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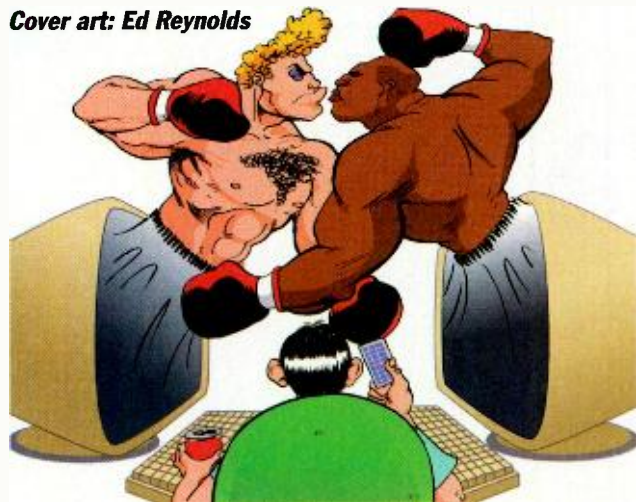
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VP/Area Director, TCI of Washington, D.C./Baltimore



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The Selling of Monica

ABC's big promo of interview with Clinton's soulmate generates big ratings, revenue

By Dan Trigoboff

Once Barbara Walters got the Monica Lewinsky interview, ABC couldn't lose. The only question was how big the network would win. And after predictable attendant publicity and a promotional machine that set in motion a whirlwind TV tour by Walters—ABC won big.

Network executives had learned from CBS's *60 Minutes* Kathleen Willey interview a year ago and from NBC *Date-line*'s Juanita Broadrick appearance last month not to take the public's purported indifference to presidential scandal too seriously. And if Willey or Broadrick could draw respectable ratings with disputed charges of sexual confrontation, logic ruled that Lewinsky's proven story of sex with the President should send ratings soaring. In TV journalist parlance, Monica was the biggest "get" since O.J. Simpson after his trial.

And the "get" got. An estimated 74 million people tuned in to see at least part of ABC's *20/20*, with an average number of viewers at any one time approaching 50 million. Despite its two-hour length, the show's numbers held up well. According to ABC, its rating (percentage of all TV homes) grew from 32.8 the first half-hour to 35.0 the third, tapering off to 33.3 in the last half-hour.

While not quite Super Bowl numbers—in excess of 80 million viewers this year—the Monica numbers justi-



AP Photo

The '20/20' broadcast last Wednesday night attracted an estimated 74 million viewers and earned an estimated \$30 million for ABC.

fied the steep hike in advertising rates. At \$800,000 per 30-second spot, they were about five times the show's standard price. (Agency sources said last week that ABC accepted some spots at \$400,000). Estimated take for the two-hour telecast: \$30 million.

Even leaks of some of the more provocative material—such as Lewinsky's apology to the nation and to the First Lady and daughter Chelsea for her relations with the President—couldn't damage ABC last week, and probably only raised the level of anticipation. Although ABC insisted that

information passed to *The Washington Post* and an audiotape passed to the *New York Daily News* were definitely not part of the publicity plan, not everyone was convinced. Regarding ABC's pledge to track down the thief, *Minneapolis Star-Tribune* writer Noel Holston said, "I expect ABC to name the 'thief' about the same time O.J. Simpson tracks down his wife's killer."

Leaks or no leaks, viewers could hardly have expected much new information from the *20/20* broadcast, given the rabid reporting of the past 15 months and the excruciating detail of the Starr Report.



"Shame on all of us who gave in to the temptation, who fed the media madness, who fell victim to the tele-titillation. Shame on us and congratulations to ABC, which raked in the

What the critics say

ratings and the bucks with Wednesday night's Monica Lewinsky therapy session with Barbara Walters."

—Joanne Ostrow
Denver Post

"[The interview] was TV functioning at its most primitive level: It allowed us to see and hear someone who had mostly just been described to us. It may not

have provided much news... but it went a long way toward satisfying whatever curiosity remains about this affair."

—Robert Bianco
USA Today

"Both seemed to immensely enjoy the parrying, the playacting, the thrill of being part of the greatest show on earth for one night



at least. How delicious it must have been for both of them. And how lucky for us it wasn't Larry King doing the questioning."

—Ed Bark
Dallas Morning News

The draw would have to be Lewinsky's impressions and persona, as evoked by Walters. And although what information she could divulge on camera was restricted, Lewinsky said, by her immunity agreement with independent prosecutor Ken Starr, Walters was nonetheless able to supplement the interview with information from Lewinsky's book, with the book itself in full view.

Walters pointed out that Lewinsky received no money for the ABC interview, but considering the book's release the very next day, a lengthy session with a broadcaster of Walters' stature was likely more effective promotion for the book than a two-hour prime time network infomercial.

To promote the interview, ABC released Wednesday morning just under a minute of videotape from the program, tape that found its way to affiliates, ABC-owned stations and syndicated programmers. And Walters' involvement in the big "get" didn't end after the Feb. 20 taping. On the day of the broadcast, she started the day on *Good Morning America* and ended it on *Nightline*. In between she appeared on *Regis and Kathie Lee* and *Entertainment Tonight* and made herself available to ABC affiliates and owned stations.

Affiliates, which scored big with the broadcast last week, were grateful. But not everyone was complimentary. "Perhaps never have a TV personality and a network, abetted by the entire journalistic establishment, so relentlessly hawked a program as ABC and Walters did this one," wrote Los Angeles Times TV critic Howard Rosenberg. "That included releasing those cozy Aunt Babs and Monica glossies creating the impression that they were joined at the hip and partners in this venture. And, of course, they were."

But not surprisingly, Walter's skillful mix of sympathy and reproach, charm

Scooped on the scoop



tionally leak the tape and said it was investigating the unauthorized taping and theft of the interview that got passed to the *News*. Both the *News* and ABC said the story was based on an authentic copy of the interview, which was conducted of Feb. 20. ABC didn't rule out legal action against the *News*, and will try to identify who was responsible for the leak. The network declined to comment on speculation that it was linked to ABC's ongoing dispute with its largest technical union, NABET —Steve McClellan

Was it theft, or the greatest promotional ploy since Geraldo Rivera foisted Al Capone's empty vault on a mob-obsessed American public? In either case, ABC got scooped last week with its own interview. Last Tuesday (March 2), the New York *Daily News* ran a front page story on ABC's Monica Lewinsky-Barbara Walters interview—based on an audio-taped copy of the first hour of the interview the *News* said it "obtained" from an unidentified source. Thus, the *News* beat ABC on its own story by a full day and a half. Nevertheless, the Nielsen rating for what was supposed to be an ABC exclusive didn't appear to suffer—at least not terribly. ABC insisted last week that the network did not inten-

and challenge drew its share of praise. "No living human," said *Washington Post* TV critic Tom Shales, "could probably have done a better interview than Walters did or even nearly as good."

Even competitors had to acknowledge the ABC onslaught. "This was the major news of the day," said an MSNBC spokeswoman. MSNBC ran a special two-hour *Hockenberry*, where from 10-11 p.m. host John Hockenberry encouraged viewers with picture-in-picture capability to watch both the Walters interview and his own show's running commentary. The first hour did a .2 rat-

ing, lower than normal, but the second hour of discussion did a .5 rating, 70% higher than normal for that hour.

Across the country early evening newscasts helped hype the program, and late news took advantage of the big lead-in. KABC-TV Los Angeles ran 30-second promos all Wednesday, which featured the 20/20 special and KABC-TV tie-ins running on its 4, 5 and 6 p.m. newscasts. The Lewinsky interview boosted the station by almost a full rating point for the February sweeps, said news director Cheryl Fair.

Last Wednesday, in a pre-20/20 inter-



"The massively promoted event...presented an embarrassment of rich commentary on 'the way we live now'...It was the quintessential moment of the 1990s-style American

self-reinvention, with Lewinsky trying to lift the curtain for herself on a second act."

—Matthew Gilbert
Boston Globe

"Everyone involved had forgotten that less is more. Two hours was too much for an interview in which we would learn that we could have predicted all of Walters' questions and written nearly all of Lewinsky's answers...We

found ourselves more fascinated by who bought commercial time."

—Michelle Greppi
New York Post

"The proverbial bottom line is that those who watched the whole interview, and tens of millions must have, probably came away more sympathetic to Lewinsky than they went in...It was perhaps fun in some twisted, ghastly way



to be embarrassed all over again by hearing from Lewinsky's own lipinskies."

—Tom Shales
The Washington Post

"But we watched. A great



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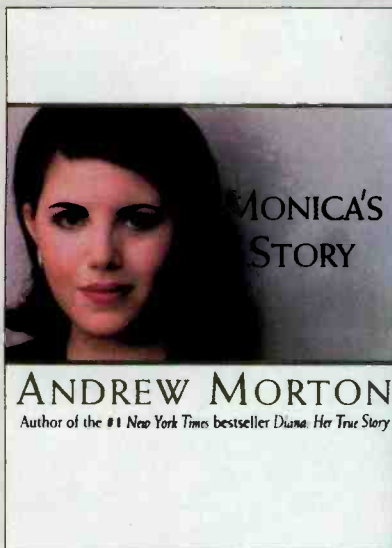
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RETAIL



After Snow job, another offer



Worth an \$800,000 advance

To hear Monica Lewinsky tell it, she's been through quite an ordeal in the past year. But heck, the pay's not bad.

She's reportedly getting an \$800,000 advance from St. Martin's Press for cooperating with Diana biographer Andrew Morton on *Monica's Story*, which hit bookstores last Thursday, the day after ABC aired its 20/20 Monica interview.

That same day, Lewinsky's interview with Jon Snow of Channel 4 aired in the U.K. (and subsequently in 28 other international markets). Channel 4 confirmed it paid roughly \$650,000 for the interview. In the arrangement with ABC, the network agreed to air the Barbara Walters-hosted Q&A just once and not outside the U.S. Thus Lewinsky is free to sell additional "exclusives" to overseas

media outlets. Between the British TV payment and book advance, Lewinsky has almost three-quarters of her reported \$2 million in legal fees covered.

Now, if she could just land that slot on *The View*, left vacant by the departure of Debbie Matenopoulos a few months back, Lewinsky could start to earn some real dough. Apparently taken with her well-spoken demeanor during their interview on last Wednesday's show, Walters extended an invitation to Lewinsky try out for the spot.

—Steve McClellan

ple your newscast again." The Walters interview did bring a bigger audience, Weiss added, winning a 23 rating—well above the average rating of 13.

The local reaction angle proved to be a popular one at ABC stations, although stations offered different takes. At WCVB in Boston, where the interview scored with a 34.2 rating, a panel of viewers used dial instruments to record their reactions to the interview for play on Wednesday's late news and on *Good Morning America* the next morning.

After the interview, ABC's WTVB-TV Raleigh-Durham, N.C., dropped its first commercial block at 11 p.m. and ran 22 minutes straight of news. The station led with Lewinsky for 30 seconds, but then cut to live coverage of damage done that day by severe thunderstorms and high winds.

KSTP-TV Minneapolis conducted man-on-the-street interviews beforehand, surveying people for questions they would like to ask Lewinsky themselves.

In Detroit, that single night brought ABC affiliate WXYZ-TV's sweeps numbers up by .2, bringing it closer to NBC affiliate WDIV-TV than any time in the past two years. The interview did a 32 local rating, and kept a 22 rating for the local news. To maximize the prime time boost, WXYZ-TV brought in an expert on body language to suggest when Lewinsky told the truth and when she didn't. The Scripps Howard-owned affiliate also took its cameras out for reaction, interviewing people at a coin-operated laundry, at a Kmart where customers gathered around the display TVs and at a cigar bar. "The pun was unintentional," said news director Dan Salamone of the cigar connection to the Clinton-Lewinsky affair. "We realized after the fact that maybe we shouldn't have filmed there."

—Elizabeth A. Rathbun contributed to this story.

view, KABC-TV aired interviews with Lewinsky's high school boyfriend that also got picked up around the country, and with former Clinton consultant Dick Morris—himself the center of a Washington sex scandal. Another pre-interview story looked at how Lewinsky is changing her image, with more demure hair and clothing styles.

Milt Weiss, news director for ABC affiliate WEWS Cleveland, noted that there was a danger of overkill. "I'm sure there were a significant number of stations scurrying about trying to do

more about Monica Lewinsky. But how could you do anything meaningful after Barbara Walters had just interviewed her for two hours?"

Nonetheless, WEWS's 11 p.m. news put together a focus group to respond to the interview, but kept it short, Weiss said. "I view these big events as opportunities," he explained. "You could do 30 minutes more on Monica Lewinsky for people who are interested in her, but for viewers who are not normally watching your newscast, you've provided no reason for them to ever sam-

many of us, anyway. Maybe not for the full two hours, but long enough to see and get a sense of La Monica. As theater, which is supposed to be something entirely distinct from news, it was pretty close to boffo stuff."

—John Carman
San Francisco Gate

"After watching Clinton's apology to the nation in which he called the relationship a mistake, she told Walters: 'I felt like a piece

of trash.' Compelling television? Undeniably...For better and for worse, we saw the real Monica Lewinsky. And expecting that, or hoping for it, is why we all tuned in the first place."

—David Bianculli
New York Daily News

"What a phony and artificial two hours of television it was, constructed like a melodramatic made-for-TV movie...Lewinsky learned to appreciate family and

true friendship. I haven't heard that since last night's movie-of-the-week with Jane Seymour."

—David Zurawik
The (Baltimore) Sun

"The interview was a Walters-style classic, complete with tears. She asked most of the right questions, and her maiden aunt shock at some of the answers was a proper response to Lewinsky's no-blame-and-too-little-

shame confessional."

—Ann Hodges
Houston Chronicle

"Actually, none of [the admissions]s seemed that 'amazing,' given the press coverage of Lewinsky...If Walters thought we would be surprised by a portrait of Clinton as a smooth-talking philanderer, she hasn't listened to talk radio in the past year."

—Steve Hall
Indianapolis Star/News

Networks drag Big 4 earnings

Combined operating profits rise just 3% in 1998, despite double-digit revenue growth

By Steve McClellan

Demand for TV and radio advertising remained high in 1998, boosting the combined revenues of the four major broadcast companies 14% to \$24.7 billion. But operating profits climbed just 3%, as the television network divisions continued to struggle and as the Big Four continued to invest in new distribution systems (such as cable and the Internet) in both the U.S. and abroad.

While network television is no longer a great business in terms of profit margins, the station business is generating huge profits, according to BROADCASTING & CABLE's annual analysis. Both TV and radio stations drove profits for CBS in 1998, while TV stations and cable networks (primarily ESPN and Disney Channel) did the same for ABC. TV station profits kept Fox in the black last year.

NBC was the one place where the network business was a major profit center in 1998, although the company's TV stations made even more money. NBC-TV profits fell 20% to \$470 million, while the stations posted profits of \$560 million, up 10%. Still, a number of Wall Street analysts are predicting NBC's network profits will drop significantly this year, with the loss of *Seinfeld*, and the huge license fee hike for *ER*.

At CBS, the company's radio/outdoor division posted a 28% gain in revenues and 46% gain in profits. The company no longer breaks out TV network, TV station and cable TV results. But analysts who follow the company say the TV network lost \$235 million, about half of which was attributable to a write-down the company took on its broadcast of the 1998 Winter Olympics.

CBS's TV station results improved dramatically in 1998. For the first time, the TV stations achieved a group-wide operating cash-flow margin of 50%. The group also posted a 45% gain in operating profit.

At ABC, the TV stations registered an 8% revenue gain to just over \$1 billion, while profits climbed 11% to \$510. Cable/international revenues were up 18% to \$2.3 billion, while profits soared 31% to \$850 million. Most of the revenue and profit in that category is attributable to ESPN.

With the exception of NBC-TV, prof-

Fiscal '98: The Four Network Picture

(Dollar figures in millions)



'The Drew Carey Show'

ABC

	REVENUE	% CHANGE FROM '97	PROFIT	% CHANGE FROM '97
Radio	525	+16%	\$152	+13%
TV Network	3272	+4%	-\$100	—
Owned TVs	1050	+8%	\$510	+11%
Cable/Intl.	2295	+18%	\$850	+31%

Total 7142 +10% \$1412 +7%



'Touched by an Angel'

CBS

	REVENUE	% CHANGE FROM '97	PROFIT	% CHANGE FROM '97
Radio & Outdoor	1893	+28%	\$542	+46%
TV Network	3375	+21%	-\$235	—
Owned TVs	980	+19%	\$510	+45%
Cable/other	564	+36%	\$100	+150%

Total 6812 +27% \$917 +41%



'Friends'

NBC

	REVENUE	% CHANGE FROM '97	PROFIT	% CHANGE FROM '97
TV Network	3800	—	\$470	-20%
Owned TVs	1100	+8%	\$560	+10%
Cable/Intl.	369	+29%	\$319	+170%

Total 5269 +2% 1349 +11%



'The X-Files'

Fox

	REVENUE	% CHANGE FROM '97	PROFIT	% CHANGE FROM '97
TV Network	1680	+10%	\$10	—
Owned TVs	1395	+32%	\$665	+33%
Twentieth	800	+33%	\$50	+25%
Cable/Intl.	1600	+33%	-\$170	—

Total 5475 +20% \$555 -16%

Notes: Estimates are Broadcasting & Cable's. Sources include network executives, securities analysts and company financial reports. Revenues are net of agency commissions; operating income figures are net of depreciation, goodwill amortization and purchase-price accounting benefits.

its were skimpy at the television network divisions, with both ABC and CBS racking up huge losses (see chart). Fox, which posted a \$50 million loss, rebounded in 1998 with a modest \$10 million operating profit at the network.

All the network companies are building new businesses outside their core TV operations. Fox continues to invest heavily in cable and satellite services both here and abroad, but the return on that investment is still years away. And all the networks are getting into ".com" businesses. NBC has a major stake in the C-Net and

its Snap portal and may take it public at some point, informed sources say. ABC and Disney bought the Go Network portal, while CBS's Mel Karmazin has said he may spin off the company's stakes in such businesses as Sportsline and MarketWatch into a new public company.

Meanwhile, the two studio-owned weblets, WB and UPN, are still in start-up loss mode. WB revenues in 1998 were \$260 million, with an operating loss of \$93 million. Estimated revenues for UPN were between \$175 and \$200 million. Losses totalled about \$177 million. ■

February's L



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February Sweeps Performance!*

Rank	Program	HH Rating % Change
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# 2	Maury Povich	+3%
# 3	Jenny Jones	-3%
# 4	Sally Jessy Raphael	-9%
# 5	Jerry Springer	-10%
# 6	Rosie O'Donnell	-11%
# 7	Regis & Kathie Lee	-15%
# 8	Oprah Winfrey	-20%
# 8	Montel Williams	-20%

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Source: NSI, WRAP overnight weighted average HH rating

Primary telecasts only Feb. '99 Sweep-to-Date (2/4-3/1) vs. Feb. '98 T.P. (2/5-3/4)

Adelphia strikes again

\$5.2 billion deal lands Century Communications

By Price Colman

Continuing its buying binge, Adelphia Communications is acquiring fellow cable operator Century Communications in a \$5.2 billion deal that boosts Adelphia's size but also raises questions about how much Adelphia is paying for systems that need upgrades.

The deal works out to between 14.5 and 15 times Century's 1998 cash flow, or about \$3,620 per subscriber. Both calculations are near-record levels. Still, a key issue in financial circles is how much Coudersport, Pa.-based Adelphia will have to pay to upgrade Century's operations.

"Adelphia is seemingly paying pretty high multiples for systems that need a lot of work," says Oren Cohen, bond analyst at Bear Stearns & Co.

Adelphia in late-February announced plans to buy FrontierVision Partners for \$2.1 billion. Combined, the FrontierVision and Century acquisitions push Adelphia from the seventh largest MSO—with about 2.3 million subscribers—to fifth with roughly 4.7 million customers.

Adelphia officials, while acknowledging that upgrades will require capital, contend that the Adelphia-Century combination is worth more than the companies are separately.

Stocks in similarly sized companies are trading at 17-19 times cash flow. With Adelphia currently trading at about 15 times cash flow, "we see the opportunity to capture about two full multiples from the combined entity," says Tim Rigas, Adelphia's executive vice president and chief financial officer.

In other words, even though Century was the subject of bidding from several other suitors—reportedly including Comcast, Charter and MediaOne Group—Adelphia considers the deal a bargain.

Adelphia's owners "got dramatic distribution of stock with this and the FrontierVision deal, an attractive collection of assets and is now one of the best clustered of top cable operators," says Brian Deevy, president of Daniels & Associates. Daniels advised Adelphia in the deal and Donaldson, Lufkin & Jenrette advised Century.

The acquisition—Adelphia's second multibillion dollar deal in two weeks—definitively addresses one issue: whether Adelphia ultimately is a buyer

or seller.

"If anything puts to bed speculation that they're sellers, this Century deal does," says Cohen. "They're not selling."

"This positions us extremely well to take advantage of the telephony play in the (cable TV) business," says Rigas.

Adelphia, through its Hyperion competitive local exchange carrier (CLEC) telephone subsidiary, is developing its own switched-circuit telephone business. In addition, Adelphia is in a joint venture with TCI (soon to be AT&T) encompassing about 400,000 subscribers in western New York.

Century has a similar joint venture with TCI-AT&T encompassing nearly 800,000 subscribers in the Los Angeles area. Thus, while Adelphia is positioned to go it alone on telephony, it also has the leverage to negotiate an attractive network access deal with AT&T.

With the FrontierVision and Century deals, Adelphia will have 90% of its 4.7 million customers (pro forma) in 11 major clusters, with the top 10 having an average size of 400,000. Such subscriber concentration gives the company strong scale economics not only for rebuilds but also for introduction of new products and services.

"It will boil down to economics," says one source in the financial community of a possible Adelphia-AT&T alliance.

Adelphia's biggest near-term challenge will be absorbing the FrontierVision and Century operations. That looks to be easier with FrontierVision, given that most of those properties are at best adjacent and at worst near existing Adelphia clusters, which are all in the eastern United States. With the Century acquisition, however, Adelphia picks up the plum Los Angeles cluster and a smaller cluster of roughly 100,000 in Colorado Springs, Colo. It also acquires Century's Puerto Rico operations, encompassing about 100,000 subscribers.

Components of the \$5.2 billion acquisition include Adelphia paying about \$2.78 billion in stock, roughly \$826 million in cash and assuming \$1.6 billion in Century debt. With the FrontierVision and Century deals, Adelphia has added more than \$2.7 billion in debt to its books. But because Adelphia has used stock as the main currency in the two transactions, with cash as a smaller component, company officials say its debt-to-cash-flow ratio will remain at roughly 6.9-1—about where it is now—once the deals close in the third quarter. ■

Recovery needs a cash fix

The Recovery Network is badly in need of financial therapy, warning that it may go dark within days. The fledgling, self-help network, which offers programs aimed at victims of a number of substance and emotional abuses, is quickly running out of cash and may not have enough money to stay on its satellite transponder.

In a Securities and Exchange Commission filing, publicly traded Recovery said Group W Network Services said it would cease the cable channel's satellite uplink March 12 if the company doesn't pay an outstanding \$336,639 bill. Recovery said it is seeking to work out new payments. Even if it pays the bill, the Santa Monica, Calif.-based network said that bridge loans and recent stock sales would only carry it through March.

Recovery has just 4 million subscribers, almost entirely part-time carriage, and mixes conventional system affiliation agreements with deals for carriage on city-controlled educational access channels. The company has virtually ceased marketing, and is burning through about \$833,000 a month. Revenues are less than \$100,000, the SEC filing stated.

John Wheeler, Recovery's senior vice president of operations, expressed confidence that the company will draw new investors, but he would not disclose any details. "We're not going anywhere," he said. —John M. Higgins

Sweeps tighten ratings race

NBC's event programs score well, but its once-unassailable dominance is now in doubt

By Michael Stroud

For the first time since early 1995, the February sweeps produced no clear winner among broadcast networks in the race to be No. 1. NBC no longer has a lock on the slot, and ABC and Fox are duking it out for the No. 2 spot among highly coveted 18-49 year-olds.

The just-completed February sweeps, often a key indicator of how the season will shake out, left the Big Four's rankings as up in the air as they were at the season's beginning, analysts and industry executives say.

"It's going to be a fight to the bitter end," said analyst Marc Berman at Seltel, a New York-based media rep firm, referring to the end of the 1998-99 TV season in May. "No network stands out this season."

That's in contrast to past years, when NBC consistently emerged as the leader in major demographic categories: households, adults ages 18 to 49, and total viewers.

The good news for the Big Four is that the sweeps didn't reflect much of the viewer erosion that's plagued networks for much of this season. For the full 28 days, the networks averaged a 63.1 share in households (vs. 63.6 in last year's February sweeps) and a 38.0 share (vs. 38.9) among adults 18-49, according to an analysis of Nielsen data.

The stable performance "proves that when the networks put on shows worth watching, viewers show up," Berman said.

The final rankings for February sweeps, which ended March 3, are a microcosm of the year. NBC won the sweeps in households, adults 18-49 and total viewers with its balance of event programs including *The '60s* and *Alice in Wonderland* and a dominating Thursday night lineup. For the sweeps, NBC scored Nielsen ratings of 4.1/11 among adults 18-49, 10.0/16 in households and 14.56 million viewers.

But it only beat CBS by three-tenths of a rating point in households as regular Eye programs such as *Everybody Loves Raymond* and *JAG* continued to lead a resurgence. CBS's final tally for the sweeps was a 9.7/16 in households, a No. 4 ranking of 4.1/11 in 18-49s and 13.95 million in total viewers.

February bounce

Five of the six biggest broadcast networks had improved ratings (in total households) in February, compared with November 1998.

Households

	ratings/share	change*
1. NBC	10.0/16	+5%
2. CBS	9.7/16	+2%
3. ABC	8.9/14	+1%
4. Fox	7.2/11	-6%
5. WB	3.6/5	+6%
6. UPN	2.1/3	+5%

Ages: 18-49

	ratings/share	change*
1. NBC	6.3/17	+7%
2. ABC	5.4/14	+4%
2. Fox	5.4/14	-5%
4. CBS	4.1/11	0%
5. WB	2.0/5	+5%
6. UPN	1.3/3	+8%

* Compared to November 1998 sweeps.

Source: Nielsen Media Research

CBS executives argued that NBC's win depended heavily on the highly promoted *The '60s* and *Alice in Wonderland*, while CBS's tally was more indicative of its regular-season performance.

"They did a terrific job with their two big stunts," said CBS Television President and Chief Executive Leslie Moonves.

NBC Entertainment President Scott Sassa retorted that the network's long-form sweeps shows were anything but stunts.

"If you took all the movies and miniseries out of our (February

sweeps) rating, the end result would be exactly the same," Sassa said. "We do movies and miniseries because they give us a platform to sample shows that have good story lines."

For example, NBC's *Friends* got a strong boost from *The '60s* promotions, Sassa noted.

In the race for the No. 2 ranking in the highly coveted 18-49 demo, ABC and Fox duked it out in the same way they have for the entire season. Fox's diet of reality fare, like its Egypt special, *Opening the Lost Tombs*, helped it score a competitive

USA cleans up

For all of the management upheaval over its presumed problems, USA Network's old prime time schedule led the Nielsen cable pack during the February sweeps period.

USA Networks Inc. Chairman Barry Diller has cleaned the house of old management in recent months, but he has yet to put on many major new shows. Still, he's doing just fine with the existing product in prime, with USA earning a 2.5 prime time rating, up 4% from the same period last year. The network's various World Wrestling Federation shows continue to draw stronger ratings. Meanwhile, TNT and TBS each scored a 2.1, pushing TNT up 13% and TBS up 24%, respectively, from the same month a year ago.

Nickelodeon followed with a 1.9 rating, up 6% from last year. Cartoon Network and Lifetime Television each posted a 1.6 rating, a 23% gain for Cartoon but a 6% drop for Lifetime.

Large percentage gainers for the month included *TV Land*, whose rating rose 42% to a 1.0.

On the news side, CNN continued to lead with a .9, but fell off from a 1.1 in January as the Clinton impeachment frenzy diminished. However, Fox News Channel, MSNBC and CNBC remained steady with Fox News retaining its .6 rating, staying ahead of MSNBC's .4. CNBC scored a .7 rating. —John Higgins

5.4/14 in its target 18-49 demographic. Fox appeared to have a lock on No. 2. But ABC's Lewinsky interview helped the network roar back on the final night of the sweeps, contributing a full rating point to its total sweeps performance.

ABC also ended the sweeps with a 5.4/14 rating among 18-49s. In households, ABC was third, with an 8.9/14 and Fox was fourth, with 7.2/11.

Meanwhile, the sweeps gave WB reason to smile. Paced by the performance of its surprise top-performer *7th Heaven*, WB chalked up its highest sweeps ratings ever in key demographic categories, including 18-49s (2.0/5), households (3.6/6) and 18-34s (2.2/6).

Even UPN, whose season has been marred by a disappointing start and poor ratings, had something to cheer: a two-hour *Star Trek: Voyager* episode in February garnered the show's best ratings since Nov. 12, 1997. UPN ended the sweeps with a sixth-place rating in households (2.1/3) and adults 18-49 (1.3).

With so much fight left in all six networks, it's impossible to predict how the season will conclude, said Bill Croasdale, president of national broadcasting for Western International Media Group.

This year, he said, "I'm not putting a nail in anybody's coffin." ■

Dolan trolling for Mets?

By John M. Higgins

In his ongoing campaign to permanently lock up regional TV rights to New York-area sports teams, Cablevision Systems Corp. Chairman Charles Dolan is trying to buy the New York Mets. Sources familiar with the discussions said Dolan has offered owners Fred Wilpon and Nelson Doubleday \$500 million to buy the team, letting them continue to manage, though not control, the baseball team.

Buying a team eliminates the risk of a rival coming in. Talks started after a similar approach to the New York Yankees faltered last November. Cablevision manages two New York sports networks in partnership with Fox/Liberty Sports: Madison Square Garden Network and Fox Sports New York. The Yankees have agreed to merge with the New Jersey Nets basketball team to pool their TV rights and try to attract a bidder. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

DENVER

It's good to be boss

EchoStar Chairman Charlie Ergen is no slouch when it comes to returning favors. Ergen recently hosted an all-expenses paid Caribbean sailing vacation for his top 100 dealers and their guests, selected programmers and vendors. The week-long junket had stops in St. Lucia, Martinique, Beckway, Tobago, Grenada and a private island. But it was something of a working vacation for the high-energy Ergen. "Everybody wants to know the secret of how Charlie works with retailers: He listens to them," says EchoStar spokeswoman Judianne Atencio, who was along for the ride. "Whether at dinner, walking through the rain forest or just talking, he met with every single one of the dealers." Ergen may not have left work completely behind, but he surely had more workers who stayed stateside. For instance, while Ergen was hiking and enjoying sunsets, he dispatched EchoStar general counsel David Moskowitz to take his place at two Capitol Hill hearings and a trade group press conference.

WASHINGTON

NBC's Wright Wants Allowances

NBC Chairman Bob Wright will be in Washington this week to lobby for relaxed national audience limits and for legislation that would allow satellite broadcasters to offer network signals from local affiliates. He also will urge the lawmakers to keep tabs on the development of broadband Internet services. NBC and other content providers are worried that the cable industry will monopolize high-speed broadband services, forcing content providers to pay exorbitant prices to deliver video streaming and other services. Wright, according to Capitol Hill staffers, is scheduled to meet with Senate

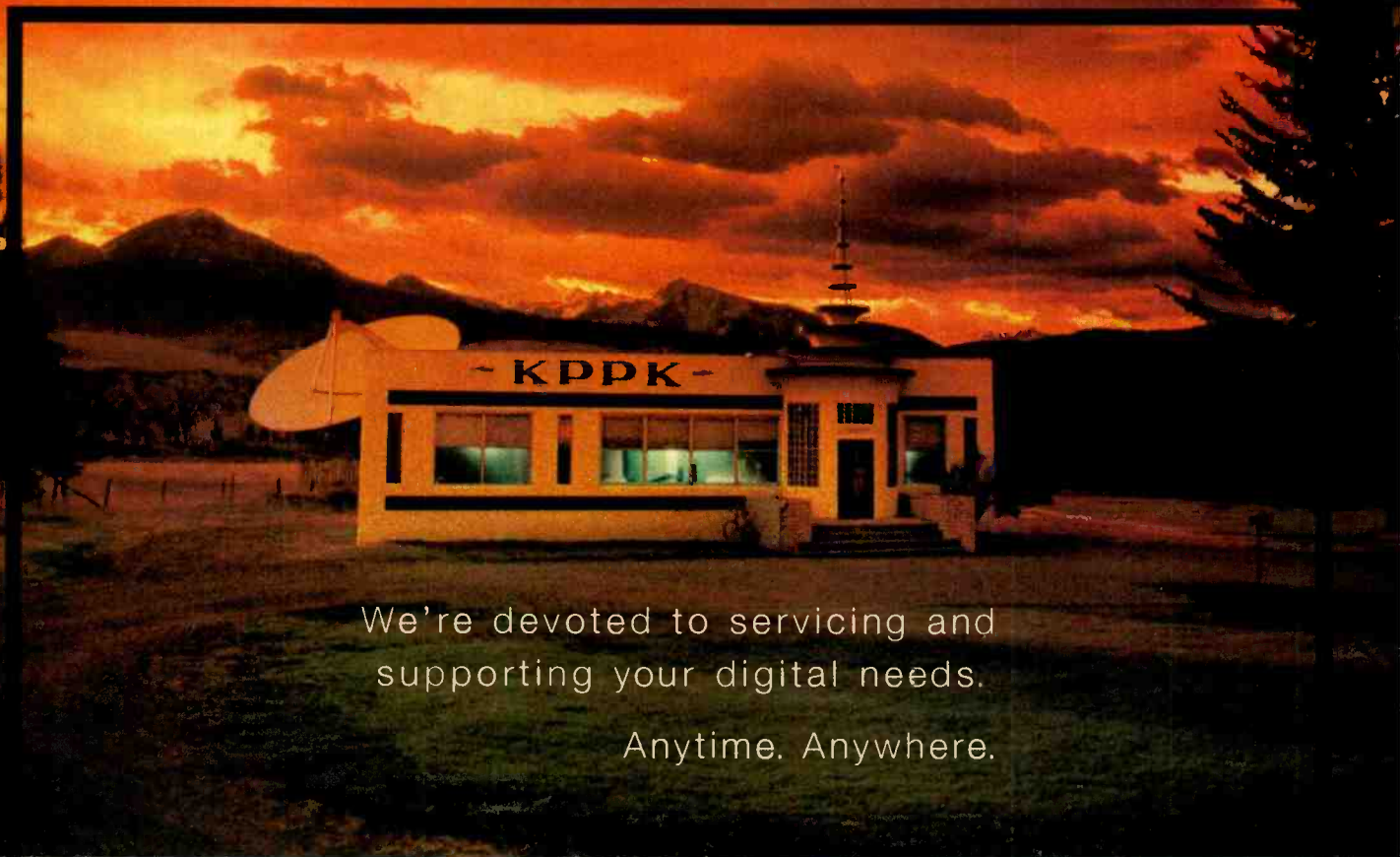
Commerce Committee Chairman John McCain (R-Ariz.) and House Commerce Committee Chairman Thomas Bliley (R-Va.).

Better long than never

The Minority Media and Telecommunications Council missed the FCC's deadline for filing comments on proposed minority and female recruiting rules, but the group will make up in volume what it lacks in timeliness. The group was four days late Friday when it filed the first of four volumes of comments on the FCC effort to resurrect its equal opportunity hiring rules. The comments were endorsed by 30 other civil rights and minority groups. The FCC wants to require broadcasters and cable operators to actively recruit from schools, professional groups, and other sources that cater to minorities and women. (See related story, p. 18.) The first volume, 175 pages, counters broadcasters' arguments that the rules would be unconstitutional. The next three volumes, to be filed in the next couple of weeks, will lay out how the rules should be enforced, detail how minorities and women have benefited from the previous rules, and analyze how the new plan would benefit the public interest.

Date set for FCC restructuring review

FCC Chairman William Kennard will unveil a "framework" for reviewing ways to adapt the agency to the next century, agency staffers say. Many GOP members have accused the agency of ignoring the deregulatory mandate of the 1996 Telecommunications Act. Consequently, the lawmakers' restructuring efforts begin March 17, when House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) holds the first of several hearings on reconstituting the agency's duties. "As the emperors in ancient Rome used to say, 'Let the games begin,'" a Tauzin staffer said.



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SONY

A call for 'race-neutral outreach'

TV radio groups propose alternative to FCC plan, using the 'Net to recruit minorities

By Bill McConnell

Broadcasters and cable executives last week said the federal government should not try to again force the industry to recruit minorities and women.

Instead, the FCC should require companies to post job vacancies on the Internet or other outlets with widespread and diverse audiences.

The FCC's plan to revive equal opportunity recruiting rules is "based on constitutionally illegitimate stereotypes and [would] pressure stations to make race-based employment and hiring decisions," wrote a group of 46 state broadcaster associations in comments to the agency.

The agency is reviewing proposed EEO rules that would replace recruiting requirements that were struck down by a federal appeals court last year. The court ruled that the FCC's 25-year oversight of minority and female hiring within the broadcast industry unconstitutionally pressured companies to have hiring quotas based on local demographics.

FCC Chairman William Kennard is

aiming to resurrect the agency's oversight of minority recruiting efforts by year's end.

Broadcasters argue that the FCC should not be monitoring their EEO efforts, and that the new plan is a watered-down, but still unlawful version of the agency's race-based recruiting policies.

As an alternative, federal regulators should let the stations reach job searchers of all genders and races through "broadcast careers" Internet pages sponsored by various state broadcasting associations, the group said.

"Such a program is just the kind of race-neutral outreach and non-discriminatory recruitment program that the courts have held does not implicate the guarantees of the Fifth Amendment," the group said.

The state broadcasters endorsed the National Association of Broadcasters' plan that would give stations three choices for meeting FCC recruiting requirements. Under the NAB plan, stations could adhere to the federal government's EEO program or rely on the state associations' Web pages to contact applicants.

The third option would allow stations

to rely on several initiatives, including sponsoring job fairs, offering scholarships and establishing training and mentoring programs. Stations would be required to certify compliance with the rules every two years, the NAB said.

Stations failing to comply with the rules or misleading regulators about compliance could be reprimanded or fined. Before the rules were struck down, the FCC had levied fines occasionally in excess of \$30,000.

Individuals charging racial or gender discrimination also could petition the FCC to deny a station's license renewal, the NAB said. Review of a station's recruiting practices, however, should not be a standard part of the license-renewal process, the NAB said.

Any station filing untruthful compliance reports could lose its license under the NAB plan, after a separate hearing to examine the alleged transgression.

The NAB also said the FCC's proposed rules for recruiting minorities and women will create too much paperwork. The National Cable Television Association said it had no problem with the record-keeping requirements but agreed that the FCC should allow a broad range of employment sources to qualify for minority recruiting requirements.

Yet another position was taken by six broadcast station groups that were questioned about whether the FCC should take any action at all beyond forbidding discriminatory hiring practices.

"The proposed rule should be scrapped," wrote John Wells King, Washington attorney for the station groups, which collectively own 33 radio outlets. Basing recruiting efforts on race or gender implies a "socially repugnant" belief that behavior can be characterized by ethnic background or sex, King said.

Responding to the FCC request for comment, the United Church of Christ and other religious groups have urged the agency to stick to its plan.

A recruiting rule "is critical in addressing the problems of both conscious, overt discrimination by individual actors, and systemic and unconscious discrimination," they said. "Nothing in the proposed rule can be read to set up hiring goals."

The FCC proposal was also backed by American Women in Radio and Television.

Bodenheimer to lead ESPN

By John M. Higgins

Extending startup networks and the company's brand are the chief tasks of ESPN's new top executive.

President Frank Bodenheimer emerged as ESPN's No. 1 last week, filling a void left by ex-Chairman Steve Bornstein's ascent to the presidency of ABC Broadcasting. Bodenheimer will take over all of Bornstein's responsibilities for the cable network. He will not, however, get the chairman's title nor Bornstein's simultaneous job, president of ABC Sports.

Promoted from executive VP of sales and marketing to president in November, Bodenheimer, 40, had already been in charge of ESPN's sales, marketing, programming, production, operations, and engineering functions. He now adds the network's financial, international, and administration divisions.

Bodenheimer, an 18-year ESPN veteran, said no dramatic changes are in the works. His mission, he noted, is to ex-

ecute plans already in place geared to continuing growth at the most profitable network in television, including broadcast.

"It's an evolution for us," Bodenheimer said. "Steve and I have been together with a great number of our senior management for a number of years. He has left us poised for success and in great shape."

Bodenheimer's tasks are expanding distribution of ESPNNews and ESPN Classic Sports. Neither relatively new network has crossed the 25 million-30 million threshold that most cable executives say is required to generate meaningful ad revenue. Classic Sports has not quite reached 20 million subscribers, while ESPNNews is in 10 million homes.

Bodenheimer said he might simply let ESPNNews constitute the network's entry into digital cable, which creates vast channel capacity but is expected to have limited distribution.

Otherwise, the network has no digital network plans.



WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

Hill joins Kennard/Furchtgott-Roth fray

Lawmakers have jumped into the war of words between FCC Chairman William Kennard and Commissioner Harold Furchtgott-Roth. Senate Commerce Committee Chairman John McCain (R-Ariz.) criticized Kennard for allegedly blocking Furchtgott-Roth's effort to obtain data on transfers of spectrum licenses. "You not only undermine the independence and integrity of the commissioners—especially those who do not belong to [your] political party or who disagree with [your] views," McCain wrote in a March 2 letter. But Kennard staffers say their boss is getting a bad rap.

Rather than interfering with Furchtgott-Roth's request, which requires "significant" staff time to review tens of thousands of license transfers, the chairman simply wants the information request to go through his office so the various agency bureaus can "prioritize" their workload. Kennard's team is still sore over a stinging Feb. 25 rebuke their boss received from House Commerce Committee Chairman Tom Bliley (R-Va.) for not releasing an audit of the Bell operating companies. In fact, the staffers say, Furchtgott-Roth had asked that the report be held up. Making relations worse, Furchtgott-Roth on that same day criticized Kennard for

refusing to delay a vote on an Internet-related item.

No matter how Kennard staffers see it, lawmakers aren't dismissing Furchtgott-Roth's complaints. House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) "intends to ask Chairman Kennard for his side of the story," a spokesman said.

And that's not all the Hill has to say about Kennard. Rep. John Dingell (D-Mich.) has not backed down on his stance that Kennard should look for another job. "I neither agree with Mr. Kennard nor do I respect him," Dingell said in an impromptu discussion about the chairman after President Bill Clinton and Vice President Al Gore last week met with House and Senate Democrats to discuss their agenda. When asked what Dingell would like to see Kennard do, he said: "return to the private sector. We need to get someone in there that can run that agency."

Thurmond introduces booze bills

Senator Strom Thurmond (R-S.C.) has introduced a three-pronged package of legislation aimed at keeping the alcoholic beverage industry from advertising that drinking liquor benefits one's health. Thurmond was provoked to introduce the three bills after the Bureau of Alcohol, Tobacco and Firearms (ATF) ruled that some wineries could include labels stating that wine is

beneficial to one's health. One bill would reverse that decision.

Another would transfer authority to administer alcohol beverage labeling from the Treasury Department's Bureau of Alcohol, Tobacco and Firearms to the Federal Drug Administration, within the Department of Health and Human Services. The third bill would raise the tax on wine and use the proceeds to fund research on diseases that have been linked to alcohol consumption.

Umansky goes to private practice

Barry Umansky, deputy general counsel for the National Association of Broadcasters, is leaving the trade group after 20 years to become a Washington partner at Vorys, Sater, Seymour & Pease. The firm already has a sizable cable practice. Umansky will be charged with bringing in business from the broadcasting side. Umansky begins his new job on March 15.

Howell to head FCC press office

Joy Howell last week was named the FCC's new director of public affairs. Howell joins the FCC from the staff of Sen. Robert Torricelli (D-N.J.), where she has been communications director since 1997. Howell has 20 years of public affairs experience and has run her own communications firms in



Thurmond is determined to stop alcohol manufacturers from using their labels to tout the health benefits of drinking.

Washington and Los Angeles. "I enjoyed her professional and intellectual depth and I will miss working with her," Torricelli said. Howell replaces Elizabeth Rose, who will become a senior vice president with M&R Strategic Services, a Washington public relations firm.

MAP's Sohn takes ride to Ford Foundation

Gigi Sohn, executive director for Media Access Project, is taking a year's leave to work as a consultant for the Ford Foundation's media programs. She takes her new post on May 3. MAP staff attorney Cheryl Leanza is being promoted to deputy director and will assume Sohn's duties.

Contributing to Clinton

Two broadcast and cable executives kicked in a fair amount of cash to defend President Clinton, according to the list of contributors to Clinton's Legal Expense Trust. Contributing \$10,000 each were Robert Johnson, President and CEO of Black Entertainment Television and Paul Simms, creator and executive producer of NBC's *NewsRadio*. So far, the fund has raised \$4.5 million in support of President Clinton.

Who'll control the video streams?

More and more players are muscling into position to dominate video on the Web

By Richard Tedesco

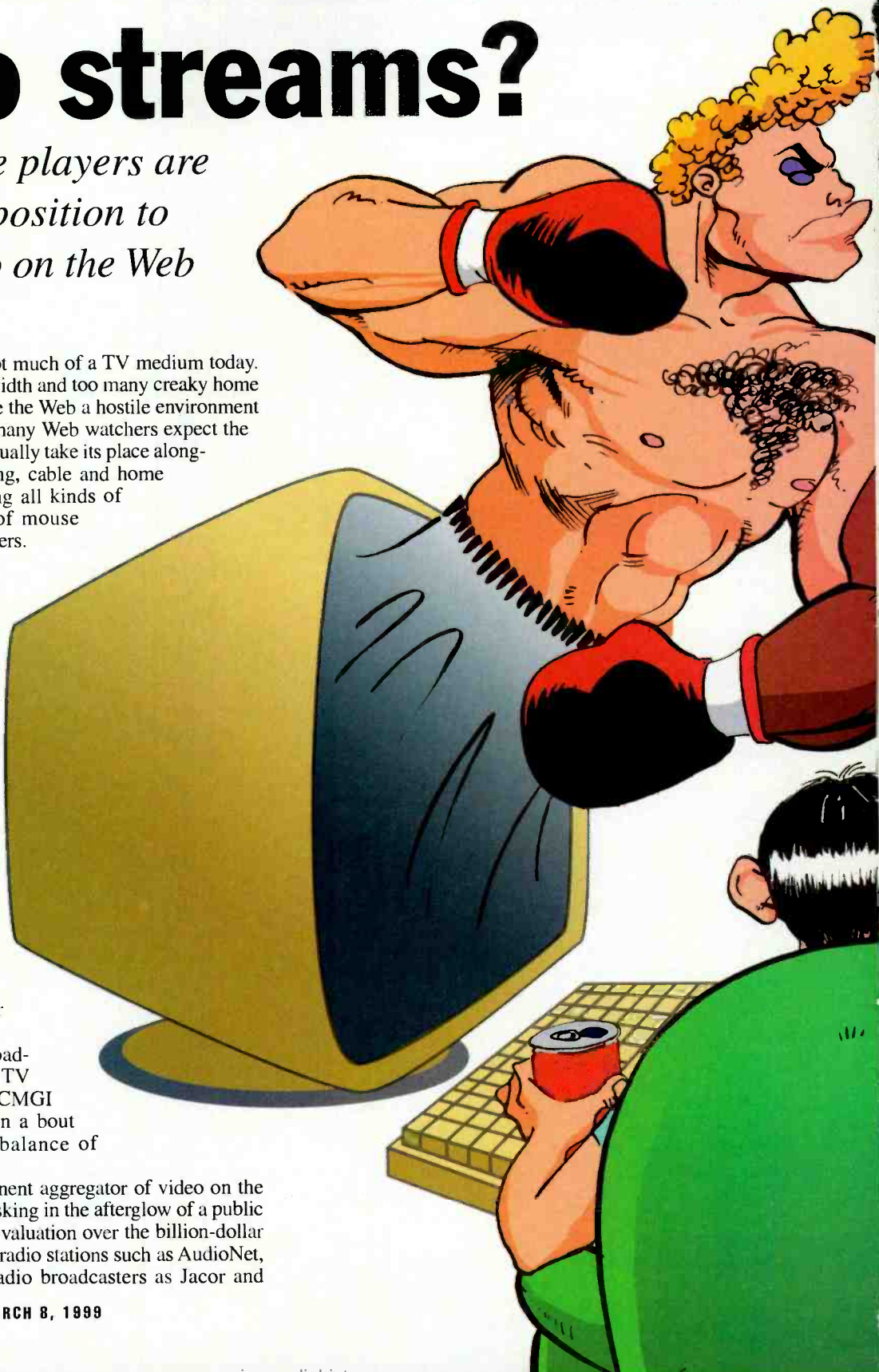
The Internet is not much of a TV medium today. Too little bandwidth and too many creaky home computers make the Web a hostile environment for video. But many Web watchers expect the Internet to eventually take its place alongside broadcasting, cable and home video, streaming all kinds of programming for millions of mouse potatoes glued to their computers.

Enticed by that prospect, video-minded Web companies are circling each other, positioning themselves so that they are in the best situation to exploit video on the Internet when the technical hurdles are finally overcome. It's the opening round of what is shaping up to be a protracted battle royale.

"It's a free-for-all," says Gary Arlen, principal and analyst with Arlen Communications. "There's an audience there. But it's not clear what that audience is or what they're looking for is TV content."

At the top of the card, Broadcast.com is squaring off with TV heavyweight Neil Braun and CMGI Chairman David Wetherell in a bout that could tip the current balance of online video power.

Broadcast.com, the preeminent aggregator of video on the Web at the moment, is still basking in the afterglow of a public stock offering that vaulted its valuation over the billion-dollar mark. It started out streaming radio stations such as AudioNet, drawing equity from such radio broadcasters as Jacor and



Hicks Muse. Then it began video streaming and recast itself as Broadcast.com. It now carries more than 40 TV stations.

The scenario suggests an analogy to cable TV, but Broadcast.com President Mark Cuban quickly dismisses it: "I wouldn't call it cable TV because the Internet isn't TV. It's a new medium."

Cuban says Broadcast.com doesn't have to deliver a mass audience because its programming is available on demand. "I don't have to pull a 3 rating to stay in business. I do it in aggregate," he says. "I don't have to pull people in real time."

Broadcast.com also doesn't rely on advertising or the fees local stations pay for its hosting services to sustain the business, since 60% of its revenues come from video business services the company has developed. After posting a \$5 million loss in the fourth quarter last year, the company is still confident that it has a clear edge over any would-be competitors. "I wouldn't say we have a lock, but we certainly have an advantage," says Cuban.

But contenders for Broadcast.com's self-proclaimed online video crown are gathering. Braun, former president of NBC Television Network, climbs into the ring with a \$100 million commitment from CMGI and plans for a second-quarter launch of its video streaming service. Braun is mum about tactics, except to say his service will have several sources of revenue and be distinctly different from Broadcast.com. "It's either going to be unique and work big or it's going to be unique and not work. But it's going to be unique," he says.

Braun's backer, CMGI, owns Chicago-based Magnitude Network, which streams content from nearly 100 radio stations around the country, so Braun starts from about the same point that Broadcast.com did.

Citing his TV resume, Braun claims he'll address issues of concern to content providers that Broadcast.com hasn't. "While it's true that a lot of traditional media learning has to be abandoned when you come to the 'Net, it's equally true that there are certain fundamental principles of media that are the foundation of making a successful business on the Internet," he says.

RealNetworks is perhaps the 'Net's most powerful hybrid: the premiere streaming software provider with RealVideo and a major aggregator of video content. It carries links to news and entertainment content through its Real Broadcast Network, pointing PC users to such news sites as CNN.com and ABCNews.com as well as special events. PC users can readily plug into more than 100 sources of video content, including entertainment sites, through buttons on RealNetworks' front page. "We charge people for essentially advertising their content," Philip Rosedale, RealNetwork's chief technical officer, explains.

Already providing host services for more than 100 radio stations, it's about to challenge Broadcast.com's lead in



Illustration: Ed Reynolds

streaming content for local TV stations, competing for the monthly fees Broadcast.com receives for its services.

The audience for online newscasts may be small, but the benefit for local TV stations is supplemental viewership, particularly for daytime newscasts. "The real value to the TV station is getting the viewer at work," says David Card, senior analyst for Jupiter Communications.

But RealNetworks sees the biggest hits for video streaming in special events. "Event programming is the No. 1 thing," says Mark Hall, general manager of RealNetwork's media publishing division. "Doing it on the Internet provides a unique benefit that you just wouldn't get on TV."

RealNetworks served up 1 million video streams from various online news sources last Dec. 16—the day U.S. warplanes bombed Iraq as the House of Representatives voted on impeaching President Bill Clinton. "When they were dropping bombs in December, everybody wanted to see what was going on," says Jeff Garard, executive editor for CNN Interactive.

Another competitor in the online video business, InterVu, facilitates streaming transparently using RealVideo, Microsoft Windows Media and other streaming as a back-end service

provider for online programmers.

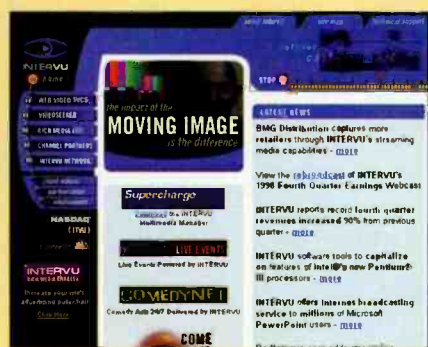
InterVu provided those streams for CNN.com through its network of localized Internet servers, a service it now offers CNN Interactive on a full-time basis. It has a strong profile as a strategic partner with NBC, which holds a minority stake in the company.

InterVu now handles streaming services for CNN full-time, along with NBC. And it could eventually serve up streams for NBC's station group, according to Ed Huguez, InterVu COO, who says InterVu is also looking to stream video for local TV stations. "Unlike others out there, we do not have a portal or aggregation site for content," says Huguez. "We make the video work off our customers' Web sites."

The basic truth about the Internet audience for video streaming, however it works, is its abbreviated attention span.



InterVu's Huguez:
'We do not have a portal site.... We make the video work off our customers' Web sites.'



Broadcast.com's Mark Cuban:
'I wouldn't call it cable because the Internet isn't TV. It's a new medium.'

nology itself. Thousands of eager viewers simply couldn't access streams to catch the 15-minute runway show.

The solution should be the high-bandwidth connections coming with the advent of high-speed cable modems and telcos' digital subscriber-line services, but some observers still foresee problems. "When it comes to streaming, the pipe isn't as big as people may think," says Tom Wolzien, video media analyst for Sanford Bernstein & Co.

Last-mile bandwidth constraints can still impede the speed of streamed video to cable households sharing links to cable system nodes. "It's a huge capacity hog," says Wolzien.

That's part of the reason that the @Home high-speed cable Internet access service generally restricts video downloads to 10 minutes.

But the cable operators that own @Home established that 10-minute stricture on video streams to prohibit "backdoor" delivery of video signals from networks. "That's obviously designed so that a programmer can't circumvent our channels to put programming on through @Home," says Gaurav Suri, director of business development for Comcast Online Communications.

So @Home or third-party content providers can't stream long-form content, although Comcast is streaming Webcasts of concert events itself. Jeff Huber, @Home director of set-top

"Online audiences have a couple of minutes' worth of attention span," says Mark Hardie, senior analyst for Cambridge, Mass.-based Forrester Research. "You're forcing them to sit for several minutes to watch poor quality video."

The primary appeal of viewing video via PC is peering at events that are inaccessible on TV. Evidence that an audience exists for events is clear: 1.4 million PC users tuned in to witness a live birth produced by American Health Network on RealNetworks' site last summer, and the recent Victoria's Secret fashion show on Broadcast.com drew 1.5 million PC users.

Victoria's Secret was the quintessential 'Net event, simultaneously demonstrating that any online sexual content draws a crowd and that the 'Net's ability to draw that crowd is hamstrung by the tech-



RealNetworks' Rosedale:
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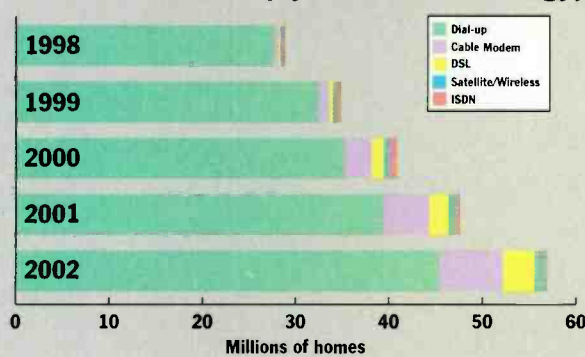
products, calls the clause a "vestige" to insure against digital competition with HBO or Showtime. "They really didn't understand what the evolution of this business was going to be like or what this business was about," says Huber.

Todd Fetherling, president of American Health Network, sees streaming as a complementary means of drawing eyeballs. "I don't necessarily see it as an alternative to cable distribution, but for a network of our size, it is a good alternative for people who don't have AHN on in their market."

Major broadcast networks are almost strictly interested in streaming short entertainment clips, "that would be palatable for someone who has limited bandwidth at home," according to Jillian Marcus, vice president and general manager of ABC.com.

Broadcast.com is challenging the short-form streaming model in a deal

US online homes (by access technology)



Millions of homes	1998	1999	2000	2001	2002
ISDN	0.3	0.5	0.8	0.5	0.3
Satellite/Wireless	0.2	0.3	0.5	0.7	1.0
DSL	0.2	0.4	1.4	2.1	3.4
Cable Modem	0.5	1.2	2.9	4.9	6.8
Dial-up	27.6	32.4	35.2	39.5	45.4
Total	28.8	34.8	40.8	47.7	56.9

Source: Copyright 1998 Jupiter Communications

with Trimark Pictures that could eventually translate into online pay-per-view, according to Mark Cuban.

That future, with distribution of

streaming media players proliferating, figures to be promising for small players, as PC users' appetite for available online video accelerates with download speeds.

With 50 million registered users of its RealPlayers and counting, RealNetworks' business is expected to accelerate dramatically over the next several years on the software side. While it recorded a net loss of \$16.4 million for fiscal 1998, it also scored revenues of \$64.8 million for the year, compared to revenues of \$32.7 million in 1997.

Meanwhile, Microsoft has recorded 25 million downloads of its Windows Media Player to date. That's expected to hit 50 million by June, with distribution of Microsoft's next generation of Windows, which incorporates the media player, according to Gary Schare, lead product manager for Windows media technologies.

And Schare says Microsoft remains "wary" of Apple Computer's QuickTime reemerging as a major streaming player.

While Microsoft and RealNetworks have made overtures about a common streaming standard—a move that could hasten streaming's mass appeal—their current stance as arch-enemies makes that unlikely anytime soon.

Former NBC Television President Neil Braun has \$100 million to launch 'unique' video streaming service.

But even Microsoft acknowledges that video streaming as a mass medium isn't an imminent development. "Video quality is cool, but it's not mainstream," says Schare. "You really need to move into the cable modem space before Joe Six-Pack is going to sit down and watch it for any period of time."

Microsoft disclaims any interest in playing host to content, but that could change when streaming goes mainstream. The opening bell in the video streaming battle has sounded, and there are plenty of rounds to go before this cyberspace match is settled. ■

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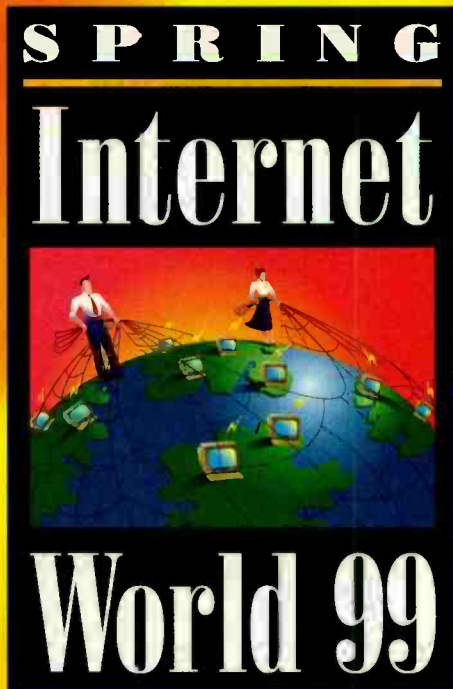
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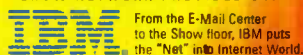
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Paying for the privilege

Cable's control over broadband connections means a high price for high speed

By Bill McConnell

Despite their efforts to stay out of the fray, broadcasters are likely to get dragged into the cable industry's fight over the broadband Internet pipeline.

Network programmers and local stations, along with other content providers that are trying to reach audiences through the Web, will need the super-fast access to consumers' households that broadband connections provide. But so far, the cable industry's wired network, more than 50 times faster than conventional telephone dialing, is the only "pipe" big enough and sufficiently widespread to bring broadband connections to homes across the country.

Broadcasters, however, are beginning to worry that cable will ultimately dominate broadband service and force

content providers to pay a hijacker's ransom for carriage rights.

"The whole question of Internet access is moving from the back burner to the front burner," says Robert Okun, NBC's lobbyist. "It's an issue we are very concerned about."

Critics of the cable industry and other Internet providers have urged the FCC to open cable's broadband network to all Internet Service Providers (ISPs), without requiring consumers to be routed first through an ISP associated with the cable company. Not surprisingly, cable industry executives are vehemently opposed to the idea since, they argue, they would not be sufficiently reimbursed for carriage. Moreover, they claim they don't have the technology yet to re-route around designated ISPs.

The first round of the Internet access war—a slugfest between the cable indus-

try and Internet service providers—went to cable. Last month, the FCC refused to saddle the merger of AT&T Corp. and Tele-Communications Inc. with the requirement that TCI's broadband network be opened up to America Online and other Internet competitors—a condition Internet service providers had demanded. The FCC's five commissioners also refused to go along with agency staffers who wanted to launch an inquiry into the need for open-access rules.

But the battle is far from over. FCC Chairman William Kennard has promised to revisit the issue if consumer access to broadband services is stifled by a cable industry monopoly.

"We're glad the FCC did not rule against this out of hand," says Michael McCarthy, lobbyist for A.H. Belo, which owns newspapers and 19 TV stations. Belo has already signed a deal

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6:00 AM P. Unashamed (1932)
 A society girl's brother goes on trial for killing her lover. Helen Twelvetree, Robert Young, Linda Stowe. D. Barry Barnard. BV 76m.

7:00 AM P. Lady River (1934)
 Ex-lovers try to stop a Chinese smuggler. Ray, Ann Parker, Robert Young, Ted Husky, D. George B. Sells. BV 76m.

9:00 AM P. The Night of the Hunter (1954)
 A lady glances upon her marriage when her husband is found dead. Lillian Gish, Robert Young, John H. Johnson. BV 76m.

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with TCI's ISP affiliate, At Home Inc. and provides @Home with print content from the *Dallas Morning News*.

But Belo eventually wants to offer video over the Web, perhaps newscasts from its TV stations. Those plans could be stymied, however, because TCI bars @Home from offering more than 10 minutes of video streaming—a restriction TCI says is needed to prevent Internet users from hogging precious bandwidth. (Cable critics, however, say the restriction actually protects TCI programming from competitors that might offer movies or TV shows, which usually exceed 10 minutes.)

Despite Belo's rosy relations with TCI, McCarthy concedes that video-streaming restrictions could eventually pose a problem. "There will be an endless number of Internet portals and we must be able to differentiate our site from competitors. Video streaming is a way to do that," he says.

AOL and other critics of the cable industry say the problem lies in the design of the TCI/@Home system, which is also mirrored in Time Warner Cable's Road Runner. For starters, customers tapping into AOL or other ISPs over TCI's cable network must pay a subscription fee to @Home, on top of the subscription they pay to AOL. The dual fee virtually assures that ISPs cannot compete with @Home on price, argue critics of the cable model.

"It's a convenient way to build it if you want to control content," says Andrew Schwartzman, president of Media Access Project, a public advocacy group.

What's more, Schwartzman and other critics of the cable industry say content affiliated with @Home will be offered at higher speeds than other service providers. That's because @Home's content will be stored or "cached" in the company's system, making consumer access much faster than third-party services.

"At Home is trying to create a corporate intranet that keeps people off the Internet and works as the @Home mall," complains Greg Simon, co-director of OpenNet, a consortium formed by AOL, Mindspring and US West to fight for open-access rules.

So far, content providers have rebuffed Simon's overtures to join the group. Both NBC and Disney/ABC weighed the move but have no plans to act right now, according to officials from both companies. Still, the networks have a lot riding on the future of broadband. Along with their plans for

Stay tuned for Spielberg.com

A commentary by Charles Schott, managing director, Paradigm Partners (paradigm@discovernet.net)

While it is often said that "the Internet changes everything," few have focused on the Internet's implications for video distribution. Broadcasters and cable networks need to be aware that the Internet is destined to become a video-rich medium and begin to prepare themselves for this new environment.

So far, the Internet's development has affected TV and radio less than it has other media.



'The Internet will ultimately give way to a high bandwidth world... of full-motion video.'

While TV and radio stations see the Internet as important, magazines and daily newspapers are more likely to see the Internet as central to their future, even as a dagger pointed at their hearts.

But the Internet seems likely to evolve in ways that will change this perception. This is happening because Moore's Law, well known to the computer industry, is operating as a transforming, almost gravitational force, gradually bringing audio and video onto the most visited areas of the World Wide Web.

Moore's Law has been at work in the computer industry since its inception. It stipulates that in the world of silicon, the speed and capacity of computing power available at any given price will double every 18 months. It is this law that explains why the computer industry is so dynamic. It is quite different from the economic laws that govern most other industries. Intel co-founder, Gordon Moore, for whom Moore's Law is named, once observed that if such conditions had been applicable to the auto industry, cars today would travel at the speed of light, get a million miles to the gallon and you would be able to park one in your pocket.

For purposes of the Internet, the significance is that Moore's Law today

applies not only to microprocessors, but to bandwidth as well. In other words, the amount of bandwidth available to Internet users at any given price will double every 18 months for the foreseeable future.

For those who appreciate bandwidth's technological hierarchy, this means that the Internet, now characterized by media that require minimum bandwidth (i.e., data and the written word) will ultimately give way to a high bandwidth world of audio and full-motion video.

This process will continue until one such doubling finally makes possible the delivery via the Internet of the latest Steven Spielberg film in surround sound, full color and high definition. This world seems at least five years away, but keep in mind that five years ago, few had even heard of the Internet.

In the immediate future, as communications networks open, we should see Moore's law operating in "catch-up" mode, with the anticipated doublings occurring more quickly than every 18 months. This is because the regulatory regime governing telephony, the primary source of Internet access, has held back such access artificially. And new sources of Internet connection, such as cable-based At Home and DBS-based DirecPC, are good examples of Moore's law playing "catch up" with a resulting quantum jump in the level of available Internet bandwidth.

That there is on the horizon no obvious end point in sight for these doublings of available bandwidth means that the Internet's evolution into a video platform is inevitable. What form this will take, however, either initially or long term, is unclear.

Broadcasters and cable networks need to anticipate the opportunities these developments make possible, to foresee the new revenue streams that will be available and to develop Web sites in ways that position them for success as the Internet becomes a video-rich environment. ■

Prior to starting Paradigm, a consulting firm, Schott was FCC chief of staff (1989-91); a management consultant at McKinsey & Co. and a founding executive of Hearst New Media and Technology.

video streaming, the networks run their own Internet portals. NBC in June signed a deal with Cnet to create its portal, Snap! Disney, ABC's parent company, has changed the name of its portal from Infoseek to the Go Network.

By sitting on the sidelines, the networks are missing out on a golden opportunity to regain the momentum lost to cable, says Stephen Brown, director of public policy for New World Paradigm Ltd. His Arlington, Va. company has developed technology that would allow cable or Internet subscribers to receive an infinite number of channels via a network of video servers. "Broadcasters ought to be the first ones in the video streaming business."

The networks' reluctance to join OpenNet is exasperating to Internet providers, who are eager for powerful allies. But they place the blame on the cable industry, which they say is pressuring broad-

casters to stay quiet or have their own expanding cable networks put at risk.

Though FCC officials have the same worries, they say their hands are tied right now. Last month, Chairman Kennard said there was no justification for imposing rules on @Home's nascent business (500,000 subscribers) when AOL, the leading Internet provider, has 16 million on its rolls.

Industry observers predict that the FCC won't wait years for problems to develop. One even predicted that the FCC would wait no more than six months to see if digital subscriber line technology becomes viable. The agency is counting on telephone and wireless providers to introduce broadband service as well.

But both potential competitors still must overcome serious problems. The wireless industry has been struggling for years and it's unclear how quickly

consumers will warm to the technology. Even DSL, may not be available in all parts of the country or match the speed of cable modems.

The FCC has not hinted at what kind of regulations would be imposed, but AOL officials say the cable industry has distorted the debate by warning the FCC that the cable industry would be burdened by common carrier "unbundling" restrictions.

"No serious person is calling for telephone-style regulation," says George Vradenburg, AOL senior vice president. "We simply want the kind of regulation that cable operators have always faced—they must deal with content providers on a non-discriminatory basis."

"There has been a lot of fear mongering," asserts Rick Cimerman, director of state telecommunications of the NCTA. "There is no appropriate rationale for the government to step in."

10 Great Video Sites

Some of the best video-streaming Web sites are from television companies



ABCNews.com: www.abcnews.com

Site features: Video clips of breaking news stories are available; clips from *World News Tonight* and *Nightline* archived with text summaries.

Streaming technology: RealVideo

Special content: Special reports are streamed live and archived; historical clips are archived from *The Century* documentary series that was produced over the past several years.

Design: Starwave Communications

Advertising: banner links



Alternative Entertainment Network: www.aentv.com

Site features: *Jack Benny*, *Burns & Allen*, *Ozzie & Harriet*, *Topper*, *The Rebel* and *Sky King* are all alive, in memory anyway, and streaming in brilliant black-and-white on AEN, which is one of those Web gems only fans of vintage video can truly appreciate.

Streaming technology: RealVideo

Special content: The Smothers Brothers and Sonny and Cher are available on demand here too, along with *Sinatra: The Man and His Music*, an hour-long CBS special, and newsreels in a "Time Machine" section.

Design: in-house

Advertising: banner links



CNN Interactive: www.cnn.com

Site features: Daily selection of news clips from breaking stories are available and an extensive archive comprising everything CNN has streamed on its site; also CNN in VideoSelect, a 13-minute summary of top news and national weather, is updated throughout the day.

Streaming technology: RealVideo and Windows Media

Special content: An in-depth "Special Reports" section archives clips from daily on-air reports and special reports. The Nigerian presidential election, the crisis in Kosovo, and its Cold War series are among current features. CNN also gathers clips on particular subjects of ongoing reporting.

Design: in-house

Advertising: banner links and video ads accessible on demand



Fox News: www.foxnews.com

Site features: A 24-hour news stream of the Fox Cable News Channel remains the prime feature of this site, which also offers archive clips of recent major news stories.

Streaming technology: RealVideo

Special content: The video news section enables PC users to cherry-pick from a menu of current news headlines to assemble a personalized streaming newscast; combined News Corp. media links to the *New York Post* and *TV Guide Online* are also available

Design: in-house

Advertising: banner links



MSNBC.com: www.msnbc.com

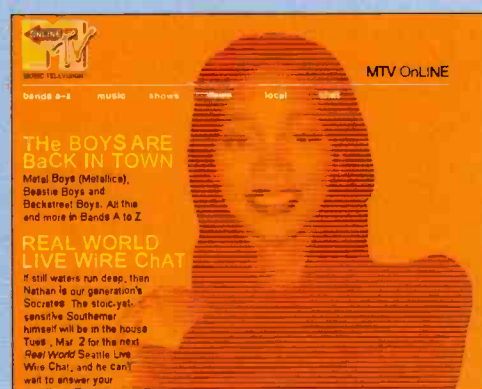
Site features: Video clips accompany major breaking news stories and are accessible through the VideoNews section of the site and organized in the menu according to which network—NBC or MSNBC—they aired on, with capsule descriptions of each clip.

Streaming technology: Windows Media

Special content: New video news portal in "On-Air" section of the site; searchable aggregation of more than two dozen clips daily by individual shows, including *Today*, *NBC Nightly News*, *Dateline*, *Meet the Press* and *Imus*, with clips archived for 24 hours after initial posting

Design: in-house

Advertising: banners and video ads accessible on demand



MTV: www.mtv.com

Site features: The premiere music video programmer on the tube has transported plenty of clips to the PC screen. The site is deep in content for the average music fan with a short attention span, including clips in its "Bands A-Z" section, which includes plenty of background stuff.

Streaming technology: RealVideo

Special content: Video clips from its on-air *Jams* and *Top 20* enables access to highlights of the most popular music videos du jour.

Design: in-house

Advertising: banner links

**NBA.com:** www.nba.com

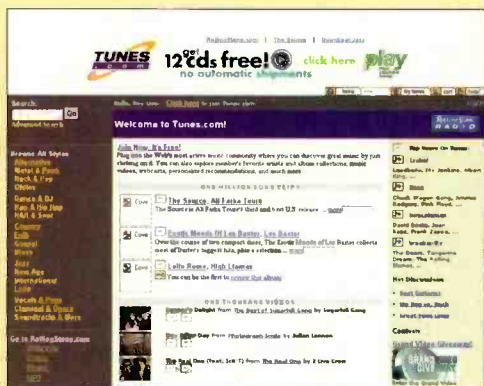
Site features: Clips from previous night's games are available, including some extended clips of game sequences; some clips are archived beyond 24 hours, with links to ESPN, WNBA, NFL and NASCAR sites.

Streaming technology: RealVideo

Special content: An outstanding collection of historic clips from past NBA Finals; special sections, including current homage to Jordan, makes NBA the leader among pro sports in streaming clips.

Design: Starwave Communications

Advertising: banner links

**Tunes.com:** www.tunes.com

Site features: Lots of music video clips (12,000) accompany music news and features to make this one of the premiere music sites on the Internet, with a link to pop music bible *Rolling Stone*; recently upgraded from former incarnation as JAMTV. Strategic partners include Intel, Compaq and Microsoft.

Streaming technology: RealVideo

Special content: Regularly scheduled Webcasts—some live—each week, such as this month's slate, which includes performances by Bush, Cheap Trick, Cupcakes and Blink

Design: in-house

Advertising: banner links

**VideoSeeker:** www.videoseeker.com

Site features: Clips from NBC entertainment and news shows and other content is available; includes clips from NBC series, as well as preview clips of upcoming miniseries and other specials; strategic partners are NBC, InterVu.

Streaming content: RealVideo, Windows Media

Special content: An archive of video clips from 1998's *Saturday Night Live* season and that series' fabled vintage years as well as a library of complete movie trailers from current first-run fare.

Design: in-house

Advertising: banner links

**WarnerBros. Online:** www.warnerbros.com

Site features: Assorted clips from various Warner Bros. TV series, most notably *Seinfeld*, and Warner's popular syndicated series *Babylon 5*, along with content for all other Warner series currently on-air.

Streaming technology: Windows Media

Special content: Impressive collection of trailers from first-run and less recent blockbuster releases—not all Warner—as well as Warner previews, including *Analyze This*, *Matrix* and *Deep Blue Sea*

Design: in-house

Advertising: banners and pop-ups

—Compiled by Richard Tedesco

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CBS stands by its shows

It ain't broke, so why fix it? Fall lineup will include plenty of veteran series

By Michael Stroud

In ordering 12 prime time programs early last week, CBS hopes to convince advertisers and the Hollywood community that the network will maintain its strong ratings and stability in the 1999-2000 season.

Reflecting its confidence in its rebuilt Monday night, the network ordered the night's entire comedy block, including freshmen shows *Becker* and *The King of Queens* for the new season. In addition, the network renewed its three news magazines, *60 Minutes*, *60 Minutes II* and *48 Hours*.

CBS's order, announced during a sweeps conference call, was designed to make clear that the network has no plans for major changes to a prime time schedule that has helped it capture the



'Kids Say the Darndest Things' (l) and 'Touched by an Angel' are among a host of returning series that leave little room for newcomers next fall, says CBS's Leslie Moonves.

No. 1 position in household ratings for most of the season. With the order, CBS only has about nine hours of new programming slots to fill.

"I expect this to be the least number of new shows we have had since I have been here," said Leslie Moonves, president and chief executive of CBS Television.

For development, "the bar is going

to be set very high," he added. "If we're looking at four or five new shows, they're going to be damn good ones."

The other shows re-signed are *Cosby*, *Everybody Loves Raymond*, *JAG*, *Touched by an Angel*, *Candid Camera*, *Kids Say the Darndest Things* and *Nash Bridges*.

The order still left in doubt the status of *L.A. Doctors* and *Martial Law*, although Moonves said "prospects are very good" for the dramas.

Moonves and other CBS executives positioned the move as a way for advertisers to make reasoned—and early—decisions, rather than waiting for the time-crunched May upfronts to buy.

Media buyers said the re-ordering sends the right signal to Madison Avenue. It's less clear whether it will actually affect buying, said Allen Banks, executive vice president and executive media director for Saatchi North America.

"Advertising agencies will commit their dollars when they have to and when they can," he said. "Some of our clients may not be ready to go early."

Added Bill Croasdale, president of national broadcasting for Western International Media Group: "Nothing is going to be decided until we see the complete schedule, which unfortunately won't happen until the third week of May."

One thing the order does do is give CBS and producers an extra six weeks or so to get their shows into production. The order also sends the message that

Paramount marketing staff changes

There has been a changing of the guard at Paramount Domestic Television's marketing department. Michael Mischler has been named executive vice president of marketing for the studio, replacing longtime Paramount marketing guru Meryl S. Cohen.



New marketing chief Mischler comes from Pittard Sullivan.

Cohen, formerly the president of marketing at Paramount Domestic Television and executive vice president of the Paramount Television Group, has signed an exclusive development deal with the studio.

Mischler joins Paramount from Los Angeles-based design studio Pittard Sullivan, where he was executive vice president of strategy and planning. Prior to that he was senior vice president of marketing for Ticketmaster. At Paramount, Mischler will oversee all aspects of the studio's marketing activities on first-run and off-network syndicated programming.

Cohen has been responsible for all aspects of Paramount Domestic Television's marketing activities since 1986, overseeing the launch and daily promotion of all of the studio's syndicated programs, including such series as *Entertainment Tonight*, *Star Trek: The Next Generation* and *Hard Copy*. Cohen will be producing TV programming that spans all genres for the Paramount Television Group.

"With so much audience dispersion in cable and broadcasting, there are many ways to develop and deliver creative and original concepts, which has always been my goal," says Cohen. "I welcome the challenge and opportunity to continue to think outside the box for Paramount." —Joe Schlosser

CBS has no plans to cater to flavors-of-the-moment programming.

"There seems to be such an obsession with teenagers and animation" in this year's network development schedule, Moonves noted. "We're not going to go that way."

In other development news:

■ ABC gave 13-episode commitments to a new Carsey-Werner comedy starring Joan Cusack, and a new DreamWorks sitcom, *Sugar Hill*, created by Gary David Goldberg (*Spin City*) and starring Charles Sheen. Bette Midler, who was rumored to be near a television move last season, is said to be in talks with CBS about a sitcom.

■ NBC and DreamWorks Television are creating a one-hour drama pilot called *The Others*, which follows the experiences of a young and naïve New England college freshman who has the ability to see visions from the past.

■ Inspired by the success of its Drew Carey vehicle *Whose Line Is It Anyway?*, ABC ordered six episodes of a new one-hour sketch comedy from Touchstone Television. The as-yet-untitled show will air this summer. ■

Syndication sweeps up

The third week of the February sweeps period turned out to be a good one for most of the nationally syndicated TV shows. And the week ending February 21 proved to be especially rewarding for the hot syndicated court programs.

Judge Judy achieved its best-ever rating, rising 11% to a 7.9 national rating, according to Nielsen Media Research. *Judge Joe Brown* and *Judge Mills Lane* both followed with best-ever numbers, as well. *Judge Joe Brown* increased 16% over the previous week to a 3.7, and *Judge Mills Lane* grew 10% to a 3.4. *The People's Court* followed with a 4% gain to a 2.8.

The noncourt reality leader *Real TV* was on the rise too. *Real TV* was up 11% to a 3.1. All four of the new daytime talkers scored marked improvements, including *Forgive or Forget's* 11% rise to a 2.0. *The Roseanne Show* followed with a 12% gain to a 1.9, *Donny and Marie* also went up 12% to a 1.8 and *Howie Mandel* grew 7% to a 1.5.

Jerry Springer regained his grip on the top talk show spot with a 15% rise and a season-best 7.7. *Oprah Winfrey* was the lone talk show on the decline, dropping 4% to a 6.7. *Sally Jessy Raphael* was up 19% to a 4.3, *Rosie O'Donnell* was up 8% to a 4.2 and *Live with Regis and Kathie Lee* was flat at 3.9.

Entertainment Tonight led all news magazines again with a steady 6.4 national rating. *Extra* followed with a 5% gain to a 4.0. *Inside Edition* was flat at a 3.6, *Access Hollywood* rose 13% to a 2.6 and *Hard Copy* was flat at a 2.2.

V.I.P. led the pack of new action hours with a 3.3, followed by *Stargate SG-1* at a 3.0 (up 11%) and *The Crow: Stairway to Heaven* at a 2.6. Second-year series *Honey I Shrunk the Kids* was up 20% to a season-high 2.4. And *Friends* hit its best-ever national rating with a 7.5 to lead all off-network programs.

—Joe Schlosser



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STATION BREAK

By Dan Trigoboff

Spit before you smile

The First Amendment does not protect offenses committed while staging news, according to a Utah state appeals court. The judges refused to dismiss a suit accusing two Salt Lake City newsmen of prompting high school students to chew tobacco for a story about smokeless tobacco use among the young.

Charged with contributing to the delinquency of minors, KTVX(TV) reporter Mary Ann Sawyers and photographer Joseph Krueger deny that they asked the students to chew tobacco. The court considered the issue after a lower court refused KTVX's motion to dismiss. The station argued that the First Amendment would protect the alleged behavior. The court disagreed. "[R]epresentatives of the press may not encourage crime so that they may report on it, and then claim that the prosecution amounts to an attempt by the government to restrain or abridge the freedom of the press."

"You can't prosecute the media for asking people already predisposed to do something," said the station's attorney, David Watkiss. "The reporters didn't provide the tobacco, these were already habitual users." The station is likely to appeal to the Supreme Court, and still hopes to avoid trial for Sawyers and Krueger. Maximum penalty would be six months in jail, but jail would be unlikely

even in the event of conviction, Watkiss said.

Power forwards meet low power

Low-power WBGR(TV) brought Bangor, Me. its first locally broadcast Boston Celtics game in years Saturday, after hooking up with the team's network, which was launched by Boston University-owned WABU(TV). WBGR had tried to get Celtics games three years ago, but was blocked by an NBA rule that limited regional carriage outside a 150-mile limit. "The thinking is, I believe, that when games from a distant team are brought in that it makes it harder for that area to get a new NBA franchise," said general manager Jim McLeod. But Bangor, with 33,000 citizens, "is pretty far down on the list to get a franchise," he added. "Bangor is a Boston sports market." The station plans to broadcast at least five games, and up to 10 if they are well received.

WBGR had an easier time of it as part of a network put together by



The Boston Celtics get some northern exposure.

Boston University-owned WABU(TV), in which the Celtics participate as well. WBGR will also be broadcasting Red Sox games this year, and through its Fox affiliation provided the only local Superbowl broadcast in January. The station is in the process of upgrading its power, nearly tripling it to 30,000 watts. WBGR also is picked up on all local cable systems but area cable penetration is just over 50%. Consequently, over the air reception is critical for the low-power station. "It will make us more user-friendly," said McLeod. "Viewers won't have to monkey around with antennas."

Good deed for the day in Raleigh

Eddie Edwards never quite made it to Eagle Scout, but he's still earning his merit badges. Edwards, president and CEO of Glencairn Ltd. gave \$50,000 to the Occaneechee Council Boy Scouts in Raleigh, N.C., where Glencairn owns WRDC-TV.

The money will go to ScoutReach, a program that helps pay for supplies and activities for kids who could not otherwise afford them. Edwards serves on the board there, and in Pittsburgh where his company is based and where he still hosts a local television show. Edwards said he tries to be active in scouting wherever Glencairn owns stations. He estimated that he has given hundreds of thousands of dollars to scouting, but that

this is his largest single donation.

As a youth in Cleveland, scouting was an important of Edwards life, he said. "I want these kids to have the same opportunities I had with the Scouts. I wanted to give this inner-city scouting program a kick-start. I'm particularly interested in helping minority youth; getting them off the streets," said Edwards, who is African-American.

Kansas City reshuffle

KSHB(TV) Kansas City is ending its 6:30 p.m. news broadcast and reinstating its 5 and 6 p.m. newscasts. The 6:30 news was launched a year and a half ago, but the station was at an obvious competitive disadvantage to earlier competing broadcasts and the later time slot never caught on. The Scripps-owned station will also be adding a 5 a.m. newscast, to follow NBC's anticipated early business news.

Tapping and mapping

Tampa's WFLA-TV will be the sole TV station joining several newspapers in a series of workshops sponsored by the Pew Center for Civic Journalism on how to tap "new places and alternative sources of news in their local communities." The approach was first outlined by co-sponsor The Harwood Group. Participants are expected to pass on lessons learned about "mapping" the civic layers of their communities.

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

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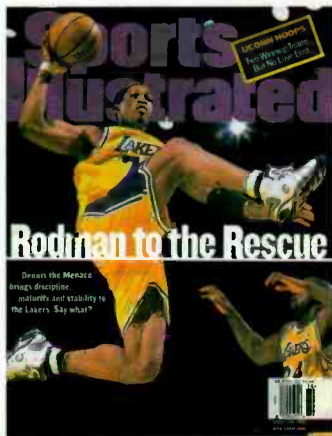
Bringing them all together

CBS, 'Sports Illustrated' select a bevy of sports stars for televised celebration

By Joe Schlosser

Imagine Michael Jordan, Muhammad Ali, the 1980 U.S. Olympic hockey team and hundreds of other sports stars together in Madison Square Garden for one special evening.

That's what executives at sports marketing and management company IMG imagined for an awards gala that would celebrate the century in sports. Now with *Sports Illustrated*, CBS Sports and Madison Square Garden attached, the IMG dream party is coming to fruition.



'Sports Illustrated' will publish a complementary issue a week before the Dec. 2 broadcast.

Under the banner *Sports Illustrated's* 20th Century Sports Awards, a two-hour prime time television special will be broadcast live from the New York City arena this winter on CBS. The 100-year special will feature classic sports clips documenting the century's best athletic achievements.

"We went to *Sports Illustrated* and Madison Square Garden and asked them if they wanted to team up on such a project and they both jumped on it," says IMG's Bob Horowitz. "It was our plan to bring together the best arena

in the world, the most highly regarded sports publication and a prime time television slot. Adding CBS to the mix was just the final piece of the puzzle."

Sports Illustrated's editorial staff is currently developing the various award categories for the prime time special and the magazine's editors will decide the winners, as well. *Sports Illustrated* is also publishing a special double issue for the 20th Century Sports Awards that will hit newsstands a week before the Dec. 2 event.

"A yearly awards show is tough in the sports world; they have their awards with the Cy Young, the various most valuable players and others," notes Rob Correa, vice president of programming at CBS Sports. "But the fact that it's the end of the century obviously allows you to put together a pretty unique show."

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WB renames cable service

The WB Television Network's cable service for 100-plus markets has added another 750,000 subscribers and changed its name.

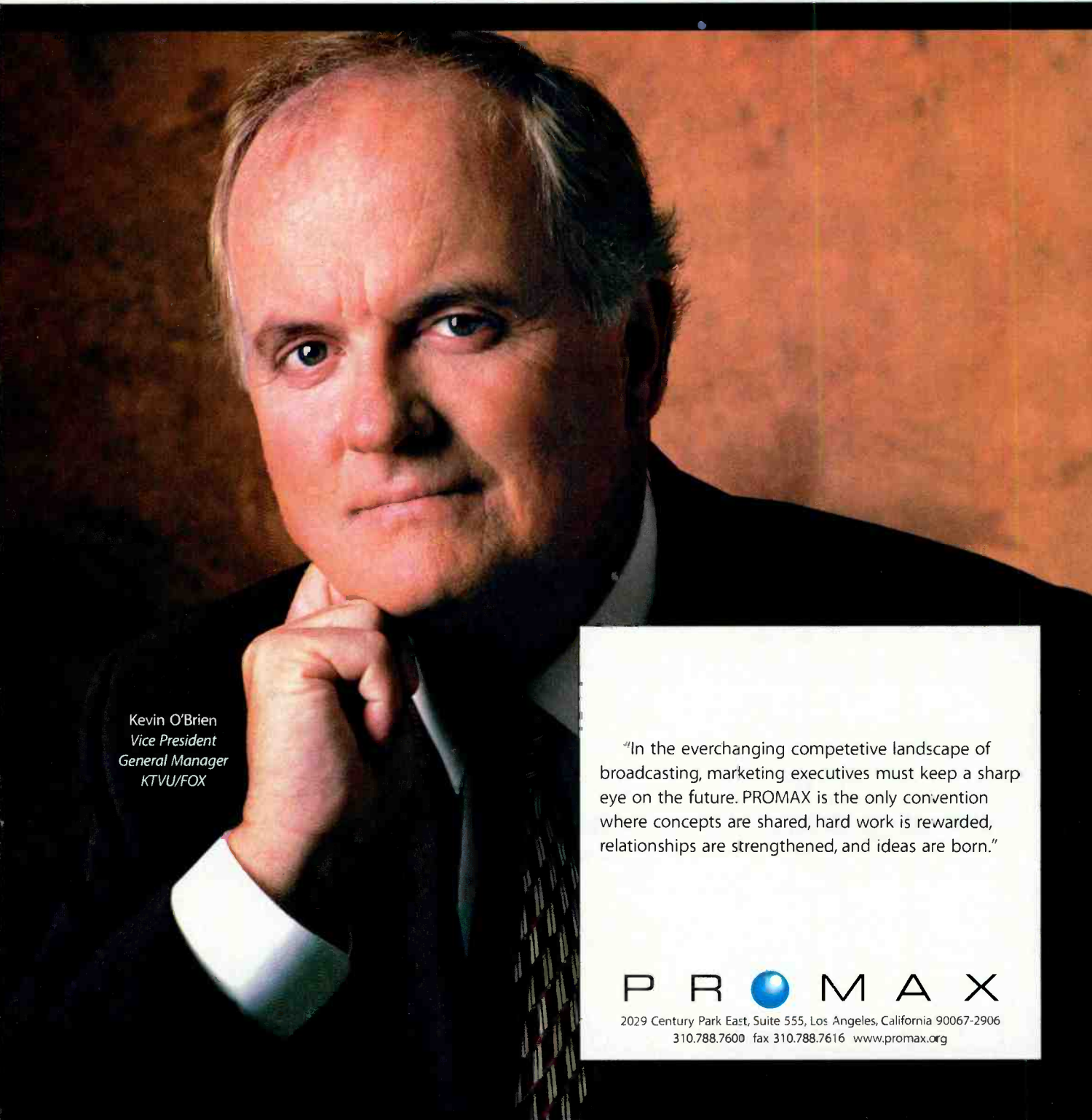
Formerly known as The WeB, The WB 100+ Station Group has added new subscribers from more than nine new cable MSOs and is now seen in close to five million homes nationally. The MSOs coming on board include Adelphia, Century, Chambers, Charter, Rifkin, MediaOne, Multimedia, Mediacom and Renaissance.

"We anticipate additional subs beyond that to take us to 5.2 million homes by September," says Lynn Stepanian, the service's vice president of programming. "We are thrilled with our growth so far and the progress we have made so quickly."

The service, which was launched last November in 82 markets, was designed by WB executives to get the network more exposure in the nation's smallest markets.

—Joe Schlosser

“As competition increases, promotion must meet the challenge.”

A portrait of Kevin O'Brien, a middle-aged man with thinning hair, wearing a dark suit and tie. He is resting his chin on his hand, looking directly at the camera with a serious expression. The background is a textured, warm-toned wall.

Kevin O'Brien
Vice President
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FEBRUARY 22-28

Broadcast network prime time ratings
according to Nielsen Media Research

PEOPLE'S CHOICE

Wednesday's 41st Annual Grammy Awards telecast helped CBS
climb the charts and win the fourth week of the February sweeps.

Week 23	abc	CBS	NBC	FOX	UPN	WB
	11.8/18	8.8/13	7.1/11	9.2/14	1.7/3	4.3/6
MONDAY	8:00 17. 20/20 10.3/16	37. Cosby 8.3/13	62. Suddenly Susan 7.0/11	67. Melrose Place 6.7/10	98. Dilbert 2.4/4	70. 7th Heaven 6.6/10
	8:30	46. King of Queens 8.1/12	54. Mad About You 7.4/11		108. DiResta 1.3/2	
	9:00 11. ABC Monday Night Movie—And the Beat Goes On: The Sonny & Cher Story 12.5/19	16. Ev Lvs Raymd 10.5/15	62. NBC Movie of the Week—Borderline 7.0/11	13. Ally McBeal 11.7/17	107. The Sentinel 1.5/2	105. Hyperion Bay 1.9/3
	9:30	29. Becker 9.3/14				
	10:00 42. 48 Hours 8.2/13					
TUESDAY	10.0/16	12.0/19	7.8/12	6.4/10	2.4/4	4.0/6
	8:00 10. Home Imprmnt 12.9/20	13. JAG 11.1/17	70. 3rd Rock fr/Sun 6.6/10	80. King of the Hill 5.2/8	96. Moesha 3.0/5	84. Buffy the Vampire Slayer 4.4/7
	8:30 42. The Hughleys 9.9/15		58. NewsRadio 7.2/11	76. The PJs 5.9/9	101. Clueless 2.3/3	
	9:00 19. Spin City 10.2/15	11. CBS Tuesday Movie—Too Rich: The Secret Life of D Duke, Part 2 12.5/20	31. Just Shoot Me 8.8/13	58. Guinness World Records 7.2/11	104. Malcolm & Eddie 2.0/3	86. Felicity 3.6/5
	9:30 58. Sports Night 7.2/11		46. Will & Grace 8.1/12		102. Between Brothers 2.2/3	
WEDNESDAY	10:00 23. NYPD Blue 9.9/17		42. Dateline NBC 8.2/14			
	10:30					
	8.2/13	16.6/26	8.3/13	8.3/13	2.7/4	3.4/5
	8:00 37. Dharma & Greg 8.3/13	4. 41st Annual Grammy Awards 16.6/26	27. Dateline NBC 9.7/15	37. Fox Movie Special—The Nutty Professor 8.3/13	103. 7 Days 2.1/3	91. Dawson's Creek 3.2/5
	8:30 42. Dharma & Greg 8.2/12		81. Lance Burton's Magic 5.1/8		89. Star Trek: Voyager 3.4/5	88. Charmed 3.5/5
THURSDAY	9:00 33. Drew Carey 8.7/13		23. Law & Order 9.9/16			
	9:30 49. Whose Line Is It 7.7/11					
	10:00 37. 20/20 8.3/14					
	10:30					
	4.7/7	7.8/12	17.5/28	9.1/14	1.6/2	3.1/5
FRIDAY	8:00 84. Vengeance Unlimited 4.4/7	31. Diagnosis Murder 8.8/14	3. Friends 17.6/28	42. Surviving the Moment of Impact 8.2/13	106. UPN Thursday Night Movie—Escape from Mars 1.6/2	94. Wayans Bros. 3.1/5
	8:30		5. Jesse 15.0/23			91. Jamie Foxx 3.2/5
	9:00 82. ABC Thursday Night Movie—Waiting to Exhale 4.9/8	65. Turks 6.9/11	2. Frasier 17.7/27	22. Shocking Behavior Caught on Tape 10.0/15		91. Steve Harvey 3.2/5
	9:30	52. 48 Hours 7.6/12	7. Veronica's Clist 14.3/22			97. For Your Love 2.7/4
	10:00		1. ER 20.2/33			
SATURDAY	10:30					
	7.7/13	8.7/15	9.2/16	7.2/13	1.1/2	
	8:00 55. Sabrina/Witch 7.3/13	49. Kids/Darndest 7.7/14	17. Providence 10.3/18	58. Fox Movie Special—Seven 7.2/13	112. Legacy 0.9/2	
	8:30 62. Two of a Kind 7.0/12	48. Kids/Darndest 8.0/14			108. Love Boat: The Next Wave 1.3/2	
	9:00 49. Sabrina/Witch 7.7/13	36. Candid Camera 8.4/14	33. Soap Opera Awards 8.7/15			
SUNDAY	9:30 72. Brothr's Keeper 6.5/11	37. Candid Camera 8.3/14				
	10:00 30. 20/20 8.9/16	23. Nash Bridges 9.9/18				
	10:30					
	6.7/12	7.9/14	6.0/11	6.0/11		
	8:00 83. ABC Saturday Night Movie—Up Close and Personal 6.7/12	65. Early Edition 6.9/13	79. SNL: Clinton/Lewinsky Scandal 5.3/10	78. Cops 5.7/10		
SUNDAY	8:30	55. Martial Law 7.3/13	67. The Pretender 6.7/12	72. Cops 6.5/12		
	9:00	28. Walker, Texas Ranger 9.4/17	75. Profiler 6.0/11	76. AMW: America Fights Back 5.9/10		
	9:30					
	10:00					
	10:30					
SUNDAY	7:00 34. Wonderful World of Disney—The Little Mermaid 6.3/10	9. 60 Minutes 14.1/23	(nr) NBA Basketball 7.8/14	83. World's Funniest! 4.6/8		86. 7th Heaven Beginnings 3.6/6
	7:30	8. Touched by an Angel 14.2/21		52. The Simpsons 7.6/11		90. Sister, Sister 3.3/5
	8:00			55. That '70s Show 7.3/10		94. Smart Guy 3.1/4
	8:30			19. The X-Files 10.2/15		98. Zoe Dunc Jck Jn 2.4/3
	9:00 35. 20/20 8.6/12	19. CBS Sunday Movie—Behind the Mask 10.2/16	6. NBC Sunday Night Movie—Alice in Wonderland 14.8/22			98. Unhap Ever After 2.4/4
WEEK AVG	8.2/13	10.6/17	10.0/16	7.6/12	1.9/3	3.5/5
	8.3/14	9.2/15	9.0/15	7.4/12	2.0/3	3.3/5

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



GET WITH THE PROGRAM

By Joe Schlosser

Short clearance

King World executives have cleared *The Martin Short Show* in Chicago and Philadelphia for next season. The one-hour Short show has been sold to WCIU-TV Chicago and KYW-TV Philadelphia. King World executives are still working on getting the show cleared in New York and Los Angeles.

Ebert works with new partners

NPR's Elvis Mitchell and *Good Morning America's*

Joel Siegel have been added to the guest host roster of Buena Vista Television's syndicated series *Siskel and Ebert*. The studio is using various film critics on a temporary basis for the show due to Gene Siskel's death late last month. Mitchell, who is the film critic for the Ft. Worth (Texas) *Star Telegram* and is the film critic for NPR's *Weekend Edition*, will co-host the show with Roger Ebert on March 13-14. *Good Morning America* and WABC-TV critic Siegel's appearances

on Siskel and Ebert will be announced shortly, Buena Vista executives say.

Pokemon scores big for Kids WB!

In only its second outing on Kids WB!, the former syndicated children's series *Pokemon* brought the network its highest ratings ever. The animated series scored a 4.6 rating/18 share in kids 2-to-11 on Saturday, Feb. 20, according to Nielsen Media Research. *Batman Beyond* also broke the pre-

vious all-time ratings high that day with a 4.4/17.

Cohen leaves Morris

Longtime William Morris film and TV agent Lee Cohen is leaving the company to join Major Clients Agency. Cohen has been with William Morris for 29 years and has handled many of the firm's top clients, such as David Letterman and Chevy Chase.

Easter Seals Salute cleared in 80%

The 2nd Annual Hollywood Salutes Easter Seals has been cleared in over 80% of the country for a syndicated run on March 27th and 28th. Longtime syndication executive Dick Block is handling the distribution for the two-hour special.

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- ☐ 30-second 3/4-inch TV PSAs
- ☐ 30-second 1-inch TV PSAs
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B

Chancellor, Clear Channel deal likely

Agreement would value the acquisition at \$21.5 billion; Capstar also seen joining the mega-radio group

By Elizabeth A. Rathbun

Clear Channel Communications Inc. continues to be the leading pick to buy Chancellor Media Corp. As the expected announcement of the deal gets closer, investors are driving up Chancellor's stock price.

Clear Channel is expected to pay \$21.5 billion for Dallas-based Chancellor, which owns 110 radio outlets, 14 television stations and 35,000 billboards.

Chancellor's price jumped 9.4% between Feb. 26 and March 1, to \$47.88, and continued to trade at that price last Thursday. Then, the stock price had soared 20.2%, to \$54.75.

Investors also may be taking comfort in knowing that Chancellor is following through on its plans, announced last August, to buy sister radio company Capstar Broadcasting Corp. for \$4.1 billion. When Chancellor put itself on the block, speculation raged that the Capstar deal might die. However, Chancellor is "very intent upon closing this transaction. We don't anticipate anything getting in the way of that," Capstar President and Chancellor board member R. Steven Hicks said last week.

Chancellor also has set March 30 as the date for shareholders to vote on whether to buy LIN Television Corp. At least one analyst who asked not to be named doesn't anticipate that deal will be approved, however, with shareholders concerned about Chancellor getting deeper into the TV business. LIN owns, operates or is buying 13 TV stations.

But Chancellor may be better off if that deal falls through, the analyst said, because Clear Channel is clearly more interested in Chancellor's 336 radio stations, particularly those in major markets.

Clear Channel, likewise an owner of radio and TV stations and billboards, is not just the likeliest buyer of Chancellor—it is the *only* bidder, according to Ray K. Haddad, of Schroder & Co. Inc.

No other company has the wherewithal to carry off such a huge deal, Haddad said. Under that assumption, investor concerns seem to have eased as they realize that a deal is likely to happen. The deal would come despite the fact that Chancellor controller Hicks, Muse, Tate & Furst Inc. at first was seeking \$72.5 per share. Clear Channel offered \$65 a share, but has since dropped its bid to \$60, Haddad noted. That works out to

a comparatively low price for Chancellor at 16.5 times cash flow. Clear Channel itself is trading at 22 times.

With the erosion of Chancellor's stock price and the realization that Clear Channel is the only bidder, Hicks Muse "can't really play hardball," Haddad remarked.

Including debt, a \$60-per-share deal would value Chancellor at \$21.5 billion.

To make the deal a reality, Clear Channel is willing to shoulder \$2.5 billion in station divestitures from the combined company to meet FCC and U.S. Justice Department criteria, Haddad added. That's more than the vast majority of recent broadcasting deals.

Broadcasters and analysts say to look for a Clear Channel/Chancellor deal within the next several weeks.

Capstar's numbers pleased analysts. A loss of \$96.8 million in 1998 was attributed to depreciation, amortization and interest expenses as the company snapped up stations. Meanwhile, broadcast cash flow skyrocketed nearly 300%, to \$212.9 million, and net broadcast revenue grew 195%, to \$517.5 million. ■



Hicks: Chancellor is 'very intent upon closing' Capstar deal.

'Greaseman' comes clean



The Greaseman's (r) extended public apology included interviews with local TV broadcasters, including WRC-TV news anchor Jim Vance.

In a public apology last Wednesday, Doug "The Greaseman" Tracht appeared near tears as he flogged himself for a racist comment that got him fired two weeks ago from his morning-drive post at WARW(FM) Washington. He promised to examine his "racial feelings" and work to "positively impact the issue of race relations that so divides our people."

But Tracht stopped short of labeling his Feb. 24 comment as racist. Instead, he said his remark was "insensitive, hurtful [and] racist-sounding." After playing a snippet from African-American hip-hop sensation Lauryn Hill that day, Tracht said, "No wonder people drag them behind trucks." The reference was to the Texas murder of James Byrd Jr., an African American who was chained to a pickup truck and dragged to his death by a white man. Tracht's comment horrified Washington's African-American community, which responded with thousands of telephone calls, faxes and letters to WARW and its owner, CBS Radio (BROADCASTING & CABLE, March 1).

"Every day you deserve my best and last Wednesday I gave you my worst," Tracht said.

His voice thickened as he made his first apology, to Byrd's family. He offered to travel to Jasper, Texas, to meet the family if they would allow it. However, he admitted, "There are no words to completely express my profound shame, humiliation and sorrow....I was wrong....Not even a big-mouth like me can explain my mindless stupidity."

He also apologized to African Americans, saying he understood "your outrage, hostility, even your hatred." The Greaseman said he realizes that he "inflicted serious wounds upon an entire segment of society."—Elizabeth A. Rathbun



SEARCH & SCAN

By Elizabeth A. Rathbun

Liddy makes some livid at VMI

Despite "several dozen" telephone calls of protest, Virginia Military Institute has no plans to cancel conservative radio talk-show host G. Gordon Liddy's invitation to speak at the school's commencement May 15, VMI spokesman Col. Mike Strickler says. The alumni callers objected to the fact that "Liddy is a convicted felon and he shouldn't be speaking at VMI's graduation." However, Strickler points out, the oldest members of the Class of 1999 were born in 1976, four years after Liddy helped plan the Watergate break-in that led to the resignation of President Nixon (Liddy served five years in prison). VMI's cadets "don't relate to Watergate," Strickler says. Rather, the seniors see him as "a very conservative talk-show host" with politi-

cal views similar to theirs. While seniors choose their commencement speaker, school administrators have the final say. Liddy was their second choice, Strickler says; U.S. Supreme Court Justice Antonin Scalia declined. Liddy is waiving his usual fee to speak to the class. He is syndicated via Westwood One and as of January ran on 204 stations.

Clear Channel storms England

Clear Channel Communications Inc. is paying \$4.8 million for about one-third of London's Golden Rose Communications PLC. It also will underwrite the sale of 2 million Golden Rose shares to the public and provide free poster advertising on its More Group PLC billboard company. In return, Clear Channel gets to sell airtime for Golden Rose's

three FM radio stations for three years. Two of Golden Rose's stations are based in London; the third is in Manchester.

Golden Rose has been seeking a buyer or strategic partner since last June. British law prohibits San Antonio, Texas-based Clear Channel from owning a radio station there outright (foreign companies are barred from taking full ownership of broadcast stations).

Bell rings out over video

Premiere Radio Networks' *Rush Limbaugh Show* and *Coast to Coast AM* with Art Bell are going live over the Internet. While Limbaugh audio goes live over the Internet for the first time, joining Premiere's *Dr. Laura* [Schlessinger] *Program*, Bell is adding a new format: video. His No. 1 nighttime

show is being distributed over broadcast.com, the Web site of the Dallas-based streaming-media broadcaster of the same name. Broadcast.com, famous for its Feb. 3 Internet broadcast of a Victoria's Secret lingerie fashion show, is teaming with Intel software to bring Bell video via RealNetworks RealSystem G2. *Coast to Coast*, based in Bell's Pahrump, Nev., studio, airs from 1-6 am EST. Limbaugh is heard from noon-3 p.m. EST. Both shows were introduced on broadcast.com last Monday. Premiere is owned by Jacor Communications Inc., which is in the process of merging with Clear Channel Communications Inc.

Heftel takes talent national

Heftel Broadcasting Corp. is casting its Hispanic net national with the launch of HBC Radio Network. The network was launched Feb. 26 on 39 stations that reach more than 18.5 million people, or 65% of the nation's Hispanic population, Heftel says.



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Allen's big stretch

In 'Wired World' quest, prices force billionaire to risk unusually high level of equity

By John M. Higgins

Microsoft co-founder Paul Allen is paying such extraordinary prices for cable systems—far more than financial players are willing to lend—that he is risking a huge slice of his fortune to finance his foray.

According to new financial disclosures that paint the first picture of Allen's ballooning cable empire, he has personally put up about \$4.6 billion to finance the \$10.6 billion wave of cable acquisitions for his Charter Communications Inc. That ties up 20% of Allen's estimated \$22 billion fortune, making cable his single largest financial commitment.

Allen's \$4.6 billion investment represents a far higher level of equity than is common in the cable industry. Slim equity and heavy debt is the rule in cable, particularly among new investors seeking high returns on investment.

Allen's investment arm, Vulcan Ventures, has previously been unwilling to detail his finances. But the equity levels are disclosed in recent securities filings and presentations to investors, part of Charter's ongoing attempt to sell \$3 billion worth of junk bonds to refinance existing debt.

Allen has assumed debt with interest rates as high as 14.25%. Charter is hoping to pay those bonds off with new notes carrying an 8%-9% interest rate plus \$1.4 billion in bank financing. The bond deal could close as early as Friday.

Wall Street and industry executives widely wonder whether Allen really cares about getting a high return on his investment. On the one hand, Allen professes a vision of cable systems helping to fulfill his dream of a "Wired World," delivering myriad interactive services to consumer homes.

But many see Allen's investments, in part, as toys in a platinum-plated sandbox, like his sports teams and personal Boeing jetliner. Allen's financial advisers



Financing a \$4.6 billion investment in cable has Allen assuming debt with interest rates as high as 14.25%.

ers vehemently dispute that characterization.

Still, Allen's shopping spree for cable multiple system operators has driven prices up so high that he couldn't do deals with less equity even if he wanted to. The disclosures show that he's putting plenty of leverage on his company—

almost 8 times annual cash flow. But he's near the outer limits of what banks and bond investors are willing to tolerate.

Banks are generally willing to lend a cable operator about six times annual cash flow. Junk bond investors are usu-

got to make up the slack with equity." Other operators offering high cash-flow multiples are often paying in stock, which is also inflated from the run-up in system values.

"It's hard to bid against a guy who can put up that much cash," said a senior executive of one MSO. "Thankfully, some people want stock instead."

But Charter is privately held, so Allen doesn't have the advantage of using that currency.

Charter chairman Gerald Kent was traveling to pitch a key bond deal to investors last week and could not be reached.

It all began last April when Allen snapped up Marcus Cable Corp. Since then, Allen's system deals have included Charter, part of Intermedia Partners and Greater Media Inc., Renaissance Media and most of Rifkin Cable Co.

The total payout of \$10.6 billion has been public.

Like every leveraged buyout, those acquisitions are financed partly with debt, both assumed liabilities that the companies brought with them and money borrowed against the operations. Allen's Vulcan Ventures has not disclosed how much cash Allen is personally pumping into the cable operations.

Further, just as high leverage amplifies a company's return on investment—the most critical measure of performance for any company—reliance on equity

makes it tougher to achieve real profits.

Of the \$6.9 billion worth of cable systems tucked under the Charter umbrella so far, financial disclosures show that he has invested \$3.4 billion in equity, financing the rest—\$3.5 billion—in debt. When the remaining system deals are completed, he will have invested \$4.6 billion in equity and taken on \$6 billion in debt. That gives him a debt-to-equity ratio of just 1.3-to-1.

That's extraordinarily low for such an aggressive cable buyer. But companies built through leveraged buyouts, paying cash to layer one acquisition atop another,

High-wire act

Seller	Price (in millions)	Subs	\$/sub
Charter Comm.	\$4,500	1,200,000	\$3,750
Marcus Comm.	\$2,800	1,200,000	\$2,333
ACE*	\$240	464,000	\$3,529
Greater Media*	\$500	402,000	\$2,900
Renaissance*	\$459	170,000	\$3,600
InterMedia*	\$838	127,000	\$3,200
Rifkin*	\$1,400	68,000	\$3,200
Total	\$10,700	3,353,000	**\$3,259

*Pending deals

**Average price per sub

Source: Charter, industry sources

ally willing let a company push leverage another two multiple points, or eight times cash flow, at interest rates that many companies find attractive.

A year ago, an MSO could do a deal for 10.5-11 times cash flow, so it would only have to put up 25%-30% of the purchase price. But Allen is buying systems at up to 15 times annual cash flow.

So to complete the deal, he needs to lay on equity the way other operators like to lay on debt.

"These are being acquired at top prices," said one Wall Street executive familiar with Allen's operation. "He's

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seek to use less equity and higher levels of debt. That maximizes use of the buyer's available equity, meaning it can expand further with the same amount of equity. It also means that, if everything goes right, the ultimate return on that equity—free cash flow plus gains generated from any sale down the road—are higher.

For example, SEC filings show that Marcus Cable's debt stood at about five times equity before being acquired by Allen, and Charter's debt totaled about 10 times equity. Frontiervision Commu-

nications, which was built in much the same way that Allen is building his portfolio, is an MSO selling out to Adelphia Communications Corp. Frontiervision's debt is around 4 times equity. The disclosures do not indicate how much Allen might be borrowing against his Microsoft holdings to fund his investment in Charter.

Is Allen's heavy use of equity a mark of conservatism? No, judging from other measures of Charter's debt. A bond prospectus shows that Charter expects

the bond sale to leave the company's debt at 7.9 times cash flow. That's not hugely aggressive by cable standards. Adelphia Communications Inc.'s leverage stands at a towering 10 times cash flow.

But Charter's leverage will be far higher than that of other larger MSOs like Comcast Corp. and Tele-Communications Inc., which have pared debt to less than five times cash flow. Charter's cash flow will also total a lean 140% of annual interest expense, 100-200 points lower than other MSOs. ■

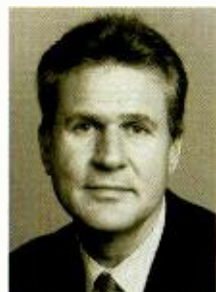
Restoring a once-great franchise

'TV Guide's United Video merger may position it to again become a media behemoth

TV Guide, long an American institution, intends to use its \$2.5 billion merger with United Video Satellite Group as a springboard for global ambitions.

"In a world where everyone is talking about portals, we believe *TV Guide* may be the biggest portal of them all," says Anthea

Disney, the newly named chairman/CEO of TV Guide Inc. and chairman/CEO of News Corp.'s News America Publishing Group Inc.



Kiener: 'We will be the partner of choice.'

Merging with United Video gives *TV Guide* some powerful allies in Liberty

Media and TCI that position it well for a turnaround, say analysts and *TV Guide* executives. A top executive last week confirmed that TV Guide Interactive is negotiating with TCI to become its exclusive electronic program guide (EPG) provider in the digital cable arena.

TV Guide Interactive already has about 1.5 million TCI Digital Cable subscribers. TCI intends to eventually convert all 10 million of its subscribers to digital, and many cable industry experts expect the overall industry, currently at about 66 million subscribers, will convert to digital over the next two decades.

That robust EPG scenario has cable operators and industry analysts alike drooling over huge ad revenue gains, particularly as channel capacity grows and consumers require more guidance.

"Leo Hindery and TCI believe very much in this brand and our product and I believe we will be successful in negotiating" an exclusive affiliation agreement, says Peter C. Boylan III, executive vice president of TV Guide Inc. Boylan is also chairman-CEO of TV Guide Entertainment Group and United Video Group.

The merger has brought change on the management front: Gary Howard, formerly chairman-CEO of United Video, becomes a director of *TV Guide*; Boylan, formerly president-COO of United Video, and Joe Kiener, president-COO of News America Publishing and incoming president of TV Guide Inc., as well as chairman-CEO of the TV Guide Magazine Group, become members of the newly created "office of the chairman" and will report to Disney.

In November, TCI reported 1 million digital cable subscribers. It has been adding about 5,000 new digital customers each day.

Seeking to overcome its recent checkered domestic history, *TV Guide* believes it has an edge in developing into a world power. Along with mixing management gene pools with United Video, it's also capitalizing on the TCI relationship and News Corp.'s global reach—as well as leveraging new magazines, interactive on-screen guides and a presence online.

Perhaps the biggest weapon in *TV Guide*'s arsenal is News Corp.'s various international satellite ventures, which have the cumulative ability to reach as much as 70% of the world's population.

News Corp.'s satellite platforms worldwide "all need interactive program guides," says Kiener. "We will be

the partner of choice."

As broad as Rupert Murdoch's international satellite reach is, it's the ability to offer advertisers package deals for exposure in print, onscreen and online that's the key building block in *TV Guide*'s global plans.

"Giving advertisers the ability to saturate multiple plat-

forms—they really can't get that anywhere else," says PaineWebber analyst Tom Eagan.



Disney: 'TV Guide' 'may be the biggest portal of them all.'

TV Guide Inc., which replaces United Video as the corporate parent entity, is moving quickly. Two weeks ago,

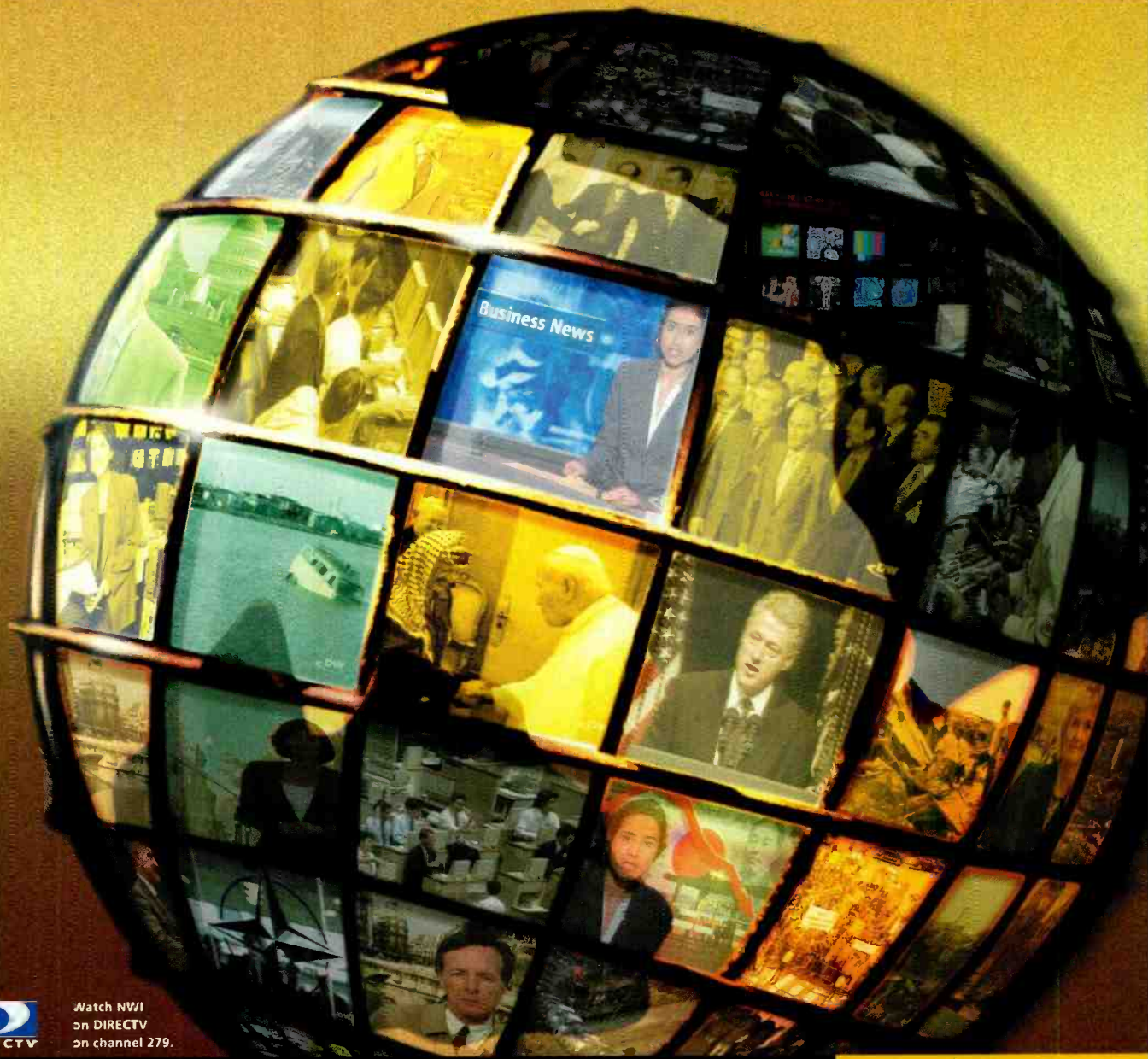
the company announced plans to relaunch its Prevue International portfolio of guides under the *TV Guide* brand.

The services, which will be called TV Guide Channel, TV Guide Express and TV Guide Junior, reach 2.9 million subscribers in Latin America.

TV Guide, meanwhile, faces substantial challenges domestically. The print version has struggled since Murdoch's News Corp. bought it in 1988. Ad pages and revenues have steadily declined. Circulation has also fallen precipitously, from 17 million to 11.8 million—a drop of more than 30%.

Nonetheless, *TV Guide*'s ambition remains strong. It plans to introduce new magazines and capitalize on its cross-platform reach domestically, says Kiener. ■

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Rugrats romp and roll

Show spawns a movie, merchandise and, flexing marketing muscle, becomes Nick's gold mine

By Michael Stroud

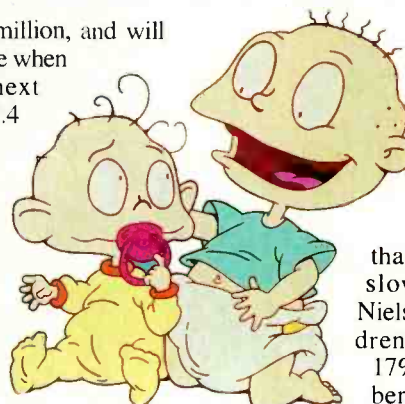
Initially, *Rugrats*—Nickelodeon's multimillion dollar franchise—was just an afterthought.

After the network asked the animators of *The Simpsons* to develop a kids' program for its new network back in 1990, Arlene Klasky and her partner Gabor Csupo dreamed up myriad ideas for Nickelodeon. At the time, *Rugrats* was the least developed show they pitched. Only the night before, Klasky had conceived the show about babies who communicate only with each other.

Fast-forward eight years. *Rugrats* is now one of the most popular children's shows on TV. It has spawned a movie that

so far has grossed \$96 million, and will likely gross millions more when it debuts on video next month. An estimated \$1.4 billion of *Rugrats* merchandise has been sold, from dolls to toothpaste. There's even a traveling live "skip and wave" show, *Rugrats, a Live Adventure*.

Where some once-hot kids' properties like *Ninja Turtles* have largely faded away, "the *Rugrats* is a new model, because it's somewhere between a phenomenon and an evergreen property like



Tommy (r) and Dylan 'Dil' Pickles of Nick's *Rugrats*

Peanuts and *Winnie the Pooh*," says Cyma Zarghami, Nickelodeon's executive vice president and general manager.

It's a juggernaut that shows no sign of slowing. January's Nielsen ratings for children ages 2-11 are up 17% compared to October, before the movie was released. And the

highest *Rugrats* rating to date is also Nick's highest rating to date—13.8 (35 share) among kids 2-11, or about 5.5 million viewers for the January episode that introduces the Baby Dil character to the series.

The *Rugrats* repertoire includes a direct-to-video movie this summer. Sources say it will likely be tied to a big marketing campaign centered around a character in the movie, the Godzilla-like Reptar. A movie sequel is in development. And a spin-off show featuring Suzie, an African American character from the show, is also percolating.

Rugrats is proof of one of the more important principles that built Nickelodeon and helped reshape television animation for children: A startup network with the right animation franchise and a deep-pocketed parent can play Disney's own cross-promotional game.

"Right now, *Rugrats* is in a class by itself," says media analyst Harold Vogel.

Nickelodeon is busy trying to replicate *Rugrats*' ratings and merchandising success with a range of other franchises, from its *Catdog* character (a finicky cat and a slobbery dog literally joined at the hip) to *Blue's Clues* (a whimsical show for preschoolers).

Rugrats' success hasn't been lost on Nickelodeon's rivals—Fox, WB, Disney Channel, ABC, the Cartoon Channel and PBS—with each mining its own children's franchises in search of cross-promotional gold.

Fox has probably come closest, with its *Power Rangers* franchise, which started the movement a few years ago. The show grossed hundreds of millions of



CABLE'S TOP 25 PEOPLE'S CHOICE

Viewers got back in the habit of seeing the 1992 Whoopi Goldberg hit 'Sister Act' last week. The airing received a 6.2 share.

Following are the top 25 basic cable programs for the week of Feb. 15-21, 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 Wrestling	USA	Mon	9:00P	60	5.6 4.2	4188	7.8
2	WWF Wrestling	USA	Mon	10:00P	65	5.5 4.2	4153	8.7
3	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	5.1 3.8	3808	7.3
4	WCW Monday Nitro Live!	TNT	Mon	10:00P	65	4.7 3.6	3544	7.4
5	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	4.4 3.3	3327	6.2
6	Movie: 'Sister Act'	TBS	Sun	9:01P	125	4.2 3.2	3176	6.2
7	WCW Thunder	TBS	Thu	8:58P	70	3.7 2.9	2855	5.6
7	WWF Wrestling	USA	Sun	7:00P	60	3.7 2.8	2802	5.9
7	Rugrats	NICK	Mon	7:30P	30	3.7 2.8	2770	5.8
10	Rugrats	NICK	Thu	7:30P	30	3.5 2.6	2570	5.7
11	Rugrats	NICK	Sat	8:00P	30	3.3 2.5	2446	5.7
11	All That	NICK	Sat	8:30P	30	3.3 2.5	2441	5.6
13	Rugrats	NICK	Fri	7:30P	30	3.2 2.4	2392	5.8
13	Sat Nicktoons TV	NICK	Sat	10:00A	30	3.2 2.4	2344	9.7
15	Walker, Texas Ranger	USA	Wed	8:00P	59	3.1 2.4	2353	4.6
15	Wild Thornberrys	NICK	Thu	8:00P	30	3.1 2.3	2332	4.7
15	Rugrats	NICK	Tue	7:30P	30	3.1 2.3	2331	5
15	Sat Nicktoons TV	NICK	Sat	10:30A	30	3.1 2.3	2328	9.5
15	Movie: 'Crocodylle Dundee II'	USA	Tue	9:00P	120	3.1 2.3	2304	4.7
15	Movie: 'Woman on the...'	LIF	Sun	2:00P	120	3.1 2.3	2269	7.3
21	Walker, Texas Ranger	USA	Tue	8:00P	60	3 2.3	2262	4.4
21	Hey Arnold	NICK	Mon	8:00P	30	3 2.3	2253	4.5
21	Movie: 'Basic Instinct'	USA	Sun	4:30P	150	3 2.3	2243	5.8
21	Doug	NICK	Mon	7:00P	30	3 2.2	2230	4.9
21	Rugrats	NICK	Sun	10:00A	30	3 2.2	2193	8.2
21	Movie: 'With Murder...'	LIF	Sun	8:00P	120	3 2.2	2162	4.1

dollars and spawned a movie of its own.

Rugrats' creators have taken pains to give each of its characters real personalities, placing them in everyday family situations to which viewers can relate.

With such a foundation, it's easier to jump-start the franchise with new characters such as Baby Dil, the newborn who joined the cast in *The Rugrats Movie*, or new story lines, such as the

search for Chucky's mother that will occupy much of the next movie.

Though the network is developing new angles, Nickelodeon hasn't been shy about milking its existing material—frequently running *Rugrats* cartoons two times a day or more.

Traditionally, networks have been afraid that too much exposure would saturate the market and drive viewers

away. But Csupo argues that the constant reruns of *Rugrats* have actually helped the show by feeding into children's natural love of repetition and familiarity.

"My kids want to watch their favorite shows over and over," says Csupo. "It's almost like hoping that this time there will be something different at the end." ■

Tough going for Primestar tender

Disgruntled bondholders balk at sale in an effort to improve their share of the take

By Price Colman

With apparent insufficient response from bondholders, Primestar has extended its offer to buy back \$475 million in bonds.

The two-week extension of the March 1 deadline for the tender offers comes on the heels of EchoStar Chairman Charlie Ergen's \$600 million bid for Tempo. Tempo holds 11 high-power frequencies at 119 degrees west longitude that Primestar was supposed to have used. Ergen's bid was \$100 million more than competitor DirecTV's original offer.

The Primestar-Tempo sale to DirecTV is contingent upon Primestar repurchasing at least 90% of its bonds. The first tender offer came in January, when DirecTV parent Hughes Electronics announced plans to acquire Primestar and Tempo for \$1.82 billion. The extension could signal trouble for the deal, although DirecTV insists the transaction is still on track.

"We have binding agreements with both Primestar and Tempo and it's our understanding that both Primestar and Tempo intend to fulfill their contractual obligations," says DirecTV spokesman Bob Marsocci. "We have received U.S. Justice Department approvals for both the Primestar business acquisition and acquisition of Tempo's high-power satellite assets, and we're moving forward."

Primestar, citing the "quiet period" during the bond tender period, has declined to comment. EchoStar's only public comment has been to confirm its counteroffer.

Binding agreement notwithstanding, EchoStar's competing bid for the Tempo assets has confused the situation. In addition, EchoStar also holds more than

10% of Primestar's bonds and thus is armed to delay, even block, the sale, say people familiar with the situation.

Bondholders were mulling a lawsuit against Primestar even before DirecTV's proposed acquisition of Primestar and Tempo were announced, sources say. The biggest complaint: Primestar's main owners—TCI Satellite Entertainment, Time Warner/Advance Newhouse, MediaOne, Comcast and Cox—had failed to cut an earlier deal with AskyB

that would have been more advantageous to bondholders.

According to terms of the DirecTV offer, Primestar bondholders would receive 67 cents on the dollar for their holdings. The counteroffer also adds to the pressure unhappy bondholders can apply in pushing for DirecTV to improve its offer. Unhappy with those terms, bondholders are considering suing Primestar's owners for failing to live up to their fiduciary responsibility. ■

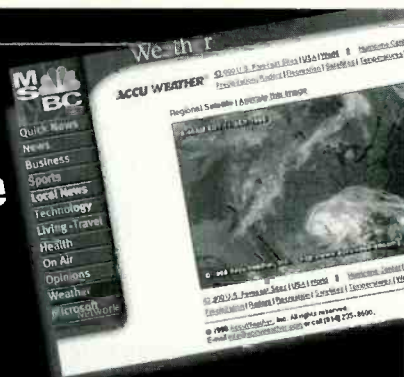
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HDTV Chinese New Year on KTVU

Oakland station broadcast San Francisco parade with National Mobile truck

By Glen Dickson

KTVU(TV) Oakland, Calif., celebrated the Chinese New Year by broadcasting San Francisco's annual holiday parade in 1080i HDTV.

The Cox Broadcasting station and Fox affiliate broadcast the parade live from 6 to 8 p.m. PST on Saturday, Feb. 27, over DTV channel 56.

To produce the event, KTVU enlisted National Mobile Television's (NMT's) Sony-equipped HDTV production truck, HD-2, which was last used in the Bay Area in December 1998 to produce an Oakland Raiders game in HDTV for CBS.

In addition to supporting the eight-camera HDTV production, the NMT truck generated KTVU's NTSC analog feed on channel 2 as well as an additional feed for Asian-language station KTSF(TV).

"We did a 4:3 center crop of the hi-def 16:9 signal and downconverted it for channel 2," says Ed Cosci, KTVU engineering manager of operations. The production crew framed their shots for 4:3 use, but NTSC broadcast also included some widescreen, letterboxed pictures.

"For two segments during the parade, we wanted to show NTSC viewers what 16:9 looked like," says Cosci. "So with the use of the Sony DVE [digital video effects] in the switcher, we squeezed [the widescreen picture] down to fit in a 4:3 screen." Cosci adds that KTSF was fed a 4:3 "clean feed" so it could add Chinese text to the program.

To backhaul the feed from HD-2 in San Francisco's Union Square to KTVU's facility in Oakland, the station relied on General Instrument satellite encoders and decoders. KTVU had hoped to use a PacBell DS-3 fiber line as an additional backhaul path, but didn't have time to get it working, says Cosci. The HDTV signal was sent as an MPEG-2 compressed feed encoded at 38 Mb/s to KTVU, where it was decoded back to baseband 1.5 Gb/s. Then it was recompressed at 19.4 Mb/s for local DTV broadcast using the station's NDS ATSC-compliant encoder. While the hi-



The Cox station downconverted the HDTV signal for simulcast over its analog NTSC channel.

def program was mixed at the truck in 5.1 channel Dolby Digital audio, KTVU broadcast the program in surround sound.

KTVU's DTV station usually broadcasts upconverted NTSC encoded as 720p, says Cosci. The station simply reset its NDS encoder for the 1080i

broadcast, he says. KTVU then relied on its existing Microwave Radio Corporation digital STL to get the feed to its transmitter at Mt. Sutro in San Francisco.

KTVU engineering supervisor Don Thompson says the pictures looked great. "And that was a lousy location, too," says Thompson. "We did it where the parade was in Union Square, where we don't have a line of sight to Sutro Tower. We bounced the signal off a building to the antenna." Thompson adds that several local Circuit City stores called to say the hi-def footage "was beautiful."

Using a Sony HDCAM tape machine, KTVU replayed the HDTV parade telecast from 11 p.m. on Saturday night until Monday morning (March 1). "We put the output of the tape machine into the encoder, and programmed it to recue itself," says Thompson. ■

Salt Lake on the rise

Eight TV stations contract for common DTV tower

By Karen Anderson

Eight Salt Lake City TV stations have set aside their natural competitiveness to construct a common \$7 million tower for their new DTV stations. The group, DTV Utah, hopes to have the tower up and humming this fall.

The group has already lined up its prime contractors: Scala will provide two antennas, through which the eight stations will feed signals from individual transmitters. Dielectric will provide signal combiners and transmission line. And LeBLANC will build the tower.

The group is comprised of NBC affiliate KSL-TV; CBS O&O KUTV(TV); ABC affiliate KTVX(TV); independent KJZZ-TV; WB affiliate KUWB(TV); and PBS affiliates KBYU-TV, KUED(TV), and

KULC(TV). The tower will be located on Farnsworth Peak in the Oquirrh Mountains, 9,000 feet above sea level. KSL-TV owns the 50,000-square-foot site.

Each of the two Dielectric antennas will broadcast four signals. One will handle channels 34, 38, 42 and 46; the second, channels 36, 40, 44, and 48. The channels are arranged in the alternating configuration to avoid adjacent-channel interference. If one antenna fails, the channels will automatically switch to the other and transmit at a lower power level.

Combining the signals presents some technical challenges, says Greg James, KSL-TV chief engineer and the mastermind behind the project. They include the loss of power (insertion loss) and the delay of higher frequencies as they pass through the various components of the transmission system (group delay).

"You have a trade-off between group delay and insertion loss and power han-

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dling and bandwidth whenever you deal with these things," says Jay Martin, vice president of marketing for Dielectric, which is supplying DTV Utah with 600 feet of its 6-inch, 50-ohm DigiTLine digital transmission line. "As you increase bandwidth, you tend to lose isolation... You would increase interference."

The group has developed system specifications with Dielectric and has done some preliminary testing, and KSL-TV's James says the group is confident the system will provide the efficiency it needs.

"Combining is not a new art form," he says. "We think the technical hurdles that might have been problematic a few years back" can be overcome.

James, who has also participated in the Model HDTV Station project in Washington, says that there are major benefits to sharing a tower. "The broadcasters save some money in construction and in operating [costs] because, instead of having seven and eight engineers, you can actually get by with having, we hope, one additional engineer," he says. "Painting and lighting and overall maintenance costs and the ability to negotiate power costs become better when you combine."

James says the shared tower will also make it easier on consumers, who will be able to point directional DTV home antennas at one tower to receive all local DTV stations rather than having to adjust the devices to pick up signals from different locations.

But bringing together a group of



WCVB-TV: HDTV tourist

Hearst-Argyle's WCVB-TV, the ABC affiliate in Boston, is continuing to broadcast HDTV programming in addition to the hi-def movies and Disney fare it receives from the network. Last Wednesday night, the station broadcast its nightly news magazine, *Chronicle*, in HDTV at 7:30 p.m. The program, a scenic journey along Route 9 in southern Vermont, was shot with a hi-def camera loaned by Sony.

On April 5 at 9 p.m., the station plans to air another hi-def program with lots of scenic footage, *The American Experience: Lost in the Grand Canyon*, a documentary produced by noncommercial WGBH-TV Boston. WGBH-TV is building a DTV station for HDTV broadcasting, but until it's ready this September it is permitting WCVB-TV to air some of its hi-def programming. It will simulcast an NTSC version of *Grand Canyon*.

—Glen Dickson

rival stations hasn't been easy, says James. "As a group of competitors we have managed to keep all of our discussions out of the business side," he says. "And while we may never agree as to who's the best station—which we probably never should agree—we've gotten past that to concentrate on the technical optimization of the spectrum.

We leave the competition to the general managers."

The stations are still deciding on transmitter manufacturers. "Because we will be sharing a single engineer up there, we're trying not to spread it around too far, so that the engineer can become familiar with one or two or three models, not eight," says James. ■

KGTV begins moves to digital

First step toward automated plant is Ampex archival system linked to Tektronix servers

By Karen Anderson

KGTv(TV) San Diego has purchased an Ampex DST 712 Digital Archive System for nearline storage of commercials and programs.

The purchase is part of the ABC affiliate's plan to gradually transition to an automated digital serial plant over the next two to three years, says Margie Baldwin, engineering director at the McGraw-Hill station.

"I don't want automation where it creates more problems than it's worth," she says. "I want the quality assurance there... I'm going to use automation as a

tool to help my operators and to enhance their work rather than replace them."

This first phase of automation involves the Ampex archive systems linked to two Tektronix Profile video servers for playback. The servers are set up in a redundant mirrored configuration, so each Profile holds the same material. In case of a failure, the system automatically switches to the backup server.

At an encoding rate of 12 Mb/s, each Profile MPEG-2 server provides 26 hours of commercial and program storage. "That's plenty for one day plus some of the next day," Baldwin says. The Ampex DST system can provide

up to 512 hours of storage.

"I looked at so many other systems for nearline tape archive, and the Ampex beats them all for speed, reliability and access time," Baldwin says. "The machinery itself is more robust and the reliability is proven by a lot of government users. The FBI uses it."

The Profiles replace an aging Sony Betacart unit. "[The Profile system] was so much easier to use that we pulled the Betacart offline two weeks after the Tektronix came online," she says.

Baldwin used some creative engineering in configuring the storage and playout system. Instead of using an automation

system to control the servers, like most stations do, she has opted to use playback software by Crispin. With a little tweaking from Tektronix, this software allows the station to "hang" the DST on the Profiles to act as an extra drive.

The biggest benefit of doing it this way is cost, Baldwin says. "You need at least \$100,000 plus to start out with a good automation package, and I didn't have \$100,000," she explains. "The Crispin software is something that I was already buying with my Tektronix Profile and was real minimal. We're talking about \$10,000."

The Profile system, including the Crispin software, cost the station about \$150,000.

Baldwin adds that it will buy her some time to research automation systems. "If I bought the automation package today I would have to buy all of the interfaces for my equipment that I currently use," she says. "Then as I replace that equipment over the next two to three years I would have to buy new interfaces and pay for automation twice."

Baldwin expects that the Ampex will be up and running at the station in about a month. She says that if the Ampex lives up to her expectations, she will consider using it for the station's newsroom operations. ■

Pinnacle's new server

Thunder video multi-user unit includes desktop editing

By Karen Anderson

Pinnacle Systems is entering the video server market with the Thunder MCS 4000, a multi-channel, multi-user production server.

"You get a lot of your television station in the box," says Bob Wilson, vice president and general manager of Pinnacle's broadcast production group, which has traditionally supplied desktop effects and editing systems. "That's where we're going."

Thunder offers four video channels, each capable of playback and recording. It supports both native DV and MPEG-2 video compression and also offers the ability to play back ancillary data.

Each of Thunder's video channels has a built-in transition engine that forms cuts, wipes and dissolves between back-to-back clips. A keyer is built into each channel so the user can

record an element over an external background, without the use of an outside keyer or switcher.

Pinnacle offers an optional desktop video browsing system. Low bandwidth proxies can be stored in the Thunder or on an external proxy server and can be viewed as standard multimedia files on any Windows95/98 or NT computer. Users can build and edit a playlist while the playlist is running.

"Asset management is the main concern here; this is just the hardware to get you there," says Pinnacle Product Development Manager Paul Turner. "The majority of clip servers offer little or no asset management."

Thunder's external storage system is a Fibre Channel disk array that contains eight off-the-shelf disk drives. At 20 Mb/s, Thunder provides about 4 hours of storage. It can be configured to operate at a data rate of up to 50 Mb/s. ■



Pinnacle's debut server comes with a number of sophisticated options.



By Glen Dickson and Karen Anderson

Snell & Wilcox launches HD switcher

Snell & Wilcox has introduced a new HD production switcher, the HD1010, that is aimed at telecine applications and other post-production work. It supports the 1080p/24 format that is gaining favor as a mastering format for converting 35mm film to HD or SD video. The fully scalable switcher provides 8 inputs and operates at 1.5 Gb/s to handle uncompressed HDTV. The HD1010, which also includes a new

chroma keyer and a new single-card DVE option, will be demonstrated at NAB '99 and delivered in June. "We'll be demonstrating 24p at the show, switching between 24 sF [the segmented frame approach favored by Sony], 24p, 720p or 1080i," says Adolfo Rodriguez, Snell & Wilcox's director of marketing. The switcher will be priced around \$85,000, he says.

SeaChange snags patent, Japan sale

SeaChange International has been awarded a U.S.

patent for its MediaCluster video server storage technology, which it uses in server products for both the cable and broadcast industries. Media-

Cluster interconnects computers or "nodes" so they can act as a single server and handle large quantities of video, while only requiring one copy of video material (such as a commercial or movie).

SeaChange also said it has sold a large Broadcast MediaCluster server system to Japanese satellite broadcaster and News Corp. company News Broadcasting Japan Ltd. (NBJ), which News Broadcasting is using for the on-air delivery of 10 channels. NBJ's SeaChange server config-

uration can handle up to 30 channels and store 230 hours of video at 10 Mb/s.

HP launches new high-bandwidth servers

Hewlett-Packard has introduced two additions to its broadcast server line, the MediaStream 700 and 1600. The MPEG-2 servers offer online access to more than 1,000 hours of storage and are capable of handling as many as 16 channels in one chassis. The servers also use Fibre Channel networking to deliver transfer rates up to 45 times faster than real time, says HP, allowing a 30-second video clip to be transferred between servers in less than a second. The seven-channel MediaStream Server 700 and 16-channel MediaStream Server 1600 begin shipping in April.

Entering the high-speed sprint

Starting in mid-1999, US West, NCI to launch telephony-on-TV trial with 'Net access

By Richard Tedesco

US West will test integrating telephone and Internet service on TV with Network Computer Inc. in a technical trial slated to start in mid-1999.

The trial is intended to indicate what US West customers would pay for such a service and how they'd prefer to set up the service—either directly through the telco or through retail outlets such as Comp USA, according to Jacoby. He says US West is convinced there is an audience ready to pay for it.

The limited trial is a prelude to a phased rollout of the service, US West @ TV, across US West's 14-state operating region in late 1999. The dry run will involve approximately 100 customers in each of at least two urban markets yet to be determined, according to Micki Jacoby, director of US West.net product development.

NCI software is to be used in set-top boxes to enable the service over DSL or dial-up connections and the servers US West sets up to deliver it. Hardware suppliers have not been selected for the

trial or the rollout, according to Jacoby, who says pricing also remains to be determined.

US West @TV will enable TV viewers to initiate and receive phone calls via TV using speakerphones built into the set-tops. They will also be able to surf the 'Net on TV screens, using technology that reduces the video signal to a window onscreen while they check out Web sites.

Access to electronic programming guides and e-mail will also be part of the picture, which will eventually include video-on-demand, according to Jacoby.

But Sean Kaldor, analyst for IDC, believes that US West is correctly perceiving an appetite for integrated interactivity over TV in some form.



This screen will bring TV viewers telephony, as well as e-mail, 'Net surfing and video-on-demand.

He sees the move as a reply to partnerships AT&T has established with cable operators, particularly through its merger with Tele-Communications, Inc. "It's essentially a counterstrike to what AT&T is doing with cable operators," says Kaldor. "It's a rather big battle that's evolving for telecommunications in the home."

SonicNet, Comcast in tune

By Richard Tedesco

SonicNet is sounding out its potential as a broadband music player in a deal to create customized content for Comcast Online—including live cybercasts.

A deal struck last week between TCI Music and Comcast Online is the spark for SonicNet to produce localized content online for both Comcast At Home and its companion, Comcast In Your Town, which produces local information guides.

The customized content could include localized cybercasts of live bands, according to Nicholas Butterworth, president and editor-in-chief of SonicNet, who has been a pioneer in live Webcasting. "It makes sense because of the live events and artists



SonicNet's Butterworth: "We want to be a music network that works for everyone."

located in different communities," says Butterworth. "We want to be a music network that works for everyone."

Live cybercasts might be produced as pay-per-play events, according to Tom McPartland, president and CEO of TCI Music, SonicNet's parent company.

"Once these broadband platforms demonstrate their durability, I could see customized music feeds that justify a subscription service," McPartland says.

Initially, Comcast Online customers will gain access to SonicNet's Music Guide of 7,500 artists and be able to preview music videos online from The Box Music Network and order them for on-air play.

The deal is a model for pacts TCI Music hopes to put in place with At Home's other MSO partners, including TCI and Road Runner as well as telcos. "Certainly we have an opportunity with other cable operators and broadband providers," says Butterworth.

McPartland reports TCI Music has had talks with At Home and its new partner, Excite, and several major cable companies.

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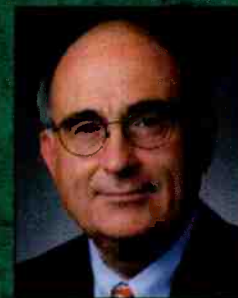
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RADIO

HELP WANTED MANAGEMENT

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

Sunbelt Cluster. Seeks proven sales leader for general manager opportunity. Bottom line awareness essential. Competitive salary and incentive compensation package available to successful candidate. Desirable university community with tremendous growth potential. All responses will be treated with utmost confidentiality. Reply to Box 01506 EOE.

HELP WANTED SALES

Clear Channel is looking for "street fighters" who want an international adventure... Clear Channel International seeks entry level radio account executives to work in Europe. Minimum one year radio sales experience a must. Foreign language skills not mandatory, but a real plus. Possible two year assignment. If you love to sell radio, and want an exciting opportunity, send your resume to Box 01508. No phone calls, please. An Equal Opportunity Employer.

HELP WANTED PROMOTION

Well established promo/advertising agency seeking to expand radio division. Looking for creative director who has writing/producing/client relations experience. Send resumes to: P.O. Box 691737, Los Angeles, CA 90069.

HELP WANTED ALL POSITIONS

Christian Music Networks. "K-LOVE (A/C) and Air One (CHR) looking for creative, on-fire professionals. We need Drive Time talent, multi-track production whiz, News and Freelance Voice Trackers. Check us out and listen online at "klove.com" and Air1radio.com". T&R to Ed Lenane at K-LOVE, 1425 N. Market Blvd. #9, Sacramento, CA 95834. EOE."

SITUATIONS WANTED MANAGEMENT

Seeking GSM/GM position in small market with buyout potential- experienced. Top biller, Teddy 212-421-7699.

How about hiring a GM/GSM who's bottom line driven, yet a strong people person? 20 years of solid management successes - all size markets. Improve your profits! Confidential inquiries 815-436-4030. Midwest preferred.

LEASED PROGRAMMING

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

TELEVISION

HELP WANTED MANAGEMENT

DIRECTOR, AFFILIATE RELATIONS

ABC Radio Networks is seeking a Director to oversee marketing of ABC Radio Network products to radio stations in a regional territory on the East Coast. Travel is required.

This NYC-based position requires a minimum of 5 years of sales/marketing experience; broadcast industry experience is preferred. Strong interpersonal & communication skills are essential. For confidential consideration, please forward resume to:



ABC, Inc.
Employee Relations
Department-MW
77 West 66th Street
New York, NY 10023

An Equal Opportunity Employer M/F/D/V

The Maslow Media Group, a personnel agency specializing in b'cast industry located in Washington DC, seeks MGR for full-time placement division. Must know video production, b'cast and cable industry, personnel bkgrnd a plus, computer savvy, exc. people and writing skills, sales oriented and creative dealmaker. Salary neg.+ benes. Fax resume to 202-965-6171 Attn: Dir. of Recruitment- Job Hotline 301-570-9100, 2134 Wisconsin Avenue NW, Washington DC 20007. www.maslowmedia.com.

NBC affiliate in beautiful Helena, Montana needs a General Manager with strong sales background. Previous experience as a General Manager or Sales Manager a must. Please send resume and salary history to Ralph Toddre, Executive Vice President, Sunbelt Communication Company, PO Box 7160, Reno, NV 89510, or fax to 775-785-1200. No phone calls please! EOE.

General Manager: KTVZ-TV. NBC, Bend, Oregon. Unique opportunity, tremendous lifestyle option. Only full power station in the Bend DMA. General Sales Manager ready to move up, or experienced General Manager with a sales background looking for a change. Send resume to: Northwest Broadcasting, Inc., 505 W. Riverside, Suite 500, Spokane, WA 99201. EOE.

HELP WANTED SALES

CLASSIFIED/TELEMARKETING SALES MANAGER

BROADCASTING & CABLE magazine has an immediate opportunity for a Classified/Telemarketing Sales Manager. Terrific growth opportunity for a seasoned telephone sales representative. Dynamic individual with proven track record needed to manage small sales team and approximately \$2 million of business. Excellent customer service and organizational skills required.

Ideal candidate should possess outstanding verbal and written communication skills. 3+ years of ad sales experience preferred. Knowledge of business-to-business publishing, television, and new media a plus.

Please send resume w/salary requirements to:

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

Spartan Communications, Inc. is looking for a General Sales Manager to lead its Mobile/Pensacola station WKRG-TV, a CBS affiliate, to the next level of sales. Applicant must have a proven track record as a General Sales Manager with a top 100 market station. All pertinent credentials are required. Please respond in writing to: Human Resources Director, WKRG-TV, 555 Broadcast Drive, Mobile, AL 36606. No phone calls please. WKRG-TV is an Equal Opportunity Employer. M/F/D/V. WKRG-TV is a drug free workplace. Offer of employment is contingent upon you passing a substance abuse test.

Sales Promotion Director: Leading broadcast station seeks Sales Promotion Director to generate non-traditional retail based incremental revenue. Applicants should have experience creating and implementing revenue producing sales promotional programs. Must be able to uncover marketing-oriented leads for joint presentations with sales staff. Superior communication, organizational and follow through skills as well as reasonable computer proficiency required. Knowledge of print production and writing skills a plus. Reply to Box 01510 EOE M/F/D.

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

Sales Account Executive. WISH-TV, a CBS affiliate in the 25th market, has an immediate opening for a Sales Account Executive. Applicants need 2-3 years of media sales experience with the proven ability to develop new business. Candidates must also demonstrate the ability to sell promotions, vendor programs and use qualitative research effectively. If you are interested in advancing your career, send a letter and resume to Local Sales Manager, PO Box 7088, Indianapolis, IN 46207. No phone calls. M/F. Equal Opportunity Employer.

Local Sales Manager. WBBM TV Chicago/CBS O&O is seeking a Local Sales Manager. Candidate must be a strong leader who possesses thorough understanding of ratings, research, pricing and inventory management. Experience in sales development/new business a requirement. Prior LSM or NSM experience helpful. Send letter of introduction and resume to Susan McDoldon, WBBM TV, 630 North McClurg Court, Chicago, IL 60611. It is the policy of CBS to afford equal opportunity to all, to discriminate against none, to take affirmative action to promote equal employment and advancement opportunity regardless of race, color, national origin, religion, sex, age, sexual orientation, disability, veteran's status, marital status, or height or weight.

General Sales Manager. We have a terrific career opportunity with the dominant NBC station in the 149th market. We are an important part of a highly respected family owned operation with six small-to-medium market affiliate stations. Our broadcast group is always looking to expand, but is not a highly leveraged company. We seek a proven sales leader who can properly market the value of our position, and lead our staff of professionals into the next millennium. Excellent fringe benefit package. Contact Charlie Webb, VP/GM, WVVA-TV, PO Box 1930, Bluefield, WV 24701. 304-325-5487. EEO/MF.

Client Service Specialist. Enterprise Systems Group Inc. a world leader in software development for the broadcast and cable industries has immediate opening for *Client Service Specialist* for newly developed Network Ad-Sales System. Requires broadcast experience in US national and/or cable television networks or agency experience, preferably with Sales and Planning systems. Position requires client on-site training, product support, testing, documentation and business analysis activities. Knowledge of Enterprise products and PC applications helpful. Relocation to Colorado required. Salary commensurate with experience. Travel required. Fax resume and salary history to ENS Dept. H-R: (719) 548-1818. EOE.

HELP WANTED MARKETING

Marketing Research Director. Are numbers your passion? Research Director for top 25 market CBS affiliate. Agency or media experience a must. Proficient in use of Microsoft programs, particularly in creating multimedia Power Point presentations. Familiarity with research tools such as Marshall Marketing, Market Manager, TVScan and Nielsen preferred. General communication skills important, with interaction in sales, news and programming aspects of the business. Send resume to Marketing Manager, WISH-TV, PO Box 7088, Indianapolis, IN 46207. M/F. Equal Opportunity Employer.

HELP WANTED TECHNICAL

Systems Analyst- Satellite Uplink

The National Digital Television Center is seeking a Systems Analyst to work in the Satellite Uplink area. Job duties include, but are not limited to: Installation/maintenance of network hardware/software, administration of NT servers and workstations, administration of UNIX servers, design and manage GUI's used for monitoring and control of satellite equipment, install alarming and communications interconnect cabling, provide general computer support. The successful candidate will have at least 2 years hands-on experience as an administrator of NT and UNIX servers (SCO, IRIX), knowledge of satellite communications equipment, TBOS and other alarming protocols, "Satnet Manager" control software, SL-GMS graphical development tools. A degree in a technical discipline such as, Computer Science or Information Systems is preferred, however equivalent experience will also be considered.

Drug and background checks are required. Send resume to:

National Digital Television Center

Attn: Amy Volleberg

4100 E. Dry Creek Rd.

Littleton, CO 80122

Fax: (303) 267-7150

Email: volleberg.amy.k@tci.com

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.

PT opportunities available in Channel One's Operations Department. Channel One News broadcasts daily via satellite. Master Control Tape Operators (BetaSP, D2 experience pref.), Online/Offline Video Editors (TD experience pref.), Audio Engineers (Euphonix board experience req.) Qualified candidates please fax resume and salary req.'s to Chris E. 323-860-1463 or mail to PO Box 74911, Los Angeles, CA 90004. No calls, please. EOE, M/F/D/V.

Operations Manager: WTOV-TV is looking for a person to be in charge of our Production and Promotion of Station. Experience with technical directing or directing preferred. Must be a hands-on, teacher person. Station has brand new Control Room ready to go on-air and converted to DVC-pro tape format. Station has all the toys - with non-linear editing. Candidate must be a hard worker and love the big projects. Send resume to: Sondra Nestor, HRA, WTOV-TV9, Red Donley Plaza, Box 9999, Steubenville, OH 43952. No phone calls. EOE.

KRDO TV 13 in Colorado Springs, CO is hiring a FT Studio Maintenance Sup. 5 yrs. TV studio or production house maintenance exp. req. Knowledge of computer operation and maintenance of VTR's, cameras, remote control devices, CGS, graphics equip req. Send resume to KRDO-TV, Attn: EEO Officer, PO Box 1457, Colorado Springs, CO 80901. EEO.

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

Computer Editor. WISH-TV has an opportunity available for a full time Computer Editor. Editing experience with Ampex DCT 500e editor, Chyron MAX, Ampex Vista switcher and ADO, and Soundcraft 1000 audio board. Will edit projects for all station departments and outside clients. Good people skills a must. Computer literacy and scheduling flexibility necessary. College degree in field, experience in studio production. Resume to Production Manager, WISH-TV, PO Box 7088, Indianapolis, IN 46207. No phone calls. M/F. Equal Opportunity Employer.

Broadcast Maintenance Engineer: A top ten market, sports network is currently seeking a qualified engineer with five years of related maintenance experience. This candidate should be capable of repairing television equipment to the component level. Must possess knowledge of Sony BETA format, digital switchers and Avid equipment. PC and Macintosh literacy a plus. Position also entails EIC operations for live broadcasts. Must be able to work as a team member as well as independently. We offer a competitive salary and benefits package. E.O.E. Please send resume to *Chief Engineer*, 70 Brookline Avenue, Boston, Ma 02215.

HELP WANTED NEWS

Top 40 group-owned CBS seeks: 2 reporters. We're looking for superb storytellers who enterprising stories and won't accept handouts from the desk. Successful candidates will have an excellent command of the language, strong journalistic ethics, possess a commanding on-air presence and be team players. No beginners. *Photojournalist.* Primary responsibilities include turning daily stories and live shots with our Grand Rapids reporter from our G.R. newsroom. Special project work and photo pieces also valued. If you have a great eye and are a team player, we want to see your tape! No beginners. Non-returnable tapes and resumes to: Margie Candela, WWMT-TV, 590 W. Maple, Kalamazoo, MI 49008.

Reporter/Editor: One man band needed for growing Fox 10pm news. We need someone who is energetic and creative, who can shoot, write and edit. Great opportunity for someone who wants to report and eventually anchor. Resumes and tapes to: WUPW-TV, 4 SeaGate, Toledo, OH 43604. Attn: News position. EOE.

TRIBUNE BROADCASTING

News Director- San Diego- KSWB 5/69, San Diego's Warner Bros.

Affiliate is seeking to hire a News Director to be instrumental in the start-up of its 10pm newscast. This individual will build, plan and hire all key personnel, manage day to day operations of the news department, personnel, and financial goals. The ideal candidate **must have** a minimum 5+ years news senior management experience at the station level, be highly competitive, ethical, and possess strong creative/strategic leadership and written skills. We are looking for a fresh, dynamic presentation of our newscast, so tapes should reflect this.

Send resume and non-returnable VHS tape of your news product to: Human Resources, Attn: DGS, KSWB-TV, 7191 Engineer Rd., San Diego, CA 92111. **Refer to Ad BC-ND44.**

KSWB is a **Tribune Company** subsidiary and an equal opportunity employer. Women and minorities encouraged to apply. No telephone calls or emails please. **Resume and tape must be received no later than April 12, 1999.**

VP/NEWS DIRECTOR

FOX O&O in Boston, MA has an immediate opening for a VP/News Director. The successful candidate will be responsible for developing our newscasts' vision and strategies to achieve ratings growth. You will lead, manage and motivate both the editorial and news operations staff, and will establish on-going departmental objectives. Degree in Journalism or related field and a minimum of five to seven years of progressive news management experience required. Experience in a major market news environment strongly preferred. Must possess strong strategic management skills to successfully grow our newscast. Must be capable of leading and motivating staff to achieve objectives. Requires a highly creative news leader with solid news judgement. Qualified candidates only, send resume with cover letter to:

Linda DiStefano
WFXT FOX 25
25 Fox Drive, PO Box 9125
Dedham, MA 02027-9125

Promotion Writer/Producer: Be part of a premiere team, promoting the news and station image for both the NBC and ABC affiliates in sunny SW Florida. Strong writing skills and non-linear editing experience essential. Send your demo and best writing samples to: Karen Vey, 3719 Central Ave., Fort Myers, FL 33901. EOE.

Producers. WDAF-TV, Kansas City's leading news source, is seeking experienced Producer for weekday and weekend newscasts. This FOX O&O needs creative and energetic individuals who thrive on working in a fast paced environment as we produce 7.5 hours of news each day! The qualified applicant will have a minimum of two (2) years experience producing a television newscast. Must be a proven leader with a positive collaborative news philosophy. Working knowledge of Newstar or a comparable newsroom system is essential. College degree preferred. Please send resume and non-returnable VHS tape to: WDAF-TV, Human Resources Dept., 3030 Summit, Kansas City, MO 64108. EOE M/F/V/D.

Producer/Photographer/Editor. KTRK-TV is looking for a creative genius who can do it all...from producing both live and taped shows and specials to shooting and editing projects. Qualified candidates must have strong writing skills, on-line control room producing skills, storytelling ability, excellent photography and editing skills. Minimum of 3 years broadcast television experience required. AVID editing is a must. Interested candidates should send their resumes to: Kim Nordt Jackson, Programming Manager, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. **No phone calls please.** Equal Opportunity Employer. M/F/V/D.

Producer. The #1 station in the 37th market is looking for a Producer to join our award winning staff. We have all the equipment needed to help you put together a creative and energetic product. You're the person for the job if you have at least two years producing experience, you're in touch with your audience and you have an innovative approach to presenting news. Send your resume, references and tape of today's newscast to: Patti McGettigan, Assistant News Director, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49053. WOOD TV is an EOE.

Producer. Are you the best producer in your shop aiming to make your mark in a major market? If so, this could be the job for you. Boston's 10pm News Leader is looking for an aggressive, dynamic, take-charge producer for its nightly newscast. We need someone who knows how to take risks, push the envelope and win the lead every night. You must have a Bachelor's degree or equivalent and minimum of three years producing experience. If you're up for a challenge, we want to hear from you. Send a resume and a non-returnable recent tape for consideration to: Suzanne Council, Human Resources Director, WLVI-TV56, 75 Morrissey Blvd., Dept. BC56, Boston, MA 02125. Note: Applicants who do not provide all of the state requirements will not be considered. Please no faxes or email! The deadline for application is March 15, 1999. WLVI-TV is a Tribune Broadcasting station and an Equal Opportunity Employer.

Photographer/Editor. KTRK-TV is looking for a Photographer/Editor. Candidate must have excellent storytelling ability, organizational skills and ability to work well under pressure. Must have a minimum of 3 years experience in operating electronic newsgathering equipment and editing videotape. AVID editing experience a plus. Interested candidates should send their resumes to: Kim Nordt Jackson, Programming Manager, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. **No phone calls please.** Equal Opportunity Employer M/F/V/D.

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

Nightside Assignment Editor: ABC-owned station needs a nightside editor to guide an aggressive news team. Candidates should understand electronic news gathering technology; have strong news judgement; have excellent organizational skills; can gather information by phone; and have a good grasp of logistics. We put a premium on relentless, decisive people who work well in a team environment. A Bachelor's degree in Journalism, Communications, or a related field is preferred but not required. Two years experience in a small or medium market a plus. Send your resume to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. No Phone Calls. EOE.

Newscast Producer. Do you have what it takes to make your newscast stand out in a crowded market? ABC7 Los Angeles is looking for an experienced Newscast Producer. Qualified candidates will have at least 3-5 years' newscast producing experience in a local television market. Outstanding communication, organization and "people" skills are essential. Please send your resume and a non-returnable videotape (beta preferred) to: ABC7, Attn: Kimberly Castillo, Dept. NP/BC, 4151 Prospect Ave., Los Angeles, CA 90027. No phone calls please. Equal Opportunity Employer. ABC7 Los Angeles.

News Producer. WSOC-TV is looking for a strong storyteller who loves live News and winning. This is a number one shop that loves to rock n' roll on breaking news. Two to three years previous experience required. If you like to win and want to learn in one of the best shops in the country, send tape and resume to: Mike Goldrick, News Executive Producer, WSOC-TV, Dept. 95, 1901 N. Tryon Street, Charlotte, NC 28206. EOE M/F.

News Producer. NBC affiliate, WNDU-TV is looking for an energetic, hardworking news producer who knows how to craft a great newscast. We need someone who can write well and be responsible for everything in his/her newscast. We require one to two years experience in a television newsroom, and experience with satellite and microwave live shots. If you'd love to be part of a winning team send your resume and non-returnable reel to: WNDU-TV, Attention: Human Resources, Position #00238, P.O. Box 1616, South Bend, IN 46634, or email your resume to JOBS@WNDU.COM WNDU-TV is an Equal Opportunity Employer.

News Director. Small New York market seeks a leader who can motivate and teach a young staff. This is a competitive news organization with a growing company. Ideal candidate would be a quality producer with long and short form experience looking to move to management with a nose for news and ratings. EOE. Reply to Box 01507 EOE.

News Photojournalist: CLTV News, Chicago's only 24-hour regional cable news channel, has an immediate opening for a News Photojournalist. Basic responsibilities include photographing and editing news and feature stories as assigned, including live truck operation; working independently and with reporters in photographing and editing packages for airing; maintaining quality standards in relation to video and audio levels. To be part of our excellent photo staff, you MUST have an understanding of how to tell a story with pictures. We prefer previous experience in news photography and editing; must be able to produce a quality product working under pressure meeting numerous deadlines. This position has varying shifts and days per week. As part of Tribune Company, we offer an outstanding employee benefits package, including medical/dental plans and stock ownership programs. Send resume and non-returnable tape to CLTV News, Chief Photo, 2000 York, Suite 114, Oak Brook, IL 60523.

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

News Anchor/Reporter. Great opportunity at a station with a great tradition of news. WBRZ-TV, the leading locally owned and operated ABC affiliate in the south, is seeking a talented Anchor/Reporter. Candidates must have at least 3-5 years reporting and anchoring experience, excellent writing and storytelling skills, and be team player who is committed to our team and to our community. Send resume to Jamie Politz, Director of HR, WBRZ-TV, PO Box 2906, Baton Rouge, LA 70821. EOE. Drug-free and smoke-free workplace.

Morning Anchor. WGRZ-TV in Buffalo, NY is looking for a personable and professional Morning Anchor. We're looking for a great storyteller and communicator with solid reporting skills. Ideal candidate will have a minimum of 2 years news anchoring experience. Send a resume and non-returnable tape to: Stacy Roeder, News Director, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202. EOE. No phone calls.

Meteorologists. News 12, the nation's oldest, largest, and most watched regional news service, and the MSG Metro Traffic and Weather Service, consisting of five, 24-hour channels devoted exclusively to traffic and weather in the NY market currently has career opportunities for individuals to be responsible for creating and communicating computer generated weather information. Selected candidate will develop graphic weather forecasts using a sophisticated weather service provider and will use developed reporting skills in the field and in the studio. Must possess on-air reporting experience, and have a flexible schedule. Please send resume and cover letter to: News 12/MSG Metro Traffic and Weather Channel, One Media Crossways, Woodbury, NY 11797. EOE.

Meteorologist. WZZM-TV, the Gannett-owned ABC affiliate in Grand Rapids, Michigan is looking for a Meteorologist to join our Morning News team. We are looking for someone who understands the importance of strong storytelling and viewer benefit. The person must have knowledge of weather computing systems including Kavours Triton 1-7. B.S. in Meteorology and AMS seal are preferred. Please send a resume, cover letter and VHS copy of your recent work to: Cheryl Grant, Assistant News Director, WZZM TV, Box Z, Grand Rapids, MI 49501. E.O.E.

KMSP-TV, UPN-9 Minneapolis-St. Paul, is accepting applications for ex. prod. of our big new morning newscast, launching in Sept. You'll work with us through the summer on the start-up process, then oversee the show once it's on the air. To be considered you'll need at least 5 yrs. exp. producing local newscasts. It's a big plus if some of that exp. is in morning news, and/or if you've gone through a new show startup before. Rush a tape of your work, cover letter and resume to Dana Benson, News Director, KMSP-TV, 11358 Viking Drive., Eden Prairie, MN 55344. KMSP is an equal opportunity employer.

Investigative Producer: NBC affiliate with a leading television group looking for an aggressive producer for stories on consumer scams, government waste, etc. Candidate must be real go-getter with a proven ability to crack the story that everyone will be talking about the next day. Must also have a great eye for special graphics and production techniques that will enhance each story. EOE M/F. Send non-returnable tape and resume to Reply to Box 01505 EOE.

Chief News Editor. Video tape editing A/B roll and sound. Use of graphic elements and production tools to enhance a story. Satellite news gathering. Record/supervise satellite feeds simultaneously. Video playback during live broadcast. Supervise archival system for video retrieval. Salary range \$35,000-\$45,000. Apply in person 9405 NW 41st, Miami, or call Ofelia via 305-471-4359.

Assignment Editor. Top rated NBC affiliate in one of America's most livable cities is looking for an Assignment Editor. You will help shape news coverage, and keep us on course throughout the day. This is not for beginners. If you have excellent news judgement, are energetic, organized, and be able to juggle multiple tasks, send resume to: News Director, KTTC-TV, 601 1st Ave. SW, Rochester, MN 55902. EOE.

Animator/Editor: A cool job in a hot place! On-air graphic design and editing for station image, news and promotions. Must be proficient in After Effects, PhotoShop, Illustrator, and non-linear editing. Stratosphere experience a plus! Send resume and your killer demo to: Karen Vey, 3719 Central Ave., Fort Myers, FL 33901. EOE.

Anchor/Reporter. WSOC-TV is looking for a Weekend Anchor who still enjoys being on the street and working the lead story. Previous full-time anchoring experience required. This is not for beginners. We want a seasoned storyteller who wants to make a commitment to Charlotte, and the number one News operation in town. Send tape and resume to: Vicki Montet, News Director, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. EOE. M/F.

AM Producer. We do a 90-minute morning show that is fun, entertaining and informative. Can you handle all that? We take our news seriously. We want to continue developing an *alternative* to the same old newscast. Seeking dynamic, progressive leader to manage and coordinate planning, formatting, and writing. *5PM Producer.* Do you have the creativity to put together an exciting program with *live* elements and a unique perspective??? Bring your vision and make it happen here. We're planning on something different for the people who live in one of America's Great Places. Creativity a must! Open, inquiring minds, writing skills and news judgement a must. We have ENG and Satellite Technology for *meaningful* live shots!!! Send non-returnable VHS tape and resume to Producer Search, KSFY Television, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57104. EOE.

Weekend Anchor. WGRZ-TV in Buffalo, NY is looking for a Weekend Anchor/Reporter. We're looking for a highly motivated individual who wants to be part of a team on the move. Candidate must be an excellent storyteller and communicator with at least 2 years news anchoring experience plus solid reporting and live skills. Send non-returnable tapes to: Stacy Roeder, News Director, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202. EOE. No phone calls.

HELP WANTED PROMOTION

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

Television On-Air Manager - KSWB/San Diego. Seeking a versatile promotion veteran with a creative and technical television background to oversee all aspects of station on-air promotion. Must be a strong producer and non-linear editor with an innovative visual sense who can motivate others in the art of great promotion. You will have experience promoting Indy's and news. Reporting to the Creative Services Director, you will supervise producers and others in all aspects of daily on-air including creative strategy, quality control, writing, editing and scheduling. You will produce and edit major promotional projects including station image campaigns and value-added sales presentations. Three to five years broadcast television experience and a college degree is preferred. Send knockout non-returnable VHS tape, resume, writing samples and references. Send resume, in confidence, to: Human Resources, Attn: TMS, KSWB-TV, PO Box 121569, San Diego, CA 92112. Refer to Ad BC-0AM43. KSWB is a Tribune Company station and an EOE. Women and minorities encouraged to apply. No telephone calls please.

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

Promotion Director. Paramount owned UPN affiliate in Sacramento is looking for someone with strong creative sense, excellent writing skills and superior marketing background. Must be able to meet tight deadlines, be able to see the finest details and have the vision of the big picture. Ideal candidate should have 5-7 years of on-air promotion marketing, producing and directing. Must have great people skills and be able to manage creative staff, be familiar with media buying and have a great eye for graphics. Send resume and non-returnable demo to: Personnel - Promotion Director, 500 Media Place, Sacramento, CA 95815. Qualified candidates will be called for an interview. EOE.

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**

Director of Planning and Administration. FOX Sports Net Chicago is looking for a professional to be responsible for assisting the GM in all aspects of administration, financial planning and analysis. Act as liaison with corporate offices regarding personnel, accounting, and business affairs. Position responsibilities include annual reports and 5 year plan, monitor capital expenditures, quarterly forecasts, propose new business projections, monthly financial statement closing with accounting, variance analysis, and be liaison between entity and landlord. Must have 2-5 years financial planning exp to a cable programming service, broadcast station or similar entity. Graduate degree preferred. Resume and cover letter with salary requirements to Cindy at FOX Sports Chicago, 350 N. Orleans, Suite S1-100, Chicago, IL 60654. EOE.

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Send resume/tape to:
Box _____

245 West 17th St., New York, New York 10011

HELP WANTED RESEARCH

Research Coordinator: WITI (Fox O&O) Milwaukee has an exciting opportunity for an experienced researcher in the country's 31 largest television market. This position reports to the VP/GSM and is responsible for creating programming estimates and rationale, maintaining TV Scan and overseeing the national rep research efforts. Works closely with entire sales staff, programming, news and station management to interpret results, provide accurate statistics and proactively assist marketing efforts. Must be knowledgeable in Nielsen and Scarborough data and be able to work independently on projects. Strong computer (MS Word/Excel) and communication skills are essential. Send or fax resumes to Fox 6, 9001 N. Green Bay Rd., Milwaukee, WI 53209; attn: Human Resources; fax: 414-354-7491; EOE/M/F/D/V.

Univision Communications, Inc. The #1 Spanish language television broadcaster, Univision, has immediate openings for entry level and experienced research professionals in support of Network Sales. Candidates must be analytical, able to meet strict deadlines, like to work with numbers and be proficient in MS Office. Fluent in Spanish helpful but not required. **Media Research Analyst.** Candidate will utilize NTI/NHTI ratings data to assist Univision's Network Sales Group. Exposure to Donovan Data System, Nielsen's Galaxy Explorer, Client Cume System and CMR helpful. Additionally, candidates must be proficient with Excel and Powerpoint. **Senior Marketing Research Analyst.** Ideal candidate would utilize syndicated research tool (Simmons, CMR and MarketQuest) to build marketing presentations which sell the benefits of marketing to Hispanics and advertising on Univision. Some knowledge of Nielsen helpful. Strong writing and excellent Excel and PowerPoint skills a must. Analyst should have 2-3 years experience in media (broadcast, cable or agency). Primary research experience helpful. *Interested persons should send resume and salary requirements to 212-455-5224.*

Jacor San Diego seeking Research Director who is sales oriented to blaze new trails for the largest single market cluster of stations in the country. Skills required include: Arbitron, Tapscan, Qualitap, Maximizer, Media Audit, Scarborough, computer graphics and presentation skills. Training skills a plus. Compensation based on experience. Fax resume to 619-543-8077. Attn: HR #AE2498. EOE. P.S. Today's San Diego weather, Sunny, 73 degrees.

Director of Research. WDAF-TV, a FOX O&O in Kansas City, is seeking an experienced Director of Research to handle all aspects of research and data analyst. Will also oversee daily and periodic Nielsen reporting. Must be familiar with TVScan, Media Watch and Scarborough information. Three (3) years broadcast research experience required. Strong computer and communication skills essential. Knowledge of Microsoft Word, Power Point, Excel, and Photoshop a plus. College degree strongly preferred. For confidential consideration, please submit resume to WDAF-TV, Human Resources Department, 3030 Summit, Kansas City, MO 64108. EOE M/F/V/D.

HELP WANTED FINANCIAL & ACCOUNTING

Business Manager with experience. BS in accounting and computer experience preferred. Salary commensurate with ability. Excellent benefit package. Send resume to General Manager, KECI-TV, Box 5268, Missoula, MT 59806. EOE.

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.

• Sinclair Communications, Inc.

General Managers

Immediate openings for GM's in Baltimore, Pittsburgh, San Antonio and Nashville to work with our Regional Directors managing all aspects of these television stations. Three to five years BM experience and strong sales background preferred. Send resume. BC#275

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

Position requires studio/RF experience and strong computer skills. Supervisory experience and SBE certification preferred. BC#276

• Minneapolis - KMWB-TV/WB National Sales Manager

WB affiliate in 15th DMA is looking for a NSM. 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#277

• Norfolk - WTVZ-TV/WB Local Account Executive

Seeking an aggressive Account Executive to develop new business and increase present account billing. Applicant should have minimum of two years sales experience and be college educated. Knowledge of Word and Excel preferred. Send resume. BC#278

• Rochester - WUHF-TV/FOX News/Production Director

Looking for an energetic leader to direct our 10 P.M. weekend newscast. This individual should have the ability to organize and implement all facets of production for a fast paced show. Other responsibilities include switching/technical directing and providing assistance in commercial and in-house production. Broadcast experience and a Bachelor's with an emphasis on broadcasting and television production required. Send resume and non-returnable tape. BC#279

• Various Locations Account Executives

Must be able to handle agency business and develop new business. Strong negotiation and communication skills, thorough knowledge of ratings/research tools and working knowledge of computers a must. Send resume. BC#280

• Various Locations Business Managers

Successful candidates will possess 4 year accounting degree, strong communication skills and previous financial media experience. Send resume. BC#281

• Various Locations Engineering Personnel

Join a leader... Chief, Assistant Chief and Broadcast Maintenance Engineers needed in various Sinclair markets. FCC license and/or SBE Certification required. Must have proven ability to work as a team member, manage resources, lead people and problem solve. Send resume. BC#282

• Various Locations Writer/Producer-Promotions

Create promotion material for news, programming and overall station image. Ability to concept and write enticing on-air TV and radio spots. Must be able to utilize research to target key demo. Will direct talent and supervise on-location/studio shoots. Must be able to meet tight deadlines. Being a self-motivated, self-starter a big plus. Send resume. BC#283

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

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HELP WANTED CREATIVE SERVICES

Graphics Designer/Art Director: Immediate opening for dynamic, creative graphics professional. This is an excellent opportunity to build a graphics department from scratch. Broadcast experience desirable along with strong typography, animation and design skills. Experience in nonlinear editing a plus. Primary responsibilities include news, promotion, programming and commercial production graphics. Join mid Michigan's most aggressive, creative and progressive team. EOE. M/F. Women and minorities encouraged to apply. No phone calls please. Send resume and reel to: Sharon Quackenbush, General Manager Assistant/EEO Officer, WEYI-TV NBC25, 2225 West Willard Road, Clio, MI 48420.

Assistant Creative Services Director. #1 rated KMBC-TV, Kansas City's ABC affiliate, owned by Hearst-Argyle Television, is accepting applications for the position of Assistant Creative Services Director. We are looking for a highly motivated and creative thinker to help lead the promotion department. This is a great opportunity for a producer who wants to move up and utilize his/her experience in one of the country's fastest growing broadcast groups. The ideal candidate has a keen understanding of branding, plus a significant background in producing topical, image, news required. Avid editing and film experience a definite plus. Send a cover letter, resume and demo tape to Bob Lorenzen, Creative Services Director, KMBC-TV, 1049 Central Street, Kansas City, MO 64105. No Phone Calls. Women and minorities encouraged to apply. EOE.

Designer. WJLA, Washington's ABC 7, has an immediate opening for a top-notch addition to its design team. Conceptually strong, creative talent with energy, imagination and eye-catching style. News, promotion, programming and marketing support all part of the job. Undergraduate degree in design and minimum 3 years video design experience. Mac skills in After Effects and Photoshop a must. Quantel experience helpful. *No phone calls.* EOE. Send resume, non-returnable tape and salary history to: Human Resources, WJLA-TV, 3007 Tilden St., NW, Washington, DC 20008.

HELP WANTED PRODUCTION**Producer/Director**

Immediate opening for a multi-faceted, take charge, creative professional with a minimum of 7 years experience to produce and direct *sports* programs for a well-known international sports promotion company with in-house production facilities, located in South Florida. Experience required in planning, writing and editing features, remote location production and directing sports events. Network experience, bi-lingual Spanish, experience with international events with multiple rights holders as well as Avid and other non-linear experience a plus. Company provides excellent benefits package and on-site athletic facility. Indicate salary requirement and history. Send resume to MKB, PO Box 1313, Deerfield Beach, FL 33443-1313.

Commercial Producer. Needed at Paramount owned UPN affiliate in Sacramento, California. 3-5 years experience in all phases of commercial, programming and promotional production. Creativity and writing skills a must. Must be familiar with time code edit controller, audio, EFP skills must include lighting and audio. Non-linear skills a plus. Needs to be a self-starter. Send resume and non-returnable demo to: Personnel - Commercial Producer, 500 Media Place, Sacramento, CA 95815. Qualified candidates will be called for an interview. EOE.

Bilingual Production Associate. WUNI-TV, New England's Univision affiliate, is looking for a Spanish/English speaking #2 for Prod. department. Applicant must be proficient with A/B roll editing with Beta SP and 1" tape. Experience with AVID editing, studio/field lighting, field shooting with Beta SP, and studio cameras a plus. Must be able to multi-task and act as a team player. Send resumes to: M. Godin, WUNI-TV, 33 Fourth Avenue, Needham, MA 02494 or fax to 781-433-2750. No phone calls please. EOE.

HELP WANTED PROGRAMMING

Artist- WFSB, a Meredith Broadcasting Group station, is seeking candidates to design and execute on-air graphics and promotional/programming/sales support material. Experience with Quantel Bravo, Macintosh, SGI, Liberty Paint and Flint systems a plus. Come join the #1 team in Hartford, the new home of the Patriots! Send resume and tape to John Pszeniczny, Art Director, 3 Constitution Plaza, Hartford, CT 06103. EOE.

Manager, Program Administration. PAX TV. Are you a TV-aholic? Do you have encyclopedia knowledge of television? Great opp'ty to be part of the Programming team of the nation's newest, most exciting, family-friendly broadcast network. Requirements: well-organized, excellent analytical, interpersonal and follow-up skills with 5-7 years exp. in network/cable programming and contract administration, familiar with program acquisitions, Nielsen and competitive TV environment is essential. Excellent computer skills/MS Excel and Programming databases a plus. Will be involved in long-term strategic planning of network schedule. Work with Research, Business Affairs and Finance Depts. Please submit resume with salary requirements to: Paxson Communications Corporation, 601 Clearwater Park Rd., West Palm Beach, FL 33401, Fax: 561-655-7343, E-mail: employment@pax.net. EOE.

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Broadcasting & Cable
at (212)206-8327.

CABLE**HELP WANTED NEWS**

Writer-Producer- Cable News Network (CNN) is seeking a talented Writer-Producer for its Washington DC bureau. Position is responsible for writing anchor copy of daily National and International news. Most competitive candidate will possess a minimum of 5 years industry experience in writing-producing capacity, extensive knowledge of National/International news, journalism degree, skilled in AvidNews, and have ability to successfully balance multiple priorities and deadlines within a high-energy work environment. Please send resume to: CNN Human Resources, 820 First Street NE, Washington, DC 20002. No phone calls. CNN is an Equal Opportunity Employer, and all qualified candidates are encouraged to apply.

Editor-Producer- Cable News Network (CNN) is seeking a talented Editor-Producer for its Washington DC bureau. Position is responsible for editing and producing daily news packages and specials. Most competitive candidate will possess creative editing skills, have working knowledge of DVE, SOLO and beta equipment using sequential, visual and NAT sound edits, a minimum of 5 years industry experience in editing-producing capacity, journalism degree, and skilled in AvidNews editing, and have ability to successfully balance multiple priorities and deadlines within a high-energy work environment. Please send resume and tape to: CNN Human Resources, 820 First Street NE, Washington, DC 20002. No phone calls. CNN is an Equal Opportunity Employer, and all qualified candidates are encouraged to apply.

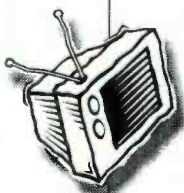
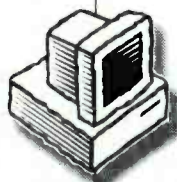
HELP WANTED SALES**General Sales Manager**

Leading Midwest cable advertising company seeks a General Sales Manager to oversee all advertising sales efforts. Must have a minimum of five years radio, TV or cable sales, management experience, excellent communicator. The confidence to lead and train a well-established sales team is critical. Competitive package & benefits. Fax resume and cover letter to Carol at Media Staffing Network (312) 944-9195.

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HELP WANTED OPERATIONS



ADVERTISING

Corporate Director Of Operations

Don't let a rewarding opportunity pass you by... consider Media Partners, the rapidly growing media development/ advertising sales division of Adelphia, for a challenging career. Media Partners is currently searching for a Corporate Director of Technical Operations to be based at its Corporate office in Coudersport, PA. This professional will oversee all aspects of the technical operations of our rapidly growing division. Media Partners offers excellent benefits, a 401 (k) plan, and competitive compensation packages.

To qualify, demonstrated skills in computer and digital networking applications and related software and hardware operations are required. A Bachelor's degree in Computer Science or Engineering, or equivalent in education and/or experience, is preferred. Five or more years' management experience in advertising traffic and billing, technical operations, and business accounting procedures preferred. Familiarity with all facets of corporate and regional cable advertising operations and all technical requirements of headend advertising operations preferred. A minimum of three years' experience in the design of data network systems, proven knowledge of data network architectures (Ethernet, Token Ring, FDDI, ATM), protocols (TCP/IP, IPX/SPX, DECnet/LAT, etc.), and hardware (bridges, routers, switches, etc.) preferred.

Successful applicant must pass a drug test, physical, criminal background check and driver's record check.

Media Partners
A Division of Adelphia

Qualified applicants should submit a resume to the following address: **MEDIA PARTNERS c/o Recruiting Department-Main at Water Street, Coudersport, PA 16915.** "WE ARE AN EEO EMPLOYER"

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INTERNET

HELP WANTED TECHNICAL

Internet Web Producer (Webmaster). Coral Ridge Ministries Media, Inc. is looking for a Web Producer to develop, design and maintain the Coral Ridge Ministries Web Site. The successful candidate will be a Born Again Christian who possesses formal training or requisite experience in networks and computer systems. The ability to plan and manage the development of a large project involving many departments is required. Must be knowledgeable and experienced in Internet terminology and concepts. Must have knowledge and experience with HTML, CGI, PERL, JAVA, and other scripting languages. Experience in using Microsoft FrontPage and other popular web development tools is a must. Excellent communication skills required with the ability to interact with all levels of personnel. Must be willing to work odd hours at times. Send resumes with samples of work and/or web site addresses and/or on-line portfolio to: Webmaster, c/o Human Resources Department, Coral Ridge Ministries Media, Inc. 5554 N. Federal Hwy. Ft. Lauderdale, FL 33308. EOE.

ALLIED FIELDS

HELP WANTED TECHNICAL

Management Science Associates, Inc. (MSA), a leading software development and business analysis corporation located in Pittsburgh, PA, has the following opportunities available within the Media and Entertainment Solutions Group. MSA's Media Solutions Group provides business process automation and electronic commerce solutions to large advertising agencies, cable networks, MSOs, interconnects and local TV stations. We are looking for people that have previous experience working within the broadcast media industry.

- Systems Analysts
- Software Developers
- Implementation Engineers and Managers
- Software QA Analysts
- Software Implementation Consultant
- TV Systems Implementation Executive

Please visit our website at: <http://www.msa.com> for a detailed description of these exciting opportunities.

If you are interested in joining the MSA team, please send resume and salary requirements referencing the position you are interested in to:

MANAGEMENT SCIENCE ASSOCIATES

Human Resources/Recruiting
6565 Penn Avenue
Pittsburgh, PA 15206
FAX: 412/363-8170
E-mail: careers@msa.com
(preferred)



HELP WANTED INSTRUCTION

Director of The Institute for New Media Studies, School of Journalism and Mass Communication, College of Liberal Arts, University of Minnesota. The mission of the Institute is to help establish the University of Minnesota as a premier institution for research and innovation in new media. The Institute will facilitate basic and applied research to create new knowledge about the uses, technologies, and effects of new media; foster collaboration among faculties and students at the University of Minnesota; advance teaching about new media in communication curricula throughout the University; serve as a catalyst for entrepreneurial partnerships with industries and institutions engaged in new-media innovation; and function as a resource for teachers, researchers, students, industry, government, and public sector organizations. For the full position announcement and details about the application process see www.sjmc.journ.umn.edu/newmedia.html. Review of applications and nominations will begin April 1, 1999 and will continue until the position is filled. Address questions to Professor Kathleen Hansen, chair of the search committee, at khans@umn.edu. The University of Minnesota is an equal opportunity educator and employer.

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at (212)206-8327.**

Broadcasting and Mass Communication:

Tenure track position in Sales/Programming/Management beginning August 25, 1999. Rank negotiable. Ph.D. preferred. MA or MS required. Demonstrated evidence of effective teaching, professional experience and industry/scholarly publication. Television or cable management and new technologies experience desirable. Experiences related to emerging globalization of the broadcasting profession and distance learning are desirable. Cultivating industry partnerships including developing student internships is expected. Advisement and committee work. Review of applications begin March 30, 1999 and will continue until the position is filled. Send letter of application, vita, official transcripts, and three letters of reference to: Broadcasting and Mass Communication search; Communication Studies; Nanigan Hall; Oswego State University; Oswego, NY 13126.

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

HELP WANTED PUBLIC RELATIONS

Communications Director, Media Policy. Center for Media Education (CME), a 12-staff, nat'l. public interest group focusing on children and families and helping to ensure the electronic media fulfill their democratic potential, seeks energetic, savvy senior P.R. prof'l. Will manage press relations and public outreach; plan, execute, coordinate strategic press efforts; write variety of materials; manage our web site; and manage production and dissemination of publications. Experience in orchestrating a national public education campaign, demonstrated writing skills and ability to develop press contacts required. Knowledge/exper. in strategic use of digital media. Salary nego.; excellent benefits. Respond to Dr. Kathryn Montgomery, President, CME, 2120 L St., N.W., Ste. 200, Wash., DC 20037. Fax 202-331-7833. Non-smoking, EOE.

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Box _____,**

**245 West 17th St.
New York, New York 10011**

HELP WANTED SALES

Jones Communications, a leader in the telecommunications industry, currently has an opening for an Operations Director in the Media Services/ Advertising Sales division located in the Washington D.C. and Baltimore DMA's.

This position will administer all Jones Ad Sales business functions for both the D.C. Cluster and other Jones Ad Sales operations. Responsibility will include oversight of monthly preparation and analysis of all business reports, ad sales billing and collections, capital and operating budget preparation, fiscal policy and procedures. The Director of Business Operations will also be involved in the development of strategic business initiatives surrounding digital, interactive and internet advertising sales. The qualifications for this job will include excellent organizational skills, advanced knowledge of advertising business operations, strong computer skills and proficiency in related software applications to include Windows NT, Windows 95, SQL and UNIX operating systems. We are looking for at least 5 years management experience in the field of advertising business operations and experience in cable advertising engineering with major emphasis on customer information management. BS/BA in accounting, business administration, finance or equivalent is preferred.

Jones offers a very competitive salary and excellent benefits and growth opportunities. Interested candidates please send resume and salary requirements to:

Jones Communications

JCMS-LS

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Lanham, MD 20706

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M/F/V/H EOE

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Complete 120 KW Comark UHF Transmitter Facility. WSNS TV Channel 44 Chicago will be leaving it's Hancock Building transmitting facilities. Therefore, we are selling our complete 120 KW UHF transmitter system currently on-air, to be decommissioned in 3Q 1999. Transmitter was installed and commissioned in December 1990. Suitable for NTSC and/or DTV operation. Consists of four air-cooled Klystron common mode amplifiers that have exhibited in excess of 50,000 hours tube life, dual exciters, two HV power supplies, all components and accessories, all fixed and Magic T's, combiners, filters, plumbing, dummy loads, remote control system, automatic mains power regulators, secondary power transformers, cooling system, gauges, meters, spare components, all associated equipment. *With or without the following:* Two, 350' 6 1/8" RF transmission lines, and RCA (Dielectric) channel 44 68' top mounted polygon antenna with fiberglass radome, currently delivering 4.2 Million watts ERP of Chicago's finest UHF TV signal. (capable of 5 Million) Well maintained and clean facility. Removal must be completed by Sept. 30, 1999 or TBD. Available for inspection by appointment only. Serious cash offers only. Performance bond required to cover removal. For Technical information contact: Jim Church, Transmitter Supervisor. For Financial Arrangements contact: Henry Ruhwiedel, Director of Engineering or David Cordova, Station Manager. WSNS TV, 430 W. Grant Pl., Chicago, IL 60614. 773-929-1200.

FOR SALE SPACE

Location, service, connectivity.. Prime D.C. news bureau space available. Located one block from the White House. Roof top live positions with a spectacular view. For additional information contact Mobile Video Services at (202) 331-8882 or email susanh@mobilevideo.net.

PUBLIC NOTICE

Meetings of the Public Broadcasting Service Board of Directors and its committees will be held at the PBS offices, 1320 Braddock Place, Alexandria, Virginia, on March 23-25, 1999. Schedule and tentative agenda for each meeting follows.

Programming Policy Committee, 10 a.m., March 23, FY 2000 programming plan, program assessment and promotion plan; PBS-2; program rights management; and other business.

Membership Committee, 9 a.m., March 24, enhanced underwriting research; common carriage results; common carriage exemption; admission of new members in served areas; role of the committee; and other business.

Finance, Budget and Audit Committee will meet in executive session, 1:00 p.m., March 24, FY 2000 budget; station assessment/formula; station major billing report; internal auditor's report; Year 2000 project; and other business.

Board of Directors, 9 a.m., March 25, PBS Kids Channel; reports from PBS officers and board committees on programming policy, membership, finance and nominating; and other business.

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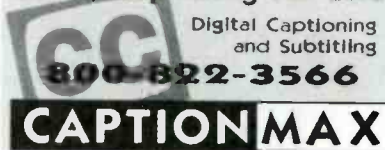
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DATEBOOK

MAJOR MEETINGS

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

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

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

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

Switzerland. Contact: (800) 348-7238

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

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

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

THIS WEEK

March 9—*HRTS* Newsmaker Luncheon. Regent Beverly Wilshire Hotel, Beverly Hills. Contact: (818) 789-1182.

March 9—*Kagan Seminars* Digital Entertainment Summit West. W. ndham Bel Age Hotel, Hollywood, Calif. Contact: Tim Aikin (831) 624-1536.

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: (202) 467-5217.

March 11—Question and Answer Seminar with Steven Brill *IRTS Foundation*. Warner Bros. Conference Room, 75 Rockefeller Plaza, New York. Contact: Jim Cronin (212) 867-6650, ext. 305.

MARCH

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

March 16—*IRTS Foundation* Newpreneur Seminar. Court TV, New York. Contact: Maggie Davis, (212) 867-6650, ext. 302.

March 16-17—*Kagan Seminars* Radio Acquisitions and Finance seminar. The Park Lane Hotel, New York. Contact: Tim Aikins, (831) 624-1536.

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

March 18—*Kagan Seminars* TV Acquisitions and Finance seminar. The Park Lane Hotel, New York. Contact: Tim Aikins, (831) 624-1536.

March 19—*IRTS Foundation* Newsmaker Luncheon. The Waldorf-Astoria Hotel, New York. Contact: Marilyn Ellis, (212) 867-6650, ext. 306.

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

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

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

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

Finnegan, (212) 492-6082.

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

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

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

APRIL

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

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

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

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

April 8-9—*IRTS Foundation* Minority Career Workshop. New York Marriott Eastside, New York. Contact: Maria De Leon-Fisher, (212) 867-6650, ext. 304.

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

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

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

April 12—Gracie Allen Awards *American Women in Radio and Television*. The Hudson Theatre on Broadway, New York City. Contact: Laura Scot, (703) 506-3290.

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

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

April 16—*American Women in Radio and Television* 44th annual GENII Awards. The

Beverly Hilton Hotel, Beverly Hills. Contact: Ada Bua/Dan Harary, (323) 962-8203.

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

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

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

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

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

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

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

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

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

MAY

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

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

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

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

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

May 14-15—*Pennsylvania Associated Press Broadcasters Association* annual convention. Holiday Inn, Harrisburg, Hershey,

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

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

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

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

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

JUNE

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

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

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

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

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

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

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

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

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

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

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

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

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

JULY

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

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

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

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

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

AUGUST

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

Aug. 18-21—**American Women in Radio and Television** annual convention. The Drake Hotel, Chicago, Ill. Contact: (310) 557-2325.

SEPTEMBER

Sept. 9-12—**Michigan Association of Broadcasters** annual conference. The Grand Hotel, Mackinac Island, Mich. Contact: (517) 484-7400.

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

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

OCTOBER

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

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

Oct. 26-28—1998 Eastern Show, cable conference and exposition presented by the **Southern Cable Telecommunications Association**. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall, (404) 255-1608.

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

CHANGING HANDS

The week's tabulation of station sales

TVS

WEVV(TV) Evansville, Ind.

Price: \$27.5 million

Buyer: Communications Corp. of America, Lafayette, La. (Thomas Galloway Sr., owner); also owns seven TVs, one AM and four FMs
Seller: WEVV Inc., Evansville (Ralph C. Wilson Trust, 90% owner; Ralph Wilson Jr., chairman). The trust owns KICU-TV San Jose, Calif.

Facilities: Ch. 44, 1,250 kw, ant. 1,000 ft.

Affiliation: CBS

Broker: Media Venture Partners

WBPT(TV) Bridgeport, Conn.

Price: \$21 million

Buyer: Shop at Home Inc., Nashville, Tenn. (Kent Lillie, president/.1% owner; W. Paul Cowell, 29.6% owner; SAH Holdings LP, 25.7% owner); also owns three TVs
Seller: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns 56 TVs, one AM and one FM. Note: Paxson previously made a deal to sell WBPT to Cuchifritos Communications LLC for \$22 million

Facilities: Ch. 43, 2.5 kw, ant. 620 ft.

Affiliation: Pax TV

Broker: Media Venture Partners

WHOA-TV Montgomery, Ala.

Price: \$8 million

Buyer: Broadcast Media Group LLC, Las Vegas (John Kendrick, manager); no other broadcast interests

Seller: Media General Inc., Richmond, Va. (J. Stewart Bryan III, chairman); owns 13 TVs

Facilities: Ch. 32, 4,600 kw, ant. 2,049 ft.

Affiliation: ABC

Broker: Media Venture Partners

Construction permit for KWBM(TV) Harrison, Ark.

Price: \$2,004,005

Buyer: R.S. Communications LP, Nashville, Tenn. (Roy Speer, president); no other broadcast interests

Seller: Carman-Harrison LLC, Hartsville, Tenn. (Ruth Payne Carman, principal); no other broadcast interests

Facilities: Ch. 31, 1,450 kw, ant. 813 ft.

Affiliation: ABC

Broker: Media Venture Partners

KCAH(TV) Watsonville, Calif.

Price: \$300,000

Buyer: KTEH(TV) Foundation, San Jose, Calif. (Thomas E. Fanella, president/general manager); also owns KTEH(TV) San Jose, Calif.

Seller: Carman-Harrison LLC, Hartsville, Tenn. (Ruth Payne Carman, principal); no other broadcast interests

Facilities: Ch. 31, 1,450 kw, ant. 813 ft.

Seller: Carman-Harrison LLC, Hartsville, Tenn. (Ruth Payne Carman, principal); no other broadcast interests

Facilities: Ch. 31, 1,450 kw, ant. 813 ft.

Seller: Carman-Harrison LLC, Hartsville, Tenn. (Ruth Payne Carman, principal); no other broadcast interests

Facilities: Ch. 31, 1,450 kw, ant. 813 ft.

Seller: Carman-Harrison LLC, Hartsville, Tenn. (Ruth Payne Carman, principal); no other broadcast interests

Facilities: Ch. 31, 1,450 kw, ant. 813 ft.

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$58,804,005 ■ 5
 Combos ■ \$12,409,140 ■ 7
 FMs ■ \$41,676,790 ■ 11
 AMs ■ \$2,700,000 ■ 3
 Total ■ \$115,589,935 ■ 26

SO FAR IN 1999

TVs ■ \$325,444,005 ■ 17
 Combos ■ \$423,396,667 ■ 25
 FMs ■ \$156,764,697 ■ 46
 AMs ■ \$53,443,000 ■ 34
 Total ■ \$959,048,369 ■ 122

Seller: California Community Television Network, Granger, Ind. (Gary Delgado, Arlene Kimata and Gary Kithata, board members); no other broadcast interests

Facilities: Ch. 25, 52.5 kw, ant. 2,010 ft.

Affiliation: Independent

COMBOS

WEKO(AM) and WMIO(FM) Cabo Rojo, P.R.

Price: \$3.65 million

Buyer: Bestov Broadcasting Inc. of Puerto Rico, San Juan, P.R. (Luis Mejia, president); also owns four AMs and three FMs

Seller: Maria Ortiz-Aviles, Cabo Rojo; no other broadcast interests

Facilities: AM: 930 khz, 2.5 kw; FM: 102.3 mhz, 3 kw, ant. 680 ft.

Formats: AM: news; FM: AC

WDZ(AM)-WDZQ(FM) Decatur and WCZQ(FM) Monticello, Ill.

Price: \$3 million (\$2.5 million for wdzq and wczo; \$500,000 for wdz)

Buyer: Pinnacle Broadcasting Co. Inc., Grapevine, Texas (Philip Marel-la, chairman); also owns four AMs and 12 FMs

Seller: Mumbles Corp., Decatur (Maureen Bellinger, director); no other broadcast interests

Facilities: wdz: 1050 khz, 1 kw; wdzq: 95.1 mhz, 50 kw, ant. 500 ft.; wczo: 105.5 mhz, 3 kw, ant. 300 ft.

Formats: AM: agriculture/farm/country; FMs: country

KONY-FM Kanab and KONY(AM) St. George, Utah

Price: \$1.75 million

Buyer: Marathon Media LLC, Chicago

(Bruce Buzil, manager); also owns eight AMs and 21 FMs; is buying KSEN(AM)-KZIN-FM Shelby, Mont., and KREC(FM) Brian Head/Cedar City, Utah (see items, below)

Seller: Red Rock broadcasting, St. George (Harold Hickman, president); no other broadcast interests

Facilities: AM: 1210 khz, 10 kw day, 250 w night; FM: 101.1 mhz, 99 kw, ant. 786 ft.

Formats: AM: oldies; FM: country

Broker: Media Services Group Inc.

WIJK(AM)-WPGG(FM) Evergreen, Ala.

Price: \$1.5 million

Buyer: Gulf Coast Broadcast Co. Inc., Orange Beach, Ala. (R. Lee Hagan, president); is buying WABF(AM) Fairhope, Ala. (see item, below)

Seller: Wolff Broadcasting Corp., Evergreen (Pete Wolff, owner); no other broadcast interests

Facilities: AM: 1450 khz, 1 kw day; FM: 93.3 mhz, 50 kw, ant. 406 ft.

Formats: AM: country; FM: hot country

Broker: Sunbelt Business Brokers

Facilities: AM: 1450 khz, 1 kw day; FM: 93.3 mhz, 50 kw, ant. 406 ft.

Formats: AM: country; FM: hot country

Broker: Sunbelt Business Brokers

Facilities: AM: 1450 khz, 1 kw day; FM: 93.3 mhz, 50 kw, ant. 406 ft.

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Formats: AM: country; FM: hot country

Broker: Sunbelt Business Brokers

Facilities: AM: 1450 khz, 1 kw day; FM: 93.3 mhz, 50 kw, ant. 406 ft.

Formats: AM: country; FM: hot country

Broker: Sunbelt Business Brokers

Price: \$249,140

Buyer: Gregory Smith, Bellevue, Wash.; already owns 44% of KBKW-KAYO-FM; also owns three AMs and five FMs

Sellers: Earle Baker, Darrell Rutter, James Servino, Lynn Thorsen and Bruce Workman, Ferndale, Wash.; own KAST-AM-FM Astoria, Ore.

Facilities: AM: 1450 khz, 1 kw; FM: 99.3 mhz, 3 kw, ant. 17 ft.

Formats: AM: news/talk; FM: country

FMS

WRDR(FM) Egg Harbor City, N.J.

Price: \$15.5 million

Buyer: Mega Communications LLC, Silver Spring, Md. (Alfredo Alonso, manager); also owns/is buying 10 AMs and one FM

Seller: New Jersey Broadcasting Partners LP, Cedar Knolls, N.J. (Stephen Scola, president); owns WDHA-FM Dover, WMTR(AM) Morristown and WRAT(FM) Point Pleasant, all N.J.

Facilities: 104.9 mhz, 10 kw, ant. 508 ft.

Format: Big band

Broker: Charlie Hecht

WKJS(FM) (formerly WVG0) Crewe/Richmond and WSOJ(FM) Petersburg/Richmond, Va.

Price: \$12 million

Buyer: Radio One, Baltimore (Catherine L. Hughes, owner; Alfred Liggins, president); also owns/is buying six AMs and seven FMs

Seller: FM 100 Inc., Richmond, Va. (Walton Belle, president); owns WREJ(AM) Richmond

Facilities: WKJS: 104.7 mhz, 100 kw, ant. 981 ft.; WSOJ: 100.3 mhz, 4.7 kw, ant. 328 ft.

Formats: Both urban

Broker: Media Services Group Inc.

KNJY(FM) Spokane, Wash.

Price: \$4.15 million

Buyer: Citadel Communications Corp., Bigfork, Mont. (Lawrence R. Wilson, president); also owns 36 AMs and 76 FMs

Seller: American General Media Corp., Towson, Md. (Anthony Brandon, president/25% owner; Charles Salisbury, 50% owner; L. Rogers Brandon, 25% owner); owns eight AMs and 18 FMs. Brandon brothers also own Lagniappe Broadcasting Inc. (one AM and two FMs). Salisbury also owns Salisbury Broadcasting Corp. (six FMs)

Facilities: 103.9 mhz, 5.5 kw, ant. 299 ft.

Format: Active

WFLV(FM) Havana/Tallahassee, Fla.

Price: \$3.5 million

Buyer: Capitol City Radio Partners, Bristol, R.I. (Michael Schwartz, president); also owns WAIB(FM) Tallahassee and wwFO(FM) Lafayette/Tallahassee

Seller: Radiant Broadcasting Co. Inc., Tallahassee (Robert Thaler, president). Thaler owns 1.5 % of Eagle Broadcasting Co., which owns WHCU(AM) Ithaca, N.Y.

Facilities: 104.9 mhz, 47 kw, ant. 494 ft.

Format: Adult hits

WQVR(FM) Southbridge, Mass.

Price: \$3.3 million

Buyer: WBA Inc., Needham, Mass. (Jeffrey Wilks, president). Wilks also owns 59% of WWFX(FM) La Crosse, Fla.

Seller: Southbridge Radio Corp., Claremont, N.H. (Jeffrey Shapiro, president). Shapiro owns 50% of Border Broadcasting Inc. (two FMs), 50% of Northstar Broadcasting Corp. (one AM and two FMs) and 12.33% of Dynacom Corp. (two AMs and three FMs)

Facilities: 100.1 mhz, 3 kw, ant. 295 ft.

Format: Country

KREC(FM) Brian Head/Cedar City, Utah

Price: \$1.55 million

Buyer: Marathon Media LLC (see KONY-FM Kanab and KONY(AM) St. George, Utah, and KSEN(AM)-KZIN-FM

Shelby, Mont., items, above)

Seller: Brian Head Broadcasting Co., Cedar City (Pamela Johnston, president); no other broadcast interests

Facilities: 98.1 mhz, 56 kw, ant. 2,526 ft.

Format: Soft AC

Broker: Media Services Group Inc.

WVPI(FM) Charlotte Amalie and**WVIQ(FM) Christiansted, V.I.**

Price: \$811,790 (\$590,000 for wviq; \$221,790 for wvpi)

Buyer: Benjamin Broadcasting Corp./JKC Communications of the Virgin Islands, Christiansted (Jonathon Cohen, president of both); also owns WJKC(FM) and WMNG(FM) Christiansted

Seller: Macau Traders Inc., Christiansted (Kelley McCormick, president); no other broadcast interests. McCormick has interest in KOFE(AM) St. Maries, Idaho

Facilities: WVPI: 104.3 mhz, 45 kw, ant. 1,607 ft.; WVIQ: 99.5 mhz, 10.5 kw, ant. 1,080 ft.

Format: WVPI: classic hits; WVIQ: MOR

KJBR(FM) Marked Tree, Ark.

Price: \$310,000

Buyer: Air Network Inc., Jonesboro, Ark. (David Warlow, owner/president); no other broadcast interests

Seller: B&H Broadcasting Co., Jonesboro (O.C. Bayless, president); no

WBPT changing hands—again

Despite the loss of her first intended TV station, Barbara Laurence is plowing ahead with plans to create the nation's first Spanish-language home-shopping network. Rather than Laurence's Cuchifritos Communications LLC, Shop at Home Inc. last Monday said it will buy WBPT(TV) Bridgeport, Conn., for \$21 million from Paxson Communications Corp. Laurence had intended to pay \$22 million for the station (B&C, Dec. 14, 1998), but the financing fell through because her original lender said without cable carriage in New York City, the station wouldn't reach the Hispanic audience that Laurence is seeking. Laurence changed lenders, but in the meantime, "the deal expired," a Paxson spokesman said.

Nashville, Tenn.-based SAH says WBPT already reaches about 570,000 cable subscribers and a petition is pending at the FCC to reach further into Connecticut. If approved, that would give WBPT 900,000 cable subs. WBPT would be SAH's sixth full-power station, but Moody's Investors Service is concerned about "higher potential borrowings" as a result of the acquisition, plus higher-than-expected cash expenditures this year. As a result, Moody's last Tuesday placed SAH's debt ratings on review for possible downgrade. "Moody's also will focus on the company's operating performance, particularly on the potential to improve thin coverage ratios, and on the change in productivity and number of homes reached by SAH's broadcasts," according to a news release.

Meanwhile, Laurence says to look for her next station deal—in a largely Hispanic market—within the next two weeks.

—Elizabeth A. Rathbun

other broadcast interests
Facilities: 93.7 mhz, 3 kw, 288 ft.
Format: Smooth jazz

KSSA(FM) Ingalls, Kansas

Price: \$250,000

Buyer: KBUF Partnership, Valley City, N.D. (Robert Ingstad, principal); also owns two AMs and five FMs. Ingstad also owns eight AMs and seven FMs
Seller: MAS Communications Inc., Pierre, S.D. (Mark Swendsen, president). Swendsen also is vice president of James River Broadcasting Co. (three AMs and four FMs)

Facilities: 105.9 mhz, 100 kw, ant. 609 ft.

Format: Dark

KSNP(FM) Burlington, Kan.

Price: \$230,000

Buyer: Southeast Kansas Broadcasting Co. Inc., Wichita, Kan. (Dale McCoy, president); also owns KKOY-AM-FM Chanute, Kan.

Seller: Coffey County Broadcasting Co., New Strawn, Kan. (W. L. Lawrence, president); no other broadcast interests

Facilities: 95.3 mhz, 6 kw, ant. 349 ft.
Format: AC

Construction permit for WANX(FM) Holly Hill/Daytona Beach, Fla.

Price: \$75,000

Buyer: Central Florida Education Foundation Inc., Orlando, Fla. (James Hoge, president); no other broadcast interests

Seller: Ark Communications Network Inc., Orlando (Noe Chapparo, president); no other broadcast interests

Facilities: 88.1 mhz, 5.1 kw, ant. 105 ft.

AMS

WCLY(AM) and WRDT(AM)

Raleigh/Durham, N.C.

Price: \$1 million

Buyer: Triangle Broadcast Associates LLC, Raleigh (Donald Curtis, manager). Curtis also owns seven AMs and eight FMs

Seller: Mortenson Broadcasting Co., Lexington, Ky. (Jack Mortenson, director); owns 15 AMs and five FMs
Facilities: WCLY: 1550 khz, 1 kw day, 7 w night; WRDT: 570 khz, 500 w day, 54 w night

Formats: WCLY: religion; WRDT: Christian

WNRI(AM) Woonsocket/Pawtucket, R.I.

Price: \$850,000

Buyer: Willow Farm Inc., Hamilton, Mass. (Keating Wilcox, president); also owns four AMs

Seller: American Independent Radio Inc., Woonsocket (Roger Bouchard, president); no other broadcast interests

Facilities: 1380 khz, 2.5 kw

Format: Nostalgia

Broker: Kay Radio Brokers

WNTY(AM) Southington, Conn.

Price: \$850,000

Buyer: ADD Radio Group Inc., East Greenwich, R.I. (Peter Arpin, principal); also owns three AMs

Seller: WNTY Associates, Southington (George Stevens, general partner); no other broadcast interests

Facilities: 990 khz, 2.5 kw day

Format: AC

Brokers: New England Media LLC; Kozacko Media Services

—Compiled by Alisa Holmes

Roehling Broadcast Services Ltd. represented WRSW Broadcasting Inc. in its \$1.8 million sale of WRSW(AM) and WRSW-FM Warsaw, Ind., to GBC Media LLC (B&C, Feb. 22).

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More than a 'network suit'

Growing up, some of Tom Nunan's favorite moments were spent with his parents and siblings gathered around the TV watching shows like *60 Minutes* and *Mutual of Omaha's Wild Kingdom*. The experience, UPN's entertainment president says, gave him a strong instinct for what average folk want to watch. "I can speak from a fairly rich background living in a very average home that happened to watch an enormous amount of television," he says.

As UPN's top programming executive, Nunan faces perhaps his toughest task: reaching out to "average" viewers while creating a strong alternative flavor for the network that clearly differentiates it from the Big Four.

After a disastrous fall launch of UPN's new schedule, Nunan, who's been at the network since October 1997, thinks he's got the mix right. UPN's mistake, he says, was to assume that mainstream, quality shows alone would be enough to pull in viewers.

"We learned that as an emerging network you can't only rely on quality," he says. "You have to have a point of view."

For UPN and Nunan, that point of view is younger, more male and "edgier" than most of the UPN shows that aired last September. That new tilt shows in *Dilbert*, a successful new animation effort that has already scored well among young males. It also shows in programs in development, like its animated *Quints*, a satirical sitcom that pokes fun at self-important dramas and soaps, and young-leaning spin-offs of *Malcolm & Eddie* and *Moesha*.

"I still think that quality will win the day, but we have to be surgical," Nunan says.

Nunan argues that emerging networks like UPN have a built-in advantage over established networks that already have identities and franchises built over decades. And having held top positions at NBC, CBS and Fox, he knows about the Big Four.

"The emerging networks have the luxury of creating an identity, where the established networks are going through a difficult period of re-evaluation," he says.

That knowledge is hard-won. Nunan says he watched in dismay last fall as shows he cared about went up in smoke. "Personally, it was enormously disappointing that some of that fall pack didn't break out more," Nunan says. "I still to this day believe in some of those shows and what their success might have been on



"I still think that quality will win the day, but we have to be surgical."

Tom Nunan

President, entertainment, UPN, b. Oct. 15, 1952; BA, television and film, University of California at Los Angeles, 1984; reader, HBO Premiere Films, 1983-84; vice president, movies and miniseries, Fries Entertainment, 1986-88; vice president, movies, miniseries and dramas, Weintraub Entertainment, 1988; executive director, movies-for-television, ABC Television Network, 1988-91; executive vice president, prime time development, Fox Broadcasting, 1991-95; senior vice president, NBC Inc., head of NBC Studios prime time series, 1995-97; executive vice president, entertainment, UPN, 1997-98; current position since June 1998; single.

another network."

That emotional involvement with his shows separates Nunan from many other executives in the business, says former NBC Entertainment President Warren Littlefield, who worked with Nunan at NBC and now runs his own production company.

"He's someone who sees himself as more than a network suit, as someone who rallies around the creative people," Littlefield says.

Nunan didn't get serious about a career in television until he was a fine arts student at UCLA in the early 1980s, where he found that he felt an emotional connection with a lot more TV shows than the movies he saw.

Nunan's subsequent television career is equal parts talent and good timing. While still at UCLA, Nunan had his first taste of television, working part-time as a reader for HBO Premiere Films. Building a name for himself in long-form programming, he came to the attention of Chuck Fries, a leading producer of movies and miniseries for television. Fries gave Nunan his break, hiring him full-time in 1986 as vice president for movies and miniseries.

With two years under his belt with Fries, Nunan moved on to Weintraub Entertainment as vice president for movies, miniseries and dramas. His work on high-rated material such as *The Karen Carpenter Story* and growing relationships with network executives led to another break: ABC hired him in 1988 as its executive director for movies-for-television.

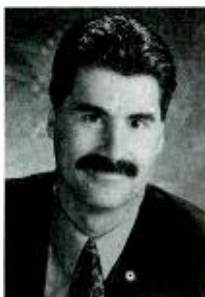
Nunan spent the next 11 years fleshing out his network qualifications. At ABC, he supervised more than 30 telefeatures. As executive vice president for prime time development at Fox Broadcasting, he helped develop the series *Martin*, *Living Single*, *The George Carlin Show* and *Bakersfield, P.D.* between 1991 and 1995. And as senior vice president at NBC Inc. and head of NBC Studios Primetime Series, he helped that studio become the largest supplier of prime time programming for NBC.

During his NBC tenure, he oversaw the development of half-hour comedies such as *Working* and *In the House*.

Some industry executives speculate that Nunan, with his experience and drive, someday will leave the No. 6 network. Nunan insists he has no plans to depart UPN. "I am getting to participate in the building of a network, just as I was at Fox Broadcasting," he says. "There's nothing more exciting than building a network." —Michael Stroud

FATES & FORTUNES

BROADCAST TV



Crittenden

Andy Crittenden, VP, affiliate marketing, The WB, Burbank, Calif., named VP, special projects, WB 100+ Station Group (formerly The WB).

Gina Mazzaferri, director, financial reporting, analysis

and operating plans development, Tribune Broadcasting, Chicago, named director, strategy and development.

Marc Musicus, Eastern regional manager, affiliate sales and marketing, Galavision/Univision, New York, joins



Lazerson

Telemundo Network, Los Angeles, as director, affiliate relations and national accounts.

Lee Lazerson, national sales manager, Sunshine Network, Orlando, Fla., named director, advertising sales.

PROGRAMMING

Suzie Peterson, senior VP, direct to video programming, Universal Family & Home Entertainment Production, a division of Universal Pictures, Universal City, Calif., named executive VP.

JOURNALISM

Appointments, independent TV and radio news supplier Feature Story Productions, Washington: **Molly Boyle**, senior producer, Fox News Channel Washington Bureau, joins as managing editor; **Judy Aslett**, diplomatic correspondent, Independent Television News, London, joins as bureau chief and correspondent, London; **Steve Hol-loway**, cameraman/VT editor, Independent Television News, London, joins in same capacity.

Appointments, America's Voice, Washington: **Ann Klenk**, producer, America Online, Washington, joins as executive producer, programming;



Barnes

Peter Barnes, anchor, *Capital Gains*, CNBC, Washington, joins as host, *Take Action America*.

Steven Cohen, managing editor, interviews, WCBS(AM) New York, joins ABC News Radio there as manager, news planning.

Jeremy Spiegel, show producer, week-end edition, *Extra*, Los Angeles, named supervising story editor.

Ruben Espejel Velazquez, host, *Tiro Directo*, Fox Sports Americas, Los Angeles, named co-host, *Fox Sports Noticias*.

RADIO

John Ryan, general sales manager, WEZN(FM) Bridgeport, Conn., named general manager.



Crocker

Patrick Crocker, regional sales manager, Jones Radio Network, Denver, named national sales manager.

Bill Black, production director, CBS Radio, Baltimore, joins OMP Group, a subsidiary of

Sheridan Broadcasting Corp., Pittsburgh, as senior production director.

Appointments, WPLJ(FM) New York: **Kim Ashley**, on-air personality, WYXR(FM) Philadelphia, rejoins in same capacity; **Phil Micari**, production director, MTV Radio Network, New York, joins as production manager.

CABLE



McConkey

Gwynne McConkey, VP, network operations and engineering, Lifetime Entertainment Services, New York, named senior VP.

Appointments, Game Show Net-

work, Culver City, Calif.: **Ryan Tredin-nick**, VP, programming, named VP, programming services. **Mark Nord-man**, consultant, legal and business affairs, named director, business affairs.

David Troxel, manager, Mideast region, Century Communications, Owensboro, Ky., joins Marcus Cable, Eau Claire, Wis., as district manager.

Appointments, Empire Sports Network, West Seneca, N.Y.: **Ron Bertovich**, VP/general manager, named executive VP; **Bob Koshinski**, executive producer, named VP/general manager.



Kelly

Appointments, Time Warner Cable, New York: **Barbara Kelly**, VP, business operations and marketing, named senior VP and general manager; **David Goldberg**, VP, advertising and promotion, named

VP, marketing; **Fred Celi**, manager, Head End, Brooklyn/Queens division, named director; **Ray Ramnarace**, manager, application support and operations, IS department, named director; **Maria Theodoratos**, manager, new business and development, IS department, named director.

ADVERTISING/MARKETING/
PUBLIC RELATIONS

Kramer



Cody

Jamie Kramer, marketing coordinator, Fox Searchlight Pictures, Los Angeles, joins Creative Domain there as account executive.

John Cody, VP/controller, The Hearst Book Group, New York, joins BMI Media Relations, New York, as senior VP, finance and human resources, and

chief financial officer. He will be based in Nashville.

Paul Sellers, national advertising manager, Honda Division, American Honda Motor Inc., Torrance, Calif., joins Intersport, Chicago, as VP/director, sales and marketing. He will own and operate Intersport's offices in Los Angeles.

TECHNOLOGY

Helen Katz, VP, media research manager, Optimum Media, Chicago, joins Zenith Media, New York, as senior VP, strategic resources.

Appointments, multimedia group, Motorola, Mansfield, Mass.: **Andrew Audet**, product marketing director, Cable Data Products Group, named general manager; **Jeffrey Walker**, product marketing manager, Cable Data Products Group, named product marketing director.

Jonathan Marx, VP, service operations, TiVo Inc., Sunnyvale, Calif., joins SoftNet Systems, San Francisco, as senior VP, customer sales and service.

Tom Jordan, VP, U.S. regional sales, Leitch Technology, Chesapeake, Va., named conference VP, Society of Motion Picture and Television Engineers' executive committee.

INTERNET

Mitchell Prayer, senior VP, new media, National Geographic Ventures, Washington, named acting general manager, National Geographic Interactive.

ALLIED FIELDS

Adrien MacGillivray, communications director, U.S. House of Representatives, Washington, joins Electronic Industries Alliance, Arlington, Va., as senior VP, government relations and communications.

ASSOCIATIONS/FIRMS



Cassara

Appointments, Television Bureau of Advertising Board of Directors, New York: **Tony Cassara**, president, Paramount Stations Group, Los Angeles, named chairman; **Lise Markham**, VP and

general manager, KSWB-TV San Diego, joins executive committee as member at large.

Linda Sands Nicolai, senior associate, Brad Marks International, Los Angeles, named managing associate and director, new media.

DEATHS

Dick Dorrance, 85, promotion writer, died Feb. 19. Dorrance was once head of promotion for the CBS Stations and was the founding director of the first FM broadcast development association,

FMBI. He was also the principal of Dorrance and Company, a trade promotion and advertising firm. Among his many clients were CBS, Television Bureau of Advertising and a variety of radio and television groups. Immediate survivors are unknown.

Correction: The Feb. 8 issue incorrectly listed Michael March's new position at Columbia TriStar International Television. He is the senior VP, business affairs, Asia.

—Compiled by Mara Reinstein
mreinstein@cahners.com

OPEN MIKE

Too much heat, too little light in microradio dispute

EDITOR: There are some subjects—the O.J. Simpson trial and President Clinton's impeachment are examples—which elicit strong emotions accompanied by all-or-nothing reasoning. Add microradio to the list. I am concerned that the heated rhetoric by my fellow radio broadcasters on the dangers of microradio is not in the broadcasting industry's best interests. In proposing the creation of low-powered FM stations, FCC Chairman William Kennard stated that he wanted "to use the broadcast spectrum more efficiently so that we can bring more voices to the airwaves."

Apparently, lost in the heat of the rhetorical battles is the fact that the chairman also asked broadcasters to work with the Commission in order to implement a new low-power radio service that will work alongside existing radio services. In this way, he said, the Commission and industry "can work together to maximize use of the airwaves."

Rather than following up on the chairman's offer, the National Association of Broadcasters has taken an antagonistic posture. On the same day the FCC issued the microradio proposal, the NAB responded with a statement that the proposed low-power radio service will likely "cause devastating interference" to existing broadcasters, and will challenge "the FCC as guardian of the spectrum." Subsequently, Chairman [Billy] Tauzin (R-La.) expressed "extreme concern" about the FCC's

proposal and asked Chairman Kennard to "make a full presentation" before his Telecommunications subcommittee. And BROADCASTING & CABLE (Editorial, Feb. 15) fired shots at the proposed service.

Protecting the integrity of the spectrum is a vitally important concern. However, I find it hard to believe that the NAB or Chairman Tauzin really believes that the FCC will create a new class of radio licensees without protecting the signals of existing broadcasters. As BROADCASTING & CABLE wrote in its editorial, it is the Commission's responsibility to insure the technical integrity of the spectrum. This responsibility is one Chairman Kennard embraced upon voting for the low-power radio proposal, when he stated that the FCC's job "is to be guardian of the spectrum, not to degrade it."

I challenge my fellow broadcasters to work with the FCC to make sure that it performs its core functions of licensing and protecting the integrity of the spectrum. Input from existing radio licenses would be invaluable as the FCC develops a licensing scheme and technical standards for this proposed service. A collaboration between the broadcast industry and the FCC would insure that any proposal adopted protects the technical integrity of the spectrum while allowing it to be shared by a range of new voices.

—Raul Alarcon Jr., president,
Spanish Broadcasting System,
Miami.

A House panel last week passed a measure that would reinstate for six months cut-offs of approximately 700,000 satellite TV subscribers who get CBS and Fox feeds.

The measure, sponsored by House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) and House Commerce Committee ranking member John Dingell (D-Mich.), would require the FCC to establish within that six months a new model that would predict which subscribers could receive adequate TV signals over the air using rooftop antennae. It also would determine a new picture-quality standard because the old standard was set in 1953, said Tauzin, whose subcommittee passed the bill. "I [personally] wouldn't be satis-

fied with a picture that just met that standard," Tauzin said. A full Commerce Committee vote on the bill is slated for this week.

House Courts and Intellectual Property Subcommittee Chairman Howard Coble (R-N.C.) this week plans to introduce a bill that would deal with local TV signal carriage and programming exclusivity. Coble last month introduced a bill that handled the copyright aspects of satellite TV reform. His subcommittee is scheduled to vote on the measure next Thursday.

Bill Cosby will join FCC Chairman William Kennard March 16 in leading a conference on children's programming sponsored by the Academy of Television Arts

and Sciences. The Hollywood conference will include a discussion of kids viewing habits, what they are learning from TV and which programs are working best to educate children. "This conference will look into and document how the creative community can produce enriching and inspiring TV that children like and watch," Kennard said.

ABC last Wednesday did not allow satellite TV wholesaler PrimeTime 24 to carry for C-band subscribers Barbara Walters' exclusive interview of Monica Lewinsky on 20/20.

ABC required WKRN-TV in Nashville, Tenn., to stop its feed to PrimeTime 24, citing domestic and international exclusivity conflicts. "Due to limitations on the distribution rights held by

ABC, the special edition of 20/20 is being broadcast in this time period by ABC-affiliated stations and is not available on this distribution channel," said a message the network broadcast to C-band subscribers. "The broadcast edition of tonight's edition of 20/20 is available over the air from the ABC-affiliated station in your area." The Satellite Broadcasting and Communications Association called the move "unwarranted harassment." The vast majority of C-band dish owners "are rural Americans who have absolutely no over-the-air access to the networks," said SBCA President Chuck Hewitt.

The AT&T/TCI merger could close as early as tomorrow, based on comments AT&T Chairman C. Michael Armstrong made following a speech to the American Enterprise Institute in Washington last week. An AT&T spokesman confirmed Armstrong's comments, but declined to discuss whether Tuesday has been set as the closing date. According to the contract between AT&T and TCI, the deal is supposed to close no more than five days after the last franchise transfer approval. That came Thursday when the California Public Utilities Commission approved the transfer of about 600 TCI telephone customers in Santa Jose to AT&T. Five franchise transfer denials won't keep the deal from closing, sources say.

Michael J. Ziegler, president and chief executive of wscg(tv) Public Television in Binghamton, N.Y., last week announced his retirement. Current Chief Oper-

Foxstar exec Prometheus-bound

Documentary and non-fiction producer Kevin Burns is getting his own production company with Fox Television Studios.

Burns, who has been the president of the studio's Foxstar Productions since 1993, will head up Prometheus Entertainment. Prometheus will produce a variety of TV programs, including scripted shows for Fox-owned cable networks. Burns says a good portion of that production will be Movies of the Week.

"This is going to be everything Kevin Burns wants to do," he says with a laugh. "I still want to be developing and producing non-fiction programs, but I'm also very excited about doing Movies of the Week and other series."

Burns helped bring Foxstar into its own over the last five years as a major supplier of *Biography* programs for A&E and other specials for various cable outlets. Foxstar will produce 65 hours of non-fiction programming this year, Burns says. Foxstar has spawned a number of other Fox-owned production houses, including Van Ness Films, Glen Avenue Films and Emmett Street Films.

"Foxstar has become hugely successful for Fox TV," he says. "It was great to help and see it grow, but what I realized was I wasn't doing any narrative fiction anymore. I've got a strong background in sci-fi and fantasy and I wanted to be able to tap into that more."

Burns served as co-executive producer on the first three *Alien Nation* made-for-TV movies and has also created numerous documentaries and specials, including *20th Century Fox: The First Fifty Years* for AMC.

Scott Hartford, a former producer with Burns at Foxstar, has been named Prometheus' director of development.



Burns

—Joe Schlosser

ating Officer Gary Reinbolt was named acting CEO in Ziegler's place. Ziegler has been in broadcasting since 1954 and has run WSKG since 1980. He oversaw the expansion of both radio and TV operations from a five-county service area to 21 counties in New York and Pennsylvania. Ziegler has been named president emeritus and will assist in fundraising and external affairs until the end of the year. "I felt it was time for a change," he said. "On top of that, with the impending need for WSKG to convert to digital television, it is only fair to the communities to have someone who will be there at the end of the process."

Speedvision and Outdoor Life Networks last week reiterated their request that the FCC postpone a program-access complaint filed by satellite broadcaster Echostar. The cable networks said regulators should take no action on Echostar's complaint until a federal court rules on a breach of contract case they have pending against the direct broadcast satellite provider. The networks revoked Echostar's right to transmit their signals in December, claiming that the DBS provider failed to abide by its contract. Echostar's petition to the FCC is "a strategic and political move to divert the networks' time, energy and resources away" from the court case, the cable channels said.

CF Entertainment has renewed a number of its weekly syndicated

series for next fall, including the Byron Allen-hosted-series *Entertainers* for a sixth season. *Entertainers* is cleared in 70% of the country for the 1999-2000 season, *American Athlete* (for a third season) in 75% of the U.S. and *Kickin' It* in 60% for a second season. CF Entertainment executives have also sold their new half-hour weekly series *Global Business* in more than 45% of the country for next fall.

Former Warner Bros. Television President Tony Jonas has signed an exclusive, multi-year production and development deal with the studio for the creation of Tony Jonas Productions. Jonas, who was president of Warner Bros. TV for the last four years, will be developing and producing all forms of television programming under his own production banner. Warner Bros. executives say Jonas will have creative independence with the studio retaining the ownership rights and worldwide distribution of all product.

ABC and Fox's Saturday morning children's lineup tied for first among kids 2-to-11 in the February sweeps. ABC's lineup scored a 3.3 rating/15 share in the key demo, while Fox attained a 3.3/14, according to Nielsen Media Research. Kids WB! achieved its best-ever February sweep's numbers among kids 2 to 11, averaging a 2.7/12. And The WB's recent addition *Pokemon* continues to compile big ratings on the

weekend. *Pokemon* scored a 5.1/19 Feb. 27, the highest rating for a Kids WB! program ever.

Pseudo Programs struck a deal with Road Runner to make its music programming and gaming content available for subscribers to the high-speed Internet service. Pseudo currently claims an audience of 10 million monthly users for its original programming

(www.pseudo.com). Road Runner is distributed on cable systems of Time Warner and MediaOne, its MSO partner owners.

Sony Online Entertainment debuts the beta version of its Dating Game Online this week on The Station@Sony.com. The multiplayer online version of the game show will have PC players assuming the roles of contestants, choosers or audience members.

Cable modems get retail approval

In a landmark action for the cable industry, Cable Television Laboratories has certified the first cable modems as retail ready. CableLabs, the industry's R&D consortium and a de facto Underwriters Laboratory for certain cable products, put its approval stamp on cable modems made by Thomson Consumer Electronics and Toshiba. The "CableLabs Certified" designation means the modems qualify to be sold through retail channels. It also means the modems meet the industry-established criteria for interoperability—they can plug and play on qualified cable systems in much the same way that a telephone can function on virtually any phone line.

Retail availability of cable modems has broad implications for cable's role as a provider of high-speed Internet service. Key is the potential for retail sale of cable modems to boost the already strong adoption rates of high-speed Internet over cable. Another goal is to dramatically reduce cable operators' spending on proprietary modems.

"CableLabs has engineered a fast, efficient and productive process to enable the 21st Century telecommunications market with a data, video and voice platform," said CableLabs Chairman Dr. John C. Malone, chairman and CEO of Tele-Communications Inc. "The retail modem initiative provides this country with a digital-based service foundation, which will empower consumers."

Certain cable modem makers began selling uncertified products last year. Retail sale of certified devices will come as quickly as manufacturers can gear up production lines.

—Price Colman

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If it's broke, fix it

So far, the FCC has displayed a laissez-faire attitude toward digital television, along with a tolerance for the rate at which the various industries are getting there. Readers may recall that this page once called upon Chairman Bill Kennard to reconstitute the original advanced television task force to close the gaps in the DTV line. He declined, and because the pace seemed to pick up, we drew back.

That was in the days when Christmas 1998 was the target date. Indeed, the FCC leaned on the first digital broadcasters to be on the air by then, hoping to stimulate set sales in the year's major buying season. The stations made it and some sets were sold, but it was a fitful process. The consensus became: Wait for 1999.

Last week, at a digital TV summit in Washington, a new consensus began to emerge: Wait for 2000. It's not that there's not progress in DTV. Fifty-three stations are on the air, providing coverage to 39% of the country. By the end of the year more than 100 stations will be airborne, covering 60%. Cable systems are building out digital capacity. The consumer electronics industry is building more and more varied sets, and prices on the low end have begun to drop. But cable-ready sets are just an illusion; cable interoperability is nowhere in sight, and copyright protection—the standard that will break the logjam on Hollywood products—isn't there.

If the lack of technological progress is the chicken in this problem, the egg is the lack of programming. The dearth of programming to demonstrate HDTV—much less maintain the consumer's interest once the set gets home—is cited as the largest impediment to sales, even ahead of prices and, presumably, the need for expensive set-top boxes. The Big Four networks, which must take the lead in providing programming, aren't. And what HDTV they do is dribbled out

in a way that seems calculated not to generate any consumer interest.

Of all these problems, the most fixable is the technology. After almost a decade of trying to get this new medium off the ground the FCC should be able to insist that the media speak the same digital language. The engineers say they could do it in a matter of hours.

Or, we could wait until 2001.

Isn't that special

If what television needed was a program that would send viewers to the water coolers—to stand around and gossip the next day—it got one with ABC's much hyped Monica Lewinsky interview.

This page approached the prospect gingerly, having said the week before that "exploitation is alive and well on network news." Anticipating that it would be tawdry, we were reluctant witnesses, excusing ourselves by saying that as professionals we had to watch. Happily for our editorial judgment, we were vindicated. The 20/20 treatment was right out of the soaps, with Barbara Walters probing the mysteries of oral and phone sex and plumbing the destiny of the blue dress, along with making sure who had satisfied whom when and throwing in an abortion for good measure. Lewinsky proved an engaging subject, assuring the audience that her extramarital behavior was just light-hearted fun, and that they could read all about it in her book, which debuted the next day.

The conventional wisdom in television is that the medium is only giving the audience what it wants, and that the audience will let it be known when it's had too much—two points of view that tend to absolve the professional broadcaster or cablecaster from any kind of programming responsibility. Based on ABC's home run last week, this is no time to sell scandal short.

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