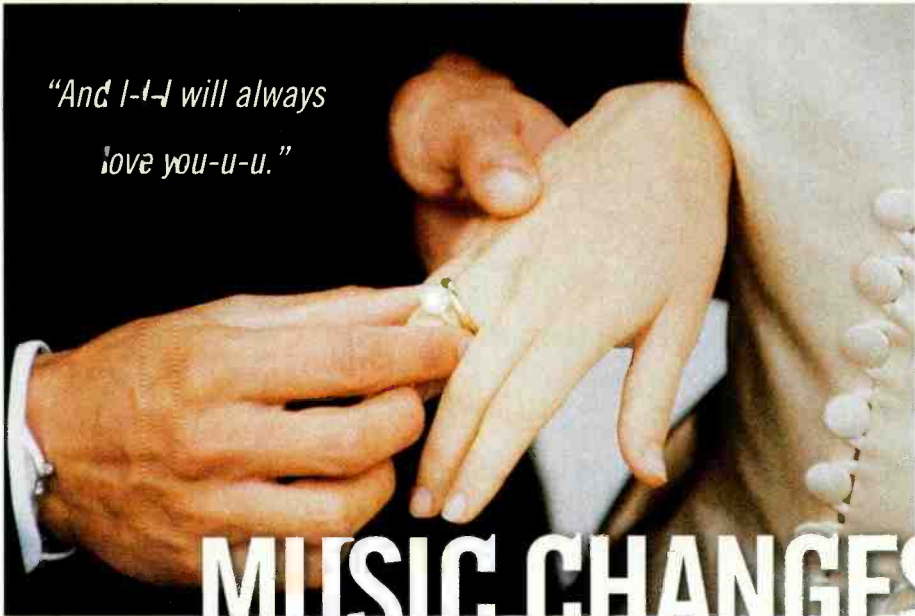
For cable, it's a classic good news-bad news situation. The good news is that cable systems' reliance on date-sensitive computers is relatively narrow. The bad news is that the cable industry relies heavily on outside industries—electrical utilities and phone companies, for instance. So while an MSO may have identified and corrected every possible Y2K bug, those links to other infrastructure elements are wild cards.

"We have such a dependency on services we take for granted such as phones and power," says one cable engineer, speaking on the condition of anonymity. "If we have disruptions in those, it would ripple to services we intend to deliver."

Many MSOs are upgrading and testing their backup power systems. TCI plans to bring in enough fuel to power generators at its National Digital Television Center in suburban Denver for several days.

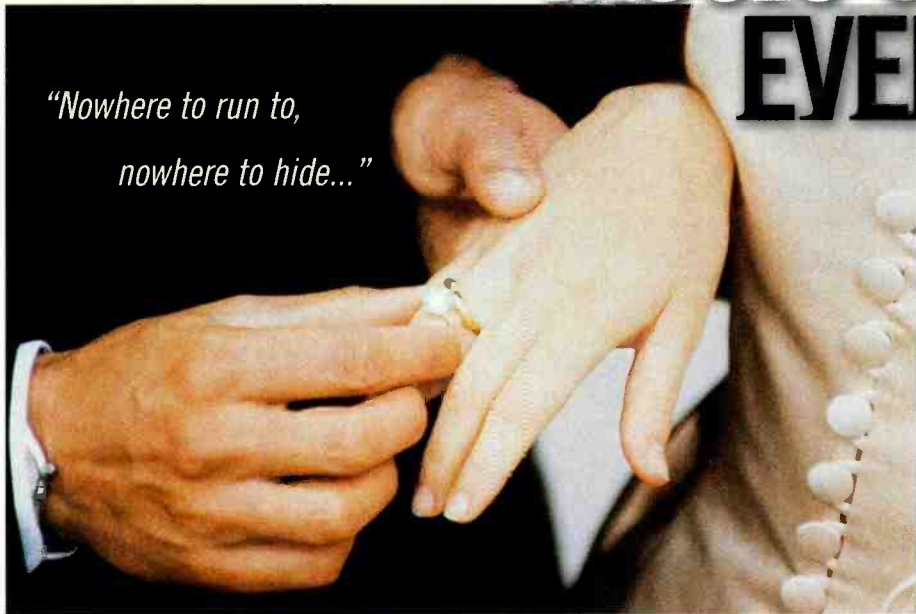
There are some internal potential trouble spots for cable.

"When we did an inventory of cable systems, we came up with a very large number of things that needed to be examined and needed to be addressed," notes Doug Semon, formerly of CableLabs and now with Time Warner Cable. "There are three key areas: reception, billing and



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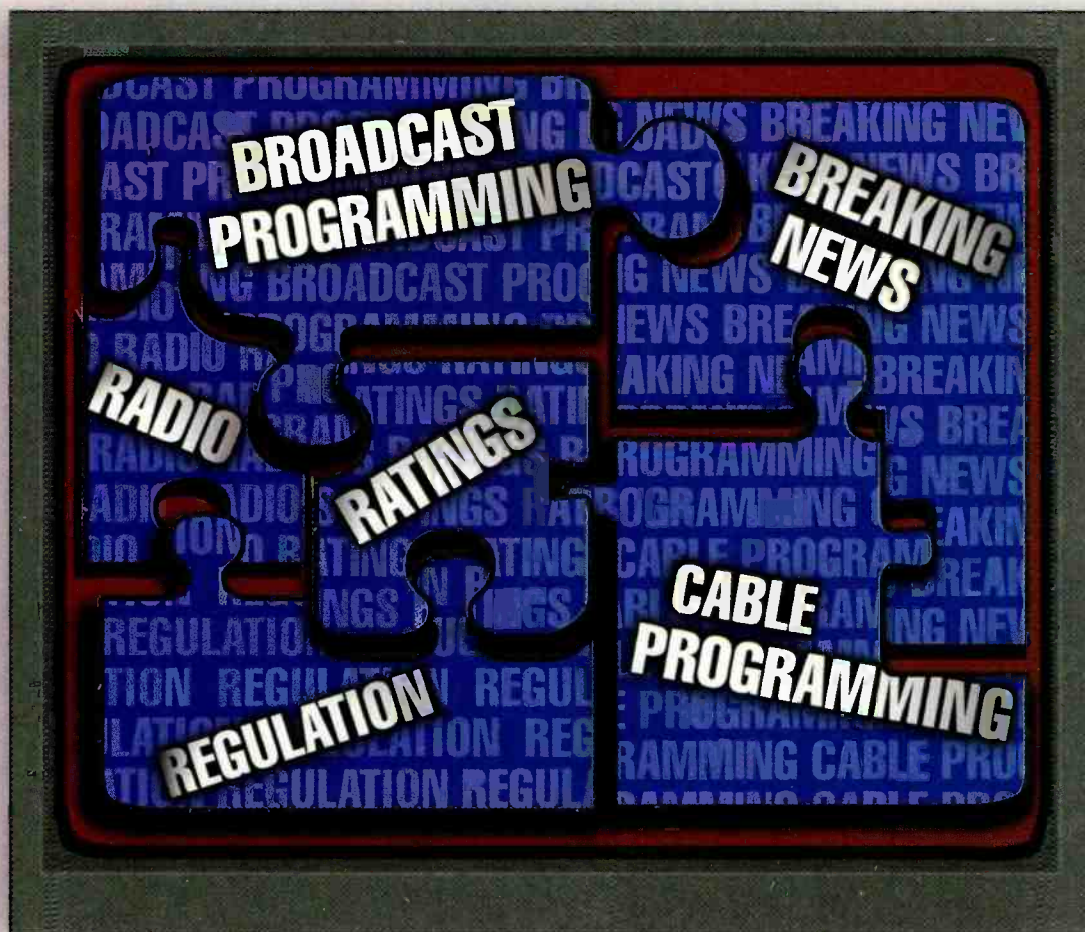
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customer service. When we do an inventory, the things that fall into those three categories are first priorities."

A Y2K bug in an embedded microchip or software involving any of those links could mean some kind of disruption for the customer. That's precisely what cable operators want to avoid. So do their vendors.

"Vendors are bearing a heavy load, but not an unfair share of that load," says General Instrument's Kevin McCarthy, vice president of Information Technology and Y2K Program Manager. "Customers are looking to us for clear, concise solutions to make sure things don't go awry with their systems."

That's also true for cable billing and customer service companies such as CSG Systems, which has contracts covering about 30 million cable customers, or just under half the domestic universe.

"The testing has been for the most part very uneventful," says Ron Durbin, CSG's Y2K program manager. "What we planned to make the systems compliant is working, and testing verifies that. We're 90% to 95% complete in testing of the mainframe piece. There's one element [that] still needs to be fixed."

Given that CSG is a software company, it's hardly surprising it has been aware of and addressing Y2K issues for a good while: since 1995. Neither CSG nor any of its cable clients wants to see a customer get credit, or get billed for that matter, for 100 years' worth of cable service because the billing computer makes a Y2K mistake. That may be an unlikely, although a possible, scenario. But a customer failing to receive a pay-per-view event could easily happen because a computer fails to flip to the correct date.

Durbin, like most Y2K experts interviewed, thinks the odds of a major snafu are slight, at least among the larger MSOs. But that doesn't mean there won't be companies doing 11th-hour scrambling. "I think it will come from smaller companies that have delayed or deferred," says Durbin. "It's a function of not having people available to fix the problems. One woman can have a baby in nine months, but nine women can't have the same baby in one month."

Cable industry preparations range from laboratory dry runs—clicking over dates on computer systems when they're disconnected from the actual operation—to real-world situations.

"We had to roll over 131 (addressable) controllers to 1999 that weren't programmed to do that," notes Gabbert. "We put in a fix in October and we didn't have a single controller failure. But we had techs on-site in case we had problems supporting customer pay-per-views. It was very successful for us. It prepared us for next year."

Cable companies typically don't use mainframe computers in mission-critical applications. With such machines, it may be necessary to check every line of software code for a suspect date field. On machines handling lots of complex



At the NDTc in suburban Denver, TCI's control room and satellite facilities will be operational, even if the power fails on New Year's Day. Officials plan to play it safe by having enough fuel on hand for emergency generators.

and simultaneous tasks, the number of lines of code can run into the tens of millions. With PCs or client-server computers typically used in the cable industry, there are fewer lines of code but there are embedded time/date microprocessors, both of which have to be checked and changed as necessary.

Gabbert and his team have identified roughly 1.7 million lines of code to be checked and Gabbert projects less than 10% of that will require remediation. "People say, 'Wow, that's not very much,'" Gabbert remarks, with mild irony.

Maybe not, but TCI has spent about \$7 million thus far and expects to spend about \$77 million total to identify and fix Y2K

problems. MediaOne Group, with about half the subscribers of TCI, estimates it will spend \$90 million to \$110 million on Y2K issues. That includes \$30 million to \$40 million in capitalized expenditures for equipment that in any case would have been eventually required.

Cable as a whole is being open and upfront about Y2K. But it's not a comfortable subject. There are liability issues. For example, will an MSO sue a supplier if a supposedly Y2K-compliant piece of equipment fouls up? There are also sensitive financial issues including what impact Y2K costs will have on cash flow, revenue and income. And there are regulatory issues—the Securities and Exchange Commission considers Y2K-related financial activity as a material event and subject to disclosure.

Increasingly, the liability issue is catching attention. GI's McCarthy acknowledges that it's a potential concern, but he stresses that vendors are sharing their knowledge with each other and MSOs to solve problems, not cover their backsides.

"We have established what we call a policy statement," says McCarthy. "It's not a warranty per se. But we have taken a progressive, proactive approach to this. The only way to avoid or reduce the number of lawsuits that might come out is to provide as much information as possible. We went back to every product we had shipped, as far back as we could look, back to 1989-90. We have tried to identify every customer and we sent out notes to all of them. We're substantially ready. I'm not going to say we're 100% there. But in situations where we're not done, we have identified the problem and assigned people."

Predictably, the Federal Communications Commission also is paying close attention to the Y2K issue and the cable arena focusing on Emergency Alert Systems.

"Where we don't have problems is emergency alert systems," says Andy Scott, the National Cable Television Association's point man on Y2K. "The equipment is new and the manufacturers built it with Y2K problems in mind. Likewise, I don't think we're going to have problems with people doing HFC telephony or with high-speed modems. The headends are new, the modems are new."

"The key concern of the FCC relates to access to news, ability continue to carry broadcast channels," Scott says. "There's nothing that would prevent us from sending out broadcast signals." ■

'GMA' gains a.m. momentum

Ratings up strongly and revamped, re-staffed show tries to secure renewed popularity

By Steve McClellan

Diane Sawyer and Charles Gibson have given *Good Morning America* a jolt in the ratings since debuting as the new anchor team Jan. 18. That improvement has come largely at the expense of CBS's *This Morning*. But the question remains: How many of the viewers currently sampling the show will become long-term *GMA* converts?

Day-one sampling of the new anchor duo was impressive—the show's ratings shot up 34% over its fourth-quarter average. The first full week of the Charlie and Diane show produced a 25% gain over the fourth-quarter average, up about 600,000 viewers, with a 3.6/15. But by the end of week two, the gain over the fourth quarter dipped to 20% (3.4/14), with a net gain of about 400,000 viewers.

This Morning on CBS, by contrast, averaged a 2.6/11 for the first two weeks against Charlie and Diane, down about 400,000 viewers from the week prior to their debut. That week (Jan. 11-15), *This Morning* came within 60,000 viewers of tying *GMA* for second. The week before that, *GMA* had descended to a new low, when the CBS program beat it for the first time in 20 years.

Meanwhile, *Today* on NBC remains well ahead of the pack, averaging about



The producers must find suitable successors to Gibson (l) and Sawyer.

2 million more weekly viewers than *GMA* and 3 million more viewers than *This Morning*.

So, has *GMA* found its new footing yet? Not exactly, says Phyllis McGrady, the ABC News vice president who is executive in charge of the broadcast. That could take several months, she continues, but, "We're moving in the right direction. It's going to be an evolution. Each day we're trying to define ourselves a little bit more."

In addition to the new anchors, the show presented a reworked set with softer, warmer tones of yellow and gold, replacing the icier blue hues that previously defined it. New graphics and music also debuted.

McGrady says the next big task at hand is to identify the anchors that will replace Sawyer and Gibson. Executives

at the network hope that will be accomplished by this fall, when the program is scheduled to move into a new glass-encased studio in the heart of New York City's Times Square area.

"You wouldn't plan it this way," McGrady remarks. "But the show reached a point where we needed to make a change and we needed someone to help us stabilize the program."

Another task to be addressed by McGrady and the show's new executive producer, Shelley Ross, is to find the next Erma Bombeck, the late humorist who was a regular contributor back in the show's heyday in the late 1970s and early '80s. "She was so brilliant at talking about our frustrations as working moms, wives and raising families, and other things we can relate to."

What the show won't do is go hog-wild adding new contributors—something recent regimes had done, much to the detriment of the broadcast, says McGrady. "They brought in a lot of mostly young, not well-known contributors who you kind of didn't know why they were there," she said. "They were making way too many sharp turns," she says of previous producers. "And the viewers were left asking, 'Hey, what is that?'"

The revamped *GMA* got a break with the settlement of the NABET labor dispute. Some of the *GMA* crew members have been with the show 20 years or longer, and having them back makes a big difference, notes McGrady. "It's a team of people who really love the show and to have them back was a great psychological bump." Having the Democratic party back helps too. House Minority Leader Richard Gephardt granted Sawyer an interview her second day on the show.

Spencer Christian, who has left the weather job at *GMA* to work in a large market (San Francisco) is being replaced by Tony Perkins, who will leave a large market (Washington) for the weather job at *GMA*. The WTTG-TV anchor was selected from dozens of candidates, and will begin March 8. A former radio host and producer, and a former standup comedian, Perkins began as a weatherman at WTTG-TV in 1992 and became co-anchor in 1997. ■

Contributing—Dan Trigoboff

ABC promotes Callahan

Robert F. Callahan has been named president of broadcasting at ABC, succeeding Steve Burke, who left the company (for Comcast) last June. Callahan, who will report directly to ABC Inc. President Robert Iger, had been president of the ABC Radio Group since 1996. His domain now includes the 10 owned TV stations overseen directly by company veteran Larry Pollock; the TV group's national spot sales division; and the radio group of 35 stations and the ABC Radio Networks. Candidates to replace him at the radio group are said to include four insiders: Bart Catalene, executive vice president; John Hare and Mark Steinmetz, who oversee the two main groups of ABC radio stations, and Lyn Andrews, president, ABC Radio Networks. Callahan is expected to make a decision shortly, sources say. Callahan, who declined to be interviewed last week, joined the radio group in 1990 as head of the networks division. For the previous nine years, he held various publishing posts within ABC subsidiary Fairchild Publications and the ABC Diversified Publishing Group. Before that, he served stints at ad agencies Young & Rubicam; McCann-Erickson and Wells, Rich & Greene.

—Steve McClellan



Callahan joined ABC's radio group in 1990 as head of networks.



GET WITH THE PROGRAM

By Michael Stroud and Joe Schlosser

'Payne' for CBS

CBS is set to premiere two new series in March, the comedy *Payne* with John Larroquette and JoBeth Williams, and action drama *Sons of Thunder*. *Payne* debuts on Wednesday, March 17, at 8:30 p.m. and will settle into a regular Wednesday at 8 p.m. on March 24. *Sons of Thunder* premieres Saturday March 6 and will air regularly in the Saturday 10 p.m. time slot.

'Dilbert' does it again

The second episode of UPN's animated series *Dilbert* continued to deliver solid ratings for the net-

work. *Dilbert* scored a 3.1 rating/5 share on Monday, according to Nielsen Media Research. The series drew 4.7 million total viewers and was second in males 18-to-34 in its time slot. UPN executives also announced that *DiResta* and *Legacy* were going on hiatus in March. In return, UPN is launching the hidden-camera series *RedHanded*, and bringing back *America's Greatest Pets*. *RedHanded* is narrated by Adam Carolla (*Loveline*) and is produced by Erik Nelson (*When Animals Attack*). The series features a team of "pranksters" who teach

everyday people a "lesson they need to know." It debuts March 8. *America's Greatest Pets* is set to return March 5. *DiResta* is headed out on March 8 and *Legacy* leaves for at least seven weeks on March 5.

WB in '7th Heaven'

The WB set a number of network and program records with its Feb. 1 episode of *7th Heaven*. The drama scored a 6.1 rating/9 share, according to Nielsen Media Research, setting a record for total viewers on a WB program. *7th Heaven* delivered 9,480,000 view-

ers and also set new all-time highs for the program among adults 18-to-49 (3.2/8). It also set WB records for adults 18-to-34 (3.1/9) and women 18-to-34 (4.2/11).

'Profiler' pick-ups

Carsey-Werner executives have cleared NBC Studios' *The Profiler* in more than 71% of the country for next fall. The off-network drama has been sold on 110 stations, including KABC-TV Los Angeles, WCIU-TV Chicago and KCRA-TV Sacramento, Calif. Carsey-Werner executives are expected to do a cable deal for *The Profiler* in the next couple of weeks. Sources say TBS Superstation and USA Network are the leading contenders. The cable run starts in fall 2000.

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Ricki rebounds with revamp

Summer makeover finds veteran talker on a new set with a new, optimistic attitude

By Joe Schlosser

In 1993, Columbia TriStar Television Distribution executives rolled out a new syndicated talk show aimed at a small, niche audience—adults 18 to 24. *Ricki Lake*, produced out of New York City and designed to bring in a young, urban audience, shot out of the blocks during its first few seasons. Lake produced solid daytime ratings and the kind of demos that Madison Avenue executives desired.

In its second season, Ricki hit a 7.5 national rating midway through the season and remained in the upper echelon of talkers.

But within a few years, Lake's ratings began to sag and almost every other studio in Hollywood was emulating the show's format. On top of that, Lake's core audience, which helped launch the show back in 1993, was older and some had moved on to other shows.

So last summer, CTTD executives decided to shake things up.

Lake's show moved from its original New York home at MTI Studios down to Chelsea Studios. A new set was designed to look like a Manhattan loft, and new graphics along with a new show opening were created.

And Lake, who had her first child in 1997 (son Milo) and battled weight problems for nearly two seasons, is back in the frame of mind she started the show with, according to her producers.

"What we set out to do is restore the energy, the profile and the vigor we had in year one and year two," says Gail Steinberg, Lake's executive producer. "When it was fresh and new, there was nothing like it on the air. But suddenly, in season three there were 14 other shows out there like us and it made us look a bit tired. We had to bring back that kind of energy and entertaining feel we had early on, so we began to tinker with the show to find ways to freshen it up."

Lake's ratings have steadily risen this season (year six), up close to 30% from last season, according to Nielsen Media Research. Lake is only one of two returning talk shows to be on the rise in the national ratings.

It is

currently averaging a 4.1 GAA for the year. Season-to-date, Lake ranks third among daytime talkers in women 18-to-34, adults 18-to-49 and adults 18-to-34—trailing Jerry Springer and Oprah in all three categories.

"I think I'm feeling more comfortable in my skin again," Lake says. "I've worked hard to get my body back and I think I'm much more comfortable in my everyday role again. And being a mother has changed my outlook on a lot of things, and I think I can relate better now with many of the issues that lots of our viewers are going through."

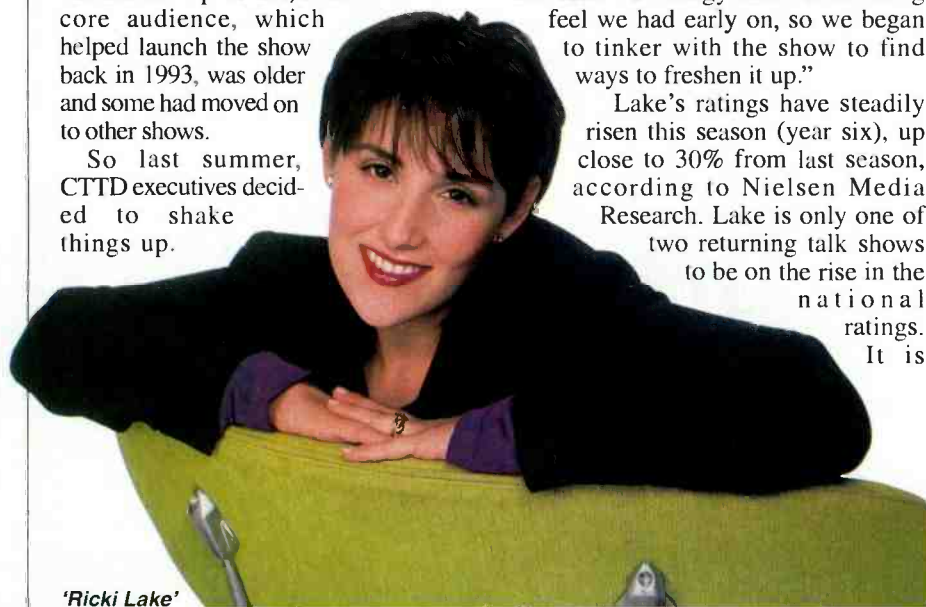
Russ Krasnoff, CTTD's executive vice president of programming, says the studio also hired the outside marketing firm BSMG. "Our core audience is 18 to 24. Every single person that was in that core audience in the beginning isn't anymore, so we were left with the question of how to replenish that audience," Krasnoff says.

The show also has something else going for it—the programming expertise of one of Hollywood's hottest TV executives, Garth Ancier. Ancier, the former president of programming at The WB and likely soon to be top programmer at NBC, created *Ricki Lake* in 1992 with Steinberg. (*Ricki Lake* is a co-production of The Garth Ancier Co. and CTTD.)

Ancier, who is currently between jobs, has been putting in a lot of time lately on the talk show and goes to New York for every sweeps period. "There is no question that Gail, Bob (director Bob McKinnon) and Ricki are running things really well," Ancier says. "But it's a pleasure to come in and help out because it is so well organized that I can come back and step right in without missing a beat."

Krasnoff says they are lucky to have such a top-tier executive working on the daily series: "He created the show and whenever I tell people that he is here for every sweeps period, they just don't believe it."

For the current February sweeps, Ricki and crew are looking to emulate what they did in the November sweeps. The show will feature theme weeks for the entire month, including "Surprise Endings" and a week's worth of viewer request topics.



'Ricki Lake'

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STATION BREAK

By Dan Trigoboff

Popular anchor back on in D.C....

Longtime WUSA(TV) anchor Maureen Bunyan is returning to Washington airwaves in late February or early March, as solo anchor for WJLA-TV's 11 p.m. news. Bunyan's 22 years at WUSA included a lengthy run at the top for her station and a dramatic departure in 1995. Her exit was part of a well-publicized difficult period at WUSA during which the station lost its ratings dominance and eventually overhauled its management.

Although negotiations with WJLA-TV have been ongoing for weeks, Bunyan was mindful of the significance of a station hiring a 53-year old anchor only days after 48-year old Connecticut anchor Janet Peckinpaugh won an \$8.3 million verdict after charging that she was put out to pasture due to her age and gender (although only the gender charge was sustained [see below]). Bunyan said no one had mentioned her age during her last negotiations with WUSA, but that "some messages come from outside rather than



Maureen Bunyan back on air in D.C.

from inside. When you observe the world of television news across the country, you see many 45-year-old men with 25-year-old women."

Since exiting WUSA Bunyan has worked as a public relations consultant and as chief correspondent for PBS' nationally-aired *Religion and Ethics Weekly*. Her Rolodex, she says, is stronger than ever. Among her contributions, she says, is that due to her long tenure as a Washington news anchor she can bring viewers a sense of stability, even while bringing change to the station. Among the changes will be reassignment of current anchors Paul Barry and Kathleen Matthews.

...and in Wilkes-Barre/Scranton...

Longtime WNEP-TV Wilkes-Barre-Scranton news mainstay Frank Andrews is now on rival station WYOU(TV), in a move likely to give his new station renewed credibility. "He's the most popular guy from the number one station," said WYOU News Director Terri Simonich. "I hope this sends a message that we are serious about making WYOU a contender." Andrews held various positions in his 16 years at WNEP-TV including news director and vice president for news. He had been off the air since August on a medical leave for injuries related to a fall and an auto accident.

WYOU's commitment to news had been questioned last year after its news

department came under the control of competitor WBRE-TV in a unique shared services agreement. WBRE-TV kept most of the staff in the transition and gave WYOU new facilities, but there was disgruntlement and some departures shortly after the deal went into effect last June. Some said assignments of reporters and resources under the new arrangement—in which both news staffs report to the same news director—favored the higher-rated WBRE-TV; others questioned whether the level of cooperation necessary under such a scheme was possible for competing news entities. Station management suggested that low morale at the low-rated station could also be attributed to past management changes and layoffs.

WBRE Vice President and General Manager Arthur Daube echoed Simonich's comments and added that "now that Frank is on WYOU, it's wholly unlikely that WBRE's audience will be widened." Daube said the public reaction to Andrews' return to air has been overwhelming, and "hopefully that will translate into higher ratings."

...and still on the job in Hartford

Janet Peckinpaugh returned to work at WVIT(TV) last Wednesday, less than a week after a jury awarded her \$8.3 million from her former employer Post-Newsweek Stations, which she charged had dropped her from WFSB(TV)—since purchased by Meredith Broadcasting—for reasons of age and gender. Although the specific age discrimination claim did not survive jury scrutiny, "I think there was an age



Peckinpaugh back at WVIT

factor in their findings. The jury saw the age element in the sex discrimination; that there is the perception that women need to be young on television."

The millions awarded "won't come until much, much later" she says, if ever. Post-Newsweek denies her charges and says it will contest the federal court ruling, and various federal doctrines could reduce the award. Meanwhile, Peckinpaugh will continue to anchor the early morning news, at least until May when her contract with the station runs out. "I would love to stay with the news," she says. "I'd love to do a magazine show." Lately, of course, she has been as much newsmaker as news disseminator, as her case has gotten the attention of numerous newspapers, magazines and TV shows from as far away as Japan. "I've gotten calls from people about doing a book, or movie."

And, she says, she's heard from several women who claim they were similarly forced out of coveted news spots, so there may be more lawsuits of this type coming. "These people didn't just disappear."

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

JANUARY 25-31

Broadcast network prime-time ratings
according to Nielsen Media Research

PEOPLE'S CHOICE

Super Bowl XXXIII's 40.2/61 makes it the highest-rated program so far this season; the game rocketed Fox to an easy Week 19 win.

Week 19	abc	CBS	NBC	FOX	UPN	WB
	7.9/12	8.9/14	6.9/11	7.4/11	2.7/4	4.4/7
MONDAY	8:00 43. Celebrity Weddings 7.7/12	29. Cosby 9.0/14	64. Suddenly Susan 6.3/10	73. Melrose Place 5.8/9	93. Dilbert* 4.2/6	70. 7th Heaven 6.1/9
		34. King of Queens 8.5/13	65. Caroline in/City 6.2/9		115. DiResta 1.9/3	
	9:00 40. ABC Monday Night Movie—My Last Love 7.9/12	16. Ev Lvs Raymd 10.2/15	60. Mad About You 6.7/10	29. Ally McBeal 9.0/13	111. The Sentinel 2.3/3	106. Hyperion Bay 2.7/4
		19. Becker 10.0/15	84. Working 5.0/8			
	10:00 43. L.A. Doctors 7.7/13		18. Dateline NBC 8.5/14			
TUESDAY	7.9/13	10.7/17	7.6/12	5.9/9	1.9/3	3.8/6
	8:00 20. Home Imprvmt 9.9/16		76. 3rd Rock fr/Sun 5.5/9	75. King of the Hill 5.7/9	108. Moesha 2.4/4	94. Buffy the Vampire Slayer 4.1/6
	8:30 37. The Hughleys 8.3/13		70. NewsRadio 6.1/9	65. The PJs 6.2/10	116. Clueless 1.8/3	
	9:00 27. Spin City 9.3/14	14. CBS Tuesday Movie—Shawshank Redemption 10.7/17	57. Just Shoot Me 7.1/11	73. Guinness World Records 5.8/9	117. Malcolm & Eddie 1.6/2	103. Felicity 3.5/5
	9:30 53. Sports Night 7.4/11		61. Will & Grace 6.6/10		117. Between Brothers 1.6/3	
WEDNESDAY	10.0/16	6.7/11	7.9/13	7.4/12	3.3/5	3.3/5
	8:00 24. Dharma & Greg 9.4/15	91. The Nanny 4.4/7	22. Dateline NBC 9.5/15	54. Beverly Hills 90210 7.3/12	107. 7 Days 2.6/4	92. Dawson's Creek 4.3/7
	8:30 38. Two Guys, a Girl 8.1/13	97. Maggie Winters 4.0/6	82. Lateline 5.1/8			
	9:00 13. Drew Carey 10.8/17	21. 60 Minutes II 9.6/15	90. Encore! Encore! 4.5/7	49. Party of Five 7.5/11	97. Star Trek: Voyager 4.0/6	108. Hyperion Bay 2.4/4
	9:30 27. Whose Line Is It 9.3/14					
THURSDAY	11. 20/20 11.1/19	65. Chicago Hope 6.2/11	24. Law & Order 9.4/16			
	4.7/8	8.6/14	12.4/20	5.9/9	1.6/3	3.3/5
	8:00 87. Vengeance Unlimited 4.6/7	22. Diagnosis Murder 9.5/15	5. Friends 13.6/22	63. World's Wildest Police Videos 6.5/10	117. UPN Thursday Night Movie—Alien Cargo 1.6/3	104. Wayans Bros. 3.1/5
	8:30 94. Cupid 4.1/6	31. Turks 8.7/14	9. Jesse 11.8/18	78. Fox Files 5.3/8		101. Jamie Foxx 3.6/6
	9:00 77. ABC News: Crime & Justice 5.4/9	49. 48 Hours 7.5/13	6. Frasier 13.2/21			101. Steve Harvey 3.6/6
FRIDAY	8.7/15	7.0/12	9.2/16	4.0/7	1.2/2	
	8:00 45. Two of a Kind 7.6/13	59. Kids/Darndest 6.8/12	15. Providence 10.6/18	94. Brimstone 4.1/7	123. Legacy 1.2/2	
	8:30 42. Boy Meets Wld 7.8/13	61. Candid Camera 6.6/11	24. Dateline NBC 9.4/16	99. Millennium 3.9/7	123. Love Boat: The Next Wave 1.2/2	
	9:00 31. Sabrina/Witch 8.7/15	58. Magnificent Seven 6.9/12	45. Homicide: Life on the Street 7.6/14			
	9:30 45. Brothr's Keeper 7.6/13	49. Nash Bridges 7.5/13				
SATURDAY	4.9/9	6.5/12	5.1/9	7.6/14	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	8:00 87. ABC Saturday Night Movie—Mr. Wrong 4.6/8	86. NFL All-Star Comedy 4.7/9	85. National Geographic Special 4.9/9	54. Cops 7.3/13		
	8:30 78. Am Fun Hm Vid 5.3/10	65. Martial Law 6.2/11	80. The Pretender 5.2/9	38. Cops 8.1/15		
	9:00 72. Am Fun Hm Vid 5.9/11	33. Walker, Texas Ranger 8.6/16	80. Profiler 5.2/10	49. AMW: America Fights Back 7.5/13		
SUNDAY	4.3/7	7.9/12	4.2/6	33.8/52		1.8/3
	7:00 111. ABC Family Movie—Muppet Treasure Island 2.3/3	54. 48 Hours 7.3/11	99. NBC Movie of the Week—Clueless 3.9/6	1. Super Bowl XXXIII—Denver Broncos vs. Atlanta Falcons 40.2/61		122. Sister, Sister 1.4/2
	7:30 82. ABC News Special: Don't Get Taken 5.1/7	34. 60 Minutes 8.5/12		4. S Bowl Postgm 22.8/36		120. The Smart Guy 1.5/2
	8:00 45. The Practice 7.6/13	40. Touched by an Angel 7.9/12	87. NBC Sunday Night Movie—Miami Rhapsody 4.6/7	7. Family Guy 12.6/21		113. Sister, Sister 2.0/3
						108. The Smart Guy 2.4/3
WEEK AVG	6.8/11	8.0/13	7.5/12	13.2/21	2.1/3	3.2/5
STD AVG	8.3/14	9.1/15	8.8/15	7.4/12	2.0/3	3.2/5

AT&T faces a heated party line

Three MSOs team to get phone deal with long-distance carrier as good as Time Warner's

By John M. Higgins

Depending on one's perspective, three cable operators are either ganging up or banding together against AT&T in negotiations for a cable telephone venture.

The MSOs—Comcast Corp., Cox Communications Inc. and MediaOne Group Inc.—have entered into a formal agreement to shop their combined 15 million basic subscribers and 20 million homes passed to AT&T for use as a platform for telephone traffic.

Their goal is to negotiate terms that are as favorable as the deal AT&T signed last week with Time Warner Inc.—a critical advance of the phone giant's plan to forge a national alternative to local phone companies that charge heavily to connect long-distance carriers calls.

Time Warner agreed to deliver systems serving 12.9 million basic customers in central Florida, New York City, Houston and other cities. The agreement allows the long distance carrier to equip the systems for phone service. Just as important to AT&T, the systems pass 20 million homes, including non-subscribers who remain strong prospects for telephone service.

From AT&T's standpoint, it doesn't want to give as good a deal to other MSOs that AT&T executives dismiss as "mid-size"—even though they are the next three largest MSOs, serving four million to five million subscribers each.

"They're getting together so AT&T can't play one off the other," said the CEO of another MSO not involved in this round of talks. "They don't want to get picked off one by one."

The three operators also have a huge trump card: veto power over Time Warner's deal. MediaOne owns 26% of Time Warner Entertainment, which holds the bulk of Time Warner Cable. That means the Colorado-based MSO's approval is required to complete the AT&T deal.

Since 1993, MediaOne has used that power to try to snag Time Warner deals, and industry executives expect MediaOne Chairman Charles Lillis to take a hard line, using his veto power as leverage to extract better terms in negotiations to create a similar cable phone venture with AT&T.

Cox and MediaOne confirmed the trio's negotiation deal, but would not offer any details. "We thought it would be a good idea to talk to the other middle-sized cable companies," said MediaOne spokesman Steve Lang. Comcast would not comment.

The Time Warner deal is critical to AT&T Chairman Michael Armstrong because even his planned \$50 billion takeover of MSO Tele-Communications Inc. won't give him sufficient reach to accomplish his goal of bypassing the Baby Bells. Local access charges to phone companies eat up about 30% of the revenue of each long distance call.

By creating a joint phone venture with Time Warner, AT&T is committing billions of capital to prod the MSO into upgrading its systems.

Under terms disclosed last week, Time Warner was willing to risk no cash of its own, but stands to profit mightily for handing over precious bandwidth on its systems to AT&T. Time Warner has just 23% of the joint venture's equity.

Bear, Stearns & Co. media analyst Ray Katz estimates that Time Warner winds up with almost 50% of the "economics" of AT&T's telephone efforts on the MSO's systems. The deal gives Time Warner a series of upfront payments, guaranteed payments through 2019, contributions to cover capital and installation expenses plus additional revenue splits.

Still, the so-called deal is far from a reality, with big holes left unfilled. For example, it has not been resolved how Time Warner would be compensated for service to small businesses or how bandwidth hogs like video telephone will be handled. It's going to take at least 90 days longer for the companies to come to a definitive agreement, AT&T said.

Armstrong has for months said he wants to cut similar cable phone deals with other major operators. Most have dropped the usual disinterested negoti-

ating posture, acknowledging that they are eager to deal.

However, TCI president Leo Hindery has said publicly that Time Warner will get the best terms because of its size. At a recent presentation to institutional investors, attendees reported that Hindery said other MSOs will get weaker, though still lucrative offers.

So the three MSOs have entered a formal agreement that they will negotiate jointly. They argue that since their combined systems serve or simply pass as many homes as Time Warner's they deserve the same deal.



AT&T Chairman Michael Armstrong (l) and Time Warner Chairman Gerald Levin see profit in their cable telephone deal, which could impact nearly 13 million U.S. households.

An executive on AT&T's side of the talks said the trio emerged early in January and is likely to snag negotiations that are already difficult. AT&T had wanted to deal with the three companies individually. "They want to be treated as one, but they're not all going to want identical deals," the executive said.

Executives in the discussions wouldn't quantify how much less favorable a deal AT&T was proposing to them. "Is it 5%?" asked one executive. "Is it 20%? A lot depends on how you look at it."

They won't want precisely the same deal Time Warner has because they're willing to assume more risk. Unlike Time Warner, they're willing to put up capital in order to get a higher equity slice that could have much more value down the road. Cox and MediaOne have already plunged into the phone business on their own and Comcast is

also expressing willingness to put up its own capital.

The Time Warner deal is pretty lucrative. The joint venture will have the right for a certain portion of the bandwidth on Time Warner's systems for 20 years. Both companies will market as they see fit, both inside and outside the venture. Time Warner is responsible for much of the operations and installation, but will be fully reimbursed by AT&T.

Time Warner Chairman Gerald Levin said he's bullish on the cable phone business, but is adamant that the company won't embark on any new giant capital spending programs.

"It's not about a risk aversion; it's not worrying about downside risk," Levin said. It's more a question of capital allocation and Levin's aversion to rattling investors who in years past reacted badly to the amount of cash being plowed into Time Warner's cable systems.

Armstrong said that between Time Warner, TCI and their affiliates AT&T has deals with systems passing 43% of U.S. households. Homes passed is more important with telephone because executives believe non-cable subscribers are still good prospects for alternate phone service.

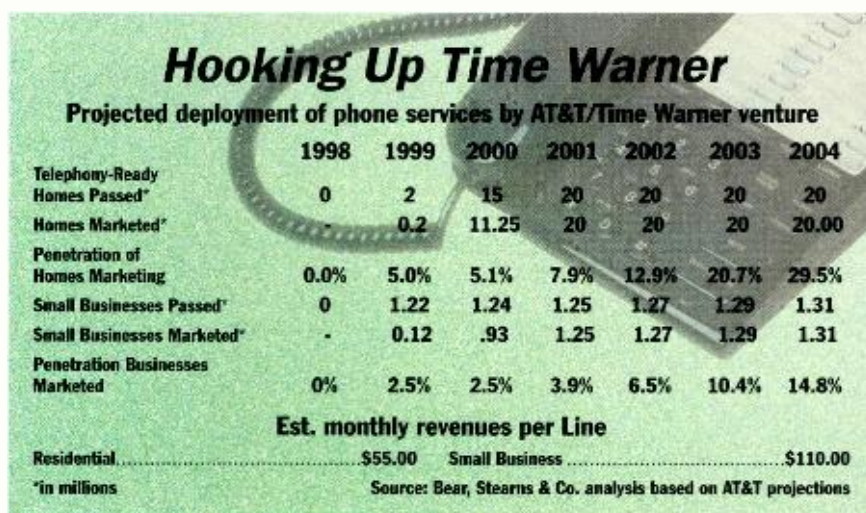
The cash starts coming to Time Warner up front. As it upgrades systems to the point where telephone service can be readily added, Time Warner will receive a fee of \$15 per "certified" home passed. Half is paid upon certification, half one year later.

Time Warner will also receive monthly payments per telephone customer, starting at \$1.50 per customer in year one and rising to \$6.00 in year six. After five years, Time Warner will be able to receive 15% of the average monthly telephony revenues in excess of \$100 per telephone sub.

Capital to upgrade the network is Time Warner's responsibility, but the MSO already expects to have 85% of its plant rebuilt to the industry-standard 750 MHz capacity by year end. But AT&T will pay for the high cost of adding backup power to the network so phone service doesn't go out in a power failure. AT&T will also pay for consumer premises equipment.

Bear, Stearns' Katz expects this to run as much as \$750 per customer in a conventional switched-circuit system, and \$350-\$550 if Internet-protocol telephone technology can be perfected.

With so much of Time Warner's operation already upgraded, Armstrong confidently asserted last week that phone service would be rolled out on all of the



MSO's systems within three years. Further, he believes that phone penetration can readily reach 25% within a few years.

After five years, AT&T is guaranteeing the fixed monthly payments to Time Warner equivalent to 25% of its phone-ready system base.

If Armstrong can actually hit those marks, the company will end up spending billions on the venture. AT&T would put in \$3.3 billion in capital, \$300 million in upfront payments to Time Warner plus another \$360 million in annual payments to Time Warner and an unknown amount in shared revenues.

Of course, meeting the forecast when a deal is announced would be a tremendous departure from phone and cable companies' historical pattern of talking big and delivering little or late. For example, witness the slow inroads of high-speed Internet access.

Armstrong, however, has displayed not a hint of caution. After ironing out the kinks in phone startups in two undisclosed cities later this year, he proclaimed, "You can expect those several cities will turn into many cities, which will turn into that 25% penetration and \$4 billion in revenue." ■

Cable vs. Super Bowl

USA goes to the mat, TBS marathons 'Andy Griffith,' and Cartoon Network scores with 'Tweety' send-up

By Donna Petrozello

Even without the glitz and glamour of the Super Bowl behind them, several basic cable networks with their own counter-programming specials scored ratings touchdowns last weekend.

USA did particularly well with a special 20-minute, high-powered World Wrestling Federation match that aired during the Super Bowl's halftime break. The bout pitted wrestler The Rock against Mankind in a no-holds-barred, live match from Tucson, Ariz. The match earned a 6.6 rating/9.3 share with 4,952,000 homes from 7:54 p.m. to 8:14 p.m. on Jan. 31, according to Nielsen. The stunt was the first WWF counter-Super Bowl special, but it's likely not to be the last.

USA Network's research head Tim

Brooks says the match delivered the most households—nearly 5 million—of any wrestling event to date on any basic cable network.

"To do a stunt like this in the middle of the largest male appeal television vehicle of the year, the Super Bowl, was absolutely perfect," says Brooks. "We're looking to program opportunistically. And what else would a young man want to watch during the Super Bowl halftime show other than wrestling? I think this is evidence of how hot a property wrestling really is."

MTV's *Deathbowl 99*, the network's second annual counter-Super Bowl programming stunt, earned a 3.3 rating/4.6 share with 2.3 million homes, according to Nielsen. MTV also took advantage of airing the special during the Super Bowl halftime show, a strate-

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The House Judiciary Committee, 1998



The Rock

gy that also worked last year.

M T V 's *Deathbowl 98*, the network's first, which featured clay renditions of music celebrities in a mock wrestling match to the death, spawned MTV's prime-time series,

Celebrity Deathmatch, which goes into production for its second season next week. Last week's *Deathmatch 99* featured a "battle of the bulge" fight between Dolly Parton and Jennifer Lopez won by Lopez. The special also pitted a clay Mike Tyson figure against Evander Holyfield, with Holyfield coming out on top.



Mankind

10 p.m. and was repeated on Sunday, Jan. 31 from 1 p.m. to 5 p.m.—averaged a 2.0 rating/1,083,000 households, a 4.4 rating with kids ages 2-11, and a 3.8 rating with kids ages 6-11, according to Nielsen.

Elsewhere in cable, TBS Superstation's *24-Hours of Andy Griffith* marathon all day on Super Bowl Sun-

Likewise, Cartoon Network's Super Bowl weekend special, its *Sylvester vs. Tweety* bowl, spiked in ratings with Cartoon's target audience, kids. The four-hour special—which aired Saturday, Jan. 30 from 6 p.m. to

day landed in Nielsen's top-10 ranked basic cable shows for the week of Jan. 25-31. The stunt hit a peak 3.7 rating/7.3 share with 2.8 million homes from 3:44 p.m. to 4:19 p.m. on Jan. 31, says Nielsen. Other segments of the marathon ranked within cable's top 25 shows for the same week. ■

Promo cut short

Court TV's Super Bowl counter-programming strategy didn't go over as well as the network had hoped.

Court TV pulled on-air promos for its special five-hour *Wives with Knives Super Bowl Sunday* primetime block that featured trials of battered women accused of murdering or harming their husbands. Court's ads promoting the block showed a woman in a kitchen cutting sandwiches with a knife, looking suspiciously likely to injure her football-obsessed husband who is heard whining in another room. The ad encouraged women to "get even" on Super Bowl Sunday and watch Court TV instead of the game.

Court TV president and chief executive Henry Schleiff apologized for the tone of the promo, saying "Court TV understands that family abuse is a serious matter and is not to be taken lightly."

Schleiff, who joined Court last fall, stressed that the network was trying to strike a balance between humor and justice. Since his arrival, Schleiff has tried to make Court TV more friendly to general entertainment audiences. His first effort toward that end, adding the off-net *Homicide: Life in the Streets* earlier this year to Court's primetime, has proved a ratings windfall for the channel.

"We apologize if the scales tipped inappropriately in our attempt to be humorous," says Schleiff. "It's incumbent on us in the future to find the right balance as we go forward."

Meanwhile, the programming stunt, which featured the Lorena Bobbitt trial story, posted stronger ratings. It earned a .18 household rating, up from Court's typical .10 Sunday night average.

—Donna Petrozzello



CABLE'S TOP 25

PEOPLE'S CHOICE

It was a super Sunday for TBS' '24 Hrs of Andy Griffith,' which scored eight times overall

Following are the top 25 basic cable programs for the week of Jan. 25-31, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	WWF Special	USA	Sun	7:54P	20	6.6	5	4952	9.3
2	WWF Wrestling	USA	Mon	9:00P	60	5.7	4.3	4294	8.0
3	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	5.3	4	3971	7.5
4	WWF Wrestling	USA	Mon	10:00P	65	5.2	4	3914	8.2
5	WCW Monday Nitro Live!	TNT	Mon	10:00P	66	5.1	3.8	3812	8.0
6	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	4.6	3.5	3482	6.5
7	WCW Thunder	TBS	Thu	9:01P	67	4.4	3.4	3344	6.6
8	WCW Thunder	TBS	Thu	8:05P	56	4.0	3.1	3086	6.3
9	24 Hrs of Andy Griffith	TBS	Sun	3:44P	35	3.7	2.8	2803	7.3
9	Rugrats	NICK	Thu	7:30P	30	3.7	2.8	2742	5.9
11	24 Hrs of Andy Griffith	TBS	Sun	3:10P	34	3.6	2.8	2776	7.4
11	Sat Nicktoons TV	NICK	Sat	10:30A	30	3.5	2.7	2681	10.2
13	24 Hrs of Andy Griffith	TBS	Sun	2:34P	36	3.5	2.7	2715	7.5
13	24 Hrs of Andy Griffith	TBS	Sun	4:19P	31	3.5	2.7	2701	6.9
13	Walker, Texas Ranger	USA	Wed	8:00P	59	3.5	2.6	2608	5.3
13	Rugrats	NICK	Wed	7:30P	30	3.5	2.6	2567	5.6
17	24 Hrs of Andy Griffith	TBS	Sun	4:50P	35	3.4	2.6	2609	6.5
17	WWF Wrestling	USA	Sun	7:00P	54	3.4	2.5	2525	4.9
19	24 Hrs of Andy Griffith	TBS	Sun	12:24P	35	3.3	2.5	2517	8.1
19	Rugrats	NICK	Sat	8:00P	30	3.3	2.5	2470	5.8
19	Walker, Texas Ranger	USA	Tue	8:00P	60	3.3	2.5	2446	4.8
19	Rugrats	NICK	Mon	7:30P	30	3.3	2.4	2426	5.0
19	Deathbowl 99	MTV	Sun	7:53P	24	3.3	2.4	2336	4.6
24	24 Hrs of Andy Griffith	TBS	Sun	1:59P	35	3.2	2.5	2479	7.2
24	24 Hrs of Andy Griffith	TBS	Sun	1:24P	35	3.2	2.4	2418	7.3
24	Sat Nicktoons TV	NICK	Sat	11:00A	30	3.2	2.4	2406	9.2
24	Rugrats	NICK	Sun	10:00A	30	3.2	2.4	2389	8.6
24	m/ "Bitter Blood, Part II"	LIF	Sun	2:00P	120	3.2	2.4	2346	6.5

Room at the Top

Odyssey Channel, E! Entertainment and VH1 tap upper-level execs, plan new offerings

By Donna Petrozzello

Odysey Channel, E! Entertainment Television and VH1 each announced top management appointments last week.

As Odyssey Entertainment Group gears up to unveil a revamped programming lineup on Odyssey Channel April 4, it named Susan Frank general manager and executive vice president for Odyssey Entertainment Group, the programming and marketing arm of Odyssey Channel. Frank will oversee the direction of programming, marketing and promotions for Odyssey Channel.

Frank hails from The Jim Henson Company, where she was executive vice president of its corporate marketing worldwide division. Frank was named to the post by Odyssey Channel President Margaret Loesch, who also joined Odyssey after a stint with the Jim Hen-



Frank will head up Odyssey Channel's programming, marketing and promotions.

son Company. Odyssey recently linked with Henson and Hallmark Entertainment to provide content for the channel.

"Susan has been invaluable in helping to establish the new positioning for Odyssey," says Loesch. "Her skills will give a synergy to all of our content, tying together all elements from programming to on-air branding to give us greater consistency."

E!'s acting president Fran Shea named Lynn Deegan to the newly created position of vice president of development to create and launch original com-

edy, drama and movies for the network.

Deegan's credits include the HBO movies *Truman* and *Citizen Cohn*. As executive vice president of television at Castle Rock Entertainment, Deegan oversaw development for NBC's *Seinfeld*. Prior to joining E!, Deegan was executive vice president of international co-productions at Gaumont Television. She also oversaw production on the broadcast TV series *Newhart*, *St. Elsewhere* and *Hill Street Blues*.

Deegan says she hopes to develop "signature shows and series" for E!, "in the way that *South Park* is a stand-out series for Comedy Central." Deegan's ideas for new E! shows range from animation to movies to documentary-style programming about court trials involving celebrities.

VH1 president John Sykes named Wayne Isaak to the new position of executive vice president of talent and music programming. Isaak joined VH1 four years ago to oversee talent relations for the network, including artist label relations. Isaak will now oversee the programming and scheduling of all music on the channel, says Sykes. "Wayne was part of the original team that rebuilt VH1 as a music-focused network," says Sykes. ■



Donna Petrozzello

Time Warner Swaps with MediaOne

MediaOne Group and Time Warner Cable signed a definitive agreement to trade systems serving more than 300,000 subscribers. Time Warner Cable will receive systems from MediaOne in Ohio, Maine and California and MediaOne will receive systems serving subscribers in Massachusetts, New Hampshire and Georgia. Time Warner also paid an undisclosed amount of cash. The deal lets the companies shed systems that don't fit in with their existing clusters while acquiring systems that

increase their concentration in certain markets.

TNT's 'Purgatory' dominates January ratings

Turner Network Television's original movie *Purgatory* was the most-watched basic cable show in January, earning a 6.6 rating/9.0 share with 4,959,000 homes during its initial play at 8 p.m. on Jan. 10, according to Nielsen. Over a combined eight plays last month, *Purgatory* was viewed by 31.9 million viewers, a record for a basic cable original movie, according to TNT based on Nielsen data. "Everybody

knew before *Purgatory* aired that it was extremely strong, but we were additionally thrilled with how strong that film, and other theatrical titles, did last month overall," said TNT senior vice president of marketing Scot Safon.

TNT also won the highest primetime rating for the month of January, averaging a 2.6 rating with 1,968,000 homes, according to Nielsen. TNT narrowly beat USA Network's 2.6/1,954,000 homes in primetime for January. Nickelodeon/Nick-At-Nite ranked third in primetime for January with a 2.0 rating/1,502,000 homes in primetime, according to Nielsen.

Turner, Phillips Ink Arena Deal

Turner Broadcasting System Inc. and Phillips Electronics have formed a

strategic alliance under which Phillips has acquired naming rights to Turner's new Atlanta sports arena. The new 20,000-seat facility will be called Phillips Arena, and will be home to Turner's Atlanta Hawks basketball and Atlanta Thrashers hockey teams next fall. Financial terms of the 20-year deal were not disclosed, although Time Warner vice chairman and TBS founder Ted Turner said the deal is worth more than \$100 million.

ESPN Joins the Hoopla

ESPN has forged a seven-year agreement with the newly formed Mountain West Conference, giving ESPN exclusive national TV rights to football and men's basketball to several college teams starting with the 1999-2000 season.

KKYK makes virtual switch

Little Rock station jumps from Discreet Logic/Devlin to Orad; retains Frost graphics

By Karen Anderson

When KKYK (TV) Little Rock, Ark. bought its new Discreet Logic/Devlin Design Group virtual set last October it had high hopes for its uses in news broadcasts. The WB affiliate liked the set because of its ease of use and the way it was integrated with Discreet's Frost graphics package.

But, said News Director Doug Krile, "the folks at Discreet could never make the system work."

As a result, Krile said, the station has dropped Discreet's virtual set and is now planning to use the Orad virtual set. However, he said the station is sticking with the Frost graphics.

Discreet and Orad are on the cutting edge of the virtual-set technology, which is beginning to make inroads at the networks and some TV stations. The technology can take the place of elaborate and costly physical sets for news and other programming.

The Devlin/Discreet system, costing \$750,000, combined Devlin's SoftSet library of virtual set designs with Discreet's Vapour virtual studio module and Frost real-time 3-D broadcast graphics.

Krile said the system had camera

tracking problems. The image "would jerk when you hit a live video window," he said.

"I think they probably had never done an installation into an existing setup that was as analog as ours was," he noted. "What looked like it should work on

work," said Krile. But he opted to make the switch to Orad because it has proven itself at the Madison Square Garden Network.

"KKYK wanted to get on-air [with a new set], and we provided assistance," says Orad North American Vice President/GM Matt Straeb. The Orad Cyber Set O costs about \$280,000, Straeb said.

Krile said he had to make one major trade-off. Orad's set does not integrate completely with the Frost graphics. "We took a step forward in terms of having a set and a step sideways in terms of graphics," Krile remarked.

Devlin transferred KKYK's set design to the Orad system. "That's the beauty of what we do," said Greg Carter, Devlin's president. "The sets that we developed, we can take these and convert them to run in real time [on any virtual set software]."

Krile said that while more and more stations are beginning to use the new virtual set technology, using it for live news broadcasts is still very new. "We were trying to break new ground and produce a live news show," he said. "That takes a lot of coordination. I see a fairly extensive run-through, but we're getting there." ■



WB affiliate uses virtual set for newscasts.

paper just wasn't falling into place."

Discreet Production Director Chris Young blames station hardware. "The problem was related to the lens they had. It was an older lens that has optical center shift...[The problem was] very specific to this lens."

Discreet was working on a fix, but "we ran out of time," Young explained.

"[Discreet] said they were 30 seconds away from making the system

Philly's KYW wraps up DNA testing

Panasonic news automation system is replacing vintage Sony/Basys gear

By Karen Anderson

After months of testing, CBS's Philadelphia station expects its Panasonic DVCPRO News Automation (DNA) system to be fully operational next month.

KYW-TV's DNA system comprises six NewsBYTE nonlinear editors with redundant Silicon Graphics Origin200 GIGA channel servers working on a Prisa Fibre Channel network. A Ciprico FibreSTORE online disk array pro-

vides 24 hours of online storage.

"You can air a file while it's being transferred," says KYW-TV Director of Broadcast Operations and Engineering Jim Chase. "You can do 1X dubbing, input or output, one 4X dubbing input or output, three simultaneous air playback channels and 6X fibre-channel transfers from edit all at the same time."

The station has been beta testing the DNA system since November and collaborated with Panasonic in writing the server control mirroring.

When DNA goes online, all news stories will be edited on NewsBYTE, and completed packages will be transferred into the SGI servers using the drag-and-drop feature. One SGI server will play the video to air, while a second will serve as a "hot" standby for redundancy, Chase says.

"One thing our editors really like is that [NewsBYTE] is very good at emulating linear editing," he says. "There's a jog knob...and using a little bit of the linear thought process, they

will start adapting to it."

The system will replace an aging 10-year-old Sony Betacart and Basys newsroom automation system. "I really couldn't accept a system that provided a lower level of automation than that," Chase says.

KYW-TV had also considered buying an Avid/Tektronix system. But Chase notes, "Part of project had to be done at the end of last year...It was obvious that the Panasonic system you could buy now, and the competing system is promised for mid 1999."

The station also will implement a separate, single-channel system to edit promos. It will consist of five News-BYTES, a redundant on-air news server and Fibre. That installation later this year will complete the DNA project. ■

Tektronix, Avid form Avstar

Tektronix and Avid Technology this month will begin operations of Avstar Systems, a 50/50 joint venture announced last September

Avstar products will combine the browse features of AvidNews products and the on-air production and machine control of Tektronix NewStar products. The new company also will support the installed base of Avid and Tektronix customers and help them migrate to Avstar products.

According to an Avid spokesperson, Avstar will release its first product, AvidNews 1.2, sometime before NAB. It will be available through both Avid and Tektronix sales channels. Subsequent products, which will be announced later this year, will be available through Tektronix.

Avstar's headquarters is in Madison, Wis., and it also has an office in London. As reported last month (B&C, Jan. 18), Matthew Danilowicz, formerly vice president of marketing for Avid Broadcast News Division, will serve as Avstar System's CEO and president. The company has more than 90 employees, and executives from both Avid and Tektronix will serve on the board.

—Karen Anderson



By Karen Anderson

Encore to buy Pluto AirSPACE servers

Encore Media Group has made a commitment to order Pluto AirSPACE multichannel broadcast servers for its 11 full-time cable and satellite movie channels. Encore plans to add two new movie channels this spring. The servers will be used for automated production of interstitial programming. AirSPACE is compatible with Panasonic's DVCPRO and DVCPRO50. It provides up to 20 hours of online storage capacity within a single unit.



AirSPACE is compatible with Panasonic's DVCPRO and DVCPRO50.

Meredith Broadcasting taps Comark for DTV

Meredith Broadcasting Group has signed an agreement with Comark to provide DTV transmitters to each station in its group. Several of its stations—CBS affiliates WFSB(TV) Hartford, Conn., and KPHO(TV) Phoenix, and Fox affiliates WOFL(TV) Orlando, Fla. and KPDX(TV) Portland, Ore.—are gearing up for a Nov. 1 on-air.

Manufacturers make HDTV EZ

Manufacturers are working to alleviate some of the headaches associated with DTV and HDTV. Leitch has introduced new integrated HDTV broadcast packages, ezHD-1080i and ezHD. The latter handles both 1080i and 720p. The packages include Leitch's Juno HDTV upconverter, an

HDTV logo generator/insert, the new HDTV analog-to-digital converter and a DigiBus frame with remote control panel. The packages ezHD-1080i and ezHD are priced at \$67,635 and \$77,635, respectively.

Meanwhile, Harris is offering a SmartPak DTV RF training program at its Quincy, Ill. headquarters. The SmartPak includes five courses: Introduction to DTV, TV Transmitter Systems Installation, RF Transmission Fundamentals I and II, and TV Transmitter Measurement Workshop.

Pyburn Completes NBC Spot

Pyburn Films has created a three-minute television commercial celebrating 60 years of broadcasting for NBC's WNBC-TV New York. Set to Vanessa Williams' *Oh How the Years Go By*, the three-minute spot incorporates such popular NBC faces as Al Roker, Sue Simmons, Len Berman, and Gabe Pressman. Pyburn Films President Randy Pyburn says the goal in creating the spot was to contrast the old and the

new "and really marry the two." New footage was shot in a Queens warehouse with an ArriFlex 535B camera. The spot was edited in-house on an Avid MediaComposer. After archival material was transferred to film, artists put a "glow on the footage" with Discreet Logic's Flame. Pyburn



Promo celebrates the 60th anniversary of KNBC-TV New York.

said, "We were trying to make it look more historic and still keep some beauty to it."

KMAX-TV goes NT with Chyron Liberty

Chyron has made its first delivery of Liberty NT paint and animation software to KMAX-TV Sacramento, Calif. The software runs on the Windows NT platform. It had originally been written to run only on the Silicon Graphics platform.

AOL picks up MovieFone

Follows \$388 million buy of movie service with credit card marketing deal

By Richard Tedesco

America Online made two big e-commerce plays last week, acquiring MovieFone in a \$388 million stock deal and striking a \$500 million marketing pact with First USA.

The deals strengthen AOL's bid to be a one-stop shop online for PC users' needs, and extend that to movie listings and ticket purchasing with MovieFone as an anchor tenant. Re-branded as AOL MovieFone, the service will bolster AOL's Digital City as it is poised to become a bigger online point-of-sale for movie tickets.

Meanwhile, First USA becomes exclusive credit card marketer on AOL in a pact projected to pull in \$500 million for the Dulles, Va. online juggernaut over five years.

AOL "wants to make sure that their community can get everything they need in their community," according to Mark Hardie, analyst at Forrester Research. "It adds another piece to embellish or enrich the media offerings that they have."

Hardie expects the deal will increase online movie ticket sales to some degree, making it possible for AOL to create exclusive offers to moviegoers.



MovieLink is MovieFone's online outlet.

He says the deal also could eventually lead to movie trailers streamed on high-speed digital subscriber line (DSL) versions of AOL now in planning stages.

AOL aims to quickly transform MovieFone from a telephone-based service to one that emphasizes online access. "As consumers increasingly seek more convenience in entertainment information and ticketing, AOL brands, with MovieFone as a core product, will become even more valuable to our members and other Internet users," says Bob Pittman, AOL president and COO.

MovieFone claims it served 100 million movie fans last year, losing \$1 million while generating \$5 million in revenues, half of that in ad revenues. It's

projecting that its online business—currently representing 25% of ticket sales—will grow to represent 50% of its ticket business within three years.

Peter Krasilovsky, analyst for The Kersey Group, believes the MovieFone deal bolsters AOL's presence as the leading entertainment portal, and moves AOL into e-commerce in a big way. "Once you start selling people tickets, you can sell them subscriptions to virtually anything," says Krasilovsky.

The price may seem high, but AOL is paying the \$388 million for the bi-coastal company in a stock swap. MovieFone has a strong brand identity already, but it only sells tickets to 3,600 of the 17,000 movie screens across the country.

The MovieFone deal requires some repositioning of that service, but the First USA deal, an extension of a three-year relationship with AOL, is more like found money for AOL, which continues to leverage its subscriber base of 15 million users in selling virtual storefronts.

In both cases, AOL is playing reliable percentages. Local guides such as Digital City lure lots of traffic for movie schedules, apart from ticketing services. And personal financial services remain among the most popular pursuits of Web surfers on AOL and elsewhere. ■

Gentlemen, start your (search) engines

By Richard Tedesco

NASCAR fans tuning in to NASCAR.com or Country Music Television's Country.com will soon hear drivers' dialogues with pit crews over whining stock-car gears to go with in-car video streaming.

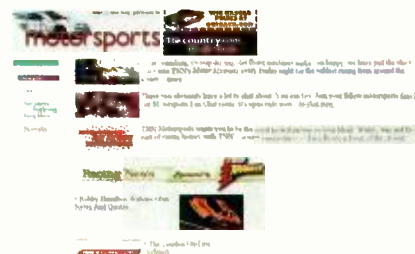
ESPN Internet Ventures is upgrading the NASCAR site (www.nascar.com) in time for the Daytona 500 on Valentine's Day, adding a MotorTrax in-car audio feature to enable PC users to hear

drivers during the race.

In-car video clips will provide a preview of the track for each NASCAR Winston Cup race on NASCAR.com. NASCAR fans will be able to access constantly updated photos with a NASCAR Garage Cam feature and track progress and conditions in real time with a RaceCast Java applet.

NASCAR Online is a prime Internet address already, drawing an average of three million surfers on race days.

When the drivers start their engines for



CMT's online NASCAR gets noisy soon.

the Goodwrench 400 at Rockingham on Feb. 20, CMT will add that audio dimension to the event with RealAudio streaming of a feature called Fanscan. Fans plugging into NASCAR through their PCs on CMT's site (www.country.com) can listen in too—while viewing live in-car video streaming in RealVideo.

Last October, the Daytona Pepsi 400

scored 680,000 page views for Country.com's NASCAR traffic peak to date.

But CMT expects those numbers to double with the Fanscan feature to complement the in-car video. "We can't serve up enough streams to satisfy the demand," says Martin Clayton, vice president and general manager of inter-

active media for CBS Cable. He expects the audio to dramatically enhance NASCAR's online appeal, as it works toward the next dimension: enabling PC users to "lock in" to their favorite driver at anytime during the race, rather than listening to the random Fanscan audio feed.

Giving new meaning to 'wired for sound'

IBM and Bell Atlantic court techies with digital network

By Richard Tedesco

The digital future is about to dawn in earnest for Bell Atlantic customers who can now buy a system tying all home media devices together in a single network.

Homeowners in the northeastern U.S. will be able to link their TVs and VCRs—and eventually PCs—to carry signals from a host device to any other device. Consumers will be able to remotely control a TV in any part of the house from VCRs and will also be able to share Internet signals on separate PC devices.

IBM Home Director "will allow interplay between all these devices," says Bill Schutz, general manager of enhanced services for Bell Atlantic Communications & Construction. More mundane household functions, from lighting and temperature control to coffeemakers, will also be handled by the system.

But on a more cutting-edge note, IBM is planning to enable music from the Internet to be piped into any room in the house through stereo speakers installed in the walls.

Basic installation starts at \$1,000, with a full-package installation at \$3,000 for a wiring hub that also controls an 18-inch satellite dish, those speakers and a home security system, according to Schutz. However, installation costs can be as high as \$10,000.

Bell Atlantic is working with 100 building contractors in its operating region to push the project among home builders, with a retrofitting package to be available to all homeowners later this year.

Bell Atlantic is projecting 15,000 homes wired in 1999, jumping to 100,000 by the end of 2000 in a region extending from Maine to Virginia, according to Schutz. He adds that IBM and Bell Atlantic are contemplating a national rollout.

It's Showtime for WhirlGirl

WhirlGirl, that animated 21st-century sci-fi Web cult heroine, is making her most dramatic move yet—to Showtime Online later this month.

Showtime starts running 28 five-minute animated *WhirlGirl* episodes rendered in Macromedia's Flash software on Feb. 26 as part of a multiyear deal with *WhirlGirl* creator Visionary Media. And, as previously reported, (see Internet, Nov. 16), campy, world-saving *WhirlGirl* may have a future on cable, with Showtime holding the rights. "Anything is possible," says Jeff Morris, Showtime Network's senior vice president of new media. "First we're going to see how well the production does on the Web."

WhirlGirl puts out 500,000 page views monthly. —Richard Tedesco



Kia Cross, aka WhirlGirl

SITE OF THE WEEK

www.newschannel5.com



WTVF-TV Nashville CBS, ch. 5

Site features: Live streaming of several news shows daily, including 5, 7:30 a.m., and at 12:30, 5, 6 and 10 p.m., archived for one week after airing; newscast scripts posted along with local news, sports and weather; Skycam feature provides changing vistas of downtown Nashville; link to CBS.com.

Site launched: October 1994

Site director: Melissa West Thompson, online manager, WTVF

Number of employees: 3

Design: in-house

Streaming technology: RealVideo

Traffic generated: averaging more than 1 million page views monthly

Advertising: local banner ads

Revenue: N/A

Highlights: Dramatic Skycam view of Nashville skyline remains most popular draw on this full-featured site, which has been streaming newscasts since July '98; hit recent traffic peak when tornado struck downtown Nashville last April; still-shots of devastation from Jan. 22 tornado in nearby Clarksville remains most dramatic current feature.

—Richard Tedesco

Broadcasting & Cable CLASSIFIEDS

RADIO

HELP WANTED MANAGEMENT

Strong and stable Midwest Company is looking for a sales intensive general manager. Excellent compensation plan available, call Rob or Todd at 701-845-1490 or fax resume to 701-845-2903.

HELP WANTED SALES

Station/Sales Manager for expanding Southeast Ohio group to help manage 3 FM, 2 AM station group. Strong small market sales background needed. Base plus performance bonus. Send resume and references to Larry Patrick, Legend Communications, 5074 Dorsey Hall Drive, Suite 205, Ellicott City, MD 21042. EOE.

HELP WANTED PRODUCTION

Producer. A major market radio station seeks a talented Producer for a talk radio sports show. A successful applicant must have strong interpersonal skills, creativity and the ability to produce a daily program that is distinctive, stimulating, appealing and intriguing. Reply to Box 01497 EOE.

HELP WANTED RESEARCH

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

HELP WANTED HOST

Host. A major market radio station seeks a sports talk show Co-Host who is energetic, well connected, and talented, who has the ability to discuss a variety of sports and the issues that surround them. Reply to Box 01498 EOE.

HELP WANTED ATTORNEY

FCC Attorney, Miami, Florida. Telecommunications company seeks in-house FCC attorney for radio acquisitions, minimum 5 years experience. Profit sharing, stock options. Excellent opportunity. Fax (305) 371-3213.

SITUATIONS WANTED MANAGEMENT

Experienced Broadcaster/Businessman seeks GSM or GM position in small or medium market with possible buyout. Motivator of salespeople. Can announce. Willing to relocate. Top references. Top Biller. Teddy 212-421-7699 or 212-888-7347.

SITUATIONS WANTED ANNOUNCER

Mature Veteran Broadcaster, all phases, seeks position, full or part time, preferring talk, travel talk, news or good music. 1(248) 682-7798.

SITUATIONS WANTED PROGRAMMING

Veteran of 45 years in broadcasting seeks programming position. Excellent resume. (248) 682-7798.

LEASED PROGRAMMING

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

SUBCARRIER AVAILABLE

SCA Subcarrier available for the Boston metro area. Email mail@whrb.org for more information.

TELEVISION

HELP WANTED MANAGEMENT

birschbach media sales and recruiting. Media sales positions nationwide; sales management; account executive; traffic-production-technical. Ph: 303-368-5900, Fax: 303-368-9675. E-mail: jbirsch@birschbachmedia.com.

Station Manager/GSM. Looking for highly motivated individual with proven track record in sales and overall station operations. Tremendous opportunity for results-oriented individual who leads by example. Dynamic, people oriented team leader for FOX affiliate in Jackson, MS. Extensive TV management background a must. Publicly held company with good track record and excellent benefits. No phone calls. EOE. Drug free workplace. Resume to: Business Manager, WDBD-TV, PO Box 10888, Jackson, MS 39289, Fax: 601-922-0268, Email: pfincher@pgtv.com

General Manager. Top 60, south central market GM sought. We are a dynamic, privately held media company seeking and experienced, energetic GM to join our group of three CBS affiliates. This is an outstanding opportunity to lead this news challenger to new heights. Must have at least 3 years experience as a GM with proven managerial skills and a successful track record in news and sales leadership. Competitive salary and excellent benefits. Please FAX resume to: 201-646-4782.

General Manager (Eastern) Top 100, eastern GM sought. We are a dynamic, privately held media company seeking an experienced, energetic GM to join our group of three CBS affiliates. This is an outstanding opportunity to take this news leader to new heights. Must have at least 3 experience as a GM with proven managerial skills and a successful track record in news and sales leadership. Competitive salary and excellent benefits. Please FAX resume to: 201-646-4782.

HELP WANTED SALES

Univision

Univision Spot Sales Department is now accepting resumes for Account Executive. The ideal candidate should be an aggressive self-starter, with excellent communication, organization and presentation skills; "A-Closer". Must have a proven track record in (broadcast) sales and new business development. Television, cable or radio broadcast sales experience a must. Please send resume to Frank Donaldson, National Spot Sales Mgr., 605 Third Ave., 12th fl, NY, NY 10158. Fax: (212) 499-0830

TRAFFIC MANAGER

FOX Latin American Channel is seeking an individual to oversee the daily creation and scheduling of logs for Canal Fox/Fox Kids. Responsibilities will include editing show formats; entering contracts; commercial copy and rotation; checking logs for accuracy; generating sales/finance reports; training new staff; generating invoices and posting cash; sending logs to playout facility; and departmental supervision. Candidate must be computer literate; have 3 years' previous traffic experience; supervisor experience; excellent verbal and written skills; the ability to meet deadlines; flexible and detail-oriented. Bilingual English/Spanish and/or English/Portuguese preferred but not required.

We offer a competitive salary and a great benefits package. For consideration, please fax resume with salary requirements and references to: Human Resources Manager, Fax (310) 447-7391. Only resumes with references and salary requirements will be considered. Equal Opportunity Employer.

Fox Latin America

ADVERTISING SALES

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 send resume w/salary requirements to:

Cahners Business Information
HR Dept. - BC5LS
245 West 17th Street
New York, NY 10011
Fax: 212-463-6455

Sell an exciting LMA combination in "Vacationland." Manage National Sales business with Petry Television Reps. Call on the majority of station sales in Boston and New York City. Candidate should have a minimum of three years of local or national rep experience. Join the industry's fastest growing company, Pegasus Broadcasting. Attractive compensation package for the right person. Deadline for resumes 2/16/99. Send to Personnel Job 1SM, WPXT-TV, 2320 Congress Street, Portland, ME 04102. EOE and drug free workplace.

ACCOUNT EXECUTIVE

Seeking highly motivated team player. Must have new business development experience and excellent relationship building skills. Position requires 2-3 years sales experience. Advertising, newspaper or radio sales preferred, computer skills essential. Knowledge of TVScan, Scarborough and PowerPoint a plus.

**Fax resumes to Linda dePrado
713-284-8818.**

**SALES DEVELOPMENT
MANAGER**

Looking for a creative new business development person. Ability to work with clients and account executives, plan and execute promotional projects; develop new revenue initiatives, build presentations on Power Point. Experience in Sales, Marketing or Promotions a plus.

**Resume and cover letter needed.
Fax to Linda dePrado**

Traffic Assistant. Local TV station has a part-time position available for Broadcast Traffic Assistant. Interested candidates must be detail and deadline oriented with computer basics a plus. We are looking for a bright, responsible self-starter for 20-30 hours a week. The position offers a variety of challenging duties including data input, commercial copy and sales reports. All training provided. Good pay. Good people. Please contact Terry Cross at 513-763-5506 or fax resume to 513-763-5474. Please send resume and/or application to: WKRC-TV, Attn: Business Office-TA, 1906 Highland Avenue, Cincinnati, OH 45219. Equal Opportunity Employer.

Local Account Executive. KNVA 54, the WB affiliate in Austin, TX has an immediate opening for an aggressive, highly motivated Local Account Executive. Must be a high achiever with outstanding communication and presentation skills. The ability to develop significant new business is a must. Preferred applicants will have 2-3 years TV sales experience and computer proficiency. Familiarity with Bias/Salesline, TVScan and Marshall Marketing a plus. EOE. Send all resumes to: Steve Calkins, LSM, KNVA 54, 908 W. MLK Blvd., Austin, Texas 78701. No phone calls, please!

Local Sales Manager needed for WTVQ-TV ABC 36 (a Media General Station). A minimum of 2-3 years previous television sales management experience is required. As an LSM, you will be involved in all aspects of the sales operation, must have excellent new business developmental skills, be organized, possess leadership and people skills and have the ability to train others. Knowledge of CMR, Tuscan, Marshal Marketing, RECAS and Columbine is a plus. College degree preferred. Please send resume, references and salary requirements to: Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555. No phone calls please. EOE. M/F. Pre-employment drug screening required.

Local Sales Manager. We are seeking a focused and highly motivated manager to oversee our local sales efforts and help expand revenue opportunities. Our new LSM will have well developed people skills, excellent written and oral communications skills and a minimum of three years experience in broadcast sales. Responsibilities will include training and motivation of staff, inventory management, development of presentation materials, building strong relationships with our client base and creating new revenue opportunities for the station. College degree preferred. EOE. Contact Gary Powers, KAUZ-TV, PO Box 2130, Wichita Falls, TX, 76307.

General Sales Manager. KTXH-TV/UPN 20, Houston, TX. Opportunity to become part of Paramount Stations Group and lead the sales efforts for one of America's top television stations. Candidate will be a strong leader with proven ability to develop managers, account executives, and strategies that generate results. Please send resume to: KTXH, GSM, Dept. B/C, 8950 Kirby Drive, Houston, TX, 77054 or Fax 713-662-1378. EOE.

Sales: Join one of America's largest television groups with over 88 stations nationwide! We're PAX TV and we're looking to expand our growing sales team in Providence. We have excellent opportunities for Account Executives with 3-5 years broadcasting sales experience. Excellent compensation plan/benefits. Mail resume to WPXQ, One Richmond Square, Providence, RI 02906. EOE.

Local Account Executive. KWEX-TV, #1 Univision O&O in San Antonio, is looking for an Account Executive who knows how to win. High energy a must. The ideal candidate will have excellent communications skills, superior organizational skills, computer skills, and have a proven track record with emphasis in New Business development and existing business growth. A experience 2-3 years media sales experience is required. Strong research and negotiating skills a must. Knowledge of NHSI/NSI a plus. Spanish language fluency preferred, but not required. If you are highly motivated and have a grow, please call 210-227-4141 for an application, reference Job #98-12. *No resumes will be accepted without an application.*

National Sales Manager. WIAT-TV, a Southeast CBS affiliate in the 39th market has an immediate opening for a National Sales Manager with a minimum of 3-5 years experience as an NSM, National Rep/Regional/Local sales manager or extensive sales experience in a major market desired. Candidate must possess sound judgement, strong organizational and leadership skills and a demonstrated comprehension or research. College degree preferred. Please send your resume, references and salary requirements to: Human Resources, WIAT-TV, PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F. Pre-employment drug screening required.

General Sales Manager. Channel 7/WKBW-TV, Buffalo/ABC affiliate is looking for a creative, forward thinking individual to lead and motivate an aggressive sales team, develop sales strategies and manage inventory to maximize efficiency. The successful individual will be experienced in new business development, implementing marketing and sales promotions, special event management, and budget forecasting. A minimum of three years of Television Sales Management experience is required. College degree preferred. Send resume by February 26, 1999 to: Bill Ransom, President and General Manager, Channel 7/WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. Channel 7/WKBW-TV is an Equal Opportunity Employer.

Account Executive: ABC25 WJXX is searching for a new member to join its team of Sales professionals for Jacksonville's fastest growing television station. This individual will work within established Sales Dept. guidelines to maintain and increase sales volume with current accounts and aggressively seek and develop new business. Must demonstrate effective oral and written communication skills and be proficient in Excel and Word for Windows. Minimum one year outside sales experience required. Broadcast sales experience preferred. Formal education equivalent of a Bachelor's degree in Marketing, Business, Advertising or related field preferred. To apply, send cover letter and resume to Human Resources Director, ABC25 WJXX, 7025 A.C. Skinner Pkwy., Jacksonville, FL 32256. Fax: 904-332-2527. EOE.

**FOR DAILY
CLASSIFIED UPDATES...**

**VISIT
BROADCASTING & CABLE
ONLINE
www.broadcastingcable.com**

Account Executive. WWBT, the dominant NBC affiliate in Richmond, VA has immediate opening for an Account Executive. Minimum two years TV Sales experience and strong new business skills. We offer more sales support and services than most major market stations and the opportunity to earn a great income. Send resume and cover letter in confidence to: HR Director, NBC12, PO Box 12, Richmond, VA 23218. EOE M/F/D.

Account Executive: Seeking experienced AE with 3-5 years in broadcast sales. Candidate must be a proven winner with excellent negotiating skills, creative promotional ideas, ability to develop new business and the desire to win with a solid team of sales professionals. Knowledge of specific sales tools such as TVScan and Enterprise Traffic Systems a plus. *Traffic Specialist:* An opportunity exists for an Assistant Supervisor in our Traffic department for the person with traffic experience and leadership potential. Minimum 2 years experience in television, traffic required. Enterprise systems experience a plus. Send/fax resume to HR Dept., KTXL FOX40, 4655 Fruitridge Road, Sacramento, CA 95820, Fax: 916-739-1079. EOE. Please indicate referral sources.

ABC affiliate WTVO in Rockford, Illinois is looking for a General Sales Manager with strong development know-how, demonstrated inventory control skills, and the ability to lead a team of champions. Experience with qualitative research and promotion as tools for market growth is a plus. Resumes to: Human Resources, c/o WTVO-TV, PO Box 470, 1917 N. Meridian Road, Rockford, IL 61105.

Account Executive. Television station seeking aggressive Account Executive to develop new business and manage existing account list. Some television sales experience required. Send resume to GSM, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. KMSP-TV is an Equal Opportunity Employer.

HELP WANTED MARKETING

Television Marketing Director. WTJA-TV, Channel 10, the CBS affiliate in Altoona-Johnstown, is looking for an experienced Marketing Director who has significant background in station, news and sales marketing and promotion. This position is responsible for the planning and execution of all on-air and outside media campaigns. Candidate must be PC literate, a college graduate, have 3-5 years of television marketing experience or equivalent, and possess strong interpersonal, organizational and supervisory skills. One to three years of demonstrated leadership and office administration a must. Experience in AVID editing preferred. Send tapes, a cover letter including salary requirements, and resume to: Donna Musser, WTJA-TV, 5000 - 6th Ave., Altoona, PA 16602. WTJA-TV is owned and operated by Gateway Communications, Inc. EOE

HELP WANTED TECHNICAL

WEB MASTER/JOURNALIST

khoul.com (KHOU-TV/CBS-Houston) is searching for a Web Master/Journalist to update and maintain our site. Should have the editorial skills to maintain the integrity of the content and the html/web skills to get it on the web. Ideal candidate will be equally strong in both areas but will consider someone with stronger editorial skills willing to strengthen their computer skills on the job.

Fax resume to Linda dePrado 713-284-8818

CHIEF ENGINEER WFTV/Orlando, FL

Number 1 is looking for *Number One*, the best and brightest Chief Engineer to join one of the best TV stations in America. WFTV, the Cox-owned ABC affiliate in Orlando. If you're an experienced engineering manager with strong technical skills, have a track record of organizing and managing studio operations and want to be a key leader at a television station with a heavy emphasis on local news, programming and production, please continue reading. The successful qualified candidate should have a minimum 5 years experience in engineering management, experience in developing and managing budgets, a value for effective maintenance practices and enthusiasm for goal-oriented customer-focused service. If you have broad knowledge of computer systems and familiarity with the Internet plus the experience to oversee the construction of a digital television station and develop digital television service, you should apply...but only if you're committed to working with, cross training and otherwise developing a terrific group of people. Want to be part of the team? Send cover letter and resume to **David Lippoff, VP & GM, WFTV, 490 E. South Street, Orlando, FL 32801 or Email: david.lippoff@wftv.com or fax to 407-481-9902.** EOE.

Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume to Roscor Corp., 1061 Feeherville Dr., Mt. Prospect, IL 60056, or fax them to 847-803-8089, to the attention of V. Schwantje.

Engineer. Philadelphia-based Starliner Mobile Video is seeking an Engineer in Charge for its premier expando mobile television unit. Experience with GVG switchers, Abekas DVEs, iNFINITI, Ikegami cameras, etc. desired. Must be very client oriented and be able to work well with high-level network personnel. Attractive salary and benefits. Fax resumes to Mike Korn at 610-626-2638 or mail to 525 Mildred Ave., Primos, PA 19018.

UPN 45, KUVI in Bakersfield, California has an immediate opening for a "hands-on" Chief Engineer. Applicants should possess strong working knowledge of routing and production switchers, high power UHF transmitters (klystron or IOT), new studio and control room design and construction, the maintenance of Sony Betacam and one-inch video tape formats and must be familiar with current FCC Rules and Regulations. For consideration, fax a confidential resume including salary requirements to: 310-348-3659, Attention: Bakersfield Chief Engineer Position. EOE.

Central Florida News 13 is looking for a Satellite Truck Operator with 2+ years experience in a broadcast news environment. Preventative maintenance, adjustments, and operation of SNG and KU band transmission/reception equipment including TWA's antenna feed devices, parabolic antennas and positioning systems. General electrical/electronic knowledge applied to a video and RF working environment. Maintenance and operation of general broadcast equipment, including digital VTR's, remote cameras, signal processing and monitoring equipment. Editing skills a must, ENG shooting skills desired. Must be able to work flexible hours and weekends. Send resume to: Central Florida News 13, 64 East Concord St., Orlando, FL 32801. CFN 13 is a joint venture between Tribune Company and Time Warner Communications.

Director of Engineering. Progressive Communications Company is seeking a news corporate chief engineer to oversee the technical operations for a group of television stations in accord with FCC regulations. Candidate will also be responsible for overseeing all equipment and property maintenance, assuring operation within Federal and State safety regulations and in accord with good engineering practice. Other responsibilities will include overseeing the compiling of engineering data for FCC licenses, permits and the posting of all licenses and authorizations as required. Candidate must also be able to design and layout new equipment installations and evaluate and recommend capital expenditures for the stations. Requirements include a two-year Associate Degree in Electronic Technology or commensurate experience. Experience should include 5 years supervisory experience, and 3 years as a Chief Engineer. Requirements also include technical knowledge of design and construction of broadcast facilities. A knowledge of DTV requirements and the ability to direct the installation of the new digital facilities as well as knowledge of budgets and the ability to negotiate contracts with equipment providers is also required. Please FAX resume to: 201-646-4782.

HELP WANTED NEWS

SENIOR WRITER

Leading trade publication in advanced television technical market is seeking a senior writer. Previous experience writing about TV technology for a business magazine preferred. Great opportunity with expanding publication. Please send resume with salary requirements and two writing samples to:

Cahners Business Information
HR Dept. - DTV
245 West 17th Street
New York, NY 10011
Fax: 212-463-6455

Weekend Anchor/Reporter. One of America's leading small-market stations, WVVA Television in Bluefield, WV, is looking for an effective communicator. Anchor two days a week and report three days a week. Emphasis on viewer benefits, tight packaging, and community involvement. We offer the opportunity to work in the beautiful mountains of WV. An excellent fringe benefits package is available in this first-rate family owned organization. Send resume and non-returnable VHS tape to Weekend Anchor, WVVA-TV, Route 460 By-Pass, Bluefield, WV 24701. EOE, M/F.

Photographer: Photographers are an important asset to KTVE. Ideal candidates will have two years shooting and editing local news. Send resume to: John O. Lewis, VP/GM, KTVE, 2909 Kilpatrick Blvd., Monroe, LA 71201. GOCOM is an Equal Opportunity Employer.

Weekend News Producer and (2) Photographer/Editors. ABC26 News seeks candidates to add skill and sizzle to our fast-paced, late-breaking, visually compelling newscasts. You must combine excellent news judgement, a passion for perfection, and drive to dig with creativity and style. Non-returnable VHS, cover letter and resume to Keith Cibulski, WGNO-TV, 2 Canal Street, Suite 2800, New Orleans, LA 70130, Fax: 504-581-2182, Email: KCibulski@tribune.com *No phone calls.* EOE.

WFMJ-TV has an opening for a Reporter/Morning News Anchor. Candidates must have previous anchoring/reporting experience, morning anchoring a plus. Our morning show is lively and high energy, but we take news seriously. Send tape and resume to Mona Alexander, News Director, WFMJ-TV, 101 W. Boardman Street, Youngstown, Ohio 44503. EOE.

Video Associates, Inc., is seeking a full-time photographer with at least 3 years of professional experience. Work will consist of shooting long format programming on Sony's top of the line Betacam camera (D600). Please send your resume and sample reel showing your feature work to: Video Associates, Inc., 815 W. Van Buren, Chicago, IL 60607.

Univision 23/Miami is looking for a Reporter/Weekend anchor. Must possess live and breaking news skills and be comfortable in the studio and the field. At least two years experience reporting and anchoring. Bachelors degree and fluency in Spanish and English are required. Apply in person or send resume and non-refundable tape to: Helga Silva, News Director, 9405 N.W. 41 St., Miami, FL 33178.

News Reporter. WTVR-TV, a Raycom Media station, has an opening for a Reporter. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. Please send resume to: Trina Lee, Assistant News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

Sports/Photographer/Anchor/Video Photographer: KTVE Region 10 is searching for a Monday through Friday 6pm and 10pm Sports Anchor. Candidates must adore all sports. Send resume tape and sports philosophy to: John O. Lewis, VP/GM, KTVE, 2909 Kilpatrick Blvd., Monroe, LA 71201. GOCOM is an Equal Opportunity Employer.

Sports Announcer/Reporter: The best small-market sports job in America! WGEM AM FM TV CGEM, award winning Midwest group broadcaster seeks energetic, motivated, self-starter for primary play-by-play responsibilities and reporting in radio, TV, and cable TV operations. NCAA Division II football, basketball and soccer, plus premiere high school coverage and summer collegiate league baseball. Previous play-by-play experience necessary. B.A. or B.J. degree preferred. Excellent compensation and benefits with growth opportunity. Please send tape and resume to: Personnel Director, "Sports Announcer/Reporter," WGEM TV, 513 Hampshire, Quincy, IL 62301. *No phone calls please.* EOE M/F.

Reporter/Photographer: Are you competitive? Do you love to break stories? Are you a strong communicator? KTVE Region 10 is the place for you. Four year college degree required. Send resume tape and news philosophy to: John O. Lewis, VP/GM, KTVE, 2909 Kilpatrick Blvd., Monroe, LA 71201. GOCOM is an Equal Opportunity Employer.

Assistant News Director. Degree required. Strong journalistic and people skills; previous news supervisory and on-air anchor experience essential. Please send tape and resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Sports Anchor/News Reporter. We are looking for the right person to anchor our weekend sports and report news three days a week. NBC powerhouse WVVA-TV in Bluefield/Beckley, WV wants you if your passion is *local* sports, and you can report three days a week. Community involvement is a must. We offer an excellent fringe benefits package and the opportunity to work at one of America's finest small-market stations. Send resume and non-returnable VHS tape to: Sports, WVVA-TV, Route 460 By-Pass, Bluefield, WV 24701. EOE-M/F.

Producer: WYFF-TV, The Pulitzer NBC station in Greenville, SC, is searching for an aggressive, high-energy newscast producer who is an excellent writer. One year of experience and a college degree required. Your tape, resume and letter should show us how you make a difference in the newscast. Send to WYFF-TV, Human Resources Manager, 505 Rutherford St., Greenville, SC 29609. EOE

News Director: KTVE Region 10, the GOCOM Communications NBC television station in El Dorado, Arkansas and Monroe, Louisiana has a fantastic opportunity for the right person. We are looking for a teacher, leader and supporter to direct the daily newsroom operations. Strong producing, organizational and people skills required. This leader must possess time management and project management skills. Prior experiences with news bureaus a must. Region 10 has a unique coverage area that requires a unique news coverage. If you are up to the challenge of moving this news operation into the next millennium, send a resume and cover letter stating your news philosophy to: John O. Lewis, VP/GM, KTVE, 2909 Kilpatrick Blvd., Monroe, LA 71201. GOCOM is an Equal Opportunity Employer.

Producer/Director. Job #99-100. WTHR-TV, a Dispatch Broadcast Group Station has an immediate opening for an experienced Producer/Director. You will be primarily responsible for directing live newscasts with occasional other live and taped programs. You should have a related degree and minimum of one to three years experience directing fast-paced, graphics-intensive, multi-source live news shows. We have all the toys: Grass Valley 3000, Krystal, iNFiNiT! We are looking for a top-notch director for our growing staff. Great people skills and a "can-do" attitude are essential for this position. Applicants possessing these skills should send cover letter indicating referral source and resume along with an air-check of a recent newscast with director call track to the Department of Human Resources, Attn: Job No. 99-100, PO Box 1313, Indianapolis, IN 46206. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

News Director. KOSA-TV, a Benedek station, is seeking a television News Director. This individual will supervise our news employees and day to day news coverage. Experience as a reporter, photog, producer and supervisor in television news is necessary as is a working knowledge of newsroom computer systems. A college degree is preferred. EOE. Send resume with references to General Manager, KOSA-TV, Box 4186, Odessa, TX 79760. No phone calls, please.

News Co-Ancor. For 6 and 10pm newscasts. At least two years experience full time reporting and anchoring. Candidate will compliment our male co-anchor. Excellent writing skills, personable on-air manner, and commitment to community are all of equal value. Send a non-returnable VHS tape to: News Director, KTTC-TV, Rochester, MN 55902. No phone calls please. EOE.

Newscast Producer. WTVR-TV, a Raycom Media station, has an opening for a Newscast Producer. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. Please send resume to: Trina Lee, Assistant News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

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

Meteorologist: Strong top market television station has an immediate opening for an on-air Meteorologist. We want a highly motivated team player who possesses a thorough knowledge of the science of weather and at least 2 years of on-air experience, B.S. in Meteorology and A.M.S. Seal preferred. Computer experience, especially on the Weather Genesis a definite plus. Please send a resume and VHS tape to: Julie S. Weindel, News Director, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420. No phone calls please.

Executive Producer. Job #99-700. Our dayside executive producer is headed for an O&O in Chicago so this could be your lucky break! WTHR, the Dispatch Group, the NBC affiliate television in Indianapolis is searching for an Executive Producer with a strong sense for content, production and for nurturing a staff of producers. In this key news management position you will be involved in formatting, production improvements, product assessment and growth, providing producers with frequent input and show critiques, hiring producers and helping set a high journalistic standard. The ideal candidate is responsible for a powerhouse morning newscast, a daily one hour noon news broadcast and a daily hour and a half evening news block that is quickly growing into the highest rated early evening news block in Indianapolis. We need someone with at least five years of news producing experience in medium or large markets or medium market executive producers or news management experience. Network news experience is a real plus if accompanied by local news experience. Applicants possessing these skills should send cover letter indicating referral source and resume to the Department of Human Resources, Attn: Job No. 99-700, PO Box 1313, Indianapolis, IN 46206. No tapes please. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

Anchor/Reporter. WSOC-TV is looking for an Anchor who still enjoys being on the street and working the lead story. Previous full-time anchoring experience required. No beginners please. We want that seasoned storyteller who wants to make a commitment to Charlotte and the number one news operation in town. Send resume and tape to: Vicki Montet, News Director, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. EOE. M/F.

Big market station in Texas looking for male and female anchors for its evening newscasts. Must have successful journalism track record, professional appearance, enjoy being an integral part of your community, and possess the passion to excel every day you come to work. If you want to join a team on the move, as well as advance your own career, send your resume tapes and salary requirements to Box 01486 EOE.

Meteorologist: This isn't another stand-up, sit-down, point and read kind of job. We want a creative and versatile Weatherperson who can inform and entertain our viewers. This is a unique opportunity to launch and develop a new and proven concept in a beautiful Southern 50+ market. Create and present full-contained "FastCasts" as well as other on and off-air functions to broaden local market identity. March '99 on-air. Send tapes and resumes to Box 01488 EOE.

Executive Producer. Southeast 40's market affiliate with growing news product looking for a perfection-oriented news producer with superb broadcast writing skills, the ability to copy-edit for accuracy and flair, and the creative vision to make every second of every newscast remote-proof. Idea person with exceptional leadership qualities and work ethic. 5 years news producing experience required. VHS newscast w/critique and resume w/cover letter to Box 01499 EOE.

Conus Communications is looking for a strange newsroom mix. Are you an excellent multi-tasker...a Jack/Jane of-all-trades? Come join all the other crazy people in Florida! Our Tallahassee bureau needs your unique talents to sometimes produce a state/national feed for clients in Florida and across the USA, sometimes shoot...but always love covering politics and/or the news of the day. *I don't believe you're really out there. Prove me wrong!* This obviously is not a beginner position. Call Conus Florida Regional Manager, Sid Sutherland, at 850-942-7675. Fantastic growth opportunities within a stable national news organization.

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

HELP WANTED PROMOTION

Promotions Manager. Boston's NBC affiliate is looking for someone with strong writing skills and a great eye for graphics. Must be able to work in a fast-paced environment and meet tight deadlines. Ideal candidate will have 3-5 years of on-air promotion producing and scheduling experience. College degree preferred. Rush tape and resume to: Human Resources BC208, WHDH-TV, 7 Bulfinch Place, Boston, MA 02114. An EOE, M/F/D/V.

TV Promotion Writer/Producer. Local TV station wants a highly creative, motivated team player with strong video and film production. Must have strong writing skills and at least two years experience writing and producing TV promos for news, delivering solid ads within budget. Send a reel and a resume to: Dan Weig, Audience Promotion Manager, WCCO-TV, 90 South 11 St., Minneapolis, MN 55403. EOE M/F/H/V. No phone calls please!

Promotion Director. For fast-paced, dynamic FOX affiliate in Jackson, MS. Opportunity to utilize your creative expertise for on-air and outside promotion. Experience and thorough understanding of television promotion required. No phone calls. EOE. Drug free workplace. Resume to: Business Manager, WDBD-TV, PO Box 10888, Jackson, MS 39289, Fax: 601-922-0268, Email: pfischer@pgtv.com

Promotion Art Director. The NBC33 promotion department is expanding! We're looking for fresh, energetic ideas and the ability to execute complete multi-media promotional graphic campaigns. We've got the latest tools and a new attitude. This job is more than just x's and o's. You'll be an integral part of the creative decision-making process! B.A. in Graphic Arts or related field is required. Send resume to Personnel, NBC33, 2633 W. State Blvd., Fort Wayne, IN 46808. EOE. No phone calls please.

Promotion Director. FOX51/UPN35. Live and work in Vacationland. We are looking for a creative individual that can increase our ratings through sound conceptual on and off air promotion. Writing and production skills a must for this position. News promotion helpful. If you are an assistant P.D. or a Promotion Director that wants to be with an exciting and growing Pegasus Broadcasting company, send tape and resume today. Deadline for resume February 16. Send to Personnel Job 1PD, WPXT/WPME, 2320 Congress Street, Portland, ME 04102. EOE and Drug Free workplace.

HELP WANTED RESEARCH

NOW "MUST SEE TV" CAN TURN ON YOUR CAREER

Turn on new challenges in your career at NBC today. NBC (National Broadcasting Company, Inc.), the premier broadcasting and media company, brings a rich variety of news, entertainment and sports programming to millions of homes every day. The following is an exciting opportunity that is available immediately in our National Sales Organization.

RESEARCH ANALYST

In this key role, you will assist the Vice President and Managers of Research in the creation of the reports and sales collateral material produced by the Research dept. Other responsibilities include: creating/maintaining stations sales program estimates; ensuring accurate program information; creating sales development/marketing client presentations and sales support collateral/materials for station marketing opportunities and cross media efforts. Additionally, you will produce program track and trend reports for department and general management as well as assisting managers in maintaining computerized avails and sales research systems.

The selected candidate will be a take-charge team player with experience creating rating estimates, reports, and presentations for research and sales. Working knowledge of computerized avails systems, basic business software (Microsoft office) and strong math, and presentation skills is required, as is PC proficiency. Must be able to multi-task in a fast-paced environment. Bachelor's degree preferred.

Interested applicants should fax their resume which must include salary requirements to: **Melissa Ridgley Manager, Employee Relations Department National Broadcasting Co. Inc. 30 Rockefeller Plaza, New York, NY 10112 Fax: (212) 664-5761 No phone calls please**

We regret that we will only be able to respond to those applicants in whom we have an interest. An Equal Opportunity Employer M/F/V/D



HELP WANTED FINANCIAL & ACCOUNTING

Business Manager. KOSA-TV, a Benedek station, is seeking an experienced Business Manager. This person needs 3-5 years of accounting. Familiarity with automated accounting systems, preferably MAS 90 and Lotus. Working knowledge of GAAP necessary as is computer literacy. A college degree is preferred. EOE. Send resume with references to General Manager, KOSA-TV, Box 4186, Odessa, TX 79760. No phone calls, please.

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

HELP WANTED PRODUCTION

Senior Writer/Producer. WVEC-TV, Norfolk, Virginia. Ok...Let's make this easy. Can you concept and write up to :30 worth of copy without being "cliche" or "smarmy"? Can you match pictures and music to that same piece of copy and actually have it make sense?! Can you market this ABC affiliate like it's never been marketed before?!? Well, can you?!? Send us a tape and show up what you've got! We're an A.H. Belo station, shoot and edit digital, work with the best graphics team in the region and have *Top Secret* plans for cool new toys in the spring. Intrigued? Send a non-returnable VHS tape and resume by February 15, 1999, to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. WVEC-TV is an Equal Opportunity Employer.

Post Production Editor. Are you a creative editor who would like to work in a state-of-the-art edit suite? Boston's NBC affiliate is seeking a Post Production Editor with strong AVID skills and experience with graphics and editing promos. Must have thorough understanding of digital post environment, including AVID Media Composer, Sony BE 9100, DVS 6000 and DME 7000. If interested, please rush a tape and your resume to: Human Resources BC208, WHDH-TV, 7 Bulfinch Place, Boston, MA 02114. An EOE, M/F/D/V.

HELP WANTED ADMINISTRATION

ADVERTISING SALES SERVICES COORDINATOR

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

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

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

Please send resume to:

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

HELP WANTED CREATIVE SERVICES

Graphic Artist. NBC6/WCNC-TV, a subsidiary of A.H. Belo, is recruiting for a Senior Graphic Artist to join our growing staff. This creative individual will be responsible for providing a leadership role for the artistic support of our news product and therefore must show creative leadership. Must be able to work flexible hours as needed, including weekends and holidays. Proven experience on a paint system handling news graphics. (We currently use Quantel and Picturebox). Experience in animation preferred (After Effects, Adobe Premiere). Print (Macintosh platform and the following programs: PageMaker, Illustrator, and PhotoShop) is a definite plus. Weather graphics experience is beneficial. Qualified applicants need to send your tape, resume and salary history to: NBC6, Human Resources Department Attn: Position 99-02, 1001 Woodridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

Broadcast Designer. Major market CBS owned television station is in search of an experienced graphic designer. The Designer must be able to work in a fast paced quick turnaround environment, and be available for varying work schedules. He or she must possess a working knowledge of the following: Hal, Harriet or Express, Adobe After Effects, Photoshop and Illustrator, Chyron Infiniti! And Newsmaker a plus! Send letter, resume and tape of work to: Karen Dahlquist, Art Director, WCCO-TV, 90 S. 11th Street, Minneapolis, MN 55403. No phone calls please.

HELP WANTED MISCELLANEOUS



SINCLAIR COMMUNICATIONS, INC.'s TV stations cover over 25.9% of the U.S. and its top ten radio division operates in 10 separate markets. Sinclair's TV group includes affiliates with all 6 networks. As our phenomenal growth continues, we seek the one element which gives us the edge on the competition and the power to stay on top - the best people in the business. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

• Asheville-WLOS-TV/ABC National Sales Manager

Looking for a creative, energetic leader. Qualified candidates for this opportunity should have at least 3 years of National Rep experience with station or rep management experience preferred. Should be well versed in computer technology and software programs, including Word and Excel, possess strong math and writing skills, as well as a fundamental understanding of pricing and inventory management. Above all, we are looking for a positive leader to pull our sales efforts to the next level. Beautiful location in the 35th ranked market. Send resume. BC#259

• Baltimore-WBFF/WNUV-TV/FOX/WB Reporter

Looking for a General Assignment Reporter. Candidates must have great storytelling ability. Extensive live reporting experience is a must. Anchoring ability is a plus. Send some of your best stories and a few from the daily grind. BC#260

• Buffalo-WUTV/FOX 29

National Sales Manager
Immediate opening. Candidate must possess knowledge and experience in inventory control, forecasting, and selling sports. Minimum 2 years of national experience with good organizational, communication and computer skills. FOX and Independent television experience is a real plus. Send resume. BC#261

• Dayton-WKEF/WRGT-TV-NBC-FOX Assistant Business Manager

Requires assisting in monthly, quarterly F/S reporting, fixed assets, accruals, A/R and financial analysis. 3-5 years business experience and an Accounting degree required. Send resume. BC#262

• Las Vegas-KVWB-TV/WB Assistant Chief Engineer

Position requires studio/RF experience and strong computer skills. Supervisory experience and SBC certification preferred. BC#263

• Las Vegas-KVWB-TV/WB Maintenance Technician

Requires component level troubleshooting skills on a variety of broadcast equipment. RF and computer experience a plus. Send resume. BC#264

• Minneapolis-KMWB-TV/WB National Sales Manager

If you have previous NSM or rep experience, can sell, and are looking for a "career opportunity," I want to hear from you. Send resume and cover letter. BC#265

• Nashville-WZTV/WUXP-TV/FOX-UPN

National Sales Manager
Ideal candidate will have minimum of four years TV experience as local account executive or with a national rep firm. Should have excellent negotiation skills, exceptional attention to detail, great people skills, and superb organizational skills. Candidates should know their local contacts, be involved w/the local sales staff, and be a great motivational contact for the rep firm. Enthusiasm is a must! Some travel required. Send your resume immediately. BC#266

• Oklahoma-KOKH-TV/FOX National Sales Manager

Seeking NSM to coordinate national sales activities for the station. Candidate should have a proven track record at the station or national rep level. Position requires strong negotiating skills and the ability to sell station sales promotions. Send resume. BC#267

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

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Broadcast News Writer, Washington, D.C. Fast growing Internet newswire is seeking a broadcast news writer for its flash news section. www.ConservativeNews.org is an aggressive news team that is seeking an experienced, energetic, creative, conservative writer for our 100,000+ daily website. Must be able to write quickly, handle deadline, identify top stories and juggle tasks. Competitive salary, excellent benefits. Apply to: Dorothea Cooke, Managing Editor, 113 South West St., Suite 200, Alexandria, VA 22192, 1-877-CNS-NEWS or e-mail dcooke@cnsnews.org.

Senior Broadcast Producer/Reporter. National award winning University PR shop is looking for a newsroom pro to do broadcast media relations as part of our comprehensive communications effort. You are a self-starter who will work the phones, produce, write, shoot, and generate placements! We have the tools if you have the talent! (AVID, BETACAM, ku-band uplink) BA/BS and 3 years newsroom experience required, but 10 years preferred. No calls please. Send Resumes to The University of Alabama Employment Office, PO Box 870364, Tuscaloosa, AL 35487-0364. Tapes will be requested of finalists. Position closes March 1, 1999. AA/EOE.

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

HELP WANTED INSTRUCTION

New York University

MASTER TEACHER OF
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Seeking a Master Teacher of Video Production effective Fall 1999. This is a non-tenure position with a one-year renewable contract. Responsibilities: Teach an average of 12 hours per week, per semester in the video production curriculum. Other responsibilities include: curriculum development, academic advisement, and evaluation of part-time teaching effectiveness.

Qualifications: Master's degree or equivalent combination of education and experience; 2-3 years experience teaching in one or more of the following areas: video production, video editing (analog and digital), TV studio applications, video documentary production; experience in an industry environment and previous experience in higher education strongly preferred.

Please forward resume by February 19, 1999, to: New York University, School of Continuing and Professional Studies, Human Resources Office, Box 116B, 25 West Fourth Street, Room 202, New York, NY 10012-1199.

NYU encourages applications from women and members of minority groups.

The E.W. Scripps School of Journalism at Ohio University invites applications for a tenure-track assistant professor position to teach broadcast journalism beginning September 1999. Position includes teaching introductory and advanced courses in broadcast journalism, advising, service and appropriate scholarly and/or creative activity. Ability to teach undergraduate and graduate courses that focus on broadcast news writing and reporting; basic video and editing for news; videography for news, and contemporary issues in broadcast media. Substantial relevant industry experience and bachelor's degree required. Advanced degree desired. Teaching experience preferred. Salary range: \$39,000-\$41,000. Please send letter of interest, resume, and three letters of reference to: Dr. Eddith Dashiell, Search Committee Chair, E.W. Scripps School of Journalism, Scripps Hall, Ohio University, Athens, Ohio 45701. (740) 593-2605; fax (740) 593-2592. Review of applications begins March 30, 1999. The E.W. Scripps School of Journalism has 800 undergraduate majors, 55 graduate students, and is accredited by ACEJMC. Ohio University is an affirmative action, equal opportunity institution.

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HELP WANTED SALES

Sales Rep Wanted. For top NYC based composers group. High profile music company, extremely strong in Cable and Network/TV (themes scoring and promos), as well as in advertising and corporate music, seeks local rep. Exclusivity not necessary, but full time position is possible commensurate with experience/ sales contacts Fax Resume to 212-629-5976.

HELP WANTED FACULTY

University of Colorado-Boulder, Faculty Director of the Interdisciplinary Telecommunications Program (ITP). The Interdisciplinary Telecommunications Program (ITP) is seeking individual qualified to direct its 27-year old interdisciplinary M.S. program to an expanded position of leadership for the development of new ideas for the next generation of telecommunications systems and applications. The Director is expected to have a strong technical background and broad interests and experience in the business and regulatory aspects of the telecommunications industry. He or she should also have knowledge of the broad range of disciplines that are involved in the communications field, and a concomitant understanding of its true interdisciplinary nature and potential. The Director will lead a diverse group of fellow faculty from engineering, business, law, economics, journalism and communications in the operation of a curriculum which graduates students who frequently find employment in the design and operation of telecommunications systems for users and service providers. The Director is expected to play an important role in the campus-wide initiative in technology, learning and societal issues. Contacts with leaders in the industry and the ability to raise funds will be an important asset. The Director will most likely qualify as a full professor in the program, which reports through the Dean of Engineering to a committee of Deans from schools of Business, Arts and Sciences, Engineering, Law and Journalism. More information on ITP can be found at <http://itp-www.colorado.edu>. Please send letter of application, curriculum vitae, and three references to Dean Ross Corotis, College of Engineering and Applied Science, Campus Box 422, Boulder, CO 80309. Applications will be accepted until March 1999. The University of Colorado is committed to diversity and equality in education and employment.

State University of New York- College at Brockport. Dean, School of Arts and Performance. SUNY Brockport seeks applications for Dean of the School of Arts and Performance. Responsibilities include: curriculum, faculty development, instructional technology, programs of visual and performing arts. The School comprises these departments: Art, Communication, Dance, Interdisciplinary Arts, Physical Education and Sport, Theatre and the Visual Studies Program. Required: scholarly credentials appropriate for appointment as tenured professor in one of the school's departments. Successful experience in academic administration, ability to work with culturally diverse population, outstanding record of teaching, published and/or creative scholarship. Preferred: computing proficiencies. Submit letter of application, curriculum vitae, statement of administrative philosophy and three reference letters by 2/15/99 to: Mr. Richard Meade, Faculty/Staff Recruitment Office, SUNY College at Brockport, 350 New Campus Drive, Brockport, NY 14420-2929. AA/EOE.

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Experience in news promos a must.
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For immediate consideration, please send resume, demo tape and salary requirements to
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An international cable network based in Los Angeles is seeking to fill the following positions:

Head of Business & Legal Affairs

The Head of Business & Legal Affairs will be responsible for the day-to-day legal work of the Company with special emphasis on the negotiation, structuring, documentation and administration of all transactions between the Company and its affiliates, and transactions between the Company and programming suppliers and purchases. Prior experience negotiating and drafting agreements with cable operators strongly preferred. Must have excellent academic credentials, negotiation and writing skills with a minimum 7-10 years work experience including extensive work in transactional and general corporate affairs. Previous management experience required. CA Bar.

Vice President, Affiliate Marketing

The Vice President, Affiliate Marketing will oversee the management of the affiliate marketing department and provide strategic direction to the regional affiliate marketing staffs. Duties include developing marketing strategy to maximize affiliate retention, field promotion and distribution efforts for two networks. The qualified candidate will have a minimum of 7 years affiliate marketing experience. Must be a strategic-thinker with the ability to develop innovative solutions to current and future marketing challenges. Excellent track-record in project and personnel management. Able to excel in a fast-paced, fluid, forward-moving environment. Must have a positive attitude, be a team player, and be passionate about client service and sales support. Prior management experience required. Some travel required.

Director, Consumer Publicity

The Director of Consumer Publicity will identify opportunities, set priorities and implement the network's public relations consumer campaigns. Must be a creative, forward-thinking professional with a minimum of 4-6 years in television publicity in a network or agency setting; cable background a definite plus. Other requirements include: superior verbal and written communication skills; previous management experience; strong contacts; previous experience at U.S. trade shows; strong organizational skills; and the ability to interact effectively with company executives and celebrity talent as well as outside PR agencies.

Please submit resume to: Box 01496.

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HELP WANTED MARKETING

AFFILIATE MARKETING MANAGER

Lifetime Television, the dynamic cable network, seeks a qualified individual to oversee the Affiliate Relations marketing efforts for Lifetime Networks.

Specific responsibilities include management of key affiliate-based marketing programs including customized promotions, outreach campaign(s) and local ad sales promotion opportunities, support in the preparation of marketing plans, strategic goals, budget preparation, strategic project planning and drafting of creative briefs. Additional duties include collateral stewardship such as the Marketing and Local Ad Sales Kits; event planning; management of off-air video projects/tapes; trade show booth logistics and function management; merchandising and assistance on research programs, monitoring of the competitive marketplace, off-air events, trade-show marketing and on-line promotion. Position also serves as liaison on affiliate-related projects with other internal divisions, manages the stewardship of affiliate based trade ads for Lifetime Networks via creative services, research and advertising/media, as well as manage the Marketing Fund budgets to ensure support of overall corporate marketing initiatives and goals.

Position requires 5-7 years of affiliate marketing experience some of which must be with a cable network marketing group. Individual needs to be a creative thinker: have superior communication skills, both written and verbal; exhibit strong organizational skills and be self-motivated.

Lifetime offers a competitive salary and a comprehensive benefits package. For confidential consideration, please forward your resume with salary requirements to:

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Television for Women

LIFETIME TELEVISION
Human Resources Department
Affiliate Marketing Manager 976
309 West 49th St, New York, NY 10019
EOE M/F

Marketing

RESEARCH POSITIONS

Encore Media Group, the nation's largest provider of premium movie networks has the following openings:

MARKETING RESEARCH MANAGER

(Job E609BC) We'll rely on you to analyze qualitative and quantitative data to address marketing issues and provide input for management decision making. Responsibilities include objective definition, project design and activities relating to data collection. A bachelor's degree, 5-8 years' business experience, market research design and analysis skills are required. An orientation to detail and good interpersonal, communication and organizational skills are essential.

RESEARCH ANALYST

(Job E606BC) You'll work with syndicated ratings data in support of Encore's programming acquisition and scheduling, marketing and promotion, and distribution decisions. Responsibilities entail analyzing Nielsen Media research ratings data. Ideal candidate should have hands on experience using TV ratings, preferably Nielsen national meter data, and/or a film background with a familiarity with research practices. Experience with a syndicated on-line database such as Nielsen Galaxy navigator/Explorer is a plus. Advanced verbal and written skills to describe analyses and create presentations are required. Candidates must be proficient with Excel and familiar with Powerpoint or other graphics package.

For fastest processing of your resume it's important to put the job number on your response. Send resume and salary history to Encore Media Group, P.O. Box 6542, Englewood, Colorado 80155 or fax to 303-267-7370. EOE.

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HELP WANTED NEWS

Producer for entertaining prime-time news magazine program on CNN and CNN International exploring stories about leadership, creativity and inspiration in the world of business. Lead team of producers, oversee line & post production, direct story development. Solid background in financial news, writing, reporting and production. Creative. Assertive. Problem-solver. Team leader/player. Resume and Tape to Executive Producer, Albie Bozzo, CNNfn, 5 Penn Plaza, 21st flr, NY, NY 10001. *Absolutely No Calls.*

HELP WANTED MANAGEMENT

General Manager. The Chicago Interconnect is seeking a dynamic General Manager for country's first hard wired fiber optic interconnect. Qualified applicants will have a strong background in media and sales management with 5 plus years of senior management responsibilities. Respond in writing or via fax to: Ken Little, VP/Interconnect Division, National Cable Communication, 444 North Michigan Avenue, Suite 800, Chicago, IL 60611. FAX: (312) 527-4794.

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CHANGING HANDS

The week's tabulation of station sales

FMS

WSSP(FM) Goose Creek/Charlestown, S.C.

Price: \$1.6 million

Buyer: Concord Media Group Inc., Odessa, Fla. (Mark Jorgenson, president); also owns six AMs

Seller: Regent Communications Inc., Covington, Ky. (Terry Jacobs, principal); owns 13 AMs and 22 FMs

Facilities: 94.3 mhz, 6 kw, ant. 479 ft.
Format: Nostalgia

WZBR(FM) Kinston and WNBR(FM) Oriental/Kinston, N.C.

Price: \$1.2 million

Buyer: Eastern Carolina Broadcasting Co. Inc., Morehead City, N.C. (L. Gene Gray, president); also owns one AM and two FMs

Seller: Conner Media Corp., Statesville, N.C. (Dr. Ronald Benfield, president); no other broadcast interests

Facilities: WZBR: 97.7 mhz, 3 kw, ant. 248 ft.; WNBR: 94.1 mhz, 11 kw, ant. 485 ft.

Formats: WZBR: classic country; WNBR:

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$0 ■ 0
Combos ■ \$0 ■ 0
FMs ■ \$2,017,000 ■ 5
AMs ■ \$950,000 ■ 1
Total ■ \$2,967,000 ■ 6

SO FAR IN 1999

TVs ■ \$163,040,000 ■ 9
Combos ■ \$56,787,527 ■ 12
FMs ■ \$41,914,000 ■ 19
AMs ■ \$8,952,000 ■ 14
Total ■ \$270,693,527 ■ 54

SAME PERIOD IN 1998

TVs ■ \$759,650,000 ■ 10
Combos ■ \$394,532,000 ■ 33
FMs ■ \$105,638,950 ■ 46
AMs ■ \$124,230,942 ■ 28
Total ■ \$1,384,051,892 ■ 117

Source: Broadcasting & Cable

'70s hits

Broker: Snowden Associates

WKQV-FM Olyphant/Dunmore, Pa.

Price: \$950,000

Buyer: Citadel Communications Corp., Bigfork, Mont. (Lawrence R. Wilson, president); also owns 36 AMs and 74 FMs

Seller: Monroe and Delaware Holdings Inc., Dunmore, Pa. (Robert Cordaro, principal); no other broadcast interests

Facilities: 95.7 mhz, 300 w, ant. 1,010 ft.

Format: Sports

Broker: MCP Group Ltd.

KKOL-FM Hampton, Ark.

Price: \$142,000

Buyer: PGR Communications Inc., Arkadelphia, Ark. (Phil Robken, president); also owns one AM and two FMs

Seller: PS Broadcasting Partnership, Hampton, Ark. (Fortino Carillo, president); no other broadcast interests

Facilities: 107.1 mhz, 3 kw, ant. 298 ft.
Format: Religion

KNYN(FM) Fort Bridger, Wyo.

Price: \$125,000

Buyer: M. Kent Frandsen, Logan, Utah; also owns two AMs and four FMs

Seller: Topaz Enterprises Inc., Middleton, Wis. (Dale Ganske, president). Ganske owns three FMs

Facilities: 99.1 mhz, 27.5 kw, ant. 1,457 ft.

Format: Dark

AMS

KBOP(AM) Pleasanton, Texas

Price: \$950,000

Buyer: Freedom Network LLC, Ridgefield, Conn. (George Lindemann Sr., managing member). Network members also own four AMs; Lindemann is a shareholder of Mega Communications Inc., which owns nine AMs and one FM

Seller: Reding Enterprises Ltd., Pleasanton, Texas (L.W. Reding Jr., president); no other broadcast interests

Facilities: 1380 khz, 4 kw day, 160 w night

Format: C&W

Broker: Doyle Hadden

—Compiled by Alisa Holmes

BRISSETTE BROADCASTING

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



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The \$16.5 million sale of WAGM-TV Presque Isle, Maine (B&C, Feb. 1), was brokered by Richard A. Foreman Associates.

DATEBOOK

MAJOR MEETINGS

April 19-20—*Television Bureau of Advertising* annual conference. Las Vegas Hilton. Contact: (212) 486-1111
April 19-22—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300
May 17-20—39th annual *Broadcast Cable Financial Management Association* conference. MGM Grand Hotel,

Las Vegas. Contact: Mary Teister (847) 296-0200

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

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

THIS WEEK

Feb. 8-10—16th annual *CTAM* Research Conference. Hilton San Diego Resort, San Diego. Contact: (703) 549-4200.
Feb. 9-12—*Milia*, the international content market for interactive media. Palais de Festivals, Cannes, France. Contact: Patrick Lynch, (212) 689-4220.

FEBRUARY

Feb. 16-17—"DBS: The Five Burning Questions," presented by *The Carmel Group*. Sheraton Gateway Hotel, Los Angeles. Contact: (831) 643-2222.
Feb. 17—"The Cable Presidents," *Hollywood Radio and Television Society* newsmaker luncheon. Beverly Wilshire Hotel, Los Angeles. Contact: Michael Fuchs, (818) 789-1182.
Feb. 21-24—21st *Monte Carlo TV Market* conference and exposition. Loews Hotel, Monte Carlo, Monaco. Contact: (201) 869-4022.
Feb. 22-24—*North American National Broadcasters Association* annual general meeting. The Freedom Forum, Washington. Contact: Paul Ferreira, (416) 598-9877.
Feb. 23-24—Great Lakes Broadcasting Conference and Expo, presented by the *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: (800) 968-7622.
Feb. 24-26—Texas Show '99, cable convention and exhibition presented by the *Texas Cable & Telecommunications Association*. San Antonio Convention Center, San Antonio, Texas. Contact: (512) 474-2082.

MARCH

March 3-5—*CTAM* digital and pay-per-view conference. New Orleans Marriott Hotel, New Orleans. Contact: (703) 549-4200.
March 4—*Cabletelevision Advertising Bureau* 17th annual Cable Advertising Conference. New York Marriott Marquis, New York City. Contact: (212) 508-1214.
March 10-13—30th annual Country Radio Seminar, presented by *Country Radio Broadcasters Inc.* Nashville Convention Center, Nashville. Contact: (615) 327-4487.

March 11—9th annual banquet and celebration of the First Amendment *Radio and Television News Directors Foundation*. Mayflower Hotel, Washington. Contact: Colony Brown (202) 467-5217.

March 15-17—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency Hotel, Minneapolis. Contact: Karen Stamos, (651) 641-0268.

March 18—15th annual *National Association of Black Owned Broadcasters* Communications Awards Dinner. Marriott Wardman Park Hotel, Washington. Contact: (202) 463-8970.

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

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

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

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

APRIL

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

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

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

April 12—Gracie Allen Awards *American Women in Radio and Television*. The Hudson Theatre on Broadway, New

York City. Contact: Laura Scot, (703) 506-3290.

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

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

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

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

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

April 21—*Broadcasters Foundation* Golden Mike Award. The Plaza Hotel, New York City. Contact: Gordon Hastings, (203) 862-8577.

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

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

MAY

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

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

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

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

Putting sales on the analyst's couch

Bob Raleigh is not your average syndication salesman—far from it.

First of all, Raleigh is a doctor.

The current senior vice president of domestic sales for Worldvision Enterprises holds a Ph.D. in psychology from Syracuse University. He worked as a staff psychologist in the late 1970s and at one point was director of psychiatric services at a center for emotionally disturbed children in Syracuse, N.Y.

Raleigh has also worked in the high-tech world of artificial intelligence and dabbled in *Star Wars*-type technology while working for the Sperry Corp. in the early '80s.

On top of that, Raleigh was an All-American lacrosse player and a four-year starting quarterback at Hobart College.

Nowadays, Raleigh tries to apply psychology in his sales calls on station programming managers across the country for Worldvision shows such as *Judge Judy* and *Beverly Hills 90210*. He says he enjoys it but tries not to overanalyze each sale.

"There is a common thread to it all," Raleigh says of his varied career. "It all somehow ties into one job after the other."

Raleigh's psychology background and continued efforts in education (volunteering in his children's school district) stem from his grandmother, he says. "She started a children's center and became a legendary figure in human services in upstate New York," explains Raleigh, an Albany, N.Y., native. "She just had a great influence on me. I think everyone is influenced by significant people in their lives and my grandmother kind of was my hero."

Psychology was the best way to follow that family "bug" when he reached college age. After graduating from Hobart in 1973, Raleigh went straight to Syracuse, where he attained his Ph.D. in four years. After graduating, he became director of psychiatric services at the Elmcrest Children's Center in Syracuse. Two years later he accepted a staff psychologist post with the Marcellus Central School District in upstate New York and soon after was named an assistant superintendent of the school district.

"Joining the school district gave me an opportunity to a do a lot of different things. I could work with families and kids, but I also got into developing curriculum," he says. "I got to learn a lot about how systems and organizations work and how they can be changed."

That knowledge led Raleigh to his next position at Sperry Corp., where in 1984 he was hired as an account executive to help



"[Sales] is such a huge relationship business and we try and pretend that it's as fine-tuned as a Swiss clock, when it's really a blunt instrument."

Robert Edward Raleigh

Senior vice president, domestic sales, Worldvision Enterprises, New York City; b. May 19, 1951, Albany, N.Y.; BS, psychology, Hobart College, Geneva, N.Y., 1973; Ph.D., psychology, Syracuse University, N.Y., 1977; Syracuse: counselor, Elmcrest Children's Center, 1976-79; assistant superintendent/staff psychologist, Marcellus Central Schools, 1979-84; account executive, Sperry Corp., 1984-86; sales executive, MCA, New York, 1986-90; current position since 1990; m. Benita Watford, Nov. 15, 1986; three children: Jessica, 11; David, 9; Alexandra, 8

market and sell high-tech data to institutions of higher education and research outfits.

Raleigh was bitten by the selling bug with his first sales-training seminars at Sperry. College friends who worked for MCA in the mid '80s convinced him that if he were doing the sales thing at Sperry, he might as well work with them in the "glamorous" TV industry.

Through his contacts at MCA, Raleigh was hired as a sales executive at the studio's New York office and was introduced to off-network syndication sales.

"I think the reason [former MCA President] Don [Menchel] hired me was because I came from a different background," Raleigh remarks. "He was always looking for people who could bring different experiences to the process."

Raleigh grew from a junior sales executive to a vice president of sales and even trained incoming MCA sales executives after a while. While at MCA, which Raleigh says was the *crème de la crème* of studios at the time, he sold off-network rights to series such as *Magnum P.I.*, *Simon and Simon* and *The Rockford Files*. Coming from a background in psychology to TV had its surprises, Raleigh notes.

"I couldn't believe that the billions of dollars this business generates was so informally organized," he says. "It's such a huge relationship business and we try and pretend that it's as fine-tuned as a Swiss clock, when it's really a blunt instrument."

Raleigh moved on in 1990 to his current position as head of domestic sales at Worldvision, where he has seen everything from small, failed weekend series to first-run hits like *Judge Judy*.

"We've had quite a transition here at Worldvision and it hasn't happened overnight," he says. "We are by no means an overnight success story. It's been a really long struggle and it feels good to see what we have accomplished over the last few years."

As for his next stop along an unusual career path, Raleigh says he wants to stay in the entertainment field because of the exciting changes taking place not only in TV, but on the Internet and in other areas.

"Part of what you have to know is what you don't know," he says. "I'm not a producer, but what I do see is this business is changing and the entertainment industry is really merging between technology, content and hopefully, just hopefully, a little psychology."

—Joe Schlosser

FATES & FORTUNES

BROADCAST TV

Lisa Crane, VP, sales and marketing, Universal Studios Online, Universal City, Calif., joins NBC, Burbank, as VP, NBC Interactive and general manager, NBC.com.

Will Philipp, senior director, Adult Learning Service, PBS, Alexandria, Va., named VP, lifelong learning.

Deirdre Marie O'Grady, director, advertising sales, MJI Broadcasting, New York, joins Paxson Communications, West Palm Beach, Fla., as director, network planning, Pax TV. She will continue to be based in New York.

David Woodcock, former president/general manager, KCAL(TV) Los Angeles, rejoins KCOP-TV there in same capacity.

Craig Robinson, director of sales, NBC TV Television Stations Sales & Marketing, Los Angeles, joins WRC-TV (NBC4) Washington as VP, sales.



Heston



Gaines

Joseph Heston, VP/station manager, WTAE-TV Pittsburgh, joins KSBW-TV Monterey-Salinas, Calif., as president/general manager.

Missy Gaines, station manager, WSTR-TV Cincinnati, joins co-owned KSMO-TV Kansas City, Mo., as general manager.



Gourley

Chuck Gourley, national sales manager, KTZZ-TV Seattle, named general sales manager.

Yanka Burgos, senior promotion manager, Campbell Soup Co., Camden, N.J., joins KMEX-TV Los

Angeles as director, promotions and marketing.



Juren

Wendy Juren, manager, public affairs, WVEC-TV Norfolk, Va., named director, public affairs and community marketing.

Appointments, KLSR-TV/KEVU-TV Eugene, Ore.:

Chris Breen, national sales

manager, KLSR-TV, named national sales coordinator; **Dana Evonuk**, graduate, Oregon State University, joins as account executive, KLSR-TV/KEVU-TV.

Jim Himes, account executive, MMT and CBS Spot Sales, Los Angeles, joins WMC-TV Memphis as national sales manager.



Creager



Pastore

Appointments, WATM(TV) and WWCP(TV) Johnstown, Pa.: **Bill Creager**, sales and marketing director, Laurel Auto Group, Johnstown, Pa., joins as local sales manager; **Jim Pastore**, director, media and business development, 2S Graphic Design, Johnstown, Pa., joins as local sales manager.

PROGRAMMING



March

Michael March, managing director, National Geographic Channel Asia, Singapore, joins Columbia TriStar International Television, Culver City, Calif., as VP, business affairs. He will be based in Hong Kong.

Appointments, Walt Disney Co., Burbank, Calif.: **Winifred (Wendy) Markus Webb**, VP, investor relations and

shareholder services, named senior VP; **Audrey Finci**, senior VP, operations and technology, Disney Consumer Products, named executive VP,



Fuller

Walt Disney Art Classics and Disney Direct Marketing.

Taylor Fuller III, manager, Southwestern region sales, Tribune Entertainment Co., Los Angeles, named director, Western region sales.

JOURNALISM

Kelly Wallace, reporter, KRQE-TV Albuquerque, N.M., joins Fox News Channel, New York, as state department producer/reporter, Washington bureau.

Mark Gillespie, free-lance writer/producer, MSNBC, Fort Lee, N.J., joins The Gallup Poll, Princeton, N.J. as senior broadcast producer.



Houston

Carlton Houston, reporter, KMBC-TV Kansas City, Mo., joins WVEC-TV/Local News On Cable, Norfolk, Va., as reporter and weekend anchor.

Mike Guerrieri, promotions writer/producer,

WDIV-TV Detroit, joins WFSB-TV Hartford, Conn., in same capacity.

Phil Scott, weekend anchor/managing editor, WHO-TV Des Moines, Iowa, joins KVUE-TV Austin, Texas, as co-anchor, weekend news.



Genette

JoAnn Genette, morning announcer, WCBR(FM) Chicago, joins WXXY/WYXX(FM) there as co-host, *Murphy in the Morning*.

Appointments, KTXL(TV) Sacramento, Calif.: **Tim Robinson**, morning

anchor/reporter, WTVN(TV) Reno, Nev., joins as weekend news anchor; **Rick**

Lopes, executive producer, WJXT-TV Jacksonville, Fla., joins in same capacity. Appointments, KSNT-TV Topeka, Kan.: **Bruce Jones**, morning meteorologist, KMBC-TV Kansas City, Mo., joins as evening meteorologist; **Noel Tucker**, reporter, named anchor; **Angela Bohon**, producer, KWTB-TV Oklahoma City, joins in same capacity.

RADIO

Chad Brown, general station manager, WCAA(FM) and WADO(AM), New York, joins WCBS(AM) there in same capacity.

Rick Feinblatt, VP/director, sales, WMGK(FM), WMMR(FM), WPEN(AM) and WXXM(FM) Philadelphia, named senior VP/general manager.

CABLE



Isaak

Wayne Isaak, senior VP, music and talent relations, VH1, New York, named executive VP, talent and music programming.

Susan Frank, executive VP, corporate marketing worldwide, Jim Henson Company,

New York, joins Odyssey Entertainment Group, the programming and marketing arm of Odyssey Channel, New York, as general manager/executive VP there.



Leonard

Joe Leonard, VP, marketing and communications, MuchMusic USA, Woodbury, N.Y., joins AMC Networks, Bethpage, N.Y., as VP, affiliate marketing.

Gregory Moyer, chief creative officer, Discovery Communications, Bethesda, Md., joins Rainbow Media Holdings, Bethpage, N.Y., as president, regional programming.

Patrice Andrews, head of production, Discovery Pictures, Bethesda, Md.,



Moyer

named VP.

Bob Hesskamp, director, operations, CNN International, Atlanta, named VP, operations.

Cari Widmyer, sales planner, entertainment division, Turner Broadcast Sales, New York, joins Fox Family Channel there as senior research analyst, advertising sales.

Megan Daquilante, sales planner, Home & Garden Television, Los Angeles, named account executive, advertising sales.

Appointments, Cox Communications, Atlanta: **Jimmy Hayes**, senior VP, finance/chief financial officer, named senior VP, finance and administration/chief financial officer; **Margaret Bellville**, VP, operations, named senior VP; **Dallas Clement**, treasurer, named VP/treasurer.



Schneier

Ronald Schneier, senior VP, sales, A&E Networks, New York, named executive VP, sales.

Steven Schiffman, VP, strategic marketing, NASCAR, New York, joins The Weather Channel, Atlanta, as executive VP, marketing.



Tryon

Jennifer Tryon, programming manager, programming department, Comcast Corp., Philadelphia, named director, programming administration.

Darren Seidel, senior manager, finance and business planning, Nissan Motor Corp., Los Angeles, joins TVN Entertainment Corp., Burbank, Calif., as director, financial planning.



Schiffman

Communications Equity Associates, Tampa, Fla., named president.

Marion Hayes Hull, assistant professor, department of radio, television and film, Howard University, Washington, appointed to the Board of Commissioners, Maryland Public Television, Baltimore.

ADVERTISING/MARKETING/ PUBLIC RELATIONS



Lawrence

Lesli Lawrence, senior VP/account director, Frankfurt Balkind Partners, Los Angeles, joins Creative Domain Design, the print division of parent company Creative Domain there in same capacity.

Brian McGowan,

senior marketing manager, Source Marketing, Westport, Conn., joins Marlin Entertainment, New York, as senior VP.

Megan Conlon, associate media director, DDB Needham, Chicago, named VP.

James O'Reilly, founder/chief technical officer, Synergy Media, Mineola, N.Y., joins Millennium Communications, Glen Cove, N.Y., as chief technical officer.

Beth Budelman, media buyer and planner, The Lunar Group, Whippany, N.J., named media supervisor.

TECHNOLOGY

Stuart English, director, worldwide marketing, Scitex Digital Video, Redwood City, Calif., joins Panasonic Broadcast & Digital Systems, Los Angeles, as VP, marketing.

ALLIED FIELDS



McDermott

Maggie McDermott, division VP, marketing, Playboy Entertainment Group, Beverly Hills, Calif., joins DirecTV, El Segundo, Calif., as VP, acquisition and upgrade marketing.

Rickey Bonstein, director of operations, A.F. Associates,

ASSOCIATIONS/FIRMS

David Burns, chief operating officer,

Dan Dierdorf's 12-year career as an analyst on ABC's Monday Night Football ended with Sunday's Pro Bowl.

This reflects reports that the NFL Hall of Famer was asked to take a pay cut, and that ABC is interested in expanding use of Sterling Sharpe, a former receiver for the Green Bay Packers and current analyst for ESPN, which, like ABC, is owned by Disney. Dierdorf will continue his morning radio show on KTRS(AM) St. Louis.

Howard Stern, the shock jock who—literally—took his act to television, will not be renewed in Washington D.C.

Stern was a popular morning radio host in Washington during the 1980s before moving to New York. WBDC-TV president and general manager Mike Nurse noted that not renewing *The Howard Stern Radio Show* is not the same as cancelling him—as several stations around the country have. But the complaint is the same: Stern's video-

taped radio show turned out to be less than anticipated in terms of programming quality and doesn't make enough money to justify the hassle. "It doesn't provide the gargantuan ratings to offset the controversy," Nurse says. KHTV(TV) Houston also says it will not renew Stern. However, WBZ-TV, the Boston CBS O&O, reports 750% ratings growth over the *NYPD Blue* reruns it ran before.

Startup service Recovery Network Inc. hired a small investment banking firm to review its opportunities for mergers and raising cash.

G. Howard Associates Inc., whose chairman George Howard sits on Recovery's board, received the assignment. Launched in 1997, Recovery is available in just four million homes, subsisting primarily on part-time carriage. A December securities filing states that the network is nearly out of cash and that the last round of \$750,000 in loans was only expected to carry the network until Feb. 20.

PBS said it plans to appeal last week's \$47 million jury verdict that found it liable for destroying ex-Monkee Michael Nesmith's home video-distribution company.

PBS spokesman Stu Kantor said the ruling would have no effect on PBS staffing, operations or services to member stations, although he declined to comment on what would happen if the jury ruling were upheld on appeal. In his suit, Nesmith claimed PBS defrauded him and broke a contract with his now-defunct video-distribution company Pacific Arts Corp. After Nesmith's com-

pany folded, Nesmith was sued by PBS, public stations WNET(TV) New York and WGBH-TV Boston and by *Sesame Street* producer Children's Television Workshop.

Cumulus Media Inc. expects to spend \$600,000 to \$2 million to meet its Y2K threat.

So far, it has spent about \$400,000 to \$500,000. Still, "No assurance can be given at this time that any or all of the company's systems are or will be Year 2000 compliant," Cox said in a recent Securities and Exchange Commission filing. According to the company's SEC report, Cumulus said spending could climb to \$600,000 for new equipment in each of its 39 markets—a total of \$23.4 million. However, some 90% of those costs will be capitalized as new hardware or software, as opposed to Y2K-specific buys. The company expects to have all its station equipment fully compliant by the end of next month, Chairman Richard Weening added.

Rep. Cliff Stearns (R-Fla.) is floating a bill that would deregulate several broadcast ownership rules.

The proposed bill would increase the broadcast ownership cap from 35% of the national viewing audience to 50%. It would also allow companies to own two TV stations in one market if one of the stations is a UHF station or if the stations are in separate markets with overlapping contours, and let the FCC permit a company to own two VHF stations in "unusual and compelling" circumstances. Among other proposals: allowing companies to own a newspaper and a radio or TV station in the same market, eliminat-

'Springer,' 'Oprah' slip in syndie ratings

In the heated talk show race, Jerry Springer fell 4%, to a 7.1 rating, according to the latest Nielsen numbers. *The Oprah Winfrey Show* was down 3%, to a 6.7, and *The Rosie O'Donnell Show* was flat at a 4.2. *The Montel Williams Show*, *Sally Jessy Raphael* and *Live with Regis and Kathie Lee* were all steady with 3.9 ratings. *Ricki Lake* continued to push upward, rising 9%, to a 3.8, and *Jenny Jones* climbed 3%, to a 3.4. *Mauri* was even at a 3.3. Among the new daytime strips, *Forgive or Forget* was up 5%, to a 2.0; *The Roseanne Show* was down 6%, to a 1.7, and *Donny and Marie* improved 6%, to a 1.7. *The Howie Mandel Show* rose 7%, to a 1.5. *Judge Judy* stayed atop the court genre with a 7.7, followed by *Judge Joe Brown*, which was down 3% to a 3.4, and *Judge Mills Lane*, which was up 3% to a 3.1. *The People's Court* was even at a 2.9. Many of the syndicated strips that air in access time periods were affected by President Clinton's State of the Union address on Jan. 19. *Wheel of Fortune* dropped 3%, to a 12.7; *Jeopardy* was even at a 10.9, and *Hollywood Squares* was off 9%, to a 4.1. *Entertainment Tonight* was still ahead of the newsmagazine pack, but the long-running strip was down 10%, to a 6.3. *Extra* was off 7%, to a 3.9; *Inside Edition* was up 3%, to a 3.6; *Access Hollywood* fell 11% to a 2.5, and *Hard Copy* dipped 15%, to a 2.3. In the off-network sitcom battle, *Friends* was steady at a 7.4, *Seinfeld* was off 1%, to a 6.8, and *Frasier* was down 3%, to a 6.0. Among the weekly hour shows, *The X-Files* was up 2%, to a 5.4, and *ER* improved 2%, to a 4.9. *Pensacola: Wings of Gold* had an especially good showing that week, climbing 20% to a 3.0. *Stargate SG-1* was on top of the new weekly hours despite an 11% dip, to a 3.4. *V.I.P.* followed at a 3.2; *Mortal Kombat: Conquest* grew 3%, to a 3.1, and *The Crow: Stairway to Heaven* improved 12%, to a 2.8. —Joe Schlosser

ing the FCC's "one-to-a-market" rule, and allowing a long-standing broadcast network—such as ABC, CBS, NBC or Fox—to merge with an emerging network, such as WB or UPN.

The House Commerce Committee is gearing up for the first wave of constituent complaints once satellite TV companies start shutting off customers' illegal distant signal feeds, starting Feb. 28. House Commerce Committee Chairman Tom Bliley (R-Va.), committee ranking member John Dingell (D-Mich.), Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) and subcommittee ranking member Ed Markey (D-Mass.) are circulating a "Dear Colleague" letter to inform members what to tell cut-off constituents when they call. The letter includes a "frequently-asked questions" sheet provided by the FCC, and tells members about DecisionMark's GetAWaiver.com Web site. The Telecommunications Subcommittee plans to hold a hearing on satellite TV reform on Feb. 24, the letter says.

The FCC last week said it may create an "industry coordinating committee" to assist the rollout of digital television. The industry committee would try to work out interference problems and other technical issues that a rise as more stations bring digital signals on line. The panel also would assist broadcasters and the FCC in working out signal strength

changes, antenna heights, transmitter sites and changes in DTV channels. The FCC said regional coordinators should work out most of the problems that arise, but asked for comment on how members would be selected. The agency also wants suggestions on how to set up a national committee to help organize the regional panels.

A federal court Thursday dismissed a breach of contract suit brought against Duhamel Broadcasting for backing out of a deal to sell four television stations. The U.S. District Court in South Dakota found that Duhamel, based in Rapid City, S.D., was entitled to back out of its agreement

to sell the stations to Schurz Communications of South Bend, Ind. for \$27 million. The court said the companies had not executed a "binding mutually acceptable definitive agreement" as required by their initial sales contract. The stations slated in the sale were KOTA-TV of Rapid City, KHSD-TV of Lead, KSGW-TV of Sheridan, Wyo., and KDUH-TV of Scottsbluff, Neb.

Paramount Network Television signed a multi-year agreement with writer/producer John Markus to create, develop and produce new comedy series for the studio's Network Television Division. Markus is the co-creator and executive pro-

ducer of Paramount's *Late-line* for NBC. Financial terms of the deal weren't disclosed.

Clarification: Quotes from Dick Robertson, president of Warner Bros. Domestic Television Distribution in *B&C's* Feb. 1 NATPE coverage were shortened, misconstruing his message. The full quote should have read: "We're not selling shows here at the convention that we wouldn't sell otherwise." Robertson also said he'd evaluate whether it was worth the expense "to be an anchor store at this convention where we're not doing business we wouldn't do anyway."

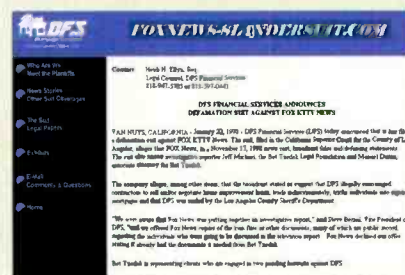
KTTV sued over sweeps story

A California lender has sued KTTV(TV) Los Angeles, charging that a November report from the Fox station defamed the financial firm by leading viewers to believe it cheats elderly borrowers. The lawsuit from DFS Mortgage Services also claims the station chose to get its information from a legal aid group already suing the lender and not from the lender itself, and used other questionable means to gather information. The station has said it stands behind the story and will continue to do such investigative reports.

The *Fox Undercover* story was prepared with the assistance of the Bet Tzedek Legal Foundation—also named in the suit—and targeted home repair scams that persuade elderly and sometimes disabled homeowners to mortgage their houses to take on home improvement loans they can't afford. DFS was named as the entity behind the loans. The lender says it suffered tremendously from the bad publicity from the investigation—which, it says, it first learned of when staffers noticed a couple of "scruffy" men hanging around their parking lot and called police.

DFS Vice President Stephen Bernal says he's so adamant about the lawsuit he's put up an Internet site (www.foxnews-slandersuit.com) inspired, he says, by former WTVT(TV) Tampa, Fla., reporters Steve Wilson and Jane Akre. Husband-and-wife team Wilson and Akre had already put up a Web site to publicize their ongoing lawsuit against Fox News over work they allege was spiked regarding an investigation into growth hormones in milk.

—Dan Trigoboff



The target of KTTV's investigation has put up a Website promoting the suit.

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Sign of the times

It's budget time in Washington, a time when the government has its feelers out for deep pockets to pick. In that spirit, the Clinton administration sprang an analog user tax of \$200 million a year on the industry last week. TV broadcasters would begin paying it next fall and continue paying it until they complete their transition to digital. That day may not come for decades. It is our guess that, given the powerful opposition to the tax in some congressional offices as well as at the NAB, the proposal will wind up in the round file. But we suspect it was included for the sake of "grudgingly" removing it in exchange for concessions elsewhere. Broadcasters should not be bullied into giving in on issues such as free airtime to ensure the tax goes away. When threatened with it last week, the NAB immediately fell into the arms of regulators, with talk of the historic partnership between broadcasting and the government as justification for avoiding such payments. We think the "partnership" has generally been an unhealthy one and that the two should keep their distance. Nonetheless, we join NAB in opposing the tax on analog broadcasts during the transition to digital. Their spectrum fee is already being paid in the mandatory million-dollar upgrades they have to make to get their digital signals on the air.

And a time to deal

First off, let us say that Senator John McCain is dead wrong. There is no justification for his legislation that would allow people who have grown accustomed to illegally receiving satellite broadcast transmissions of distant network signals to continue to receive them. A federal court has ordered the satellite companies to cut off the illegal

subscribers. To grandfather them as McCain wants to do is analogous to grandfathering the owners of illegal cable descramblers because they had paid good money for the devices and had gotten used to watching the pirated programming. Habituation—or ignorance of the offense, for that matter—is no argument for tolerating illegality, much less defending it as an entitlement. McCain defends his bill by saying that it protects the "legitimate interest" of satellite TV customers against "arbitrary disruption of their service." It isn't a legitimate interest and it isn't arbitrary. It's illegal. The "disruption" is simply an attempt by the court to right the situation and enforce the law.

But greater than our interest in protecting the local exclusivity of network affiliates to the full extent of the law is our interest in legislation that would permit satellite companies to carry local broadcast signals. Our fear is that if broadcasters press too hard on the grandfathering issue, they will derail the so-called local-into-local legislation. We see such legislation as a winner for broadcasting, satellite TV and consumers and would like to see it become law this year. Last year, the parties compromised on the most contentious issue, must carry. They agreed that the obligation of satellite TV companies to carry all stations in a market could be put off for a few years. With that fundamental understanding, it would be a shame if this important legislation were to get hung up on what to do about 2% of all TV homes, many of which would naturally switch from distant to local signals when the latter become available. Broadcasters are clearly on the right side of this issue, and are fully justified in demanding that service to the illegal broadcasters be cut off as soon as possible. But further compromise may be in their best long-term interest. If broadcasters and satellite operators can shake hands on must carry, an issue that has deeply divided broadcasters and cable operators for 30 years, they should be able to deal on anything.

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028

Harry A. Jessell, editor

Stephen McClellan, John M. Higgins, deputy editors
Dwight Cunningham, managing editor
Evette Porter, assistant managing editor (special projects)
Todd Gast, art director

Glen Dickson, Richard Tedesco, associate editors
Donna Petrozzello, assistant editor
Karen Anderson, staff writer
Christopher Jones, Web editor
Kim McAvo, contributing editor
Lesley Gaspar, Beatrice Williams-Rude, copy editors
Nolan Marchand, assistant editor
Ed Reynolds, assistant art director
Mara Reinstein, editorial assistant

Washington 1627 K Street, Washington, DC 20036
Phone: 202-463-3711 Editorial Fax: 202-463-3742

John S. Eggerton, assistant managing editor, bureau chief
Dan Trigoboff, senior editor
Elizabeth A. Rathbun, assistant editor
Paige Albiniak, Bill McConnell, staff writers
Alisa Holmes, Web production manager

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;
213-549-4100; Fax 213-937-4240

Michael Stroud, bureau chief
Joe Schlosser, assistant editor

Denver 28310 Pine Dr., Evergreen, CO 80439;
303-670-4124; Fax 303-670-1082
Price Colman, bureau chief

BroadcastingCable

Peggy Conlon, vice president/group publisher
Donald V. West, editor at large

CAHNERS BUSINESS INFORMATION
Bruce Barnett, president and chief executive officer
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212-463-6524; Fax 212-463-6563

Circulation Inquiries
Broadcasting & Cable: 800-554-5729
Broadcasting & Cable Yearbook: 800-521-8110

Sol Taishoff, Founder and Editor (1904-1982)
Lawrence B. Taishoff, Chairman Emeritus

New York 212-337-6940; Fax 212-337-6947

Gary Rubin, associate publisher

Robert Foody, director of technical advertising
Yvonne Pettus, Robert Payne, Sandra Frey, account executives
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Nikki Kraus, marketing services coordinator
Estrella Diaz, manager administration and special events
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Classified 212-337-7073; Fax 212-206-8327
Antoinette Pellegrino, manager, classified/telemarketing
Francesca Mazzucca, advertising sales representatives
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Los Angeles 213-549-4113; Fax 213-937-5272

Craig Hitchcock, Leandra Sterman, account executives
Chuck Bolkom, account executive, (technology/cable), Western U.S. 702-852-1290; Fax 702-852-1291
Nlvia Samaa, sales assistant

International Group
Television International □
Television Asia □ Television Europe
Randi T. Schatz, associate publisher
212-337-6944; Fax 212-337-6948

London, Broadcasting & Cable (Editorial)
6 Bell Yard London WC2A 1EJ England;
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