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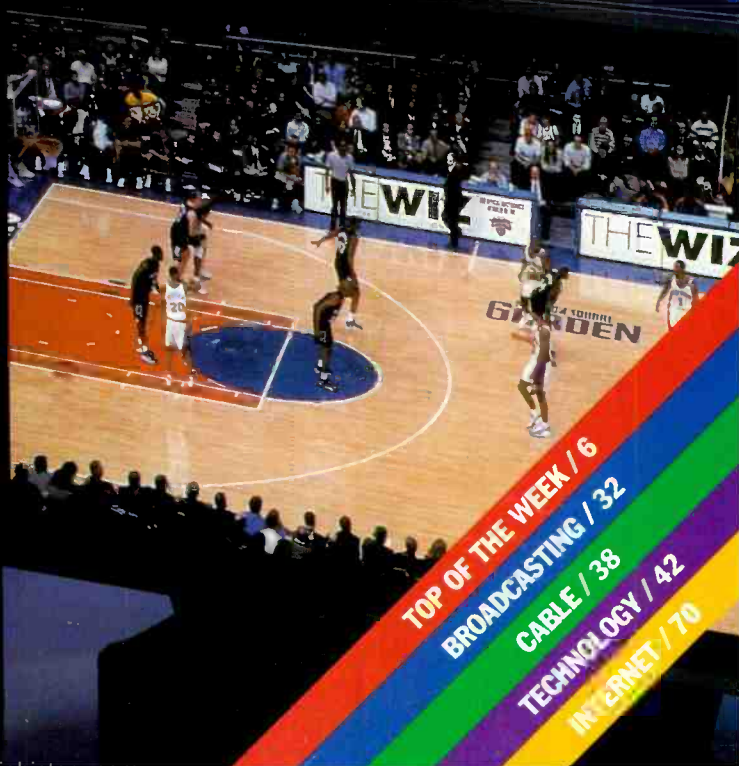
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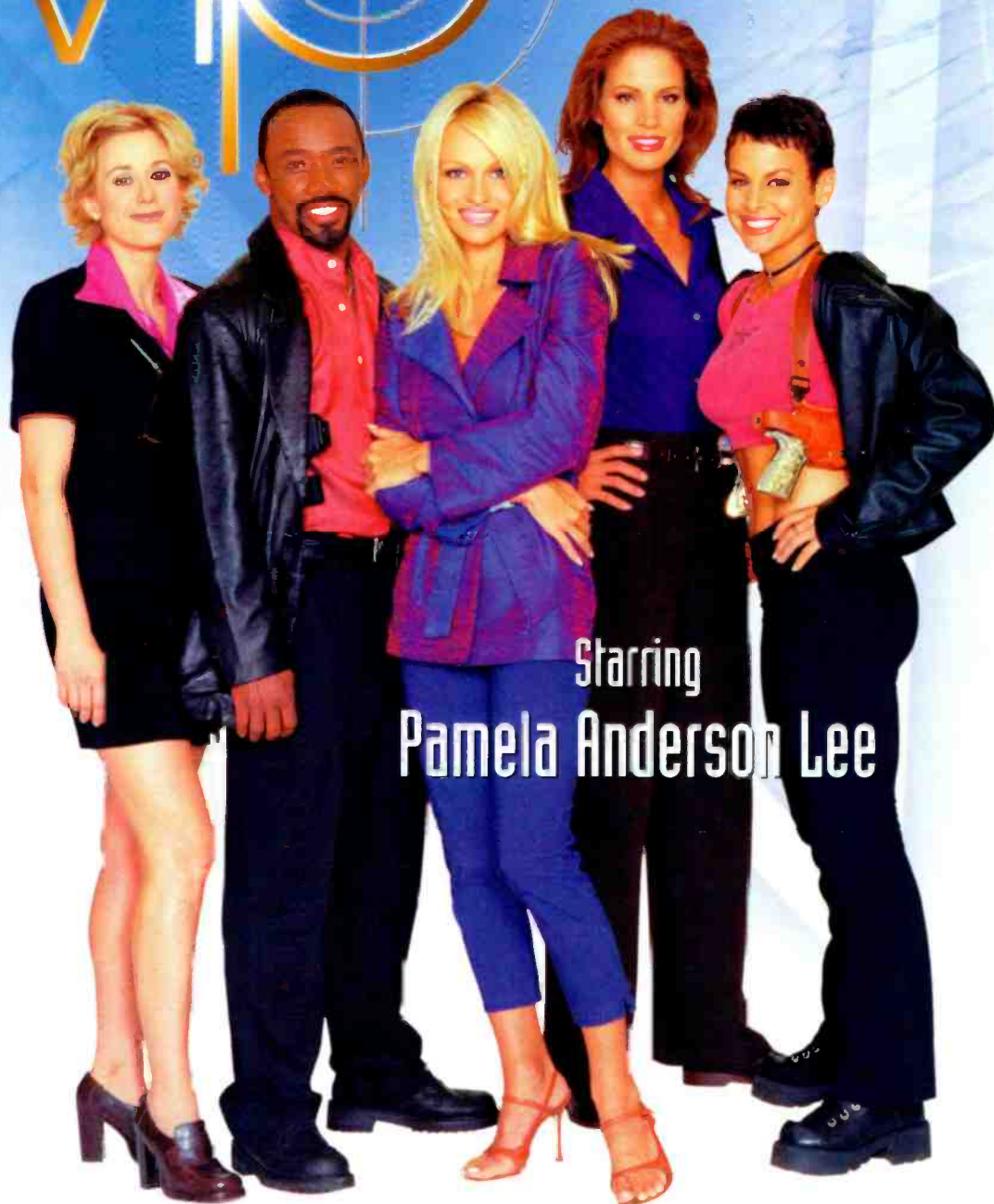
**Seller's Guide
to NAB—Part 2**

CABLEVISION



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Pamela Anderson Lee

February!

Winning Again in February, V.I.P. Remains the **#1** New Weekly First-Run Hour in Syndication!

Rank	Program	HH Rtg.
#1	V.I.P.	4.4
#2	Stargate SG-1	4.3
#3	Howard Stern Radio Show	3.4
#4	Highlander: The Raven	2.7
#5	The Crow: Stairway to Heaven	2.6
#6	Mortal Kombat	2.2
#6	Air America	2.2
#8	SOF: Special Ops Force	2.1
#9	Motown Live	1.9
#10	Acapulco H.E.A.T.	1.4
#11	New Adventures of Robin Hood	1.2
#11	Oneworld Music Beat	1.2
#13	Kickin' It	0.6

Source: NSI WRAP Metered Market Weighted Cumulative, where available, 2/4/99 - 3/3/99.

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Cover photo Brian Stanton



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TLC's
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ABC, affils near deal

Affiliates would get exclusivity and piece of soap opera channel; network, help with NFL

By Steve McClellan

After three years of contentious talks, ABC and its affiliates are closing in on a deal that would restructure their partnership, sources say.

Under the deal now on the table, the sources say, the affiliates would receive limited program exclusivity in exchange for helping to pay for National Football League rights.

The deal would also make the affiliates partners in ABC's long-planned soap opera channel, which would repeat ABC soap operas.

ABC Chairman Robert Iger has authorized network president Patricia Fili-Krushel to bring the deal home and Disney Chairman Michael Eisner has signed off in principle, the sources say.

The soap opera channel, which has been tested on cable systems in several markets, will definitely go forward, the sources say. The big sticking point: how big a slice of the revenues will go to affiliates.

"We're closer than ever to a deal...that both sides can live with," said one participant in the talks.

For the past three years, ABC has had an on-again-off-again conversation with its affiliates about their relationship going forward, including the affiliates' resistance to the network's plan to reuse network programming on cable and other media (so-called repurposing) and the network's demand that affiliates help pay for expensive programming, particularly football.

Up to now, the network has balked at granting exclusivity in return for money, saying it needed to keep its options open.

As late as December, Fili-Krushel told BROADCASTING & CABLE that exclusivity and programming support from affiliates "are not equal values."

Since then, however, Fili-Krushel and her top lieutenant, Alex Wallau, have had numerous meetings with key affiliates. "I think it's fair to say both sides have found some common ground and room for compromise," says a source with knowledge of the talks.

After being briefed by Fili-Krushel on those talks, both Eisner and Iger concluded that a properly structured exclusivity package—in exchange for help on the NFL—was the way to go.

Under one scenario, the affiliates would help pay for the football by agreeing to a reduction in their annual network compensation. And to take the sting out of the reduction, the network would give the affiliates more spots in

come back to us and take eight units of *Monday Night Football* [ad inventory] back, or something like that, because we didn't want to contribute."

No one, of course, wants that to happen. The network wouldn't get the help it needs and affiliates would lose revenue and the whole relationship would be put in jeopardy. "It's really critical that we get this done," says one source.

ABC's relationship with its affiliates has been under a lot of pressure for the last couple of years as the two sides have tried to figure out where they go in the future. Many affiliates were put off by the aggressive, confrontational style of Preston Padden, who joined the joined ABC as head of the network almost two years ago.

Disney head Michael Eisner added fuel to the fire last fall when he told reporters that ABC would simply take the network to cable and satellite if the broadcast



ABC's afternoon soap operas would be 'repurposed' for a new soap opera channel. The channel has been tested on cable systems in Houston, Chicago and Charlotte.



network programs to sell.

There is an urgency on ABC's part to get a deal done in the next 45 days, sources say, because the network needs to sort out *Monday Night Football* inventory issues before the start of the network prime time upfront ad sales market. It is likely that the NFL deal will involve some changes in the network-affiliate split of the *Monday Night* advertising inventory.

The upfront usually starts in June, shortly after the networks announce their new fall prime time schedules.

There is the possibility, of course, that a deal won't get done in time for the upfront, although one source said he would be "surprised and disappointed" if it didn't happen. But one way or another, ABC will address its NFL cost situation this season, sources say. The concern of several affiliates, if a deal doesn't get done, is the network "may

affiliates didn't agree to concessions. (Of course he also threatened to yank ESPN from cable operators balking at rate hikes).

Affiliates credit Fili-Krushel, who replaced Padden (now running Disney's Washington office) last summer, with getting talks back on track. "Her style is more collaborative and less combative," said one affiliate. "She knows how to communicate without being contentious."

Many of the details on the exclusivity terms are still being worked out. But several sources said that for regularly scheduled prime time entertainment programming, the network has offered an exclusive window that would last six months or through the end of the season in which the program airs. Thus, for programs airing late in the season, the window may be shorter than six months. The regular season currently

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extends from September through May.

Some of the exclusive windows are quite short—"a matter of hours," says one source. Hard news shows are said to have a short window, as do live sports events. But they also have a very short shelf life in terms of viewer interest.

"I think the biggest hangup right now is the soap channel," says one source. "I think it will get done, but that more than anything else seems to stick in the craw of some people."

But despite outstanding issues, sources say a lot of progress has been made in the last month or two. "Before that we were almost nowhere, fourth and long our own twenty yard line," says one source, using a football metaphor. "Now I'd say we're at the other end of the field inside the 25. We're kind of in the red zone—but it gets harder as you get closer." ■

NBC affils on 'New World' mission

Program exclusivity for affiliates is also generating similar conversations at NBC. Asked if any progress has been made, NBC affiliate advisory board chairman Alan Frank, says, "In a word, no." But, says Frank, who runs Post-Newsweek's WDIV-TV Detroit, "there's stuff going on and we have some talks scheduled in the upcoming weeks and I'm hopeful we can make some progress."

Like the other networks, NBC has stated publicly on numerous occasions that it's reluctant to grant exclusivity for fear of missing a business opportunity not currently seen. But, says Frank, "all the networks would like to have all their options open forever to do whatever they want to do."

Frank says the network and affiliates want to have an agreement to announce in time for the annual affiliates meeting in June. "That's the goal and if we don't have something to announce by then, we have a problem." NBC-TV president Randy Falco was traveling and couldn't be reached for comment at deadline. But in an interview two months ago, Falco told B&C, "the viability of the current distribution system is important to all of us... We want to get away from the narrower discussion of dividing the pie to the broader discussion of growing the pie."

—Steve McClellan

Denver DTV tower hits new snag

Fearing residential damage, county planners rescind approval for project

By Glen Dickson

Denver broadcasters' plans to build a new community tower for DTV have suffered another setback.

After spending months fending off local residents' claims that a new DTV tower would emit harmful levels of RF radiation, Denver broadcasters must now answer new concerns that the tower could endanger nearby homes if it collapses.

The latest opposition for the Lake Cedar Group tower consortium, which includes Denver's ABC and NBC affiliates and its CBS O&O, comes from the Jefferson County planning department.

The county agency had initially recommended approval of the DTV tower to the county's planning board, which voted 6-to-1 in favor of the tower in January. But on March 5, the department notified Lake Cedar Group that it was recommending denial of the project to the Jefferson County Board of Commissioners, citing a zoning ordinance stipulating that the distance between the tower and residents' property must be equivalent to the tower's height—850 feet. The nearest resident's property starts 175 feet away from the proposed site. "We don't have a choice in the mat-



From downtown Denver, KMGH-TV broadcasts a low-power DTV signal using a Scala antenna mounted on its roof, and Larcant transmitter installed in the penthouse of its five-story building.



ter," says Jefferson County planner Timothy Carl. "We have to say no, even if [a collapse] would never happen."

The planning department's about-face forced Lake Cedar Group to postpone a meeting last week with the county commissioner. The meeting has been rescheduled for April 27, giving the broadcasters time to build their case. But it also means that the county commissioners won't vote on the tower project until late May, at the earliest.

Considering construction time, the community DTV tower probably wouldn't be operational until spring 2000—well past the FCC's Nov. 1, 1999 deadline for major network affiliates in the top 30 markets.

The only Denver network affiliate not affected by the controversy is Fox O&O KDVR(TV), which is pursuing DTV plans on its existing tower on Lookout Mountain.

The latest delay is particularly frustrating, says Lake Cedar Group VP and GM Jim MacDermott, because the planning department's recommendation has no basis in engineering reality.

"A guyed tower is designed to collapse down upon itself if it were to collapse at all," MacDermott explains.

He also points out that the existing, 45-year old community tower on Lookout Mountain is closer to homes than the proposed new tower.

"In the simplest analysis, we'd be adding safety to the area," he adds.

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

Deal done to sink subs

Broadcasters, DirecTV agree on schedule for cutting off ineligible satellite TV homes

By Paige Albinia

After a long and contentious battle, broadcasters and DirecTV last week settled their differences on how to turn off approximately 2 million satellite TV subscribers illegally receiving imported TV network signals.

The deal settles a lawsuit between DirecTV and the broadcast networks filed in a Miami federal district court two years ago.

"This settlement truly recognizes the importance of localism," said Eddie Fritts, president of the National Association of Broadcasters.

Broadcasters and satellite TV company DirecTV agreed that all subscribers living close to their local broadcast signals—within the Grade A contour—will lose all four network feeds by June 30. That represents approximately 80% of the subscribers in question, according to DecisionMark, a company that uses FCC models to predict legal eligibility to receive imported signals. Illegal subscribers who live in the outer portion of the broadcast signal, or Grade B, will lose their four network feeds by Dec. 31.

That extra time will allow DirecTV to use the FCC's new method, determined in its Feb. 2 rulemaking, to predict who can legally receive imported signals. Called the Individual Location Longley-Rice (ILLR) model, it determines, with 95%-98% accuracy, which households cannot receive local broadcast signals over the air using rooftop antennas, according to the NAB.

The law considers subscribers who can receive local signals over the air "served" and thereby ineligible to receive out-of-market signals. DecisionMark estimates that, under the current court order, approximately 220,000 of these households are not served and should be able to keep their signals.

DirecTV also agreed to give subscribers who are cut off a "substantial discount" on over-the-air antennas, which broadcasters say will allow them to get their local signals.

Congress now has to complete the process of rewriting the Satellite Home Viewer Act (SHVA), which is the law governing the satellite TV industry.



NAB's Fritts: 'This settlement truly recognizes the importance of localism.'

"This is a member of Congress's dream," Fritts said. "This takes them out of the middle of two warring parties."

Maybe so, but Senate Commerce Committee Chairman John McCain (R-Ariz.) is not happy with the effort.

"I still believe that Congress should act to ensure that consumers will not be penalized as the result of a court fight they never even knew they were part of," McCain said in a statement. "I will

continue to push for passage of legislation which gives satellite TV consumers—particularly those most likely to have poor off-air reception of local stations—the fairest deal possible."

The Senate Commerce Committee last week passed a bill that would permanently grandfather subscribers in the Grade B contour. Satellite TV companies support the bill; broadcasters oppose it. The Satellite Broadcasting and Communications Association said the deal does not forbid them from continuing to lobby for more favorable legislative approaches, such as McCain's.

Nearly every congressional office has been hearing a great deal of constituent outcry on the matter.

"The [House Commerce] Committee will now move as expeditiously as possible to pass a SHVA reform bill that is good for consumers," said Committee Chairman Tom Bliley (R-Va.)

Last July, the Miami federal court ruled that satellite TV wholesaler PrimeTime 24 and its distributors had to cut off all subscribers who were receiving CBS and Fox signals from other markets if those subscribers could get their local CBS and Fox affiliates over the air using rooftop antennas.

PrimeTime 24 and direct broadcast company DirecTV, which has to turn off most of the subscribers, were due to cut

Point by point

The agreement between DirecTV and broadcasters settles the heated dispute over satellite TV subscribers who have been receiving distant network-affiliated TV stations via DirecTV even though they can receive local stations off-air. A federal court has agreed with broadcasters that such subscribers are illegal and ordered DirecTV to cut off the distant-station service to them. The agreement allows DirecTV to phase out the service. Here's what it must do:

- **Use the Longley-Rice coverage maps as recently modified by the FCC to determine which subscribers are illegally receiving distant stations. (By law, subscribers who are truly beyond the over-the-air reach of local stations—in the so-called white areas—may receive distant stations via satellite.)**
- **Cut off illegal subscribers closest to TV stations where off-air signals are strongest (Grade A contour) by June 30.**
- **Cut off illegal subscribers more distant from TV stations where off-air signals are weaker, but still adequate (Grade B contour) by Dec. 31.**
- **Provide "substantially discounted" UHF/VHF antennae to cutoff subscribers so they can receive local stations off-air.**

them off Oct. 10. Congress balked at that date because it fell too close to last year's midterm elections and lawmakers did not want to alienate constituents.

Broadcasters eventually agreed to move the cutoff date to February 28 for all illegal subscribers who signed up for the service after March 11, 1997, which is the date CBS, Fox and their affiliate groups filed their lawsuit in the Miami court. Subscribers who signed up after March 11, 1997, would be cut off on April 30.

The deal does not apply to the other major satellite TV company, EchoStar Communications Corp. Broadcast attorneys say they plan to approach EchoStar about signing on to the plan and that they will encourage Congress to apply it to all satellite TV companies as they work through legislation. ■

Freedom of expression case stands

The U.S. Supreme Court last week let stand a lawsuit that charges the makers of the film *Natural Born Killers* with encouraging a couple to shoot a woman during a 1995 robbery. The Louisiana suit will move toward trial, where the plaintiff will have to demonstrate that the filmmakers intentionally incited criminals toward this violence; although defendants Stone and Time Warner will still have opportunities to move for the suit's dismissal. The defendants had support from several parts of the creative community, including the National Association of Broadcasters and Recording Industry Association of America, which argue that the lawsuit threatens freedom of expression. Creative expression is generally protected under the Constitution, but a 1969 U.S. Supreme Court decision exempts from protection speech which intends and is likely to incite violence. The plaintiffs in the Louisiana case argue that the filmmakers intended violence, such as the 1995 shooting which left Patsy Byers a quadriplegic. She later died of cancer. Plaintiffs plan to introduce such evidence as comments attributed to Stone from interviews that the movie made peaceful people feel like committing violence.

—Dan Trigoboff

Can Primestar placate bondholders?

Satellite company tries desperately to keep Hughes Electronics' acquisition alive

By Price Colman

With the possibility of forced bankruptcy looming, Primestar Inc. is in intense negotiations aimed at assuaging angry bondholders capable of killing the struggling satellite company's \$1.82 billion acquisition by DirecTV parent Hughes Electronics.

Several Primestar bondholders last Thursday asked a Delaware court for a temporary restraining order to halt the deal.

Their objection: As structured, the terms are unfair to most bondholders because they'll receive only 67 cents per dollar for their holdings and won't be paid until Primestar's owners are paid.

In an effort to stave off the bankruptcy that likely would result if the Hughes purchase is blocked, Primestar key

owners—TCI Satellite Entertainment (TSAT), Time Warner/Advance Newhouse, MediaOne Group, Comcast and Cox—have agreed to better terms for the bondholders, sources familiar with the situation say.

The latest proposal, which sources say has generated tentative approval from bondholders, would pay 80-90 cents on the dollar, according to various estimates.

While that's a considerable improvement, "I'm just not sure if it's enough," says a source close to the situation.

DirecTV declined to comment. Late Friday, Primestar and Echostar had not returned calls requesting comment.

Another hearing was scheduled for late Friday afternoon. A Primestar announcement on how the situation

would be resolved was possible over the weekend, sources say.

Hughes' \$1.82 billion offer includes about \$1.32 billion for Primestar's assets—primarily its 2.3 million subscribers—and \$500 million for the assets in Tempo, a subsidiary of TSAT. TSAT, whose 37% economic interest makes it Primestar's largest owner, was to have contributed the Tempo assets, which include 11 transponder frequencies at 119 degrees west longitude and two satellites, to Primestar had Primestar continued as a standalone business. But with the Justice Department blocking Primestar's plans for acquiring AskyB's high-power spectrum at 110 degrees, the company was forced into a fire-sale situation.

EchoStar Chairman Charlie Ergen, who is buying AskyB's assets, also recently bid \$600 million for the Tempo assets. EchoStar also owns more than 10% of Primestar's bonds. The Primestar-Hughes deal is contingent upon bondholders representing at least 90% of the principal amount of the bonds and thus Ergen is situated to block the deal.

But that's unlikely, as Ergen is positioned to win in almost any scenario: He obtains the Tempo frequencies; his counteroffer forces Hughes to up its bid, thus improving bondholders' take; or he gets a crack at buying those assets he wants for pennies on the dollar in a bankruptcy sale. ■

CBS, DirecTV score on NCAA

CBS Sports posted respectable numbers on the first day of the NCAA Men's Basketball tournament, recording an average 4.5 national rating with a 10 audience share.

Those overnight Nielsen numbers came in just under last year's 4.6/10 for the initial day of March Madness, which produced an identical 4.5/10 average in 1997. In 16 games telecast March 11, CBS scored a 5.8 rating and a 9 share between 7:30 and 10 p.m. (ET), and a 6.0/11 share between 10 p.m. and 12:30 a.m. Afternoon games generated a 3.0/10.

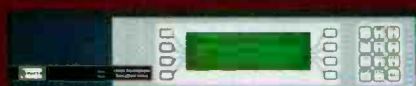
Meanwhile, satellite provider DirecTV expected to sell between 45,000 and 50,000 "Mega March Mania" packages of 34 games not carried in their entirety on CBS at \$39.95, sources reported. DirecTV declined to say how many packages it actually sold.

—Richard Tedesco

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First runs can see clearly now

Most major new offerings get go aheads for fall; two freshman talkers on the bubble

By Joe Schlosser

It's put up or pack up time in the high-stakes game of syndication.

Most big-ticket entries have received green lights for fall launches in the two months since the annual NATPE Conference in New Orleans.

Still, some shows that were pitched so earnestly at the convention have already bowed out—notably Pearson Television's talk show *Christopher and Camilla at the Mall*. Pearson executives say the marketplace was too tough. Also, Buena Vista Television's variety/talk/cooking show with English TV personality Ainsley Harriott was put on the back burner until next season.

Meanwhile, a few shows still await those all-important top-market clearances. But for the most part, a "firm go" has been given almost everything else

and Mandel freshmen talkers have yet to officially announce they are going forward for another season, while Columbia TriStar Television Distribution executives have given *Donny & Marie* the go ahead for its second year.

Here is a look at the top studios and what they have—and don't have—coming to the small screen for the 1999-2000 season.

■ **Buena Vista Television:** The Disney syndication unit is bringing out a weekly talent show with Dick Clark and a remake of the classic game show *Let's Make a Deal*. The talent show, *Your Big Break*, has already been sold in over 80% of the country, and *Let's Make a Deal* is getting close to the 70% mark for the 1999-2000 season.

■ **Eyemark Entertainment:** The CBS syndication unit is bringing out two new first-run shows next season, *The Dr. Joy Browne Show* and action-hour *Peter*

■ **King World Productions:** The company that this season delivered *Roseanne* and a remake of *Hollywood Squares*, is bringing comedian and actor Martin Short to the talk show world in the fall. King World executives just gave Short the green light for next year and the show has been cleared in nearly 70% of the country. Former *Entertainment Tonight* senior producer Claudia Cagan has joined the show's production ranks. Short's manager, Bernie Brillstein, is also an executive producer on the show. It will be taped in Los Angeles, says King World's Andy Friendly.

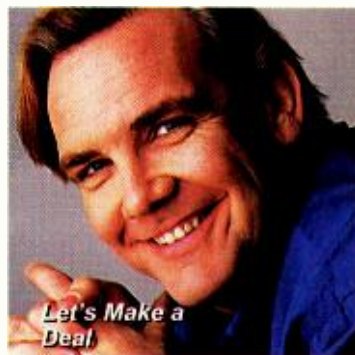
■ **MGM Domestic Television:** The strength of the *National Enquirer* brand name and resources are the basis for a new, half-hour news magazine from MGM. *National Enquirer* has been cleared in over 90% of the coun-



Latifah



Total Recall 2070



Let's Make a Deal



Free Speech

that was pitched by the major syndication studios at NATPE.

Last week alone, Pearson Television's remake of *Family Feud* and King World's highly anticipated talker with Martin Short were given the go-ahead for fall 1999 launches. MGM's *National Enquirer*, Warner Bros./Telepictures' talk show *Latifah* and Twentieth Television's remake of *Divorce Court* have already been cleared for takeoff for some time.

Final results from the recent February sweeps period, due within the next several weeks, will likely bring down the curtain on a number of current syndicated programs. Consequently, some key time periods should open up in some top markets.

Many studios are waiting to see what will happen to *The Roseanne Show*, *The Howie Mandel Show* and *Donny & Marie*. Executives behind the *Roseanne*

Benchley's Amazon, the latter with Canadian-based producers Alliance-Atlantis. Browne, a nationally syndicated radio personality and psychologist, is tackling the single-topic talk show. Eyemark executives have cleared her show in over 80% of the country. Burt Dubrow, who created *The Jerry Springer Show* and *Sally Jessy Raphael*, is behind Browne's show. The talker, produced out of New York, will cover family and personal issues, Eyemark executives say. "Joy is a perfect host for such a show, and having Burt behind it gives it just that much more of a punch," says Ed Wilson, Eyemark's president. "Burt has made his mark bringing in people who haven't done talk TV and he has a pretty good track record." As for *Amazon*, Wilson says production on the weekly series will begin in less than two months in the Gold Coast area of Australia.

try for fall, and pre-production is under way in Los Angeles. The newspaper/gossip publication's managing editor, Mike Walker, is the show's host and will do much of the daily series' producing and writing. "We'll have various components to the show, like the gossip shoot-out, where I and two or three other columnists get together for a free-form, free-for-all," says Walker.

■ **New Line Television:** The film-heavy company entered the action arena last fall in a co-venture with Warner Bros. on *Mortal Kombat: Conquest*. Next fall, New Line executives are taking their first steps into distribution with their action series *Sir Arthur Conan Doyle's The Lost World*. New Line's David Spiegelman says the action series has been cleared in over 85% of the country, including 72 of the top 75 markets. *The Lost World* is currently being

produced in Australia's Outback region. DirecTV last month aired the two-hour *Lost World* pilot/movie, which will be followed up with one-hour episodes.

■ **Paramount Domestic Television:** Executives at Paramount have devoted their sole attention next season to the launch of talk show *Leeza* in syndication. The talker has been on NBC for the last six years, but was moved out to make way for another hour of *The Today Show*. *Leeza* has been cleared in 78% of the country and on 95 stations for its debut in syndication. The studio dropped plans for game show *Who Knew?*, and opted not to bring out an action hour it had in development. Paramount co-president Frank Kelly says of the *Leeza* re-launch: "We might do some tweaking in terms of just getting some people to look at us when we launch this fall, but when you have someone as good as *Leeza* you don't mess around with it."

■ **Pearson Television:** Last week, Pearson's Joe Scotti proclaimed that the studio's remake of game show *Family Feud* was a firm go for fall and had been cleared in over 70% of the country. Comedian Louie Anderson is set as the

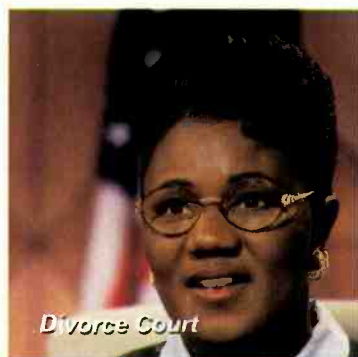
Roger Lodge, who has done fill-in host duty on E! Entertainment's *Talk Soup*, has been tapped to host the show, which will chronicle blind dates. "We are now in pre-production on the show and the clearances have been fairly steady," PolyGram's Matt Cooperstein says. *Total Recall: 2070*, which debuted earlier this month on cable's Showtime, will launch in January 2000 on broadcast stations.

■ **Tribune Entertainment:** The Chicago-based company is bringing Richard Simmons back to daytime television and is making an action-hour out of *The Beastmaster* for 1999-2000. *Richard Simmons' Dream Maker*, a variety show that will "help make viewers' dreams come true," has been sold in over 75% of the country. *America's Funniest Videos*' producer Vin Di Bona and Richard Brustein are behind Simmons's program. Tribune President Dick Askin says the distributor is currently finalizing a deal for the daily show to originate out of a "big-name" Las Vegas hotel.

■ **Twentieth Television:** The Fox syndication unit has cleared its lone first-run offering for next fall, a revamp of *Divorce Court*, in over 85% of the country. Last

week, Twentieth executives announced the hiring of Jill Blackstone as executive producer. Blackstone joins former Los Angeles city attorney Mablean Emphriam, who has already been cast as the show's jurist. *Divorce Court*, which used actors as the litigants in its first life, will use real divorced couples in its latest incarnation. Says Twentieth Television President Rick Jacobson. "I think you are going to see, more often than not, one case per half-hour."

■ **Warner Bros. Domestic Television:** The studio is bringing out a court show and a talk show for the fall, and studio executives say sales are nearly complete on both. *Latifah*, a single-issue talker hosted by recording artist and actress Queen Latifah, is cleared in 80% of the country. The show will be produced in New York and is distributed by Warner's Telepictures Distribution division. On the court-show front, the studio that originally brought America *The People's Court* is back with *Judge Mathis*. The 18-to-39 targeted court series will be produced out of Chicago and has been sold in 84% of the United States. ■



host of the show, which is still looking for a station home in New York. *Feud* has clearances in Los Angeles (KCAL-TV) and Chicago (WPWR-TV) and Scotti says he is close to signing a station in the Big Apple. "The show is going to be a comedy, a game show and will also be about the families," Scotti says. Pearson also launched game show *100 Percent* earlier this year in a limited rollout. Radio personality Casey Kasem is the host of the remake of the popular European game.

■ **PolyGram Television:** Coming off its first full season in syndication, PolyGram executives are bringing out two new first-run series next season. With some great buzz going for it at NATPE, PolyGram's half-hour relationship show, *Blind Date*, has already been cleared in 84% of the country.

Coming this fall

Talk Shows	Distributor	Stations
Latifah	Telepictures	80%/87
The Dr. Joy Browne Show	Eyemark	81%/NA
Leeza	Paramount	78%/95
The Martin Short Show	King World	68%/NA
Richard Simmons' Dream Maker	Tribune	75%/86
Action Hours		
Relic Hunter	Rysher	
The Lost World	New Line Television	85%/NA
Total Recall:2070	PolyGram	80%/NA
Beastmaster: The Legend Continues	Tribune	82%/118
Peter Benchley's Amazon	Alliance Atlantis/Eyemark	80%/NA
Your Big Break	Buena Vista	80%/NA
Dream Team	BKS Bates	75%/NA
Game Shows		
Family Feud	Pearson	71%/NA
Let's Make a Deal	Buena Vista	65%/NA
100 Percent	Pearson	NA/NA
Blind Date	PolyGram	84%/95
Newsmagazines		
National Enquirer	MGM	91%/142
Free Speech	Studios USA	85%/120
Court Shows		
Judge Mathis	Warner Bros.	84%/110
Divorce Court	Twentieth	85%/115

Source: Studios-Distributor

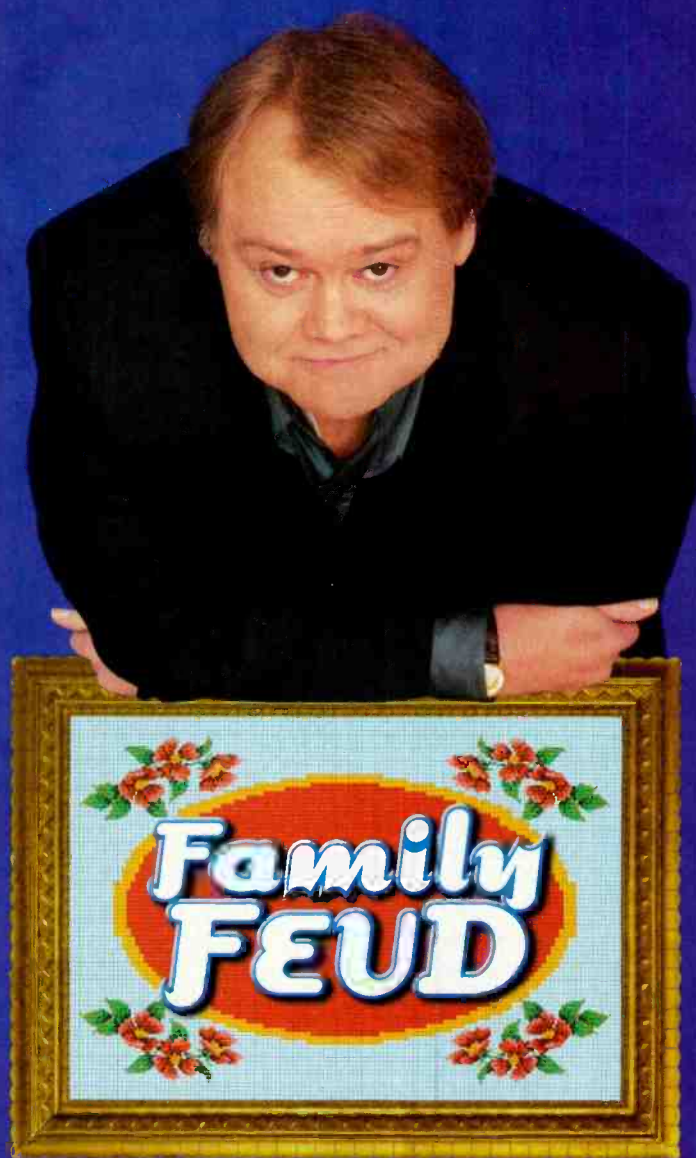
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Lycos' altered states

By Richard Tedesco

What seemed a negotiating ploy to sweeten the USA merger deal for Lycos shareholders turned into a full-blown campaign to create an alternative pact last week by CMGI Chairman and CEO David Wetherell.

Media analysts believe that Wetherell has the weight—nearly 20% of Lycos shares—to broker something besides the USA-Lycos buyout, including the NBC-Lycos alliance that was in the works before Barry Diller did the USA deal.

But Bill Bass, senior analyst for Cambridge, Mass.-based Forrester Research, said, "The problem is I don't think he could come up with a viable alternative where any traditional media company is going to pay more than USA."

The only other alternative, according to Bass, would be a much less attractive merger with another Internet company.

"I think we're in an uncertain area right now," said media analyst Harold Vogel, who called a deal with NBC "logical," and counted Viacom, Time Warner and Microsoft among other possible candidates to take over the Waltham, Mass.-based search engine.

Vogel said CMGI will at least force USA to alter its terms: "If Barry Diller winds up owning it, the deal will probably be structured differently."

In a terse statement last Tuesday, Wetherell called terms of the USA deal "inadequate" as he resigned from the Lycos board of directors "in order to be free to explore the best options available to Lycos shareholders."

Lycos issued a brief statement reiterating its commitment to the USA deal as it stands.

NBC declined comment on any revived talks about Lycos.

At a conference one week prior to Wetherell's resignation, USA Networks CEO Barry Diller was adamant about sticking to the original terms of the deal. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

Dille, Hicks may be fined

Radio-station owners John F. Dille III and David L. Hicks (no relation to Tom or Steve) should be fined \$30,000 and \$20,000, respectively, for "willful and/or repeated violations of the Communications Act," according to an FCC document dated last Monday. However, Dille's license for WBYT(FM) Elkhart/South Bend, Ind., should not be revoked. Nor should Hicks' license for WRBR(FM) South Bend, according to the agreement between the parties and the FCC. Omissions of fact regarding Hicks' buy of WRBR, such as Dille's giving his children money for their 48% interest in the station and the extent that his company, Pathfinder Communications Corp., would control WRBR, "resulted from mistakes and misunderstandings, not deceit," the agreement says. Plans to allow Dille's children the right to "call" Hicks' interest at any time, and to give Hicks the right to "put" all his interest to Dille's children were not finalized until several weeks after the FCC approved the assignment of WRBR to Hicks. The station sale was filed with the FCC in November 1993; the price was \$660,000; the seller was Booth American Co. The FCC agreement now goes to a judge for final disposition. Dille is a former chairman of the National Association of Broadcasters' Radio Board and currently is a member of its board.

Wright pitches to Gore

NBC President Bob Wright last week tried to convince Vice President Al Gore that in order to survive, the broadcast networks must be able to own more of their own distribution systems, including more local TV stations and cable properties. The law forbids broadcast networks from owning cable operators and limits their station ownership to coverage of 35% of the U.S. viewing audience. If these laws aren't changed, Wright argued, the networks, of which only NBC is profitable, are in danger. But

sources say Gore wasn't backing away from the administration position that broadcast regulations should be maintained firmly in place. The administration's opposition will make it difficult for the networks to get ownership deregulation passed this year, their top priority once they finish with satellite TV reform.

Fox lobbies McCain

While most of the broadcast networks have spent the past five months in a ferocious battle with satellite TV companies over whose distant network signals to cut off and when, Fox has been sticking to its one priority—relaxing the broadcast ownership rules. Last week, Senate Commerce Committee Chairman John McCain (R-Ariz.) said he planned to add two amendments to his satellite TV reform bill on the floor. One would require the FCC to wrap up its proceeding on broadcast ownership rules and the other would ensure that local marketing agreements are permanently grandfathered. Sources say that News Corp. Senior Vice President Peggy Binzel encouraged McCain to tack on those provisions, even though lobbyists from the other broadcast networks are concerned that they may hinder the bill's passage in the Senate. "I'm not even sure those measures would win a majority vote," one lobbyist said.

NEW YORK

Mustering up the money

The Military Channel's financial crunch has hit home. Staffers at the fledgling tanks-and-planes cable network were dismayed to find their March 1 paychecks were as rubbery as a government-issue steak. A new set of checks was cut last Wednesday that the company said would clear. An executive blamed the snag on a "timing" issue and said the company had cash on hand to cover its March 15 payroll. Military's top executives were in London last week trying to drum up some more money from investors.

FCC in direct line of fire from Hill

Tauzin wants commission to do more policing, considerably less broad policymaking

By Bill McConnell

Rep. Billy Tauzin, the scrappy Louisiana Republican, this Wednesday fires what is likely to be the first salvo in a battle over the future of the FCC.

Although it's unclear what chance he and the agency's other critics have of succeeding, Tauzin has made clear he wants to radically reshape the agency, which some lawmakers see as clinging too resolutely to its Depression Era mandate to regulate the communications industry "in the public interest."

Relying on that vague mission as his sword and shield, FCC Chairman William Kennard has pursued a litany of initiatives that have maddened deregulatory lawmakers, including calling for free airtime for political candidates, tightening broadcast ownership rules, pushing to create a low power FM service and investigating liquor companies' TV ad practices.

"There's a lot of sentiment for change," says Tauzin aide Ken Johnson. "We haven't had a comprehensive review of the FCC since the 1970s, when there was one telephone company, three networks and not even Bill Gates had heard of a laptop with Internet access."

Tauzin, who heads the House Telecommunications Subcommittee, wants to see the FCC's authority pared back. His aim, according to staffers, is for the agency to be remade into the telecommunication industry's cop and stripped of its power to dictate broad policies.

"He feels the FCC has spent too much time trying to regulate people and not enough going after bad actors," says Johnson. "Our biggest aggravation today is that the FCC is too political and has been activist in so many areas. At the same time, we have real crises in areas like satellite broadcasting, where companies were allowed to flimflam consumers."

Tauzin undoubtedly will make his point to Kennard this Wednesday (March 17), when the FCC chief testifies before the telecommunications panel along with the four other agency commissioners. Tauzin, after several more hearings this spring, plans to introduce legislation this summer to scale back the FCC operations. Tauzin



Congress leads the charge against the commission with plans to transform the agency, and jokes about getting rid of Kennard.

likely will be joined by other lawmakers who want to take away some of the agency's punch, including Senate Commerce Committee Chairman John McCain (R-Ariz.) and the panel's ranking Democrat, Conrad Burns of Montana. House Speaker Dennis Hastert (R-Ill.) has also endorsed an FCC overhaul.

McCain, too, is likely to introduce legislation in the coming months that would restrict the FCC's rule-making authority. Nor has McCain given up on the idea of requiring a four-vote "super majority" before issuing rules, an idea he floated and then dropped in January.

McCain also would like to see the FCC held to time limits for a broad range of proceedings including rule making, license approvals and merger petitions. "Limits are needed because they don't act on a timely basis," said an aide to McCain. The Arizona Republican also would like the FCC to hold more open meetings, not just one a month. In a similar vein, Senators Mike DeWine (R-Ohio) and Herb Kohl (D-Wis.)—the leaders of the Senate Antitrust Subcommittee—just last month introduced legislation that would require the FCC to complete antitrust reviews of pending mergers within six months.

Not all of the initiatives are likely to be aimed at tying the commissioners' hands. McCain is also considering lifting the "Sunshine Act" restrictions that prevent more than two commissioners from getting together in any setting besides a pub-

lic meeting. "This would help their decision-making capability," said McCain's staffer. "Right now they are forced to use legal assistants as spear carriers and it's very frustrating for everyone."

Tauzin has not offered any specific proposals but wants to achieve some broad goals, according to Johnson. First, Congress should eliminate agency rules lawmakers believe are unnecessary. Second, perhaps some agency functions could be turned over to the private sector. Third, some of the various agency bureaus could be combined to adjust for overlapping duties and the widely held belief that various industry sectors are "converging" or blurring so much that it's hard to tell where one business ends and another begins. (Johnson pointed to the satellite and wireless bureaus as examples.)

Sen. Burns is also pushing for staff cutbacks of "at least 10%," said one of his staffers. Burns, along with Rep. John Dingell (D-Mich.) as the Commerce Committee's top Democrats and among Kennard's most vocal critics, give the FCC overhaul critical bipartisan support. Burns has blasted Kennard's efforts for free airtime for campaign ads, ownership restrictions and has even urged the FCC to stay out of the debate over whether cable companies must carry broadcasters' digital signals.

Dingell, an even harsher critic and a barometer of Kennard's dicey relations with Capitol Hill, has accused Kennard of mismanaging the agency and bungling the implementation of the

Telecommunications Act. Only two weeks ago, Dingell joked that the first change Kennard should make is to "return to the private sector."

Despite the bevy of FCC critics, it's a long shot that the lawmakers will succeed. Overhauling the regulator of the economy's fastest growing and most profitable industries would be no easy task even if the legislation were queued up now. But if Tauzin sticks to his timetable, lawmakers will have less than a year to move the bill before election-year campaigns distract Congress from difficult decisions. "We

have between now and the summer of 2000 to get something done," Johnson remarked.

What's more, the Clinton administration, which is widely seen as the source of many of Kennard's initiatives, is likely to oppose a rollback of the FCC's authority, dooming restructuring to a bitter legislative fight. Kennard this week is expected to update lawmakers on consolidation of the agency's compliance and enforcement efforts, as well as promise to streamline more agency operations. But he isn't expected to offer much in the way

of dramatic restructuring.

Kennard and several of his fellow commissioners are also likely to challenge the charge that they are overstepping their bounds. The FCC has traditionally had a strong public-policy mandate, and not just because of the 1934 Communication Act's public interest mandate, they say. Congress routinely gives the panel authority to make social policy. One example: As part of the 1996 Telecommunications Act, lawmakers ordered the FCC to impose public-interest obligations on satellite broadcasters. ■



WASHINGTON WATCH

By Bill McConnell and Paige Albiniak

First Amendment efforts fall short

The Media Institute still is not happy with the government's efforts to uphold First Amendment rights. In its annual assessment, the Washington nonprofit group last week awarded the judicial branch a "B-", while giving "D" grades to the administration, Congress, and state and local governments. "The performance of the political branches of government has been consistently dismal," said Richard Kaplar, the Media Institute's vice president. The courts received the highest grade by striking down a law that would have required adult Web sites to screen users before allowing them access. Congress, in turn, got a "D+" for passing that law. State and local governments received the lowest grade, "D-", for trying to restrict content of billboard and bus advertising and for attempting to curtail the actions of so-called "paparazzi." The Media Institute gave the administration—represented

mostly by the FCC, although it is an independent agency—a "D+" for requiring satellite TV providers to adhere to new public-interest obligations and for rejecting a petition to scrap rules that require TV and radio stations to grant airtime to parties who have been criticized on the air.

GOP got more media bucks in 1998

Contributions to Republicans and Democrats from telecommunications, media and entertainment companies were up significantly in 1998, compared to midterm elections in 1993-94, according to the political watchdog group Common Cause. Telecommunications companies stuck with deregulatory Republicans, giving them \$5.5 million, compared with the \$3.6 million those companies donated to Democrats. During the 1998 midterm elections, telcom companies gave nearly \$3 million in combined contributions to Republicans and Democrats, about \$1.5

million for each party.

But Hollywood still prefers Democrats: Media and entertainment companies last year gave the Dems \$3.6 million, compared with the \$2.6 million given to the GOP, according to Common Cause. In 1993-94, media and entertainment companies shelled out \$2.8 million in combined contributions, nearly \$700,000 to Republicans and three times as much, \$2.1 million, to Democrats. Rupert Murdoch's News Corp. was the top media and entertainment contributor to Republicans, handing out \$460,250, while only giving Democrats \$60,000. Disney gave big bucks to both parties: \$367,175 to Republicans and \$471,206 to Democrats.

Getting tough on emergency alerts

The FCC's decision to step up enforcement of emergency alert system rules is paying off, the agency's chief compliance officer said last week. Thanks to a tougher inspection process launched

last month, fewer stations are ignoring 1994 rules requiring TV and radio stations to replace the old Emergency Broadcast System with a digital version. "It's been reported to me that there are stations that haven't taken the equipment out of the box," Compliance and Information Bureau Chief Richard Lee told delegates at the NAB's State Leadership Conference in Washington last week. FCC officials, however, said they have not yet compiled figures on how many stations they have brought in line. A survey conducted last fall found 15% of stations failed to meet various EAS requirements.

Finding room for low-power FM

Find out if the airwaves over your town soon could be filled with chatter from religious groups, students and foreign language broadcasters. The FCC is making available a software program it has developed to identify frequencies for which low-power 100-watt and 1,000-watt stations could be located in 60 U.S. communities. One caveat: The program does not account for frequencies that are blocked by geography or zoning and aeronautical restrictions.



#1 Broadcaster during February Sweeps!



K6-11 Rating

FOX KIDS is Up, ABC and NICK are Down!

K6-11 Share



Source: Nielsen NTI Galaxy Explorer 2/6-2/27/99 vs. 10/31-11/21/98, Saturday 8am-12n.
Fox Kids and the related logo are the exclusive property of Fox. All Rights Reserved.

*From HDTV sets to
networks, Cablevision's
Dolans want it all*



Cablevision
Chairman Charles
Dolan (l) and President
James Dolan

Vertical HOLD



As chairman of Cablevision Systems Corp., Chuck Dolan controls the New York Knicks and New York Rangers. He has courted both New York baseball teams. And he popped up as a backer in two auctions for NFL franchises last year. But he doesn't act like other sports owners, grabbing headlines by interfering with the coaches and players and hobnobbing with the jockeyati at court side. Dolan prefers to watch the game at home.

That's because Dolan isn't trying to live out some billionaire's fantasy sports camp. His fantasy is vertical integration, locking in rights for his New York regional sports networks, which in turn lure subscribers to his massive metro New York cable system cluster.

Dolan and his son, Cablevision President James Dolan, have been on a binge lately. After buying Tele-Communications Inc.'s New York systems two years ago, they've bought the Radio City Music Hall, local movie theaters, Nobody Beats the Wiz electronics stores, a Broadway play, all in the name of vertical integration. Dolan's systems ceaselessly promote the ailing play, 'The Scarlet Pimpernel,' on the air. Subscribers get discounts at The Wiz, which will also sell cable modems. Cablevision's Rainbow Programming arm is pushing HDTV fare.

But Cablevision faces the same challenges as other major cable operators, expanding their core business into high-speed Internet and telephone services. The Dolans sat down with BROADCASTING & CABLE Editor Harry Jessell and Deputy Editor John Higgins to discuss their recent moves, their qualms about Internet service @Home and why they're hesitant about participating in AT&T Corp.'s campaign to cut telephone ventures with cable operators. An edited transcript follows:

The big question is, if [Knicks player] Latrell Sprewell loses it, who does he attack first, you or Jimmy?

Chuck: He has to go through [Knicks Coach] Jeff Van Gundy. By that time I will have been alerted.

You're stretching into a lot of businesses away from cable. Teams make sense because of your regional sports networks. But what about the movie theaters, Radio City, the Wiz electronics stores, Broadway. Aren't those a big distraction from the core business?

Chuck: To my mind, the center of things is not cable—it's New York City. That's where we are. Cable is an instrument that we use to sell a product to the New York market, though we do have clusters in Boston and Cleveland. I don't think you can look at cable any more today as being cable by itself. Cable by itself belongs to the last 25 years. The next 25 years, it's what do you put with it, and what are you serving with that cable? And what values are you creating for a market? Cable is such a wonderful part of that. But if you're trying to make that the only business, I don't know where you're going.

Programming or telephone service are more natural complements. They build directly upon the cable platform, as opposed to consumer electronics retailing.

Chuck: But that's it—they all belong together. We have Open Cable converters coming next year. People need television sets and HDTV. All of the new applications of cable in the

home depend, in one way or another, on the home being equipped with new electronics.

You're going backward 30 years. All the local TV store guys started cable companies to sell TV sets.

Chuck: Maybe it's circular.

But doesn't this divert management attention and capital?

Chuck: It all has to do with how you're relating to the household. The more different ways we can connect that household, the more they can see an advantage in having us be their vendor for all of these different bundled services, the more secure we are. I would like to see the household, when they patronize us for one service, rewarded by giving them greater value on another service. It would be pretty difficult for anybody else coming in with just one aspect of that service to displace us.

The biggest change in your life two years ago was the deal with TCI. The biggest change in the past year was that 36% stake now going to AT&T. How is the AT&T deal going to change Cablevision?

Jim: The TCI deal contemplated them as a minority partner, without any control options. So we don't anticipate any change with AT&T in there. What AT&T does by coming into the industry is spike up the interest in our telephony business. You see this telephone deal with Time Warner. It seems that the whole industry is moving quicker on telephony than maybe they even anticipated it

DANIELS LEADERSHIP.

**\$5.7 BILLION IN COMMUNICATIONS IN 1998.
SELECTED TRANSACTIONS OF THE CABLE TELEVISION GROUP.**

This notice appears as a matter of record only
October 1998

Cox Communications Inc.
Has acquired
Prime South Diversified Inc.
d.b.a.
Prime Cable of Las Vegas

Sale represents 319,000 residential customers, 105,000 hotel units and other telecom related businesses.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
February 1998

TCI American Cable Holdings IV L.P.
A subsidiary of
TCI Communications Inc.
and
TCA Holdings II L.P.
A subsidiary of
TCA Cable TV Inc.
Have formed a joint venture partnership serving cable subscribers in Texas, Louisiana and New Mexico.

Partnership represents 305,000 basic subscribers.

We represented both parties.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
August 1998

Adelphia Communications Corp.
and
TCI Communications Inc.
Have formed a partnership serving various communities in Western New York, Northeast Ohio and Northwest Pennsylvania.

The partnership includes 470,000 basic cable subscribers and ownership of Empire Sports Network.

We assisted both parties in the transaction.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
October 1998

FrontierVision Operating Partners L.P.
Has acquired the assets of
State Cable TV Corp.
Serving Augusta, Waterville, Norway, Pittsfield and Rumford, Maine, and Freedom, Plymouth, Lincoln, Littleton, Conway and Moultonborough, N.H.

Sale represents 75,000 basic subscribers.

We represented the buyer and assisted in the negotiations.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
December 1998

MediaOne
Has acquired the assets of
Cablevision Industries L.P.
A subsidiary of
Time Warner Cable
Serving Dearborn and Wayne, Mich.

Sale represents 30,600 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
January 1998

Rapid Communications Partners L.P.
Has acquired the assets of
Rural Missouri Cable TV Inc.
Serving Branson and Hollister, Mo.

Sale represents 10,500 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
March 1998

TRADED:
FrontierVision Operating Partners L.P.
and
Comcast Cable Communications
Serving certain communities in Tennessee.

Trade represents 10,130 basic subscribers.

We represented FrontierVision.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
March 1998

FrontierVision Operating Partners L.P.
Has acquired the assets of
North Oakland Cablevision Partners L.P.
TVC-Sumpter L.P.
Serving various suburbs of the Detroit metropolitan area including portions of Oakland, Wixom and Wayne counties.

Sale represents 8,145 basic subscribers.

We represented the sellers.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
April 1998

SOLD:
A-R Cable Services Inc.
A subsidiary of
Cablevision Systems Corp.
Serving Paragould, Ark.

Sale represents 4,324 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
April 1998

Vista Broadband Communications LLC
Has acquired
Smyrna Cable TV
from
Cable Holdings of Georgia Inc.
Serving the city of Smyrna and portions of Cobb County, Ga.

Sale represents 26,500 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
June 1998

Adams CATV Inc.
Has acquired the assets of
A-R Cable Services Inc.
A subsidiary of
Cablevision Systems Corp.
Serving Windsor, N.Y. and New Milford, Pa.

Sale represents 4,000 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
June 1998

Adelphia Communications
Has acquired the assets of
A-R Cable Services Inc.
A subsidiary of
Cablevision Systems Corp.
Serving Wellsville, Hammondsport, Penn Yan, Branchport and Gorham, N.Y.

Sale represents 11,600 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
June 1998

Avalon Cable
Has acquired the assets of
Amrac Clearview
Serving Hadley and Belchertown, Mass.

Sale represents 4,925 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
June 1998

Traded:
Cable One Inc.
Serving Lufkin, Fuller Springs, Burke, Daboll and Angelina County, Texas.
and
TCA Cable Partners
Serving Bartlesville, Dewey and Tonkawa, Okla.

Trade represents 27,500 basic subscribers.

We represented both parties.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
June 1998

Loretel Systems Inc.
Has acquired certain assets of
Spectrum Cablevision L.P.
An affiliate of
Leonard Communications Inc.
Serving communities in Minnesota and North Dakota.

Sale represents 4,580 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
June 1998

OpTel Inc.
Has acquired certain private cable assets of
Northgate Communications
Serving subscribers in the Los Angeles area.
Sale represents 1,575 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
July 1998

Friendship Cable of Texas Inc.
Has acquired certain assets of
Television Cable Service Inc.
TCI Cablevision of Texas Inc.
from
TCI Communications Inc.
Serving various Texas communities.
Sale represents 24,000 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
August 1998

Blackstone Cable
Has acquired certain assets of
Milestone Communications of North Carolina L.P.
Serving the towns of Santee, Vance, Branchville and Bowman, S.C.
Sale represents 2,557 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
August 1998

DF Cablevision L.P.
Has acquired the assets of
Cable Properties Inc.
Serving Mayville, Kingston, Acton, Berville and Allenton, Mich.
Sale represents 1,900 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
August 1998

Eagle West L.L.C.
Has acquired certain assets of
Mark Twain Cablevision L.P.
An affiliate of
Fanch Communications Inc.
Serving various Arizona communities.
Sale represents 4,700 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
August 1998

United Video Satellite Group Inc.
Has made an investment in
KaStar Satellite Communications Corp.
The FCC satellite licensee of the Ka band orbital slots at 109.2° and 73°.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
August 1998

NPG Cable of Arizona Inc.
Has acquired certain assets of
Mark Twain Cablevision L.P.
Serving Payson and other communities in Arizona.
Sale represents 12,360 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
September 1998

TelePartners L.L.C.
Has acquired the assets of
Vision Electronics Co.
Serving rural communities in Iowa and Nebraska.
Sale represents approximately 3,000 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
October 1998

Mediacom LLC
Has acquired the assets of
Boothel Video Inc.
A subsidiary of
Cablevision Systems Corp.
Serving Caruthersville, Mo.
Sale represents 3,900 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
December 1998

Communications Services Inc.
An affiliate of
TCI Communications Inc.
Has acquired the assets of
Com-Star Cablevision of Nevada LLC
Serving the South Lake Tahoe, Nev. area.
Sale represents 600 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
December 1998

Helicon Partners I L.P.
Has acquired certain assets of
FrontierVision Operating Partners L.P.
Serving various communities in North Carolina and Tennessee.
Sale represents 4,350 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
December 1998

Northland Cable Television Inc.
Has acquired certain assets of
King Videocable Co.
An affiliate of
MediaOne Group
Serving Mt. Shasta, Calif. and surrounding communities.
Sale represents 4,900 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
December 1998

STC Cable Partners I L.P.
Has acquired the assets of
Galaxy Management Inc.
Serving Sequencesville, Tenn.
Sale represents 1,750 basic subscribers.

We represented the seller.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
December 1998

Traded:
Susquehanna Cable Co.
Serving New Castle and Warren, Maine and New London, N.H.
and
FrontierVision Operating Partners
Serving Freeport, Harswell and Woodwich, Maine.
Trade represents 11,130 basic subscribers.

We represented both parties.

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This notice appears as a matter of record only
December 1998

TRADED:
TCA Cable Partners
Serving Sallisaw, Okla.
and
Classic Communications Inc.
Serving Hudson, Texas.
Trade represents 3,470 basic subscribers.

We assisted both parties in the transaction.

 **DANIELS & ASSOCIATES**

This notice appears as a matter of record only
December 1998

United International Holdings Latin America
A division of
United International Holdings Inc.
Has acquired the Moron family's 55 percent interest in
TV Show Brasil S.A.
An MMDS service provider in Fortaleza, Brazil.

We represented the sellers.

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This notice appears as a matter of record only
January 1999

Pine Tree Cablevision Associates L.P.
Has acquired certain assets of
Carolina Cable Partners
Serving St. Stephen, Cross and Cottageville, S.C.
Sale represents 2,400 basic subscribers.

We represented the seller.

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would. Things like high-speed cable modems could very well take a back seat to telephony in the next two years.

How?

Jim: AT&T didn't make those investments so that they could just sit on them for a couple years. So I would anticipate that you're going to see a lot of movement in that area. That's going to move the industry. It influences the Wall Street analyst who looks at that. Then other operators feel compelled to be in it, too, because it becomes part of the valuation equation for cable. And I think you'll actually see that this year.

Is it going to slow modem deployment at Cablevision?

Jim: We've already been in the telephone business—it's not particularly new for us. But for the same business that we had basically last year, we've grown it on a pretty nice clip. But the attention that The Street and the financial community have given to the telephone business since AT&T entered into it vs. when Cablevision entered into it—I mean, it's changed the equation on it.

It's a capital allocation question. Do you expect to put more money into telephone and less into modem deployment in the next 18 months?

Jim: Eighteen months. I will tell you in the next 12 months, modems will still be bigger than telephone. In 18 months it could be telephone. If IP telephone becomes real, then you're really just talking about the same technology with different applications. You could see exponential growth of the modems and telephone.

If IP telephone doesn't pan out, can Cablevision or the industry afford to take a slower approach to deployment of cable modems. Telcos seem to be making headway with high-speed Internet via digital subscriber lines?

Chuck: My answer to that would be that IP sounds like a wonderful promise. I wouldn't hold up telephone one minute. Keep going with the switches, let's roll out telephony as rapidly as if IP weren't in the picture. As fast it is practical to do so. We're in pretty good shape, because we've been in telephone now for six years, and we're close to doing \$100 million of business in telephony. And we're a pretty good telephone company. It's almost all commercial. But we have 2,000-2,500 residential customers.

Jim: What is really going to push the high-speed business is standardizing modems and enabling consumers to install it themselves. We could see that this year. New computers have a much easier technology to allow you to do that. Then modems become an item that you could sell in The Wiz. Then you can see the point where you move a lot more rapidly—assuming you keep up with all the servers and everything else you need.

Because the \$300 capital burden of the modem is totally off your back.

Jim: It's not really the capital. If it was just capital, I think we'd be out there with it. The cost equation works, so why not multiply it? It's the labor issues. How do you ramp up to that pace of installation when you have to send out a truck to every home to do the installs?

Chuck: When we started it, everything was a problem. You had to send one person out in the morning to put the wiring in. Then another person had to go out in the afternoon and do the downloading to the PC. And they were lucky to be finished in one day, for one customer. And then he was probably unhappy

"We like vertical integration. It isn't buying sports teams, it's content. And it's very important and compelling local products."

—Chuck Dolan

about something, such as we had spoiled his computer. The organization was green at it.

Are you concerned about the service problems with @Home?

Jim: Yes. @Home underestimated the amount of time that people would leave their computers on. I think they worked off of the old model of dial-up service, when people hung up at some point. But they had some issues with the amount of traffic going through the system.

That's disingenuous. Everyone saw this in the initial Viacom trials in 1994. If you advertise an "always-on" service, why

are you startled when people always leave it on?

Chuck: You can have an always-on service, but you'd better also have a little note that comes through there and says: "Hey, it's going off in 15 minutes," or something, unless you click the button. What it does is turn off those people who've just left it for the weekend while they went to Florida.

What about this limitation on broadcast-quality video streaming, which seems to be mandated from the cable partners. How much do you fear that Cablevision @Home customers will download channels from someplace else—but not bothering to pay for basic cable?

Jim: I don't know how concerned we are about that. But my concern is that the @Home folks concentrate on their core business, and that it not become a speculative stock issue on all those other different pieces of Internet-type business. And my hope is that they will continue to get their core business down right.

You seem worried that they're overly focused on driving the stock price instead of hammering out the operating snags?

Jim: I get concerned with the idea of the @Home network providing video or telephone, or any other type services that gets them away from their core business of providing a high-speed access or home pages. Look at the ramp-up of Internet stocks, many of which have no revenue stream, or have a revenue stream that is burdened by a tremendous amount of capital expense. This is not a stock play for Cablevision—this is an operating strategy for the company. That's what we're mostly interested in.

Are you worried about the threat to your business?

Jim: I'm concerned that I can offer the modem products and that it's a quality product for my customers. They're not interested in my stock price; they're not interested in that @Home's stock price. They're interested in being able to get on the service and get through to the Web sites and the portals that they want to quickly, to paint pictures at the speed that we said that they could paint. That's got to be the No. 1 business. I worry a lot about the discussions of companies like @Home

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Rainbow Sports

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Metro Channels
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Fox Sports New England
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Fox Sports Florida
Fox Sports Network

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\$293

\$156

\$115

\$163

\$46

\$120

\$28

\$16

\$879

Rainbow Entertainment

AMC
Romance Classics
Bravo
Independent Film Channel
Much Music
News 12

\$1559

\$315

\$679

\$261

\$168

\$84

Miscellaneous

The Wiz TVstereo stores
Clearview theaters
@Home stake
Lightpath CLEC

\$0

\$185

\$1,329

\$944

Debt

\$6,705

Total Net Cablevision Value

\$18,926

Cablevision owns 75% of Rainbow; Rainbow's ownership of sports units ranges from 27%-100%

Source: Merrill Lynch analyst Jessica Reif Coen



blue-skying the technology to the stock market and taking their eyes off the ball of providing service to the customer.

Companies like Disney are concerned that you guys are going to be the gatekeeper to Internet video, that you're the only ones with high-speed delivery. And you're going to prevent that high-speed delivery from competing with your cable business.

Jim: I've already got 10,000 customers in who don't want video. And I plan on adding a bunch more. This really goes over to the more important category of cable as a common carrier. If you expect that your cable company is going to build out the infrastructure right, do you put capital investment in so that it could be a common carrier? I think that's a mistake. I'm certainly not interested in doing that.

What about the phone joint ventures AT&T is trying to create with cable operators. Would you prefer to go it alone, or prefer to be part of a consortium? Would you take the Time Warner deal?

Jim: I don't know. It's still too fresh. And we haven't talked

enough about it.

Chuck: I wouldn't take the same terms as Time Warner.

Jim: Well, based on that, the answer is no.

Chuck: We don't really know what the Time Warner deal is yet, how much bandwidth is involved in that, and what functionality goes with it, for example. I think all of these products go together. The idea of having different companies performing different functions on the same wire for the same customer, I sort of step back from that. That's a little bit difficult. Also as I understand it the Time Warner deal, the economics are okay. But I think the possibilities are greater than that.

You think you really need to bundle telephone with cable, Internet and Rockettes tickets?

Jim: I think that we'll eventually pass the 20% penetration mark. But that includes discounts on cable as well, and this joint venture doesn't anticipate that. That bundled value is tough to give up—and you've got to do that with the AT&T deal.

Chuck: From a consumer point of view, telephone is a commodity service. Your first task is to teach the customer to trust you, that you can provide that service as well as another vendor. Once you've reached that level, then it's all margins. Then you need to give him the value that he couldn't obtain elsewhere, like bundling video service together with the telephone service. You've got a big advantage. And I think you'd go marching right by your 20%-25%.

What about boring, plain old cable? Do you see all this improving your core business?

Jim: It's going to be the advanced box that really does that. Not just having current environment compressed so you can offer more channels, but the two-way services that go along with the advanced box. The potential of things like home networking being connected through that box, into the broadband network is great. We don't want to deploy a technology inferior to that one. The capital investment is in the technologies that are intermediate now doesn't make any sense.

When can that happen?

Jim: As soon as we have a set-top box and an operating system behind it that we feel is technically reliable and deployable. If you asked me six months ago, I would have told you it was for sure going to be by the end of 1999. Now I'm not quite so sure. We will have the box, but whether it's deployable in 1999 I'm not sure.

Chuck: The important thing is that as soon as you have that box, then all of these other elements float up and come

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together. You've got HDTV, you have video-on-demand; you have the electronic program guide; you have streaming data onto your video screen; and you have the card reader in the box. The smart guys in our industry—like Barry Diller—they're focusing on that. All of that moves you in the direction of e-commerce. And when you have all of those elements working together, then you're going to be able to sort out pretty quickly which one has the real importance.

Rate regulation is disappearing. Are you going to jack the rates up? What's the plan?

Jim: No plan at all. We've set our rate structures for the year. We're not going to vary from them. The idea that Congress is holding a regulatory ceiling on rates is mythological at this point. The threat of operators losing subscribers is much more of a ceiling on rates than Congress.

Well, maybe for you. Media One last year was putting through 13%-16% rate increases.

Chuck: Regulation is unnecessary. If Congress were really doing what it ought to do, we wouldn't have the problem at all. Let us sell everything a la carte. The government starts out by mandating a package, basic service, and then requiring you to load up that service. If the FCC would say "Hey, no program vendor can say to any cable company that you must carry our service in a particular package or not carry it at all," then you wouldn't have any more rate problems. The consumer would be left to select from a menu whatever you wanted. You would be incented to reduce your prices as much as possible, to encourage him to buy the maximum. And the only reason for a package would be to discount the price.

Would you settle for that as a programmer? You could start doing that with Rainbow right now.

Chuck: The whole industry would be so helped by that, that the initial pain that you would take would be well worth it, and you'd be rid of the whole rate regulatory argument.

Because you stopped doing that with SportsChannel.

Chuck: We didn't create the economic equation on this. The government created it in the service of the broadcasters. The government wants all of the broadcasters carried, and they want them carried on channel—and they won't let the consumer buy any cable unless they first buy the service that contains all of the broadcast channels. That's the beginning of the problem.

Jim: They've literally created the economic equation that the ubiquitously distributed sports services are supported by everybody essentially in the nation. Whether you want to or you don't.

Chuck: Every survey we take tells us that half of the homes in our area have no interest in sports. But, yet, every home has to buy ESPN, and pay for it.

What are you going to do about digital must-carry?

Jim: We're actually anxious to get more HDTV products in. We're already carrying HDTV feeds out of the Garden. But right now we have to carry it on an analog basis, which is a big bandwidth hog. As we move to digital solutions, that will calm down.

Chuck: But it isn't digital must-carry—it's digital must-buy. It is one thing to legislate that if a broadcaster puts out a digital service, you must carry it. But it's quite another to say to the

*"Things like
high-speed
cable modems
could very well
take a back
seat to
telephony in the
next two years."*

—Jim Dolan

subscriber that you must have that service before you can buy any other service. People need to distinguish between the two.

How are the sets moving at the Wiz?

Chuck: I was at the Rego Park [Queens, New York] store and they said they had sold three of them.

How many sports teams are you going to buy?

Chuck: We like vertical integration. It isn't buying sports teams, it's product content. And it's very important and compelling local products. To the extent that we can make arrangements—whether they're equity arrangements or contrac-

tual arrangements, to maximize our capacity to provide that to a customer, that's what we want to do.

Do you even like sports? Other than making money on the TV networks? The word is that you've been to two Knicks games.

Chuck: I don't go as much as Jim does. A favorite evening for my wife and I is to sit down on the couch and have a fire going, have dinner and watch sports. I've been to more than two.

How many more than two?

Chuck: We're in the business, really, of providing the games to people on television. And we enjoy our product.

Jim: The truth is that I won't give him the seats.

The New York Yankees and New Jersey Nets are merging to spark a bidding war for their local TV rights. What are the chances that those TV rights will get away from you? What about, for example, ESPN starting ESPN East?

Jim: Probably pretty slim. Both teams are very heavily dependent on the media revenue. Doing it themselves would be an extremely risky proposition. ESPN shut down ESPN West to start ESPN East? Unlikely. We will do our best to make sure we don't lose the rights.

Diller has approached you about buying parts of Rainbow. Are you likely to sell?

Jim: That's completely speculation. Not at this point. We're flattered by Barry's interest. We're continuing to go into the regional business with it.

Will you buy the New York Mets?

Jim: We're interested in the sports teams in New York. We have two of the best ones now. The obvious next opportunity is a baseball team. I wouldn't look for it by Opening Day.

Any other major acquisitions on tap?

Jim: We really have to get down to executing the operating strategy. Just like @Home. ■

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WB's kids season looks up

Kellner and company look to 'Batman' and 'Pokemon' to improve ratings for block

By Steve McClellan

Kids' WB is counting on two solid-midseason performers—*Batman Beyond* and *Pokemon*—to make it more competitive next season on both Saturday mornings and weekday afternoons. The network took a pounding in the ratings in both dayparts in fourth-quarter 1998.

Kids' WB unveiled its 1999-2000 schedule at a presentation to advertisers in New York last week with word that both shows have been given 52-episode renewals. *Pokemon*, the Japanese import that first emerged as a hit in syndication this season before doing double duty on WB, moves exclusively to WB in the fall. It will air weekday afternoons at 3:30 p.m. and on Saturday mornings at 10 a.m. The show has generated big numbers for WB since debuting Feb. 13. On Feb. 27, it scored a 5.1 rating and 19 share with kids 2-11 (according to Nielsen figures), a record rating for a Kids' WB program.

Batman Beyond has also turned in solid numbers—it did a 4.3/15 among kids 2-11 on Feb. 27. It will air at 9 a.m. on Saturdays and at 4 p.m. on weekdays, in rotation with *The New Batman/Superman Adventures*. According to Jed Petrick, head of sales for the WB, both shows have helped give the entire Saturday morning schedule a ratings lift so far in the first quarter. With both *Batman Beyond* and *Pokemon* in place, the network scored its highest-ever Saturday morning average, a 2.9 rating, two weekends ago.

Ironically, *Batman Beyond* factored into the network's fourth-quarter woes. It was supposed to debut in the fall but was delayed until last month. That delay, coupled with the "meltdown," as WB chairman Jamie Kellner put it, of *B.R.A.T.S. of the Dark Nebula*, spelled trouble for KWB's fourth-quarter ratings. The Saturday morning slate was down 23%, while the weekday afternoon schedule fell 29%.

But with the two midseason replacements on the schedule, WB has made up some of that ground. Season to date (through Feb. 27), the network's Saturday lineup has averaged a 2.0/9, down 10%, while the weekday afternoon

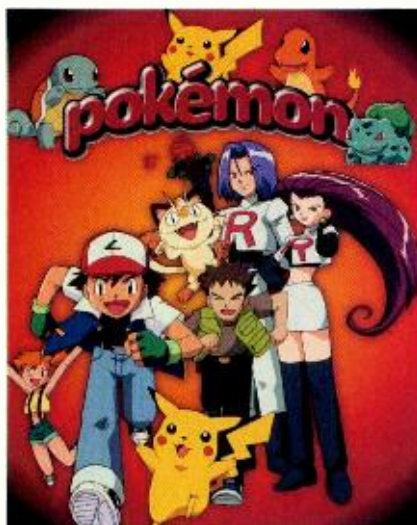
Kids WB 1999-2000 Schedule

Monday-Friday

8:00 a.m. ...*Big Cartoonie Show**
8:30 a.m.*Histeria!*
3:00 p.m. ...*Big Cartoonie Show**
3:30 p.m.*Pokemon*
4:00 p.m.*Batman Beyond*/
 New Batman/
 Superman Adventures

Saturday Morning

8:00 a.m.*New Batman*/
 Superman Adventures
8:30 a.m.*Men in Black:*
 The Series
9:00 a.m.*Batman Beyond*
9:30 a.m.*On the Ropes**
10:00 a.m.*Pokemon*
10:30 a.m.*Detention**
11:00 a.m. ...*Big Cartoonie Show**
* New show



The Japanese import helped Kids' WB to its highest Saturday morning rating.

block is doing a 0.9/6, down 18%. WB Entertainment President Susanne Daniels says the Saturday slate has

grown 56% in ratings since the debut of the two shows in February.

Despite this season's ratings setbacks, Kellner told agency executives at last week's upfront presentation that the WB is committed to the kids business. It has to be in order to attain the broader WB goal of being first among adults 18-34. Kellner also acknowledged last week that WB's commitment to kids was important to Warner Television Animation, the retail stores division and the company's other licensing and merchandising efforts. Indeed, the animation studio owns or has an interest in all but three shows on Kids' WB's new schedule.

Kellner said last week that Kids' WB is being "re-engineered," in some respects. He cited a new development deal with the production team of Mike Tollin and Brian Robbins. Their credits include *Kenan & Kel* for Nickelodeon and *Arli\$\$* for HBO. They are doing the first live-action series for Kids' WB, called *On The Ropes*, scheduled to air in next season's Saturday lineup at 9:30 a.m. It's a show about wrestling—a sport that's extremely popular with today's younger set. The backdrop is a high school where kids use "school-sanctioned wrestling to resolve conflicts."

Kids' WB has just gone through major management changes as well. Jean McCurdy has given up responsibility for Kids' WB to focus on her other full-time job as president of Warner Bros. Animation. Susanne Daniels, the recently appointed entertainment president of the WB, has overall responsibility for Kids' WB now. She brought in Donna Friedman from Nickelodeon to run the day-to-day Kids' WB operation.

Friedman told her agency audience last week that a *Pokemon* feature film will debut in August or September, coinciding with the start of the new kids TV season. On Saturday, she said, the show will serve as the transition program from the more boy-appeal action cartoons to shows of more equal appeal to boys and girls.

Other new shows for next season include *Detention*, from Warner's animation division, and a compilation of recent Warner Bros.-Steven Spielberg cartoons, called *The Big Cartoonie Show*. ■



'Judicial anarchy' fear dims Albany station's view

Clear Channel's WXXA-TV Albany, N.Y. has lost its bid to televise a police brutality trial. Much of Judge Larry Rosen's opinion seemed to agree with the Fox affiliate's constitutional arguments to strike down the state's 1952 ban on cameras in the courtroom. He called WXXA-TV's case "extraordinarily persuasive," adding that the 1952 statute was "hopelessly anachronistic" and "appears to be clear discrimination against electronic media." Yet he ruled that "it would be an unwise act of judicial anarchy" to override the legislature and that allowing cameras would set the stage for the defendants to claim they had an unfair trial.

In 1997, a 10-year experiment in televised trials lapsed and New York reverted to the 1952 ban. The legislature may reconsider the issue this year. Clear Channel's

attorney, Michael Grygiel, said he will appeal the decision, but the trial will probably go forward.

East Cleveland, Ohio, mayor leads picketers at WJW-TV

The mayor of East Cleveland, Ohio led dozens of picketers outside WJW-TV there earlier this month to protest a broadcast they said left the misimpression that their community is overrun with gangs. The offending story described what the station called a "ghetto memorial" on a wall decorated with graffiti and drawings of tombstones and other commemorations of the deaths of local teens. Mayor Emmanuel Onunwor said he found the story's airing at the end of Black History Month especially troubling. Protesters accused the station of racism and scaring business away, despite some positive trends in the community.

Vice president and general manager Michael

Renda responded in a letter made public that he was sorry, but only that the mayor and his supporters were offended. "Our goal was to highlight a compelling symbol of love, loss and despair among a group of neighborhood teenagers. There was no attempt to disparage East Cleveland or African-Americans or the other citizens who live there." Renda also disputed protesters' claims that the station focuses on crime in the area.

Dog killing on Pa. station hits police

A report on a police shooting of a pit bull brought hundreds of calls to WJAC-TV Johnstown, Pa., and led to revised police procedures regarding animal control.

News Director Mark Carros said that although his station did not show the actual shooting (the tape was frozen as the officer drew his gun), the phones nonetheless rang for two nights after the dog killing. Both police and reporters

arrived in response to a woman's complaint that a pit bull—inexplicably tied outside her home—had trapped her inside.

The station's presence somewhat deflated the police defense that the dog's agitated state necessitated the shooting, Carros said. "We were there for approximately an hour," Carros said. "We got there as the police were putting together a choke collar and pull. The dog was not being aggressive. Then for some reason the police sprayed the dog with pepper spray, and the dog started crying and whining. Then one of the three officers there pulled his gun and shot the dog."

Police objected to the report, contending that it took the shooting out of context through selective editing. "So we made the decision to air two minutes and 10 seconds of the tape" the next evening, although the actual shooting was still not shown. Police, who face legal action from the Humane Society, now concede they are not properly trained in animal control, and will add training.

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

Monica makes it for WABC-TV

Sweeps' final night ratings help station carry the day in nation's top market

By Steve McClellan

Monica Lewinsky was the decisive factor in WABC-TV New York's February sweeps victory, adding two-tenths of a rating point to the station's sign-on-to-sign-off rating on the final night of the sweeps (March 3).

WABC-TV had been in a seesaw battle with WNBC(TV) first. In the New York

market, the Barbara Walters-Monica Lewinsky interview averaged a 34.5/46 on WABC-TV, giving the station a final sign-on to sign-off household average of 5.5/13, well ahead of WNBC's 5.2/13.

The bad news for both stations is that their ratings, which dropped predictably last February when CBS had the Olympics, didn't rebound in February 1999. In fact, the stations' ratings fell further. Over two years, WABC-TV is

down 18% and WNBC is down 20%.

Those drops are due in part to declining ratings for some syndicated shows and network soaps. For example, looking at that two-year drop: In February 1997, *Oprah Winfrey* averaged a 9 rating on WABC-TV. In February 1999, the talker did a 5.9, according to the Nielsen Station Index rating books for New York. Soap opera *One Life to Live* averaged a 6.4/21 in Febru-

ary '97 and a 5.6/17 in February '99.

On WNBC, *Sally Jessy Raphael* did a 7.9 rating in February 1997 at 4 p.m., but dropped to a 3.5 at 3 p.m. in February 1999.

With the tough Olympics comparison, WCBS-TV was down 23% year-to-year in the sweeps, finishing fourth (sign on to sign off) with a 4.0/10, behind third place WPIX(TV). Over two years, WCBS-TV is up 5%. Its biggest achievement in the past sweeps was placing second (behind WABC-TV) in the 5 p.m. news race—the first time that's happened in eight years.

WCBS-TV Station Manager Steve Friedman attributed the second-place finish to more live reporting during the newscast and the appeal of the anchor team of Steve Clark and Dana Tyler, put in place a year ago. The newscast was actually down 4% in rating year to year, to a 5.4/12. But WNBC's *Live at Five* stumbled, dropping 24% to a 5.1/11. WCBS-TV also recaptured the noon news lead, with a 5.2/16, its rating up 4% from a year ago.

For the first time in New York, a

Spanish-language station, WXTV(TV), beat an English-language station, WWOR-TV, in prime time during a major sweep period.

Univision's WXTV averaged a 4.2 rating/6 share (8 p.m. to 10 p.m.), versus a 4.0/6 for UPN affiliate WWOR-TV. Telenovelas did the trick for WXTV: *The Usurper* and *The Lie* averaged a 4.2/6 and a 4.4/6, respectively, from 8 p.m. to 10 p.m. WWOR-TV averaged a 4.0/6 in the time period with UPN programming, which was down 15% from February '98.

Both WWOR-TV and Fox flagship WNYW(TV) continue to slide in the ratings. Over the past two years, WNYW, fifth-ranked in the market, has dropped 22% in household ratings (sign on to sign off), to a 2.9/7. During the same period, sixth-ranked WWOR-TV dropped 16% to a 2.6/6. WB affiliate WPIX finished third overall in the market in February, with a 4.2/10, flat from February '97.

ABC's Monica interview also gave its flagship a huge boost in the local late-night news race, adding seven

tenths of a rating point to its 11 p.m. newscast, which finished with a 9.8/17, down 2% from a year ago. WNBC's late news was winning up to the last night of the sweep, and finished with a 9.7/17. WCBS-TV was down 18% to a 5.4/9, well behind *Seinfeld* on WPIX, which did a 9.6/17.

In prime time access, WABC-TV is down but dominant with *Jeopardy!* at 7 p.m. and *Wheel of Fortune* at 7:30 p.m. *Jeopardy!* was down 14% to a 13.8/23 and *Wheel* was down 28% to a 12.1/20. *Friends* on WPIX was second at 7 p.m. with a 6.3/11, up 24% in the time period, while *Hollywood Squares* was second at 7:30 p.m. with a 6.6/11, up 5% in the time period.

In the 10 p.m. news contest, WNYW was winner, with a 5.4/8, although the station did re-title five half-hours (which weren't factored into the ratings average), including those that went up against Monica. Discounting the re-titling, WNYW still won, with an 5.0/8, compared to a 4.7/7 for WPIX's 10 p.m. news. WWOR-TV's 10 p.m. news averaged a 3.7/6.

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MARCH 1-7

Broadcast network prime time ratings
according to Nielsen Media Research

PEOPLE'S CHOICE

Wednesday's '20/20' interview with Monica Lewinsky turned out to be the highest-rated show of the February sweeps with a 33.4/48.

Week 24	abc	CBS	NBC	FOX	UPN	WB
	7.8/12	8.5/13	9.4/15	9.0/14	1.7/3	4.2/6
MONDAY	8:00	37. Cosby 8.2/13	48. Suddenly Susan 7.2/11	58. Melrose Place 6.7/10	104. Dilbert 2.2/3	67. 7th Heaven 6.4/10
	8:30	35. King of Queens 8.3/13	54. Mad About You 6.8/10		112. DiResta 1.2/2	
	9:00	41. ABC Monday Night Movie—Tin Cup 7.8/12	20. Ev Lvs Raymd 10.3/15	12. Ally McBeal 11.3/17	108. The Sentinel 1.7/3	106. Hyperion Bay 2.0/3
	9:30	32. Becker 9.1/14	16. Dateline NBC 10.6/17			
	10:00	44. L.A. Doctors 7.6/13				
TUESDAY	10:30					
	8:00	10.6/17	11.1/17	7.9/12	10.1/15	2.6/4
	8:30	5. Home Imprvmt 14.3/22	73. 3rd Rock fr/Sun 5.9/9	23. Opening the Lost Tombs: Live from Egypt 10.1/15	92. Moesha 2.9/5	101. Buffy the Vampire Slayer 2.5/4
	9:00	26. The Hughleys 9.6/15	50. NewsRadio 7.0/11		92. Clueless 2.9/4	
	9:30	27. Spin City 9.5/14	34. Just Shoot Me 8.5/13		103. Malcolm & Eddie 2.3/4	90. Felicity 3.0/5
WEDNESDAY	9:30	33. Dharma & Greg 8.9/14	41. Will & Grace 7.8/12		105. Between Brothers 2.1/3	
	10:00	18. NYPD Blue 10.5/18	31. Dateline NBC 9.2/15			
	10:30					
	8:00	26.0/38	9.5/14	6.4/9	3.2/5	4.3/6
	8:30	16. Dharma & Greg 10.6/17	11. Dateline NBC 11.6/18	64. Beverly Hills 90210 6.5/10	99. 7 Days 2.6/4	79. Dawson's Creek 4.7/7
THURSDAY	8:30	10. Drew Carey 11.8/18	45. World's Most Amazing Videos 7.5/11	67. Party of Five 6.4/9	88. Star Trek: Voyager 3.7/5	85. Charmed 3.9/5
	9:00	1. 20/20 33.4/48	80. Touched by an Angel 4.5/7	30. Law & Order 9.4/14		
	9:30					
	10:00	7.1/11	7.4/12	13.4/22	4.1/6	1.9/3
	8:00	58. America's Funniest Home Videos 6.7/11	40. Diagnosis Murder 7.9/12	2. Friends 15.2/24	83. 30th Annual NAACP Image Awards 4.1/6	95. Wayans Bros. 2.8/5
FRIDAY	8:30	64. Drew Carey 6.5/10	5. Jesse 13.1/20		107. UPN Thursday Night Movie—Inferno 1.9/3	90. Jamie Foxx 3.0/5
	9:00	54. Spin City 6.8/11	50. Turks 7.0/11	5. Frasier 14.3/22		95. Steve Harvey 2.8/4
	9:30	39. ABC News: Crime & Justice 8.0/14	46. 48 Hours 7.4/13	7. Just Shoot Me 13.6/21		99. For Your Love 2.6/4
	10:00			9. ER 12.2/21		
	10:30	7.6/13	6.9/12	8.5/15	3.8/7	1.4/2
SATURDAY	8:00	61. Michelle Kwan Skates to Disney's Hits 6.6/12	54. Kids/Darndest 6.8/12	35. Providence 8.3/15	87. Brimstone 3.8/7	108. Am Greatest Pets 1.7/3
	8:30	54. Candid Camera 6.8/12	54. Kids/Darndest 6.8/12			110. Am Greatest Pets 1.5/3
	9:00	61. Sabrina/Witch 6.6/11	74. The Magnificent Seven 5.8/10	20. Dateline NBC 10.3/18	85. Millennium 3.9/7	111. Love Boat: The Next Wave 1.3/2
	9:30	69. Brothr's Keeper 6.2/11	37. Nash Bridges 8.2/15	50. Providence 7.0/12		
	10:00	25. 20/20 9.8/18				
SUNDAY	10:30	4.4/8	8.0/14	5.3/10	6.2/11	
	8:00	82. I Survived a Disaster 4.3/8	58. Martial Law 6.7/12	78. Four Continent Figure Skating 5.0/9	70. Cops 6.1/11	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY
	8:30				61. Cops 6.6/12	
	9:00	80. ISU Grand Prix Final Figure Skating 4.5/8	43. Walker, Texas Ranger 7.7/13	75. The Pretender 5.5/10	72. AMW: America Fights Back 6.0/10	
	9:30		27. Sons of Thunder 9.5/17	75. Profiler 5.5/10		
	10:00					
SUNDAY	10:30	8.1/13	13.2/21	6.8/11	7.3/11	2.9/4
	7:00	64. Wonderful World of Disney—Ed 6.5/10	4. 60 Minutes 14.8/24	70. NBA Basketball—Los Angeles Lakers vs. Utah Jazz 6.1/11	83. World's Funniest! 4.1/7	89. 7th Heaven Beginnings 3.1/5
	7:30		3. Touched by an Angel 15.1/23		50. The Simpsons 7.0/11	92. Sister, Sister 2.9/5
	8:00				46. That '70s Show 7.4/11	95. Smart Guy 2.8/4
	8:30				18. The X-Files 10.5/16	95. Zoe Dunc Jck Jn 2.8/4
SUNDAY	9:00	27. 20/20 9.5/14	12. CBS Sunday Movie—Seasons of Love, Part 1 11.3/18	49. NBC Sunday Night Movie—Crimson Tide 7.1/11		102. Unhap Ever After 2.4/4
	9:30					
	10:00	23. The Practice 10.1/17				
	10:30					
		10.1/16	9.0/15	8.6/14	6.7/11	3.3/5
WEEK AVG						
STD AVG	8.4/14	9.2/15	9.0/15	7.3/12	2.0/3	3.3/5



GET WITH THE PROGRAM

By Joe Schlosser

Warner Bros. pilot on board at UPN

UPN has ordered a pilot from rival Warner Bros. Television. UPN executives last week confirmed they had given the green light to *The Strip*, an action/comedy hour from *Lethal Weapon* producer Joel Silver and Warner Bros. It is the first time UPN has ordered a pilot from Warner Bros. On the other side, UPN's sibling studio, Paramount, (Viacom owns both) produces *Sister, Sister* for The WB. Executives at UPN

describe *The Strip* as a present-day *Starsky and Hutch* set in Las Vegas, with comedy and action blended together à la the *Lethal Weapon* films. Alfred Gough and Miles Millar are also on board as executive producers with Silver. The pilot will be shot in Las Vegas, and casting for the series is under way.

Blackstone on law

Jill Blackstone has been named executive producer of Twentieth Television's upcoming syndicated

series *Divorce Court*. Blackstone was formerly supervising producer on *Sally Jessy Raphael*. *Divorce Court* is set to debut in syndication this fall and is currently cleared in 85% of the country.

KW goes to the 'Doodlezoo'

King World Productions has landed its first children's series deal. It's a co-production with The Discovery Channel on the live action and animated children's series *Doodlezoo*, the syndicator

announced Tuesday. The series, created by Keith Potter, tells the story of six zoo animals that have escaped into the outside world. *Doodlezoo* will air next season on Discovery Channel and its co-owned Discovery Kids and Animal Planet channels.

'Redhanded' catches on

UPN's new reality series, *Redhanded*, brought the network its highest household rating in the Monday 8:30 p.m. time period in 40 weeks. The show averaged a 2.2 rating/3 share according to Nielsen Media Research overnight numbers. *Redhanded* improved the time period's ratings by 75% in men 18-34, and 30% in adults 18-34.

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TV execs pitch NATPE Lite

Fall preshow programming exhibit would be in L.A.

By Joe Schlosser

A number of top Hollywood syndication executives came out of the National Association of Television Program Executives convention in January grumbling about its cost, timing and location, as well as the dearth of transactions taking place on the conference floor.

Three top studios have actually threatened to pull out or drastically change their approach to NATPE in the coming years.

Enter Chuck Larsen and Joe Weber, who have come up with what they think is a solution: a week-long Los Angeles-based event that will showcase the top syndicated program offerings three months in advance of NATPE. The event, dubbed the Fall Syndication Preview, would take place in October, catering to programming executives from the top 25-50 station groups, and would be hosted by the top Hollywood studios, if Larsen and Weber have their way.

"My sense is that this is something the television syndication community

has been talking about and asking about for a long time," says Weber, a longtime television executive and former NATPE chairman. "We'll see if they step up to the plate on this."

Weber, who runs his own television consulting firm in Malibu, Calif., and Larsen, also a former NATPE chairman and MTM Enterprises executive, have gone from studio to studio over the last few weeks pitching their event. Under their plan, two executives from each station group would be flown to Los Angeles, driven around town, entertained each evening at a different studio gala and shown the various syndicated programs by day. Rooms at the Beverly Hills Hotel have been reserved and the studios are being asked to put up close to \$200,000.

And what has the reaction been? Mixed, at best, from both the studio and station community. No Hollywood studio has signed on yet. Some have hinted that they like the idea, while others have given the idea a definite no. Columbia TriStar Television Distribution executives say they have listened to Weber's pitch and opted against it. ■



SEARCH & SCAN

By Elizabeth A. Rathbun

USA plans IPO

USA Radio Network plans to go public with an offering of 100,000 shares at \$10 per share. Formed in 1985, Dallas-based USA transmits news, music and talk programming to more than 1,180 radio stations by satellite. Among its offerings are *Daybreak USA*, *USA Radio Daily* and *Your Health Matters*. With the \$1 million it hopes to raise, USA intends to launch new programming including live Internet simulcasts of its broadcasts; buy new equipment, and start a major advertising campaign to increase its affiliate numbers.

Justice OKs Capstar/Triathlon deal

Capstar Broadcasting Corp. will sell five of nine radio stations in Wichita, Kan., to bring its radio revenue share there below 40%, the Justice Department announced on March

5. Last October, Justice had asked the FCC to schedule a hearing on whether Capstar could buy Triathlon Broadcasting Co., which currently owns six of those stations. That request was withdrawn and the settlement with Justice allows Capstar and Triathlon to proceed with their \$190 million deal. Capstar will sell KEYN-FM, KFH(AM), KNSS(AM), KQAM(AM) and KWSJ-FM to Connoisseur Communications Partners. FCC approval of the deal is still pending.

CD Radio gets negative outlook

The stock price of would-be Digital Audio Radio Services broadcaster CD Radio Inc. has rebounded after dropping to \$22 March 4 and 5, after news that Moody's Investors Service was downgrading its outlook for the New York-based company from stable to negative. While

CD Radio's debt rating remains "Caal," Moody's cited equipment delays and increased costs as "potentially eroding the first-to-market advantage [that CD Radio] had over its competitor, XM Satellite Radio Inc." Moody's added that its negative outlook is "tempered" by \$300 million worth of investment in CD Radio by Apollo Investors and Prime 66 Partners. The satellite-to-car radio company on Feb. 5 said it has to raise another \$175 million before it can start broadcasting, and that the chip sets to be used in receivers won't be ready until June 2000, instead of this December. It also said its first satellite won't be orbiting and tested until June 2000 instead of next March. Both CD Radio and XM intend to begin consumer service in 2000. But in a competitive twist, CD Radio late last month filed a lawsuit against XM, saying XM's pro-

posed satellite-delivery system would infringe on three of its patents. On March 3, CD Radio also said it is opening an office in Detroit to get closer to the nation's automobile companies. CD Radio's stock price jumped more than 3.5% and 7.4% last Tuesday and Wednesday, respectively. By Wednesday the stock was up to \$23.4375.

Star System president picked

Jason Kane has been named president of Capstar Broadcasting Corp.'s Star System division, based in Austin, Texas. Since 1984, Kane has been working at the Research Group, where he helped develop formats and helped radio companies expand into international markets. He also has been a programmer at radio stations in Washington and Kansas City, Mo. Star System, developed by Capstar, delivers customized radio programming to multiple markets out of either Austin or Fort Lauderdale, Fla.

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NBC cozies up to ValueVision

Network takes \$44 million stake in home-shopping channel; plans move into e-commerce

By Price Colman

In the past year, ValueVision International has experienced some serious discomfort: loss of a key catalog business, meltdown of a merger proposal and departure of its founding fathers.

It might just have been just growing pains.

Last week, the cable shopping channel-direct marketer signed over a \$44 million stake to GE Capital (via GE Equity) and NBC—obtaining crucial financial backing and organizational support in the process.

It's a deal that is expected to make ValueVision a player in the e-commerce game—as long as history doesn't repeat itself and the deal doesn't self-destruct like last year's optimistic-but-unconsummated merger with National Media.

ValueVision, which has struggled into third place among home shopping channels since its 1990 founding, clearly is a key part of NBC's plan.

Broadcast networks have long been polished at selling advertising. But consumer products are something else entirely. The blurring of platforms—broadcast, cable and Internet—requires outside-the-box thinking.

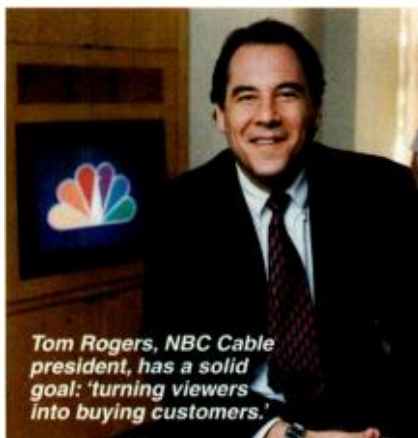
The goal, says NBC Cable President Tom Rogers, "is turning viewers into buying customers." For that, "involvement with ValueVision can be critical," says GE Equity Managing Director Jeff Coats.

"ValueVision recognized they needed a media partner to get distribution," says Mark Riely of Media Group Research in New York. "And NBC recognized what [USA Networks chief Barry] Diller recognized—that there is convergence between broadcasting, cable and e-commerce that has the power to drive people to Internet sites."

For their \$44 million, GE Capital and NBC obtain 15% interest in ValueVision. For an additional \$12 million, they're also buying warrants to take their stake to 19.9% and a five-year option to buy up to 39.9% of the company.

Gene McCaffrey, the former retail-marketing industry executive who took ValueVision's helm in June 1998, sees the GE/NBC deal as an essential break.

"The commitment of GE, NBC and



Tom Rogers, NBC Cable president, has a solid goal: 'turning viewers into buying customers.'

ValueVision positions ValueVision to be a leader...of commerce in TV and online," says McCaffrey, predicting the company will soon show a return to operating profits.

It's a deal analysts like as well.

"It's certainly huge news for ValueVision shareholders and an excellent deal for NBC," Riely says. "If they can move ValueVision from 15 million full-time equivalent cable subscribers to 30 million to 45 million, there's tremendous upside. It's a smart move for both companies."

Along with using ValueVision as a bargaining chip in negotiations with cable operators over retransmission consent and digital carriage, NBC

intends to rebrand the company and team it with a portal provider.

Snap, a portal company in which NBC holds a minority interest, is an obvious choice, but the network is keeping its options open.

Although "Snap is something very near and dear to our hearts, there are no judgments on that regard yet," says Rogers.

That's fueled speculation that NBC has its eye on another portal company, perhaps even Lycos. NBC had expressed interest in Lycos before Diller and USA Networks went after it. With the resignation of Lycos board member David Wetherell, chairman-CEO of Lycos' largest shareholder CMGI, that deal appears to be unraveling. If Lycos comes into play again, NBC almost surely will come knocking, sources say.

At the same time, an NBC strategic relationship with Excite, which At Home is buying, or Yahoo! is possible.

"NBC knows they can drive [cable] distribution," says a source familiar with the situation. "Over the coming months it will be interesting to see how the third leg of the stool plays out—who they come up with as a portal partner. It might be Snap, but I presume NBC will want to do more than that."

Rogers declined to discuss any NBC portal plans beyond Snap. ■

Adult channels mate

Playboy's \$100 million purchase of Spice creates compatible bedfellows

By Joe Schlosser

Starting today, adult entertainment channels Playboy and Spice will finally be one.

Playboy Entertainment Group executives are preparing to quickly change the face of adult pay per view with the closing of Playboy's \$100 million acquisition of rival Spice Entertainment Companies.

Under the famed Playboy bunny ears, executives are taking over the reins of



Tony Lynn, Playboy Entertainment Group's president

the two Spice Entertainment cable services, Spice and Adam & Eve. The plan is to merge the latter with one of Playboy's own networks.

Playboy TV and Spice, two longtime rivals on the subscription and pay-per-view cable front, will remain intact, but Adam & Eve will soon be merging with Playboy's "more erotic"

movie service, Adultvision.

Tony Lynn, Playboy Entertainment Group's president, says Adam & Eve and Adultvision will probably be merged into Spice2 within the next three to four months.

"Playboy TV and Spice will continue uninterrupted, but the conversion and consolidation of Adultvision and Adam & Eve into Spice2 will take some time," Lynn says.

Launched in June 1995 as a 24-hour adult movie service, Adultvision

became Playboy's second cable/pay per view. Spice was launched in 1989, and was spun off into a second movie service under the Adam & Eve brand in 1994. Spice will be renamed Spice1, Lynn says, adding that Adultvision and Adam & Eve will share a library of Vivid Video and VCA-produced movies when they are combined into Spice2.

"We will operate Spice1 and Spice2 as 100% movie services, that are 100% non-duplicated from one to the other," Lynn says. "I'm not sure if there is

going to be a thematic difference other than the fact they will be 100% pay per view and not subscription oriented."

Playboy TV, which airs a number of original nightly and weekly adult series, will continue to be sold on a subscription or pay-per-view basis, Lynn says.

Playboy will also be launching a Spanish language network in the U.S. this year. The Spanish service will be a "rebound" of Playboy TV Latin America and will feature original Latin American-produced series and specials. ■

AT&T-TCI merge starts new era

Telecommunications industry girds to go from regulated to market-driven venue

By Price Colman

With the closing of the AT&T-TCI merger last week, the telecommunications industry gathers momentum in its move from a regulated arena to a market-driven, competitive venue.

For AT&T, it's back-to-the-future time. Once a behemoth in the local telephone business, AT&T lost its monopoly position with the 1984 court-ordered breakup of "Ma Bell." Now, with TCI's precious "last mile" connection to 11 million households, AT&T returns to its local telephone roots. In doing so, it goes up against its offspring, the so-called "Baby Bells" spun out in the breakup.

AT&T wants to offer local phone service by year-end, and it has identified 10 ex-TCI cable markets where it intends to spend \$2 billion for upgrades. In the words of AT&T Chairman-CEO C. Michael Armstrong, the merger "is a huge step forward in the

transformation of AT&T to an *any-distance company*."

Still, the deal mixes different corporate and technological gene pools, which is likely to cause some turmoil. But the

approximately \$59 billion deal also underscores the advent of telecommunications competition on a variety of fronts.

"The entrance of AT&T into the cable business is the ultimate endorse-



CABLE'S TOP 25

PEOPLE'S CHOICE

Nickelodeon's live broadcast of 'All That' lived up to its title last week. It ranked No. 5 in the ratings, with a 6.9 share. No kidding.

Following are the top 25 basic cable programs for the week of March 1-7, 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	6.4 4.8	4802	9.1
2	WWF Wrestling	USA	Mon	10:00P	65	6.3 4.8	4722	10
3	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	5.1 3.9	3884	7.5
3	WWF Wrestling	USA	Sun	7:00P	60	5.1 3.9	3834	7.9
5	All That Live	NICK	Sat	9:00P	60	4.2 3.1	3121	6.9
5	Kenan & Kel	NICK	Sat	8:30P	30	4.2 3.1	3103	7
7	Rugrats	NICK	Sat	8:00P	30	4.1 3.1	3045	7.1
8	WCW Monday Nitro Live!	TNT	Mon	10:00P	66	4 3	3012	6.4
9	Rugrats	NICK	Mon	7:30P	30	3.8 2.9	2866	6.2
10	WCW Thunder	TBS	Thu	9:04P	69	3.7 2.9	2864	5.7
10	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	3.7 2.8	2817	5.3
10	Rugrats	NICK	Tue	7:30P	30	3.7 2.8	2729	5.9
13	WCW Thunder	TBS	Thu	8:05P	59	3.5 2.7	2700	5.6
13	Movie: 'Die Hard 2'	TBS	Sun	8:00P	155	3.5 2.7	2675	5.2
13	Hey Arnold	NICK	Mon	8:00P	30	3.5 2.6	2625	5.2
13	Rugrats	NICK	Fri	7:30P	30	3.5 2.6	2579	6.1
13	Rugrats	NICK	Thu	7:30P	30	3.5 2.6	2577	5.6
18	Rugrats	NICK	Wed	7:30P	30	3.4 2.5	2502	5.5
19	Rugrats	NICK	Sun	10:00A	30	3.2 2.4	2409	8.9
19	Movie: 'First Blood'	USA	Tue	9:00P	120	3.2 2.4	2399	4.9
19	Sat Nicktoons TV	NICK	Sat	10:00A	30	3.2 2.4	2389	9.2
22	Movie: 'First Blood'	USA	Sun	5:00P	120	3.1 2.3	2317	5.6
22	Walker, Texas Ranger	USA	Mon	8:00P	60	3.1 2.3	2304	4.4
22	Movie: 'Doing Time....'	LIF	Sun	3:30P	120	3.1 2.3	2300	6.6
22	Sat Nicktoons TV	NICK	Sat	9:30A	30	3.1 2.3	2299	9.2
22	The Brady Bunch	NICK	Sat	10:00P	30	3.1 2.3	2278	5.1



AT&T CEO Armstrong's goal is to offer local phone service by year-end, spending \$2 billion in upgrades.

ment of the cable broadband architecture, and it's a transforming event," says Mike Luftman, spokesman for Time Warner Cable, which recently overtook TCI to become the nation's largest MSO.

"I think it's going to drive the industry in a direction that will remake our whole relationship with our customers."

And while the merger has generated similar applause from the financial community, analysts nonetheless caution that AT&T's mammoth resources can't guarantee that upgrades and new services will be delivered on schedule.

The merger itself closed weeks ahead of schedule—a sign of AT&T's eagerness to get down to business.

Meanwhile, in an unmistakable sign that there's a new corporate parent, AT&T has begun sending free, 10-minute prepaid long-distance calling cards to TCI customers. AT&T is also sending welcome letters to TCI's 32,000 employees.

Cable operations will remain based

in Denver under the leadership of former TCI President Leo Hindery, who's CEO of the newly formed subsidiary, AT&T Broadband & Internet Services. So far, fewer than 10 TCI employees—all of them in the department that handled banking and financing issues—have been cut because of duplication at AT&T. If more layoffs are forthcoming, it'll likely not be more than 100 workers, according to Hindery.

The merger is the realization of a dream for John Malone, under whose guidance TCI became the largest, most influential and often most reviled of cable operators.

In the wake of the failed Bell Atlantic-TCI merger of 1994, Malone seemingly retreated into the shadows. But it was only to regroup. Returning to the spotlight in late 1996, he set the compass for a deal that would ultimately dwarf the \$33 billion Bell Atlantic transaction. At closing, the AT&T-TCI merger was valued at \$55 billion to \$59 billion, according to various estimates.

With the cable distribution business in friendly hands, Malone has free rein and plenty of cash—\$5.5 billion and counting—to take Liberty Media Group, TCI's former programming subsidiary, exploring. While Liberty's core holdings in Discovery, USA Networks, and various News Corp. partnerships such as Fox/Liberty Sports and TV Guide Inc. will remain the bedrock, expect Liberty to become an active venture-capital player in interactive media, technology and e-commerce, Malone says.

"You have to have a nurturing approach and patience," Malone notes, explaining Liberty's recent approach. "Eight of 10 ideas probably won't work out and the government will help you with that" through tax write-offs.

Liberty intends to be a long-term investor—essentially a closed-end mutual fund, in the words of Denver hedge fund manager Ken Goldman—but it won't be boring with Malone at the helm. "We're going to have lot of fun with it," he says. ■



'Intimate Portrait' gets released

Unapix Entertainment has teamed with Lifetime TV to distribute Lifetime's *Intimate Portrait* series on home video. Last week, 15 titles of the signature series became available for the first time to consumers on a Unapix designed and operated e-commerce site, which is being promoted in on-air spots and on Lifetime Online, the network's Web site. The upcoming initial home video launch of 62 episodes will be available in more than 1,000 retail locations nationwide within 60 days of release.

TCM honors Kubrick

Turner Classic Movies pays tribute to director, writer

and producer Stanley Kubrick as part of the network's "31 Days of Oscar Marathon." TCM will feature the late director's Oscar-winning and nominated films, including: *Lolita* (March 17 at 10:30 a.m. ET); *Spartacus* (March 26 at 8 a.m. ET) and *2001: A Space Odyssey* (March 29 at 1 a.m. ET).

Discovery Health ready to go

Discovery Health Media announced Tuesday that the launch date for the new Discovery Health Channel will be Aug. 2. The 24-hour channel is designed for basic cable and satellite distribution. The programming lineup will include the prime time series *21st Century Medicine*, live and

taped operations, alternative medicine reviews and explorations of health myths.

Watching while you surf

Showtime Networks released research Monday showing that nearly one in five U.S. households exhibits convergent behavior by simultaneously viewing television and accessing the Internet. The total has increased more than 80% since December 1997. The findings were based on studies conducted in January 1999 by an independent research company.

Harry joins Oscar on awards block

As a way to honor any movie that helps the public

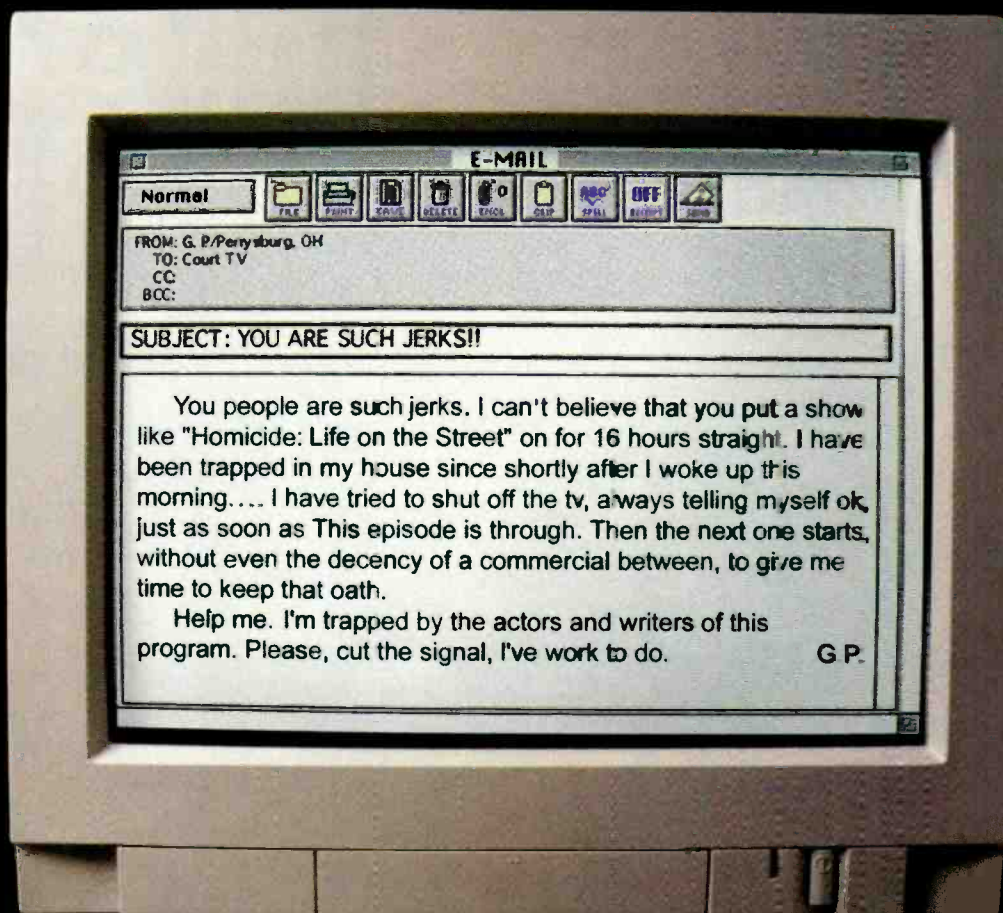
better understand or appreciate history, History Channel announced the creation of an annual awards program. *The Harry Awards* (named after the ancient Greek historian Herodotus) will premiere March 18 at 9 p.m. ET.

The Boys are back in town

Backstreet's back—all right! Showtime will premiere *Backstreet Boys: Coming Home* on Sunday, April 4 at 7 p.m. ET. Filmed in the Florida quintet's hometown at the Orlando Arena, the concert features hits from their quadruple-platinum, self-titled album and footage of the band's time at home. The group was recently nominated for the Best New Artist Grammy, losing out to Lauryn Hill. However, they have won an MTV Award for Best Group Video, and, of course, the hearts of millions of teenage girls nationwide.

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Source: Nielsen Galaxy Explorer; prime time: M-F, 8-11pm, 12/28/98-2/28/99 vs. 12/29/97-3/29/98. Women 18-49 #3 ranking reflects Nielsen Custom VPV# Analysis, M-F, 8-11pm, 12/28/98-1/24/99. Overall ratings reflect total day excluding paid programming, 12/28/98-2/28/99 vs. 12/29/97-3/29/98. Recent prime weekend: 2/27/99-2/28/99 vs. 3/28/94-2/21/99. Subject to qualifications upon request.

NAB99

Seller's Guide

Major station groups get ready to shop in Las Vegas



For this second in a two-part seller's guide, **BROADCASTING & CABLE** spoke to engineering executives at major broadcast station groups to get a peek at their NAB '99 shopping lists. DTV equipment—running the gamut from encoders and upconverters to modular infrastructure gear to hi-def production cameras—was at the top of nearly everyone's agenda. But station groups are still very much focused on making

their NTSC product more profitable, and are looking at new newsroom production systems, digital tape formats and server-based commercial insertion systems to keep up to speed. Digital ENG systems have also piqued station group's interest, as broadcasters look to maintain their current newsgathering capabilities in the face of FCC plans to auction off some of the 2.5 ghz spectrum stations used for news feeds.

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Belo

21 TV stations (17 owned, 4 managed)

A.H. Belo has been one of the more active station groups in the rollout of HDTV and has been a strong proponent of the 1080i format. According to Belo's Manager of Engineering, Bob Turner, it has vowed to furnish all of its 20 stations, including its Fox and ABC affiliates, with 1080i equipment.

Belo has been broadcasting 1080i at its Dallas ABC affiliate WFAA-TV for about a year, using a Snell & Wilcox upconverter to switch the network's 720p-formatted feed to 1080i.

Turner has until 2002 to decide how to implement HDTV at Belo's Fox stations, KASA-TV Santa Fe and KMSB-TV Tuscon, Ariz. "I think that we may see some network format changes before this is all over," he says. "So we are going to stay with the format we think is right and will evaluate every year what we need."

Turner points to an absence of development in 480p gear. "I just don't know how that format is going to work," he says.

After debating whether to pursue a mezzanine-compressed 270 or 360 Mb/s routing infrastructure or full-bandwidth 1.5 Gb/s routing, Belo has decided to go full-bandwidth with Grass Valley HD routers.

"Many of our stations are equipped with Grass Valley 7000 routers [for NTSC] and the high-definition frame works as another level on that same router," Turner continues. "It's been a no-brainer to choose how to continue in the high definition area, as they integrate nicely."

His plan is to start with a small but expandable full-bandwidth router at each station so that it that can grow as routing needs become more complex.

While some broadcasters are concerned that there is a dearth of affordable products to accommodate 1.5 Gb/s routing, Turner begs to differ. "I don't think there are enough products to implement [mezzanine compression] right now, and I think the cost of it and the complexity of that additional compression aren't reasonable to pursue," he adds.

For its news operations, Turner is trying to determine where Belo can evolve to 601 component digital and where it needs to overhaul older facilities. "A lot

of it is going to depend on cost and availability of equipment," he says. "We don't want to build these things three or four times, but certainly 601 and high definition are going to be mixed together for quite a while simply because there are no news implementations of high definition."

He adds, "Three years from now it will probably be different. I think we are seeing a very fast evolution to high-definition products."

Belo has chosen Sony's Betacam SX for news acquisition and will continue to look at developments in the format. For news graphics Belo is using Quantel, and Turner will keep his eyes open for any upgrades that may enhance its newscasts.

In moving to a digital environment, Turner is finding that "the most difficult with" is file-server technology. He says that while a number of stand-alone solutions work well as tape machine replacements, the industry is lacking comprehensive solutions for news operations and for automation of additional channels, including the HD channel.

"A file server is absolutely key to making all of that work," Turner says. "So we are really trying to follow that technology very carefully to look at what improvements are being made and at what cost."

He also will be researching solutions for the Program and System Information Protocol (PSIP) tables—the onscreen electronic programming guide (EPG) that is part of the ATSC transmission standard. "I think most of the PSIP solutions are going to be tied to what kind of encoder you are going to buy, at least initially," he notes. "The interfaces for PSIP into the encoders are not standardized, which means the best working arrangement probably is to buy your PSIP [generator] from the same company you buy your encoder from."

Turner also is hoping to see an implementation of Dolby E, a professional audio standard which allows broadcasters who are able to handle AES/EBU digital audio to support multichannel Dolby Digital using Dolby encoders and decoders. ■

—Karen Anderson

NAB 1999 SELLER'S GUIDE

SHOPPING LIST:

- ✓ file servers
- ✓ PSIP systems
- ✓ digital audio production equipment
- ✓ graphics systems



Bob Turner

manager of engineering,
A.H. Belo

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SONY

Cox

10 TV stations (9 owned, 1 managed)

For the past few years Cox Broadcasting has been actively gearing up for digital DTV and already has two digital broadcasting stations: KTVU-DT in Oakland, Calif., and WSB-DT in Atlanta. As a result, Cox's shopping list for NAB '99 is a short one. Sterling Davis, Cox's vice president of engineering, says he expects this year's show to involve mostly research and possibly some small-scale buying.

The new \$13 million Sony-built digital facility, WSB-TV Atlanta, is on the air full time broadcasting upconverted NTSC content and ABC-provided 720p programming. The new plant is filled with Sony cameras, tape decks, servers, and production switchers, as well as Panasonic monitors and D-5 VTRs. The station does not, however, have an HD routing system "because we chose not to buy one," says Davis.

"We're only passing through network HD signals and [doing] other miscellaneous testing," he adds. Because of that, Davis does not plan to look at HD routing equipment at NAB. "It's expensive for what we want to do," he says. "We are waiting to see what happens." Davis says he does not expect to see any major advancements or improvements in routing technology at NAB. "Not in '99," he adds.

On Feb. 27, KTVU(TV) in Oakland helped celebrate San Francisco's Chinese New Year in high definition [B&C, March 8, 1999]. KTVU employed National Mobile Television's (NMT) Sony-equipped HD-2 production truck for its high-definition broadcast on digital channel 56, while it cropped and downconverted the picture for broadcast on Channel 2, its NTSC station. Davis says he plans to send a tape of KTVU (TV)'s Chinese New Year HDTV broadcast to Cox stations launching DTV on Nov. 1, 1999.

Four more Cox stations that will begin broadcasting DTV this year: WPXI(TV) Pittsburgh; KIRO-TV Seattle; WSOC-TV Charlotte; and WFTV(TV) Orlando. According to Davis, the stations will most likely use a Leitch Juno upconverter, the same model being used at WSB-TV. (KTVU uses a Snell & Wilcox model.) KIRO-TV will be using a Harris/Lucent HDTV encoder, but Cox has not decided what encoders the other stations will use. Davis hopes to make that decision before April's NAB. Cox already

has groupwide contracts with Harris for transmitters and Dielectric for antennas.

It is difficult to estimate just how much it will cost to convert each Cox station for DTV broadcast, says Davis. "Each station is unique and it can vary by as much as \$4 million," he says.

One thing Cox is looking for at NAB is video servers for use in its NTSC master control operations for several of its stations including WFTV (TV) in Orlando and WHIO-TV in Dayton, Ohio, says Davis. "We're pretty wide open," he says. "There are several [vendors] we want to consider." And Cox is also looking at news editing and play-to-air systems for nine stations that do news.

"I'm hoping to see a more integrated system with the news editing and the newsroom automation part," Davis continues. "We'd like to get away from tape-based editing if we can. Our machines are wearing out."

Although he has not done any preliminary investigation into integrated systems, Davis says he is open-minded and wants to see what vendors have to offer. He predicts a slow migration to fully digital production systems for news at Cox stations.

Davis plans to investigate the new NDS compressed digital ENG system, since the FCC has announced plans to auction off some of the 2.5 ghz frequencies broadcasters currently use for ENG (B&C, Nov. 30, 1998). However, he's not sure how long it will be before such a system is actually ready for the broadcast market.

"The FCC says [the take-back of the spectrum] all has to happen Jan. 1, 2000. But that's not going to happen because the equipment hasn't been totally designed yet," he notes. "The later it happens, the better as far as we're concerned."

Davis also hopes to see new closed-captioning solutions in Las Vegas. The FCC has also mandated closed captioning of all programming by affiliates in the top 25 markets by Jan. 1, 2000. (The rule also applies to all DTV programming). The FCC ruling stipulated that closed captioning built into electronic newsroom (ENR) computer systems also does not comply, because it only provides captioning for scripted portions of the newscast, making most broadcasters' news captioning systems obsolete. ■

—Karen Anderson

NAB '99 SELLER'S GUIDE

SHOPPING LIST:

- ✓ news editing systems
- ✓ digital ENG
- ✓ closed captioning systems



Sterling Davis

vice president of
engineering, Cox
Broadcasting

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LIN

10 TV stations (7 owned, 3 managed)

This year, NAB will be a stroll in the park for LIN Television. The station group has been preparing for HDTV from the onset and has two DTV stations already on the air. That's why LIN Vice President of Engineering and Operations Bob Ogren says the company is ready for the transition of all its stations to digital.

"We didn't go helter-skelter into this," says Ogren. "We have implemented a systematic plan to upgrade all of our facilities for the digital transition, and that's why we're in such good shape now."

The station group currently has two digital stations on the air, WTNH-DT, the Hartford/New Haven, Conn. ABC affiliate, and WISH-TV, the Indianapolis CBS affiliate. Last March the NBC/LIN-owned Dallas/Fort Worth station KXAS-DT became the first commercial station to broadcast a 1080i high-definition major league baseball game. And LIN will launch two more digital stations this year, Fox's WAVY-DT in Portsmouth-Norfolk, Va. and NBC's WOOD-DT in Grand Rapids, Mich.

The station group has contracts to purchase Comark UHF DTV transmitters and Larcen VHF DTV transmitters as well as Dielectric antennas.

"Right now we're pretty much set unless there are new and improved products to do what we're doing, and that's something we always need to keep an eye on," Ogren explains.

In December, LIN became the first station group to make a large-scale purchase of Comark/DiviCom HDTV encoders. The company will install the first encoders at WISH-TV and WTNH-TV and later at all of its other stations and LMAs.

"I think the finished product is being shown at NAB, and we're looking forward to seeing that," Ogren says.

LIN's operations engineers will be "on a scouting trip" for a variety of products for HD production and playback, including full-bandwidth video servers and tape machines, says Ogren. "We need to have something to play back material to have real HD material on the air, rather than just upconverting," he notes. Ogren is interested in Pluto's HyperSPACE High Definition Digital Video Recorder, which is being used at Capitol Broadcasting station and CBS affiliate WRAL-

HD in Raleigh [B&C Feb. 15, 1999] and CBS's digital O&Os.

In the near future, LIN's 601 digital infrastructure should carry the station group into HDTV production, Ogren says. "One of these days we'll get the full bandwidth [1.5 Gb/s], but it's going to be a few years before we consider that because routers have a good long shelf life," he explains. "I'm looking at it when there are a lot of [DTV] customers out there—at least 50% penetration."

Ogren is also interested in learning more about digital ENG systems. "It's new because [the FCC is] cutting down on the channels so we may need to go to digital and cut down on the bandwidth," he says.

He plans to investigate the NDS "Digital ENG" system which employs COFDM (Coded Orthogonal Frequency Division Multiplexing) modulation [B&C, Feb. 15, 1999]. COFDM avoids multipath interference by using multiple carriers (up to 2,000) to transmit a signal, instead of the single-carrier technique employed by analog FM modulation and digital modulation schemes. "It's looking good so far," says Ogren.

LIN has integrated the Tektronix EditStar/Avid NewStar newsroom computer system with Tektronix Profile servers into the news operations at WTNH-TV and WAVY-TV. "We've had an interesting experience with that and we're looking to further it," he says. "We couldn't do what we're doing without them." He says he will be looking for any new upgrades to the systems.

The station group employs Louth automation software that controls the Hewlett-Packard MediaStream and Philips MediaPool video servers for commercial insertion. "We're just really trying to take a look at what we've been doing and see if there are any improvements," Ogren says. "You can't just go down the path blindly."

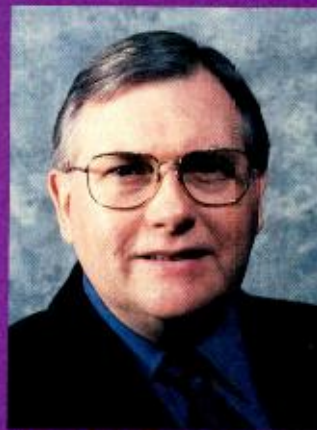
Also on Ogren's shopping list are video servers for programming playout and storage devices. But depending on the price tag, LIN may not be ready to buy just yet. "I'm waiting for the price of the drives to come down," he says. "They're getting cheaper and cheaper." ■

—Karen Anderson

NAB 99 SELLER'S GUIDE

SHOPPING LIST:

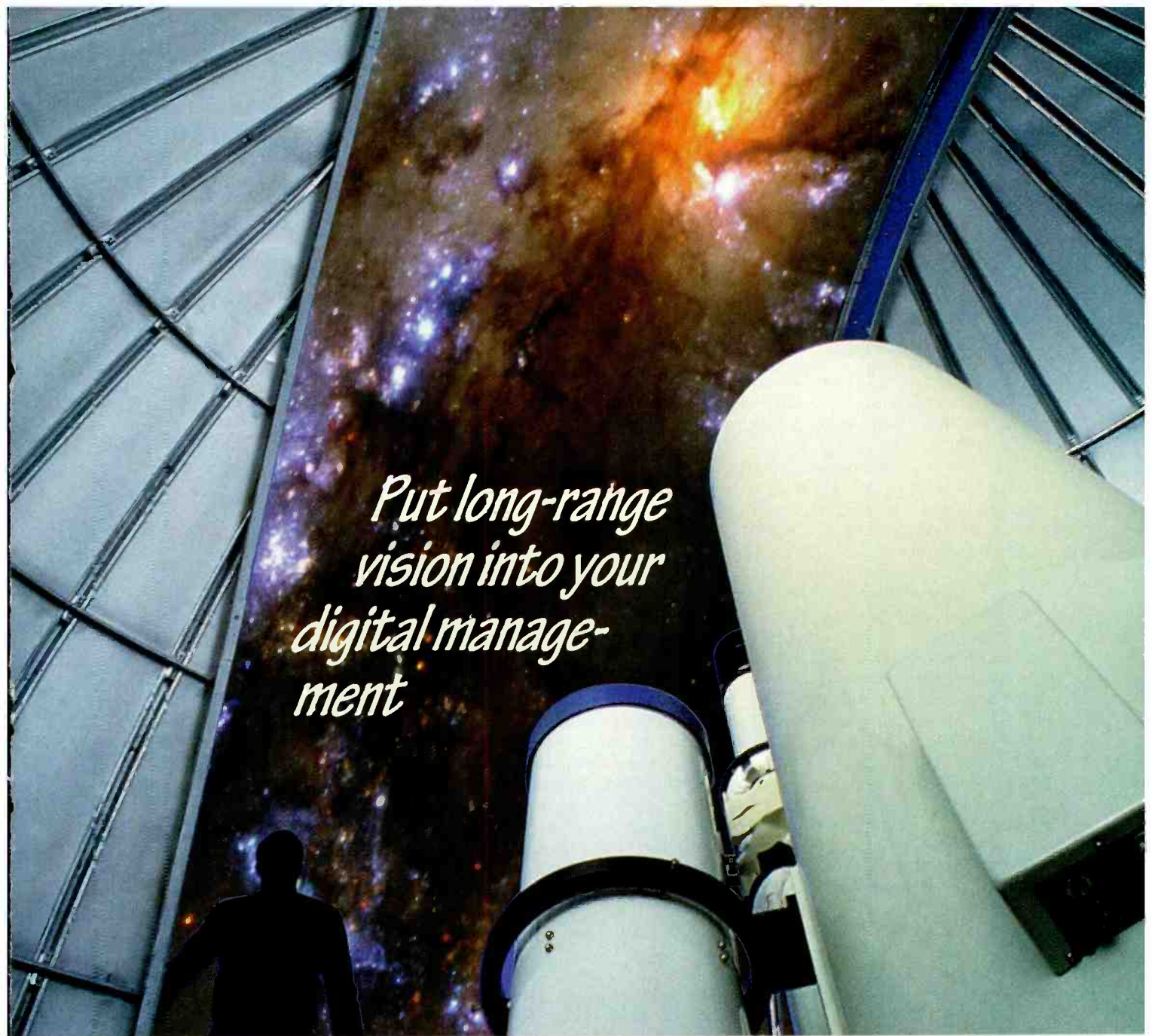
- ✓ digital satellite
- ✓ newsgathering system
- ✓ HDTV playback machines



Bob Ogren

vice president
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Media General

14 TV stations (all owned)

Media General's Vice President of Broadcast Operations Ardell Hill has his hopes riding on WFLA-TV Tampa, to help bring the station group into the digital age. Media General is building a new 140,000-square-foot 601 serial digital plant for the station, and in November WFLA-TV will be the first in the station group to broadcast DTV.

Since DTV is a new venture for Media General Inc., Hill is planning to look at many products at NAB this year, as well as just about everything in the DTV realm.

"We'll be looking for what's being done from format conversion devices all the way to the whole encoder-decoder [cycle] of the Grand Alliance—what you have to do to stream [the signal] out to your transmitter site and what you do to get it through your transmitter," he says.

Hill hopes to avoid making mistakes with DTV by "hearing and listening to and understanding the experiences of those folks who have already done it and those folks who have some experience in it," as well as listening to what the manufacturers and the vendors have to say.

For WFLA-TV, Media General has signed contracts with several vendors for new digital equipment. Tektronix Grass Valley was selected to provide production switchers, routing switchers and master control switchers. Ikegami will provide studio cameras. WFLA-TV will use a Harris transmitter and Dielectric antenna for DTV transmission, and the station is close to making a decision on all of its digital microwave equipment, says Hill.

The station has yet to determine what type of audio production system it will use in the plant, Hill adds. "That's being hotly debated as we speak," he says, adding that he hopes to have a decision before the NAB conference.

Media General has a "definitive plan" for HDTV at WFLA-TV, which is an NBC affiliate. "Our studio cameras will not be high-definition cameras, although we will be able, at some point in time, to upgrade those," says Hill. "All of the facility will be high-definition-ready," he continues.

"We will be able to pass clean, high-definition programming from the network through [the new plant]. We will be able to insert high-definition commer-

cials for our advertisers," he says. "We will be contracting to have some high-definition programming produced for ourselves. It's programming that you can provide from file servers or tape machines and deliver to the community."

WFLA-TV will boast a high-end commercial production and post-production suite. "Our belief is that the first opportunity for high-definition production will happen in post-production," says Hill.

As for news, he won't try to predict when or if the move to HDTV production will occur. But he says, Media General will closely follow market trends.

"To be able to produce newscasts in high definition, I think that cost base is going to have to wait until we have a larger segment of the community out there who is capable of watching," he notes.

Media General probably will not use formats in its broadcast plants that differ from what the networks are providing. "The bulk of my stations are NBC or CBS and I agree with the positions that both [networks] are taking [1080i]," says Hill. "So on that principle alone I wouldn't change."

The station group also has two ABC affiliates, WTVQ-TV Lexington, Ky., and WHOA-TV Montgomery, Ala., both of which are scheduled to begin 720p digital broadcasting in 2002.

"I'm glad I don't have to deal with that for another couple of years," says Hill. "I think that there is still a lot of development in 720p that's yet to be done. It's not as far along as 1080i, and so I am hoping that I will know a lot about it in a couple of years."

For HDTV playback, Hill is strongly considering Pluto's Space disk-based platform because of the "flexibility" it offers. He also plans to evaluate Sony's HDCAM and Panasonic's D-5 HD hi-def tape formats.

Hill says he is "praying" for manufacturers that offer network connectivity devices for video servers and other production equipment. "I'm not expecting miracles though," he says.

Media General is also in the process of standardizing on a digital field acquisition format. Hill plans to choose between Sony Betacam SX and Panasonic DVCPRO by April's NAB conference. ■

—Karen Anderson

NAB 99 SELLER'S GUIDE

SHOPPING LIST:

- ✓ HDTV playback systems
- ✓ DTV encoders
- ✓ format conversion devices
- ✓ field acquisition formats



Ardell Hill

vice president of
broadcast operations,
Media General

"I think that there is still a lot of development in 720p that's yet to be done."

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Meredith

11 TV stations (all owned)

Meredith Broadcasting Group will begin DTV operations this year at four of its stations: KPDX(TV) in Portland, Ore., KPHO-TV, Phoenix, WOFL(TV) Orlando, Fla., and WFSB(TV) in Hartford, Conn.

The group is using Comark DTV transmitters (WGNX-TV, Atlanta, which was acquired from Tribune, is already broadcasting DTV with a Harris transmitter) and Dielectric will provide DTV antennas. But Meredith is still looking into HDTV encoders and upconverters, says the company's Group Vice President of Engineering Joseph Snelson.

So far, Snelson says, he has not seen a lot of development in HD encoders since last year. "I want to see bells and whistles and lots more improvements for not a lot more money."

The station group has not yet determined what kind of routing infrastructure it will adopt at its facilities, he says. Last year, however, Meredith was reluctant to embrace full-bandwidth routing, but that has since changed, he noted.

"Last year, there were several 1.5 Gb/s products at NAB," Snelson says. "So that equipment is beginning to surface. And frankly, I was surprised to see that much of it there."

He's aware of the equipment advancements by manufacturers including Snell & Wilcox, Grass Valley and NVision and expects to see more 1.5 Gb/s capable products at the show this year. "It now raises more questions than offers solutions when you begin to look at this equipment in terms of which way to go," he says.

He has not ruled out mezzanine-level compression, but adds that "there are other alternatives now." Mezzanine compression, which has been touted by many as the way to go for HD routing, seems to be losing steam as 1.5 Gb/s technologies emerge. But Snelson says he has yet to see a converter box that converts a 1.5 Gb/s signal to 360 or 270 Mb/s.

"It probably slowed down my interest in mezzanine, but that doesn't mean I still wouldn't consider it. And it doesn't necessarily mean that I wouldn't consider a 360 Mb/s router over a 1.5 Gb/s router," he says. He adds that mezzanine-level products tend to be less costly than full-bandwidth equipment.

Several of Meredith's Fox affiliates are expanding their news programming, so the group will be looking at all the latest in digital equipment to ratchet up operations at its stations. Fox's KPDX(TV) Portland will be building a new digital studio to facilitate the expansion. The group plans to begin construction once the weather permits. Snelson also will be looking at everything new in news production for its start-up news operations, including KVVU-TV, Las Vegas.

The group has selected DVCPRO as its news acquisition format and will be looking to expand the use of DVCPRO this year. "So far I've had glowing responses from our stations and very few problems," he says.

As part of the development of its news operations, Snelson is considering adding newsroom automation. "We have to look at what the end result is," he says. "Doing automation for the sake of doing automation doesn't make sense."

He adds, "We are continuing to look at automation systems, more from the standpoint of how we can effectively use our people to do their jobs better and to be able to put people in places where we can get the most out of their expertise."

While multichannel operations are not in Meredith's foreseeable future, he predicts that new functions related to DTV—such as generating PSIP (Program and System Information Protocol)—will be tied into the automation processes. "We have the need to acquire [PSIP] as an automated process without having to hire new people," he says.

As part of the move to a more automated, disk-based environment, Snelson also will keep a close eye out for advancements in asset management. He likes the idea that GUI-based (graphical user interface) systems allow users to search for video from their desktops and brings up all metadata related to video, based on a keyword search. "It allows them to use their creative juices for what they do best," he adds.

Snelson also will be continuing the search for video servers for news, commercial and programming playout. "Those technologies are still unfolding," he says. "Every nine months the price per megabit of storage comes down." ■

—Karen Anderson

NAB 99 SELLER'S GUIDE

SHOPPING LIST:

- ✓ HDTV encoders
- ✓ upconverters
- ✓ automation systems
- ✓ video servers



Joseph Snelson

group vice president of engineering, Meredith Broadcasting Group

"Doing automation for the sake of doing automation doesn't make sense."

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Post-Newsweek

6 TV stations (all owned)

All the big, heavy DTV money is hitting Post-Newsweek's budget in 1999, says Stephen Flanagan, the station group's vice president of engineering. That's because four Post-Newsweek stations are due to launch DTV in 1999, as mandated by the FCC. WDIV-DT Detroit, which is a top-10 market station, has to be equipped to broadcast digitally by May 1. The station began broadcasting digital test signals on March 1. WPLG-DT Miami, WKMG-DT Orlando, Fla., and KPRC-DT Houston are all slated to go digital by Nov. 1.

Flanagan says his top priority at NAB '99 is finding digital infrastructure gear such as A to D and D to A converters, audio delays, frame synchronizers and rack-mounted monitors. "All the smaller pieces needed to put HDTV on-air," says Flanagan. Also included on that list are PSIP (Program and System Information Protocol) generators and DTV-compliant closed-captioning inserters.

HDTV encoders are also high on Flanagan's list. While WDIV-DT has already selected a General Instrument encoder, Flanagan is still shopping for encoders for the other stations and is considering models from Harris/Lucent, Tektronix/Mitsubishi, GI, Tiernan and NDS.

"It's been very interesting," says Flanagan. "You have to take time to understand the companies and get a sense of their financial wherewithal. This isn't like choosing between Sony and Panasonic. Other than Harris [and Tektronix], all of them are, in a way, new to broadcasters."

Post-Newsweek has an even split of ABC, CBS and NBC affiliates, and plans to broadcast in each network's hi-def format 24 hours a day. As a result, the company has been spending a lot of time evaluating upconverters from Snell & Wilcox, Faroudja and Leitch that will convert NTSC to 720p and 1080i. "There are 168 hours in a week, and only six or seven of them are going to be HDTV programming from the networks," says Flanagan. "So initially, there will be an awful lot of hours of upconverted programming."

The core of most Post-Newsweek stations remains analog composite with the exception of WDIV-TV, which has a serial digital router and master control switcher. Flanagan says that any replacement gear Post-Newsweek buys is component

digital. "That sort of revolution is going on regardless of DTV," he adds. As for handling HDTV routing within the plants, Post-Newsweek stations will create small 1.5 Gb/s HDTV islands to handle network HDTV feeds. For now, commercial playback will continue with standard-definition equipment.

"This time last year, I thought mezzanine level routing was the way to go," says Flanagan. "But when I went to NAB last year, there were so many manufacturers showing 1.5 Gb/s product that my thinking changed. Mezzanine isn't the clear-cut runaway winner here. I'm interested in seeing more 1.5 Gb/s product this year," he says. Putting in a small 10x1 1.5 Gb/s routing switcher for about \$65,000 is a "very reasonable number," he adds.

That being said, Flanagan still thinks it "seems rather silly" to build 1.5 Gb/s plants with 100 Mb/s tape decks to record incoming network feeds that are sent over the satellite at 45 Mb/s. "Your quality limiter is 45 Mb/s," he says. So Flanagan would like to see a whole line of recording playback devices, whether tape decks or servers, that are built around the 45 Mb/s (DS3) standard to handle the turnaround of satellite feeds.

Post-Newsweek stations already use video servers for commercial playback. Now Flanagan is evaluating them for newsroom use, where they would form the core of new disk-based production systems by linking to nonlinear editors and newsroom automation systems. "The question is how you get a big station, one that has 15 to 20 crews on the street, to harness the capability of a server without breaking the bank at the same time."

Like other station groups, Post-Newsweek is interested in new digital ENG technology that will ease the loss of ENG spectrum caused by the FCC mandate. He has researched the MPEG-2/COFDM-based system developed by NDS and Microwave Radio Corporation, and says "that whole technology looks promising."

But digital ENG's trade-off is cost, he adds. It would raise the cost of transmission gear from \$10,000 on an analog ENG van to \$40,000-\$50,000 on a digital unit. That doesn't include the cost of retrofitting microwave transmit sites with new digital equipment. —Glen Dickson

NAB99 SELLER'S GUIDE

SHOPPING LIST:

- ✓ digital infrastructure gear
- ✓ DTV upconverters
- ✓ DTV encoders
- ✓ disk-based news production systems
- ✓ digital ENG gear



Stephen Flanagan

vice president of engineering, Post-Newsweek Stations, Inc.

"Mezzanine isn't the clear-cut runaway winner here. I'm interested in seeing more 1.5 Gb/s product this year."

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Raycom Media

32 TV stations (30 owned, 2 managed)

David Folsom isn't worrying too much about the Y2K bug. But as technology vice president of Raycom Media, he is thinking about it. And he is looking at it as an opportunity to replace some aging newsroom computer systems at Raycom stations.

"They are getting a little long in the tooth and since there are some Y2K issues, we're taking the opportunity to replace them this year," he says. "The same with a couple of weather computers that have some Y2K issues, although they are not terribly serious and we might have tried to get another year or so out of them. The Y2K issue sort of takes it over the edge."

With 32 stations, Folsom says Raycom has almost every kind of weather graphics system available. Kavouras has the strongest presence at its stations, followed by Weather Services International (WSI) and Weather Central, he says. The station group also includes one AccuWeather system.

"We are taking a look at all the vendors. They [weather graphics] are pretty much all on the same hardware platform now, so it's just about deciding what will be the best software," he says, adding that the SGI workstations that run the weather graphics systems will not have to be replaced.

Raycom will also look into making some upgrades to its newsroom operations. "[Mainly] the robotic interface portion of it, which includes everything from the interface with Chyron character generators, to ESS [electronic still-store] and cameras," Folsom says. "That ability to interface and grow is an important part of what we are going to be looking at in the feature sets. Not all of the manufacturers of newsroom systems interface as smoothly as others."

Desktop video browsing is another area Folsom plans to explore. "Being able to see video on the desktop is an important part of the future of newsroom systems," he says. "We're looking at that growth. I don't know if we are going to be able to implement it right away, but we want to make sure we have a growth path toward that."

Folsom says Raycom is more or less set with automation software, a hot topic

among broadcasters this year. "We are going to see where it is, but we're pretty much up on the state of the art," he says. "With [32] stations, automation means quite a bit, so we want to make sure we're current with what's going on."

Folsom also will be investigating just about everything DTV-related. Raycom is converting two of its stations to DTV this year, WXIX-TV Cincinnati, a Fox affiliate, and WOIO (TV) Cleveland, a CBS affiliate. "In terms of overall dollars expended [DTV] is going to be [one of] our largest expenditures over the next couple of years," he says. "There's a lot involved in that, everything from towers and transmitters to microwave equipment."

Raycom has not made any deals for transmitters and antennas, but Folsom says the group may close a deal before NAB. High definition encoders are also on Raycom's shopping list as part of the "transmission chain," Folsom says, but he will not be narrowing his search to any particular vendors. "You need that to get on-air. I think we are pretty open-minded about that," he says.

Not so long ago, HDTV encoders were scarce and chief engineers worried that manufacturers would not have working models ready by the time they needed to make the transition. But Folsom is impressed at the way encoder manufacturers have stepped up to the challenge and are now offering a variety of strong products. "There are an awful lot of manufacturers in that business right now," he says.

Folsom will be doing little NAB '99 research in the area of routing and infrastructure. "Right now we have to worry about pass-through." He says, however, that he would like to see improved pricing on interface and infrastructure products such as routers.

"There are more companies in this business than ever before that are all vying for the same market," Folsom says. "This competitive pressure is good for prices in general."

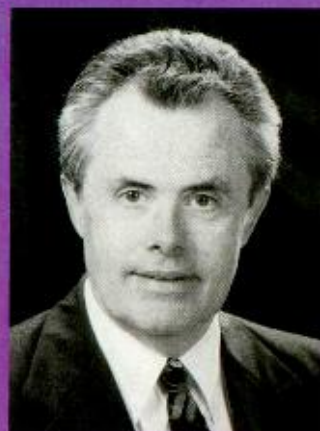
He estimates that it will cost the group \$1.5 million to \$2.5 million per station to gear up for pass-through-only operations and says the driving cost factor is the condition of the station's tower. ■

—By Karen Anderson

NAB '99 SELLER'S GUIDE

SHOPPING LIST:

- ✓ newsroom computer systems
- ✓ weather graphics software
- ✓ desktop video browsing
- ✓ HDTV encoders



David Folsom

technology vice president, Raycom Media

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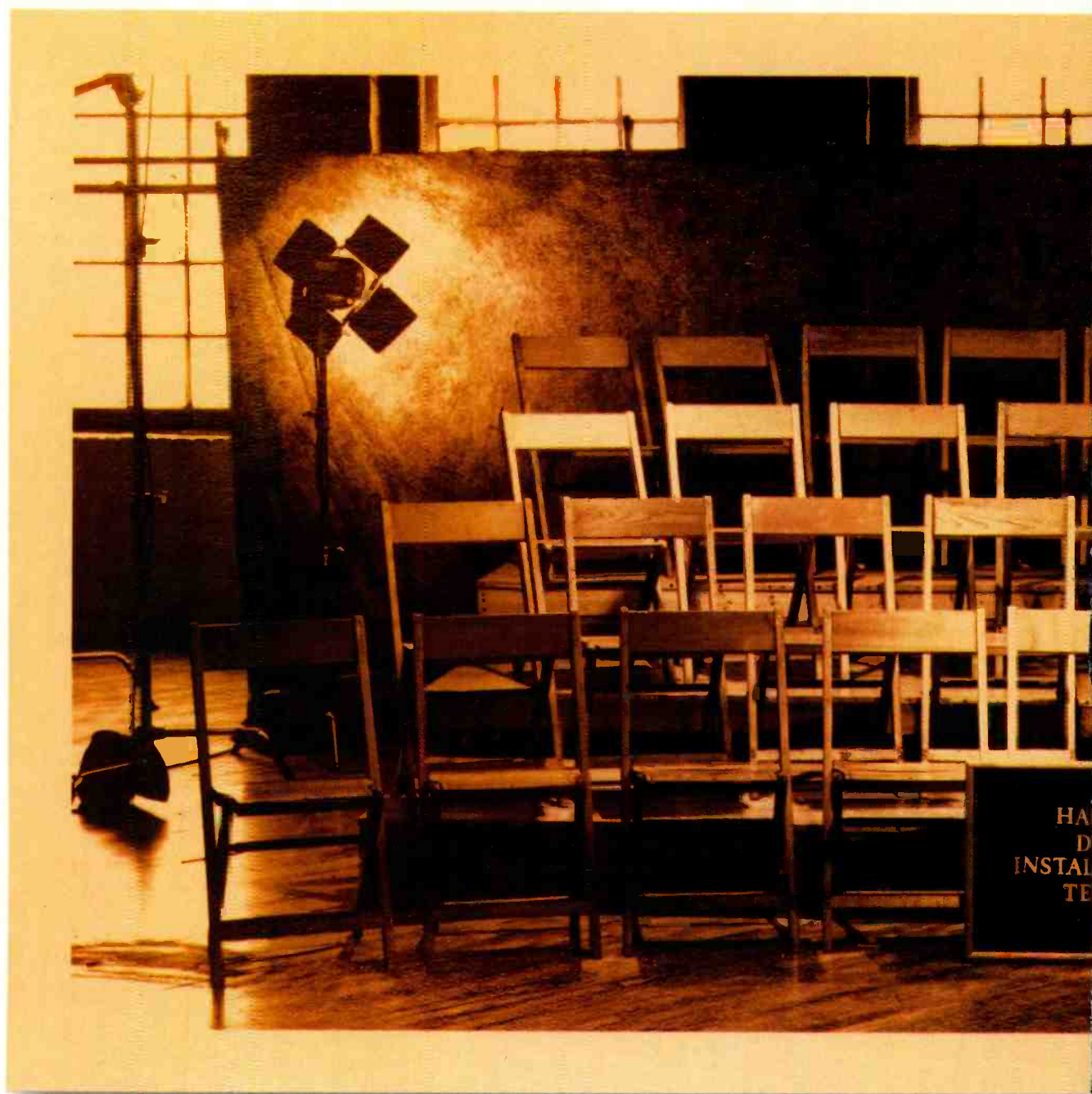
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*As of November 16, 1998

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Scripps-Howard

10 stations (9 owned, 1 managed)

With two digital stations already on-air—WXYZ-DT in Detroit and WCPO-DT in Cincinnati—and WEWS-DT, Cleveland, scheduled to launch this spring, Scripps-Howard is already in full spending mode for DTV. Scripps-Howard will continue to shop for DTV gear at NAB '99, says WXYZ-TV Director of Engineering, Michael Doback, speaking on behalf of the station group.

Scripps-Howard has already locked down DTV transmitter and antenna deals for its 10 stations with Harris and Dielectric, respectively, so the next purchases in the transmission chain are DTV encoders. WXYZ-DT has gone with NDS and WCPO-DT has tapped General Instrument, but the other stations are still looking at encoders.

"We'll continue to evaluate them based on price and performance," says Doback. "The technology is changing so much, we want to make sure we stay [ahead of it]."

All of Scripps-Howard's six ABC affiliates are committed to passing through their network's 720p HDTV programming, says Doback, and upconverting their NTSC programming to 720p the rest of the time. But WXYZ-DT has been experimenting with transmitting one 720p stream and an additional SDTV stream within its 19.4 Mb/s of bandwidth. "We may option that out as part of our business plan, but we haven't made the commitment to doing that," he says.

WXYZ-TV, WCPO-TV and WEWS-DT have all purchased Panasonic D-5 HD machines configured for 720p recording and playback applications. Doback says that Scripps-Howard will be looking to migrate that application to video servers in the future. "But realistically, the technology has to go through a number of incarnations before the point where it's a financial possibility to buy a full-bandwidth high definition server."

On the NTSC front, WXYZ-TV already uses Tektronix Profile servers for commercial insertion. Doback is installing new Profile MPEG-2 models for that application, which he says will allow the station to use the older Profiles in a "store and forward" configuration for the daily turnaround of syndicated programs such as *Oprah*.

WXYZ-DT has been testing manipulating the 4:3 aspect ratio of its upconverted NTSC pictures to fill widescreen DTV

sets, using its Snell & Wilcox 5050 upconverter. After finding too many geometric distortions stretching 4:3 to a full 16:9, the station has settled on an intermediate widescreen aspect ratio between 4:3 and 16:9. "The local appliance stores asked us to split the difference," he says.

But stretched NTSC still isn't HDTV, and that's why Doback will be looking for 720p field and studio cameras in Las Vegas to handle local production. "With the complete nonexistence of programming material for high-definition stations, we probably have to start producing it ourselves," he says, adding that local response to ABC's four hours of HDTV per week has been good. Doback admits that 720p production gear hasn't been getting a lot of support from manufacturers, but hopes to see product at NAB.

"There are some issues that are problems for Japanese manufacturers who want to introduce 720p cameras," he says, alluding to Japanese broadcasters' affinity for 1080i. "But if those issues are set aside, we could see product from two or three vendors. We may not be able to afford them, but at least we could see them."

In the same vein, Scripps-Howard will be researching other possible 720p production gear such as still stores and effects devices. "We may not be in acquisition mode, but we want to be on top of the market, so we're able to move in that direction when the [viewing] market says to do it."

On the news side, WXYZ-TV and WEWS-DT have both invested heavily in Panasonic's DVCPRO 25 format, and Doback will be looking for server-based products from Tektronix and Avid that incorporate the DVCPRO format into a nonlinear newsroom environment. "We're looking at it in the broadest sense," says Doback. "We want to research journalist workstation-based editing equipment and newsroom automation and editing hardware for the technical side."

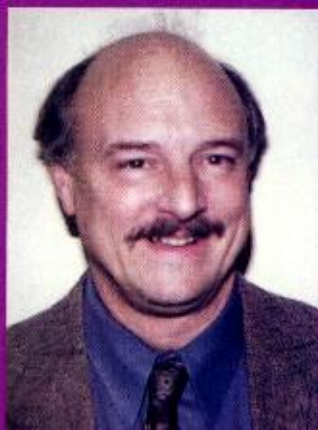
Scripps-Howard will also be looking at Digital ENG gear. "We're looking at that, and I think we're still in the fact-finding mode," he says. "MRC has done some tests with NDS, and we'll take a look at that. With the potential for having to reallocate our ENG pickup spectrum, we'll be reevaluating all our microwave products." ■

—Glen Dickson

NAB '99 SELLER'S GUIDE

SHOPPING LIST:

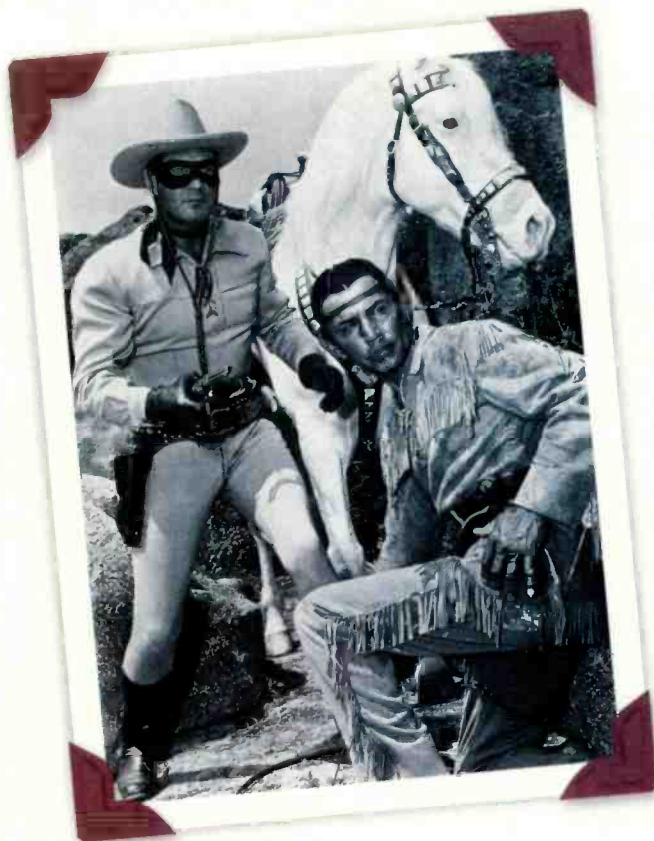
- ✓ HDTV encoders
- ✓ 720p cameras
- ✓ HDTV still stores and effects systems
- ✓ newsroom automation



Mike Doback

director of engineering,
WXYZ-TV Detroit

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Tribune

20 TV Stations (19 owned, 1 managed)

Tribune Broadcasting is working to develop a more streamlined approach to broadcast operations at its stations with new digital production tools.

"We're going to look at more economical ways to produce local material and identify material that allow us to repurpose that material for different applications," says Tribune Broadcasting Vice President of Engineering and Technology Ira Goldstone.

So when Goldstone hits NAB this year, he will be looking at products that will make up this new digital environment—products like asset management software, file servers, desktop editing systems and video browsers.

"[Video] that comes in that we record and edit for a news show, what is its application for broadband [products]?" he asks. "How can we develop control systems and implement systems that allow the same amount of people to gather a lot more information?"

In November, Tribune began using the Associated Press ENPS automated electronic news production system for news editorial at wxmi(TV) Grand Rapids, Mich., and KDAF(TV) Dallas-Fort Worth. Installations will continue at all of its stations over the next three years.

"Basically, for the news operation you'll see material being captured in the field in MPEG and material recorded directly out of file servers back at the station, like news feeds, for nonlinear editing both at the desktop and at the edit rooms," he explains. "They'll play back from the server with the playlist being controlled by ENPS. The Chyron still store and the prompter will also be controlled by ENPS. Those products also will be available for other versions of news shows and broadband product."

Tribune employs Tektronix Profiles controlled by a Louth automation system for commercial and programming play-out. "We're looking at the next generation of how to use [automation]," he says. "Louth has a global management system which will ultimately allow us to gather material at one facility, add the necessary metadata and then propagate that material to other servers at the other facilities."

Tribune also will be looking at everything involving DTV transmission and

DTV signal testing.

"The primary area is how to evaluate the DTV signal as we go out in the field and do testing," Goldstone says. "Products that give us the maximum amount of capabilities to understand how [the signal] is being received."

He adds, "Just receiving the signal isn't good enough because digital is there or it's not there, but how close we are to not receiving it is an important bit of information."

Tribune signed a deal with NDS in November for ATSC encoding systems for each of its 18 TV stations. In January, Tribune's Los Angeles WB station KTLA (TV) used the NDS 5800 HDTV encoder for its 1080i broadcast of the Rose Bowl Parade. Production was handled using a suite of Sony equipment aboard the Northwest Mobile Television HD2 high definition production truck.

"We're pretty well set," Goldstone says. "We're staying in 480p for transmission with occasional 1080i for specials, and we have very little HD gear that is shared among the stations."

Tribune has been testing NDS's new Digital ENG system using COFDM (Coded Orthogonal Frequency Division Multiplexing) modulation, which combats multipath interference by using multiple carriers to transmit a signal. "We are looking a little more at COFDM options," he adds.

When it comes to signal transmission within the plant, Goldstone believes in protecting video quality by avoiding unnecessary compressions and decompressions. He also has been a proponent of more standardization of video formats for interoperability among servers, asset management systems and control systems. "The concept is if you acquire something at a higher data rate it will be transcoded to a lower data rate for moving it back to a facility and then back to the higher data rate for editing," he says.

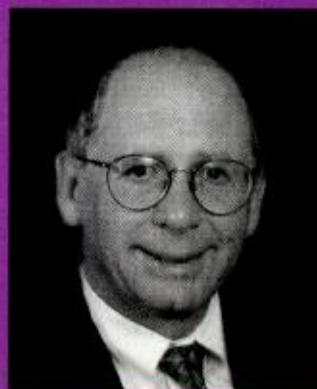
This year he hopes to see transcoding devices that help maintain a high signal quality throughout the plant with SDTI signal transport among broadcast devices. "We've talked about [transcoding equipment] a lot, but I haven't had one to play with," he says. ■

—Karen Anderson

NAB 1999 SELLER'S GUIDE

SHOPPING LIST:

- ✓ video servers
- ✓ nonlinear editing equipment
- ✓ desktop video browsing systems
- ✓ lower-cost digital encoding systems
- ✓ DTV test equipment



Ira Goldstone

vice president of engineering and technology, Tribune Broadcasting

"We're staying in 480p for transmission with occasional 1080i for specials, and we have very little HD gear that is shared among the stations."

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Priority Code: NCBC399

Young Broadcasting

12 TV stations (all owned)

This year, Young Broadcasting will be looking at the best way to transition its 12 stations to DTV, starting with KCAL(TV) Los Angeles, WKRN-TV Nashville, WRIC-TV Richmond, Va. and KLFY-TV Lafayette, La. And while the project is a monumental undertaking, careful planning will ultimately lead the group into the digital age.

According to Young Broadcasting Vice President and Director of Engineering Robert Harrison, the biggest concern at this year's NAB will be settling on a DTV encoder. Harrison is looking to make a deal with one encoder manufacturer to provide encoders for all of its stations.

"The state of the art in encoders changes so rapidly. That's to be expected, because it's such a new product," he says. "The feature sets and the quality of the various encoders on the market keep changing."

Young has ordered a General Instrument DigiCipher standard definition encoder for KCAL(TV). "We're evaluating that but we haven't got it on the air yet," he notes. Harris/Lucent has offered terms for a master purchase agreement, but Harrison says the group is trying to determine whether its product has "the best set of features to fit our plans." He also is considering General Instrument HDTV encoders.

"[Last year] high definition encoders were ridiculously expensive," Harrison adds, "and had that not changed, the chances of me buying one just so that we could put on an hour or two of prime time in high definition was slim to none."

While Harrison has not completely ruled out mezzanine compression, he says he will be looking for all products that will allow the station group to develop full-bandwidth HDTV infrastructures at its stations.

"Instead of buying two encoders—one standard-definition encoder and one high-definition encoder, it makes more sense to do switching and high-definition logo insertion at 1.5 Gb/s and then transmitting everything on the DTV channel," he says.

Harrison is expecting to see systems that provide full bandwidth HDTV logo insertion this year. Evertz Microsystems offers a logo inserter system as a complete package that keys "bugs" as Tiff files over a full bandwidth HDTV program video signal. "If you want to be

able to have character generation like a Chyron, that's a far more expensive proposition," he explains. "But in terms of merely creating logos that you want to be able to key over a signal, there are some folks out there promising to be able to do it relatively inexpensively."

At its DTV stations, Harrison plans to begin with a small HDTV router that will accommodate four to six HD sources including the incoming network feed, the output from the upconverter and possibly one or two HDTV tape machines for playback.

"I'm looking for someone who makes an easily interfaceable small 1.5 Gb/s router for the time being instead of buying a second master control switcher," he says.

Last month, Young finalized a deal to convert its stations to Sony's Betacam SX, and Harrison is strongly considering Sony's HDCAM as its early method of HD playback. He says he likes the fact that the HDCAM has a built-in downconverter and can simultaneously play back HD and NTSC programming. He adds that he will also be investigating server-based HD playback products in Las Vegas.

On the transmission side, Harrison will be looking for a studio-to-transmitter link (STL) that offers the "most cost-effective and redundant fail-safe system that will allow me to transmit both DTV and NTSC feeds to the transmitter site." He is planning to look at systems from NuComm and California Microwave. Harrison hopes to finalize a decision on a vendor for DTV antennas and is considering Harris and Dielectric. The station group has a master purchase arrangement with Harris for transmitters.

Video Servers are also on Harrison's list, as the group is trying to move all of its stations away from tape-based commercial insertion by the end of 2000. Young already uses the ASC/Leitch system at KCAL(TV), KELO-TV Sioux Falls, S.D. and WTVO(TV) Rockford, Ill. The group has begun using a Hewlett-Packard MediaStream server with Odetics operating software at WTEN(TV). Richmond's WRIC-TV has recently begun using the Sony Flexsys video server and software system. "They [Sony] have a new server that runs with that software that we're real interested in," he adds. ■

—Karen Anderson

NAB 1999 SELLER'S GUIDE

SHOPPING LIST:

- ✓ HDTV encoders
- ✓ HDTV routers
- ✓ HD logo inserters
- ✓ upconverters
- ✓ antennas
- ✓ studio-to-transmitter link
- ✓ video servers



Robert Harrison

vice president/director of engineering, Young Broadcasting

"I'm looking for someone who makes an easily interfaceable small 1.5 Gb/s router...instead of buying a second master control switcher."

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Microsoft, SDMI hearing Web music

By Richard Tedesco

The movement to gear up for legal digital music access on the Web proceeded at warp speed last week with Microsoft making a pre-emptive move to strike up its band for that business.

Its seemingly modest \$15 million equity investment in Reciprocal Inc. for that firm's digital rights management technology came on the heels of Microsoft's outlining a grand e-commerce strategy the week before. Buying into Buffalo, N.Y.-based Reciprocal filled in the blank on Microsoft's potential entry point into digital music downloading.

"On the business-to-consumer side, the Reciprocal deal was the first piece to fall onto the playing board," says Richard Doherty, analyst for Envisioneering Group, "and it's not just for music."

Microsoft followed its Reciprocal play with a second move as lead investor of a group of companies committing \$11 million to Audible Inc., a New Jersey company that delivers books in

audio using its own audio player.

Both deals came on the heels of the first meeting of the Secure Digital Music Initiative's portable device working group, which appears to be moving at hyper-speed toward introducing music downloading devices with its imprimatur in time for the 1999 Christmas season. It aims to complete specifications for portable music downloading devices by June 30.

Reciprocal's digital rights management system enables distribution of all forms of digital content, and payment for it, while offering the copyright protection at the heart of the SDMI initiative. Making legal music downloads possible is the most pressing e-commerce market need in an arena where Microsoft is particularly eager to play. "Microsoft believes the rapid growth of the digital economy depends on new security and services," says Will Poole, Microsoft senior director of business development.

Digital music or video downloads are two of the applications Reciprocal's

expertise could enable, according to Poole, who declined to prioritize the Redmond, Wash. giant's goals. But Paul Bandrowski, Reciprocal CEO and president, mentioned music at the top of his list, noting, "The market is very large."

Jupiter Communications estimates music downloading as a \$30 million business by 2002. Microsoft and Reciprocal join a crowd of companies looking to define that market.

But consumer adoption of Diamond Multimedia's Rio MP3 player, which enables music downloads from legitimate and illicit sources alike, has prompted the mad rush for technology to thwart the illegal use.

Meanwhile, IBM is providing technology to the "big five" music labels—Sony Music Entertainment, BMG Entertainment, EMI Recorded Music, Warner Music Group and Universal Music Group—for a test on Road Runner in San Diego this spring. That could segue to tests with other technologies, such as a Windows-based Microsoft-Reciprocal solution.

"We will see different ways of doing this," says Richard Doherty. "In the end, consumers dictate this more than standards groups."

Diamond is making its player compatible with Liquid Audio, one of the other prevalent digital music technologies supported by Intel Corp. ■

Humor for Webheads

The fantastic 'Scotland' dwells in Thompson's head

By Richard Tedesco

Imagine a fantasy comedy set in a distant medieval land, where all the action takes place between the ears of the protagonist.

That's the basic format of *Scotland*, the first original episodic comedy to be Webcast online. The concept for the 26, 10-minute episodes to be streamed by ComedyNet comes from comedian Scott Thompson, whose credits include HBO's *Larry Sanders Show* and *The Kids in the Hall*.

Thompson will play all the principal roles in *Scotland*, including Buddy Cole, the country's prime minister, and Francesca Fiori, a rebel leader plotting Cole's overthrow, in what he describes as "*Lord of the Rings* meets *Blackadder*."



Scott Thompson's current site suggests his offbeat sence of humor.

Scotland is the first of several episodic features AIM plans to produce online. ComedyNet foresees the properties migrating onto digital TV programming tiers, according to a spokesman for the company.

The action in *Scotland* takes place in the addled mind of Thompson after he slips into a coma during a stay in the hospital, and will incorporate animation in its video streams in the form of talking insects.

Canadian actress/writer Deborah Theaker, who played Casey Edison in *Maniac Mansion*, it set to collaborate with Thompson as well as play a few characters in the offbeat series herself, while Thompson plays the rest for "meglomaniacal and budgetary concerns," as he puts it.

Scotland kicks off production in the studios of American Interactive Media, ComedyNet's parent, in May, with its Web debut set for later this year.

ComedyNet features an eclectic collection of regularly scheduled stand-up acts and comic skits Webcast live and archived on its site.

Scotland is the first of several episodic features AIM plans to produce online. ■

Gist lists TV faves

'ER,' 'Frasier' and 'Xena' among 22 initial series

By Richard Tedesco

Aggregating the cream of the current tube cult crop, Gist Communications has launched a TV Favorites site to point PC users to popular series Web sites.

The initial list on the site (www.gist.com) comprises 22 TV series that draw large viewer numbers or have a significant number of sites, both official network sites and fan-created sites. The list includes *ER* and *Frasier*, as well as cult draws such as *Xena: Warrior Princess*. "We take top Nielsen shows and cross-analyze them with the number of fan Web sites for any given show," says Jonathan Greenberg, Gist CEO.

Areas for each show on Gist's list

feature plot summaries for upcoming episodes along with links to all Internet sites for that show.

It's all about online "community-building," according to Greenberg, who says the site is intended to create more of a buzz about shows that are already generating a buzz and build traffic for Gist's main TV listings site. TV Favorites offers a Fan Frenzy section, where mouse potatoes can vote for their favorite TV stars and a section where they can suggest scenarios for their favorite series.

Last week Gist also started a service with Hewlett Packard to enable PC users to download and print out customized TV listings using software from a site HP has set up for that purpose (www.instant-delivery.com). ■

SITE OF THE WEEK

www.discovery.com



Discovery Online Discovery Networks Bethesda, Md.

Site features: Multimedia-rich site functions as companion to cable network, carrying clips from current special series airing on Discovery Channel and The Learning Channel and related content; currently includes virtual 3D rendering of ancient Rome related to *Rome: Power & Glory* on TLC and *Cleopatra's Palace: In Search of a Legend*

Site launched: July 1995

Site director: Bill Allman, vice president and GM, Discovery Online

Number of employees: 45

Design: in-house

Streaming technology: RealVideo, QuickTime

Traffic generated: averaging more than 14 million page views monthly

Advertising: banner ads

Revenue: N/A

Highlights: Clips from TLC's *Rome* and Discovery's *Cleopatra* series accessible, along with amusing audio playlet, *As the Nile Turns*, chronicling Cleo's love life in RealAudio; archived content from recent series, including dramatic images from *Mummies In the Mist*, on ancient Peruvian mummies.

—Richard Tedesco

Streaming AtomFilms

By Richard Tedesco

Seattle start-up AtomFilms is hoping to turn small films into big hits on the Web.

The company launched its site (www.atomfilms.com) earlier this month with 68 titles from independent film and animation directors. It features four titles, from 30 seconds to 30 minutes long, for streaming in RealVideo each week, with clips from all titles accessible. "It's the kind of content people want. It's unique, high-quality and short viewing time," says Matt Hulett, a former RealNetworks executive who is AtomFilms' chief marketing officer.

Limiting the weekly feature offerings to four titles is intended to generate a regular flow of traffic to the site. And its current titles include recognizable actors such as Neve Campbell, Matthew McConaughey, George Clooney and

Jennifer Aniston.

AtomFilms is banking on licensing the kind of content its partners, including HBO, Sundance Channel and Continental Airlines, want to use in their respective venues. But Hulett points out that there are plenty of sources for short-form content among directors eager for exposure in any medium.

"There's a ton of this content out there," says Hulett, who expects AtomFilms inventory to grow steadily. "Our job is to find up-and-coming directors who are out there."



AtomFilms already has 68 titles, ranging from 30 seconds to 30 minutes, and expects inventory to grow steadily.

Eventually, AtomFilms expects to explore pay-per-view and subscription models for streaming this short-form content online through high-speed cable and digital subscriber line services, according to

Hulett. High-speed access would naturally make the content more palatable to the average PC user whose attention span for online video is typically limited to several minutes these days. ■

RADIO

HELP WANTED MANAGEMENT

Traffic Manager, KCRW-FM, Santa Monica, CA. High profile public radio station seeks highly organized Traffic Manager. Duties include a board operator shift also. Familiarity with CBSI a plus. Responsibilities include: supervising board ops, management of programming logs, satellite feeds and downlinks. Experience a must. Send resumes and airchecks to: KCRW, 1900 Pico Blvd, Santa Monica, CA 90405, attn: Jennifer Ferro. Email: jennifer.ferro@kcrw.org.

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.

Looking for a rewarding opportunity and better lifestyle without the hassle? Sales Manager needed in mid-Michigan. No desk jockeys. Must be a field, customer focused, seller. Privately held Group owner committed to broadcasting. Reply to Sales Manager, WKCO/WSAM/WEEG, P.O. Box 1776, Saginaw, MI 48605. OEO.

General Manager Wanted for Multi-Station FM in growing Western market. Prior management and sales experience required. Salary commensurate with experience. Equal Opportunity Employer. Send confidential resume to Box 01515.

HELP WANTED TECHNICAL

Winning multi-station group in California seeks Chief Engineer. Digital automation and production. High power RF. Extensive experience with computers/LANs. SBE certification or 5 years experience. Great working conditions, shop, competent backup. Start immediately. Reply to Box 01516 EOE.

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 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.

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

Manager of Web Development Granite Broadcasting Corporation

Granite Broadcasting (www.granitetv.com) is seeking a Manager of Web Development to oversee the design, development and on-going management of its ten television station websites. The Manager of Web Development will work on a variety of web-design projects, from creating websites and banner ads to seasonal content areas for the station sites.

Responsibilities:

- Manage team of television station Webmasters
- Architect and design web products that increase website competitiveness and return on Internet investment
- Work Closely with the sales and editorial teams to implement new web initiatives and integrate them into site architecture.

Candidates must possess sound design sensibility, be extremely detail-oriented and have the ability to accurately estimate workload resource requirements. The ideal candidate will have a minimum of three years design experience with extensive knowledge of web authoring tools.

To apply, send a resume with salary requirements to:

**Granite Broadcasting
Attn: Internet Dept.
767 3rd Ave, 34th Floor
New York, NY 10017**

Email: job@granitetv.com

GBC Granite
Broadcasting
Corporation

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.

GM - Top 15 Market CBS Station: Major group broadcaster is seeking a bottom line oriented GM with 5+ years experience in 2 or more top 50 markets. Prefer proven track record in news challenges, and high-energy personality to stimulate turn-around thinking/culture. Competitive compensation/benefits, plus lucrative stock package to the right candidate. Send resume to Box 01514 EOE.

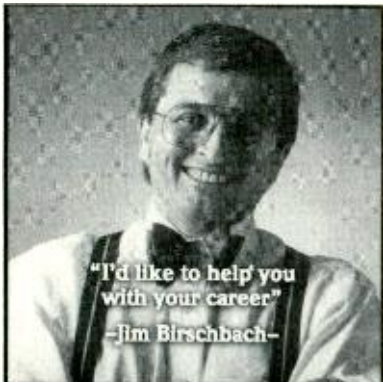
HELP WANTED SALES

WLFI-TV, a CBS affiliate in Lafayette, IN is searching for a *Local Sales Manager*. We are looking for a creative and highly motivated individual to lead an experienced staff of AE's. You will be involved in all aspects of the sales operation, including budgeting, sales strategies, inventory management, and sales training. The right candidate will hate to lose, have strong communication skills, be a proven leader and have a history of developing new business. Knowledge of TV Scan, VCI Traffic Systems and Research tools is a plus. Please send resume along with references and salary requirements to: GSM, WLFI-TV, PO Box 2618, West Lafayette, IN 47996.

WFXP-TV, The Erie FOX affiliate has an immediate opening for an enthusiastic, full-time, Account Executive to join our sales team. Valid drivers; radio or TV experience helpful, college degree preferred. Candidate should possess excellent written, verbal and organizational skills. Duties include negotiating with agency buyers, and direct advertising clients. High emphasis spent on obtaining new direct business. Send resume to: Don Alexander, LSM, WFXP-TV, 8455 Peach Street, Erie, PA 16509. WFXP-TV is an EOE.

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WGAL-TV, Sales Department, Account Executive. WGAL8 has a full-time position open in the Sales Department for an Account Executive. The successful candidate will be self-starting, creative and able to demonstrate proficiency in prospecting, presenting and closing. Prior media sales experience, excellent verbal, computer skills required. Ratings and research knowledge a plus. We ask your cooperation and assistance in our efforts to recruit, hire and promote qualified women and minorities. In this regard, if you know of any individuals who might be interested in and qualified for this position, we encourage you to refer them to us. Interested persons who qualify should apply in writing to: Robert Saylor, Local Sales Manager, WGAL8, P.O. Box 7127, Lancaster, PA 17604-7127. WGAL8 is an Equal Opportunity Employer. M/F/H.

WECT-TV in Wilmington, NC, a Raycom Media station, has an immediate opening for an experienced account executive. Individual must possess a "make it happen" approach to the business. Successful local direct development and agency negotiation track records are required. Send resume, references and cover letter with salary requirements to: WECT-TV, Attn: HR-Sales Executive, 322 Shipyard Blvd., Wilmington, NC 28412. EOE. Women and minorities are urged to apply. A pre-employment drug test is required. No phone calls.

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.

Local Sales Manager. Lead and motivate local sales staff. Plan and execute sales marketing strategies. Train and develop local staff, guide new business development efforts. Work with sales management team in regards to inventory control, pricing, research and marketing. Knowledge TV Scan, Scarborough Enterprise, and CMR a plus. Strong computer skills. Minimum three years television advertising sales experience. Reply to WJW-Fox8, Attn: Human Resources 5800 So. Marignal Rd., Cleveland, OH 44103.

Sales Promotion Director: Leading broadcast station seeks Sales Promotion Director generating 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.

Local Sales Manager. NEWSCHANNEL 8 in Washington, DC: the region's only local 24-hour news channel is seeking a Local Sales Manager. If you have at least two years of local spot cable, radio, or broadcast sales management experience and are organized, out-going, and a team leader, NEWSCHANNEL 8 is interested in hearing from you. This person is responsible for the station's local revenue budgets, hiring, training, motivating, and evaluating sales staff. The individual must be able to plan and execute sales strategies and incentives. Send resume to Director, Human Resources, NEWSCHANNEL 8, 7600 D Boston Blvd., Springfield, VA 22153. Fax: (703) 912-5436. No telephone calls please. EOE.

Account Executive. Position requires media sales experience, preferably in TV and the ability to work with advertising agency media departments and corporate marketing personnel. Successful candidate will demonstrate knowledge of media, an innovative and successful track record in marketing/new business development and solid computer skills. Send letter and resume or fax 215-581-4515 (no calls) to Lisa Hines, Sales Manager, WVPI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

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.

Director of Sales and Marketing. KGW Northwest NewsChannel 8, an A.H. Belo Corporation station, is seeking a Director of Sales and Marketing whose responsibilities will include providing overall strategic direction for our sales efforts including budgeting, forecasting, inventory control, market research, and new business and staff development. Successful candidate will have a proven track record in sales management with a minimum of 3 years GSM experience in a medium to large market preferred, excellent leadership and motivational skills, and demonstrated ability to produce revenue goals. Send resume to: Kathy Copeland, KGW, 1501 SW Jefferson St., Portland, OR 97201. EOE - M/F/D/V

Account Executive. KDVR Fox 31 is seeking an experienced Account Executive to service direct clients and agencies, and to develop new business. 2-3 years experience as an account executive in TV required. Strong presentation and negotiation skills required. Knowledge of TV Scan, Scarborough Research and Nielsen ratings strongly desired. No phone calls, please. Send/fax resume to: KDVR, Attn: Human Resources/AE, 501 Wazee St., Denver, CO 80204. Fax: 303/357-3953. EOE

Business Development Specialist (Job #200F): Join the Number One sales team for the Number One station in the market! WBNS-TV/Columbus (a CBS affiliate) has an immediate opening for an Account Executive to concentrate on new business development. Must be able to develop and sell marketing concepts to businesses in order to create new revenue for the station. Minimum three years broadcast sales experience required. Responsibilities include achieving/over-achieving budgets, ability to conceptually sell, proficiency in proposal writing, strong organizational skills, adequate computer skills and capacity to prospect creatively on a local and national level. Equivalent combinations for education and experience will be considered. Qualified candidates should send resume to Human Resources, Job # 200F, 770 Twin Rivers Drive, Columbus, Ohio 43215. Equal Opportunity Employer. We are a Smoke and Drug Free Workplace.

Account Executive Trainee. Must see TV and a must take opportunity! NBC 6/WCNC-TV (28th market), an A.H. Belo subsidiary located in Charlotte, is currently recruiting for a local Account Executive Trainee. This is a great opportunity to be part of a winning sales team and work for one of the best companies in the industry. Charlotte is one of the fastest growing markets in the SE and a great place to live. No previous sales experience required, however, it is helpful. Candidates also need to be computer literate. Qualified applicants need to send your resume and salary history to: (No Phone Calls, Please) NBC 6, Human Resources Department, Re: 99-04, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE / M / F / V / H

Account Executive. Must see TV and a must take opportunity! NBC 6/WCNC-TV (28th market), an A.H. Belo subsidiary located in Charlotte, is currently recruiting for a local Account Executive. This is a great opportunity to be part of a winning sales team and work for one of the best companies in the industry. Charlotte is one of the fastest growing markets in the SE and a great place to live. Position requires a minimum of 1+ year's experience in media sales. Must develop new business, co-op and vendor, and sell projects. Strong negotiation skills essential. Candidates also need to be computer literate. Qualified applicants need to send your resume and salary history to: NBC 6, Human Resources Department, Re: 99-05, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE / M / F / V / H

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HELP WANTED MARKETING

Multi-national sports and media marketing company seeks VP International TV Sports Marketing. Position requires development of policy, budget, promotional strategies; staff training and direction for program involving international TV sports marketing, as well as TV production, for major foreign and domestic international sporting events, including FIFA World Cup Soccer and other world-class sporting events for Spanish and Portuguese-speaking audiences; direct contract negotiations with international sports entities and figures; serve on executive committee to develop overall corporate business strategy; must be able to conduct direct negotiations with sports property owners. Salary negotiable; EOE Requirements: BS/BA degree in Economics/Business Administration/Finance and at least five years of comprehensive experience in all phases of sports television programming, marketing, and television production. Must have thorough understanding of sports programming and advertising contract issues for Latin America and European TV; at least three year's experience developing and managing double-digit, multi-million dollar budgets; Spanish and Portuguese language competence required for high level contract negotiations with sports property owners. Reply to Box 01511.

HELP WANTED TECHNICAL

Director, Network Technology

Warner Bros., is seeking a Director, Network Technology for the Los Angeles area.

Qualified candidates will have 5-7 years of experience in high speed network, systems engineering or data transfer. High speed audio/video/digital data networks plus encryption and compression experience are also required. Network set-up knowledge in ATM, OC, Sonnet, 100-based T, Hippi, satellite, TCP/IP is preferred. Good interpersonal skills are required. A BSEE or equivalent is necessary.

Interested candidates may fax resumes to: (818) 972-0049 or e-mail to: corinne_steinbauer@warnerbros.com. EOE.

Warner Bros.

WJTV Maintenance Engineer. Candidates must have formal education equivalent of AA Degree in electronics, military training, or trade school certificate preferred. Three years of broadcast maintenance exper. preferred. Must be able to troubleshoot broadcast eqpt. to component level in timely matter under deadlines. Send resume, salary history, and cover letter to Human Resources Dept., WJTV Maintenance Eng., WJTV, 1820 T.V. Road, Jackson, MS 39204. WJTV is EOE, M/F. Pre-Emp. Drug Test Req.

Videotape/Studio Engineer (99-17): K-EYE TV 42 has an immediate opening for a Videotape/Studio Engineer. Must have 5 years experience and excellent diagnostic/trouble-shooting skills. K-EYE TV/Granite Broadcasting is an Equal Opportunity Employer. No phone calls, please. Send resume to: Art Smith, Chief Engineer, 10700 Metric Blvd., Austin, TX 78758. Fax: 512-837-6753. Email: artsmith@keye.com.

Vacation Relief ENG Editor (4 positions): Experience in television news operation required. Ability to operate SONY 800 Systems a must - SONY 600 systems a plus. Must be able to work unsupervised under deadline pressure. Please send resumes only to: Peter Menkas, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Top 50 southern market is seeking a dynamic hands-on Chief Engineer. Must be qualified in all areas of television broadcast engineering and maintenance of transmitter and studio equipment. Ideal candidate must possess excellent leadership, organizational, technical and communication skills. Send resume with salary history to Box 01512 EOE.

The National Digital Television Center-LA is looking for a HPA Maintenance Engineer. Job duties include, but are not limited to: maintenance on all HPA and transmission in facilities, and maintaining compression and encoders for satellite transmission of signals. Successful candidate must have: ability to install and wire RF equipment, identify, understand and resolve system problems, and a knowledge of C/ku band satellite and compression techniques. Six years of electronics training is preferred, however equivalent experience will also be considered. Please fax resume including salary requirement to HR, 310-207-4128 or email thih@ndtcla.com. Drug test and background check required for successful candidate. EOE.

TV Maintenance Engineer. WSHS-TV, USA Broadcasting has an immediate opening for a maintenance engineer experienced with transmitter and studio equipment. Responsibilities will include all aspects of television installation, repair to component level, and maintenance. Immediate opportunity to be involved with UHF digital transmission. Good computer and communication skills required. SBE certification preferred. Please send resume and cover letter by fax to WSHS-TV 978-562-1166 or mail to WSHS-TV, 71 Parmenter Rd. Hudson, Massachusetts 01749.

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.

Maintenance Engineer- WAFF-TV Huntsville, Alabama looking for experienced engineer. Ideal candidate will have familiarity with wide range of broadcast hardware, component level troubleshooting skills, and three to four years' minimum experience. FCC General Class license a must, experience with UHF transmitters a plus. Send resume to: WAFF TV, P.O. Box 2116, Huntsville, AL 35804, Attn: Brad Strommen. EOE.

Maintenance Engineer. ABC 30 KDNL-TV St. Louis has an immediate opening for a Maintenance Engineer. Applicants should have experience in studio and RF systems. Experience with Odetics, DVCPRO and digital systems desirable. Must be able to work with vendors and organize multiple projects. Send resume to: Personnel Administrator, KDNL TV 30, 1215 Cole Street, St. Louis, MO 63106. Resumes can be fixed to 314-259-5504. Pre-employment drug screening required. EOE. No phone calls please. Minorities are encouraged to apply.

Full-Time Television Broadcast

Operator: We are looking for a person experienced with newscast graphics, including operation of the Chyron Max / Inifit to join us in our quest for broadcast excellence! This full-time position also includes operation of studio camera, audio equipment and videotape machines. Previous experience with non-linear editing, technical directing and master control helpful. Weekends and evenings required. Send resume to Personnel, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. No phone calls please. EOE

Director of Engineering. Unique operations with three Television and three Radio stations in the same University town. Ramar Communications wants to hire you if you have a passion for Television and Radio. Our company is not for sale, we're debt free and we embrace new technology. We have several projects planned for the next few years and we need you to help us. Ramar Communications is in Lubbock, Texas. Please fax your resume to Brad Moran at 806-748-9304. Ramar Communications is an equal opportunity employer.

Broadcast Maintenance Technician- Freedom Communications' top-40 station has an opening for an experienced *broadcast Maintenance Technician*. Candidate should have two years formal technical electronic education and three years experience in a broadcast environment. Must be able to work a flexible schedule. Requirements include- install, repair and maintain various broadcast and computer equipment. Including Beta cameras, recorders automation equipment, studio equipment and related computer based broadcast products. Please fax (616-388-8228) or send resume and cover letter to Margie Candela, Human Resource Coordinator, WWMT-TV, 590 W. Maple St., Kalamazoo, MI 49008.

HELP WANTED NEWS

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.**

Weather is a big deal, and WVUE-TV is the authority along the Gulf Coast. FOX 8 is seeking an experienced meteorologist to join our weather team. Candidates must be excellent communicators with at least three years Broadcasting experience. We are serious about weather, so all candidates must have meteorology degree and AMS seal. Experience with Gulf/Atlantic Hurricanes and Kavouras graphics preferred. No phone calls. Send resume and non-returnable tape to Keith Esparros, VP/News Director, WVUE-TV, 1025 S. Jefferson Davis Pkwy., New Orleans, LA 70125.

WKRC-TV has an immediate opening for a part-time News Videotape Editor. Must be an experienced videotape editor with basic computer knowledge and the ability to perform well under deadline. Please no calls. Send non-returnable tape and resume to: WKRC-TV, Attn: Business Office-VE, 1906 Highland Avenue, Cincinnati, Ohio 45219. An Equal Opportunity Employer.

WCNC, the Belo station in Charlotte, NC has openings for a reporter/anchor, night assignment editor, editing coordinator and producers. We're building our newsroom around enterprising, energetic journalists who just want to win. WCNC is the fastest growing news organization in one of the South's most liveable cities. If you're already the best in your shop and looking for the coaching to be even better send a non-returnable VHS tape of your work and a resume to: Human Resources, WCNC-TV, 1001 Wood Ridge Center Dr., Charlotte, NC 28217. EOE/M/F/V/H.

Reporter. You know the skills required. We have the opportunity. Top Fox news station. Enough said. Resumes/Tapes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE, M/F.

TV News Anchor/Reporter. KFSN-TV, Fresno, a Disney/ABC-owned station in Central California, is seeking an experienced Co-Ancor/Reporter for its Number One Rated Five O'Clock Newscast. A minimum of five years fulltime anchoring and reporting experience is required. Must be able to write clear and concise copy and have great live-shot skills. Four-year Journalism degree preferred. Resume and tape (Beta or VHS) to: KFSN-TV, Personnel Dept., 1777 G Street, Dept. BC, Fresno, CA 93706. No phone calls please. KFSN-TV is an equal opportunity employer. Women and members of minority groups are encouraged to apply.

Producers. Experienced news line producers wanted for News 12 New Jersey. One newscast producer and one special projects producer. Strong writing skills and ability to work on your own a must. We have all the whistles and bells, do you know how to use them? Tape to: Allison Gibson, Assistant News Dir., News 12 New Jersey, 450 Raritan Center Parkway, Edison, NJ 08837. No Phone Calls Please. EOE.

Producer/Photographer/Editor. WCBD is looking for a highly creative, motivated producer/photographer/editor with strong shooting and editing experience. Must have at least three years of experience producing, shooting and/or editing commercials or promos. Ability to write is a definite advantage. Send demo tape and resume to: Human Resources, WCBD TV2, 210 Coleman Blvd., Mt. Pleasant, SC 29464. A Media General station. Drug test required, EOE, M/F.

Photographer: WTVR-TV, a Raycom Media Station, in Richmond, Virginia has an immediate opening for a photographer. Come ready for all! DVC Pro, SNG, triple ENG, wireless, plus laptop and non-linear editing are the tools available to tell Virginia's best stories. Please send resume and reel to: Trina Lee, Asst. News Director, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. WTVR is an EOE M/F. Pre-employment drug screening required. No phone calls please.

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.

Night Assignments Desk. We're looking for a motivated, creative, versatile Night Assignments Editor for the top TV news operation in the state capitol. The successful applicant will have a degree and some experience in broadcast or print journalism. Apply by letter stating your news philosophy with your resume. No Phone Calls Please! Send your application to Box 01513 by March 25, 1999. EOE.

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 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 Director: Do you want your next job to be with an award-winning, local news station that covers news 24 hours a day, in the most technologically advanced newsroom in the country? Then this may be the best job you have ever had! We promise an exciting opportunity for individuals who enjoy challenges, have a strong desire to succeed and have fun doing their job. The ideal candidate will have a strong commitment to journalism (king or queen of content) and possess exceptional people skills (praise in public). You must be able to manage your time and budget well. We are looking for candidates with a minimum five years news management experience. If you're willing to learn something new, then send your resume, news/management philosophy and salary requirements to: Human Resources Manager, Bay News 9, 7901 66th Street North, Pinellas Park, FL 33781. As part of Time Warner Communications, we offer a competitive salary and benefits package. EOE. Prior applicants need not apply.

Missing you... our digital, state-of-the-art facility is hands-down the best in our city and possibly the finest broadcast station in the country. From high-tech ENG toys to robotic cameras to HAL Graphics, and from the market's fastest multi-camera news chopper to non-linear edit bays and count 'em, 1, 2, 3, 4 production suites, our architects and engineers didn't miss a beat. But we are missing one thing, *You*. Are you a reporter with at least two years news reporting experience in a major or medium market? Do you have excellent news judgement and communication skills? Are you a good writer with a strong live presence? And can you bring high energy and production values to a newscast? If you answered yes to these questions and you're eager to work in the fourth-largest city for a dynamic news department with a strong commitment to breaking news, we want to hear from you. The successful candidate must be a college graduate and will: research, gather, write and report on daily news stories. This includes doing live shots for breaking news, cut-ins and special reports that the assignment editors or producers may assign. *What does Houston have to offer?* Friendly folks, a booming economy, unparalleled theater and performance art, dynamic dining, world-class shopping attracting better than sixteen million shoppers annually, a thriving downtown with an awe-inspiring skyline, championship professional sports franchises, one of the world's premier medical centers and a low, Low cost of living. Recruitment, KRIV-TV - Fox Television, P.O. Box 22810, Houston, Texas 77227. EOE/M/F/D/V

Meteorologist- Carolina television station seeks resumes and tapes for future openings in our weather department including morning and midday meteorologist position and the weekend anchor/weekday weather-producer position. Candidates should possess excellent communication skills, positive attitude and forecast/production skills. Experience with Kavouras equipment is a plus. On-air experience preferred, but we will review all applications. Send resume and non-returnable VHS tape to WCTI, PO Box 12325, New Bern, NC 28561. EOE.

Meteorologist/Reporter. West Texas, CBS affiliate, is seeking (2) people for Meteorologist/Reporter; must have a degree in Meteorology and/or Seal. Must also be able to gather news, write, and edit video for broadcast. Entry level. Send tape and resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. 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.

General Assignment Reporter. CBS-58 News seeks an experienced general assignment reporter. Ideal candidate must be a self-starter who possesses strong writing skills and an inherent level of curiosity and interest in the events around them. Journalism degree required. No Phone Calls Please. Rush resume, salary history as well as a non-returnable tape to: WDJT-TV (CBS-58), Director of Human Resources, 809 S. 60th Street, Milwaukee, WI 53214. EOE.

KOSA-TV, Odessa, TX is looking for Reporter/Anchor. Minimum one year experience. Writing and editing skills a must. College degree preferred. Send resume and tape to Acting News Director, KOSA-TV, 1211 N. Whitaker St., Odessa, TX 79763. No phone calls please. EOE.

Assistant News Director. WHAS 11 is seeking an assistant news director with 3-5 years producing experience. Candidate should have 1-2 years EP experience, have excellent organizational skills, the ability to handle multiple tasks, have excellent writing skills, good interpersonal skills, excellent editorial skills and be a team player. Interested candidates forward resume and cover letter to: Cindy Vaughan, Human Resources Director, HR #998, WHAS11, 520 West Chestnut Street, Louisville, KY 40202. Belo Kentucky, Inc. is an Equal Opportunity Employer. M/F/D/V.

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.

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.

Promotion Producer: WTVR-TV in Richmond, Virginia, a Raycom Media Station, has an immediate opening for a seasoned Promotion Producer with a strong news promotion background. Must be able to write hard, audience driving news topical and image promotion. Degree in Mass Communication or related field preferred. Three years experience desired. Please send resume and non-returnable VHS tape to: Promotion Manager, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. WTVR is an EOE M/F. Pre-employment drug screening required. No phone calls please.

Promotion Manager. Fox O&O in Boston, MA has an opening for a stand out creative thinker! If you have multiple ideas for every promo, you agree that the copy is the most important part of the spot, and you can solve creative problems independently, we would like to see your reel and resume. Degree in related field and five years television promotion experience required. The ability to work under strict deadlines is essential. Qualified candidate only, send reel and resume with cover letter to: Linda M. DiStefano, WFXT FOX 25, 25 Fox Drive, P.O. Box 9125, Dedham, MA 02027-9125. No Phone Calls Please. EOE/M/F/D/V

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.

Marketing Coordinator WPVI-TV/6, the Disney owned ABC station in Philadelphia seeks a motivated individual to compliment a fast-paced sales marketing environment. Applicant should have a minimum of 2 years of TV experience and strong working knowledge of advertising and promotions with creative ability. Duties include coordination of campaigns, events and various marketing projects. Strong writing skills a +. Daily interaction with local and national sales team. Must be a self-starter and possess excellent phone, people and computer skills. Send letter and resume ASAP (no calls/faxes) to Paula McDermott, Marketing Manager, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

Senior Writer/Producer. WVEC-TV, Norfolk, Virginia. Ok...Let's make this easy. Can you concept and write up to :30 worth of copy without being "cliche" or "smarmy"? Can you match pictures and music to that same piece of copy and actually have it make sense?! Can you market this ABC affiliate like it's never been marketed before?!? Well, can you?!? Send us a tape and show up what you've got! We're an A.H. Belo station, shoot and edit digital, work with the best graphics team in the region and have *Top Secret* plans for cool new toys in the spring. Intrigued? Send a non-returnable VHS tape and resume by March 31, 1999, to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. WVEC-TV is an Equal Opportunity Employer.

HELP WANTED PRODUCTION

Former Network TV News Producer sought for lucrative (\$75K+) NYC, DC, SF, LA-based position as a consultant to an expanding, high-powered SF-based TV publicity firm with national clients and contacts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with influential contacts at the network TV news and new media editor level. Must be e-mail and Internet savvy. Work from your home year-round, on relatively easy sched. Send resume plus general outline of areas of media influence to: PRIMETIME PUBLICITY, 30 Hamilton Lane, Mill Valley, CA, 94941.

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.

HELP WANTED RESEARCH

WOIO & WUAB in Cleveland, Ohio, Raycom Media stations, have an immediate opening for a Research Director to work with a highly motivated and creative sales staff. Candidates must possess thorough knowledge of Nielsen ratings, TV Scan, Scarborough research, PowerPoint, CMR and Microsoft Office. The job entails full involvement with the sales department including collecting and analyzing Nielsen research data, preparing written and graphic presentations, developing sales positioning pieces, coordinating with our rep (Telerep). Will also work closely with Programming, News and outside news consultants. This person must be creative, self-motivated, comfortable working under deadlines and with little supervision. Qualified candidate must have 3-5 years experience in broadcasting or related fields. We are an EOE and qualified minorities and females are encouraged to apply. Submit resume and pay requirements to: Tom Humpage, GSM, WOIO/WUAB TV, 1717 E. 12th St., Cleveland, OH 44114. 216-515-7012.

Research Director. Must see TV and a must take job! NBC6/WCNC-TV (28th market), an A.H. Belo subsidiary located in Charlotte, is currently recruiting for a Research Director. This highly organized person will provide support for a growing Sales staff, as well as the News and Programming/Promotion departments. You must be able to handle a number of jobs and a number of "supervisors" successfully and timely. Qualified candidates must demonstrate proficiency in evaluation NSI+ Studies, rating trends and in creating sales presentations. Will use Leigh Stowell Research, TV Works, Nielsen Galaxy Navigator, CMR, Audience Analyst and Microsoft Word/Excel/PowerPoint. Successful candidates must be detail oriented and proficient in analyzing statistical data. Candidates also need to be computer literate. Qualified applicants need to send your resume and salary history to: (No Phone Calls, Please) NBC 6, Human Resources Department, Re: 98-40, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE / M / F / V / H

HELP WANTED FINANCIAL & ACCOUNTING

Controller/Business Manager KWEX TV Univision. Seeks degreed accountant. Responsible for all accounting, financial reporting and internal controls, including G/L, A/P, A/R, payroll/HR, and fixed assets. Annual budget preparation and monthly estimates. Reports to GM with liaison to Corporate Finance. Five years experience including supervisory role. Broadcast background a plus. (CPA, bilingual- Spanish/English preferred). Address resume to General Manager at KWEX-TV, 411 E. Durango Blvd., San Antonio, TX 78204. Ref.# 99-1 No Phone Calls Please- E.O.E.

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.

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

HELP WANTED CREATIVE SERVICES

CREATIVE SERVICES DIRECTOR

KING 5 TV, the number one station in the Pacific Northwest and a subsidiary of the A.H. Belo Corporation, is seeking a Creative Services Director. This position is responsible for developing and implementing coordinated marketing strategies for KING TV, KONG TV, and NorthWest Cable News (a 24-hour regional news network). Will oversee promotion, design, commercial production, and community relations. Also responsible for budgeting, staff development, and strategic planning.

Successful candidate will have a college degree with minimum 10 years marketing experience and at least 5 years in a management role. Must have demonstrated leadership skills with the ability to motivate a creative staff, and must be a strategic thinker with an understanding of how to effectively promote three diverse stations.

If qualified, send 2 copies of your resume to:

KING 5 TV
Attn: HR Dept., #K98R14
333 Dexter Ave., N.
Seattle, WA 98109
EOE-M/F/D/V

GROUP ART DIRECTOR
USA BROADCASTING

USA Broadcasting, the nation's most progressive group, is launching 4 new stations in addition to WAMI in Miami (with more coming next year). We're looking for the uber combination of modern design sensibilities, excellent leadership skills, and a passion for breaking new ground. The chosen one will establish and oversee the on-air, print, and collateral look for all of our stations. We have sitcoms, movies, news, the NBA, Major League baseball, and tons of original programming. At your disposal is a growing, talented crew and all the toys Mac's, SGI's, and film shoots. Come to the place where creativity is celebrated not suffocated, and where we don't even know the meaning of the word winter. Rush your reel, resume, and a letter explaining what makes you so damned perfect for the position (Feel Free to gloat) to:

Art Director Search
C/o USA Broadcasting A & P
605 Lincoln Rd., 2nd Floor
Miami Beach, FL 33139

USA Broadcasting is an Equal Opportunity Employer.



Design Director: KING 5 TV, the number one station in the Pacific Northwest and a subsidiary of the A.H. Belo Corporation, is seeking a Design Director to create a coordinated, distinctive, and contemporary graphic look for KING TV, KONG TV, and Northwest Cable News. Successful candidate must have minimum 5 years design experience; a working knowledge of latest graphic arts technology including Quantel Paintbox, Hal, Picture Box, Mac, and Photoshop; strong leadership, problem solving, and creative skills; and a strong emphasis on news and promotion. If qualified, please send 2 copies of your resume and a non-returnable Beta tape to: KING 5 TV, Attn: HR Dept., #K99R20, 333 Dexter Ave. N., Seattle, WA 98109. EOE-M/F/D/V.

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.

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

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IN TV TIME SALES

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ANTONELLI MEDIA TRAINING CENTER
(212) 206-8063

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CABLE

HELP WANTED ALL POSITIONS

Network Expansion

The **Shop at Home Network** is currently viewed in over 47 million homes across the nation- and growing. Our recent agreement to purchase WBPT in Bridgeport, Connecticut will increase our 24-hour presence in the metropolitan New York area. As a result of this expansion, we are looking for a **General Manager, Chief Engineer**, and a part time **Master Control Operator** for the Bridgeport station.

General Manager- The qualified candidate will have experience managing a television station, including master control operations, local programming inserts, maintenance of station logs and public file, and quarterly community ascertainment programming, developing and maintaining relationships with area cable television operators.

TV Chief Engineer- Technical maintenance for UHF transmitter and commercial insertion equipment. Strong technical skills, television/satellite equipment maintenance, and the ability to work in a self-directed environment are essential.

We offer a competitive salary and comprehensive benefits package. Interested applicants, please forward your resume, along with salary history, to:

Shop At Home Network
Human Resources - TAF
PO Box 305249
Nashville, TN 37230-5249
fax: (615) 263-8910
email: tfarmer@sath.com

An EEO Employer encouraging Workplace Diversity



HELP WANTED PRODUCTION

ON-AIR PRODUCER

The **Home Shopping Network**, America's premier electronic retailer, has an immediate opportunity for an **ON-AIR PRODUCER** at our corporate headquarters in sunny St. Petersburg, Florida. Move out of the cold and into a climate that provides both warm weather and career success at every sunrise.

Responsibilities include coordinating the production staff in order to develop an effective and creative sales presentation. This individual will also conduct pre-show meetings, prepare concept for the show and identify special tools necessary, develop merchandise tactics for placing merchandise to be presented in the broadcast, guide live broadcast with sales time management, monitor sales and pace the broadcast, and maintain focus and control of the show. Qualified candidate must possess 3-5 years live television production experience, strong estimation and mathematical skills, and familiarity with television studio operations. Previous experience in a high pressure, fast paced broadcast environment and/or 4 year degree in either Broadcast or Business is helpful.

In addition to the beautiful weather and soft, sandy beaches, **The Home Shopping Network** offers competitive salary and benefits, as well as the opportunity for personal and professional advancement. For consideration, please mail, fax or email resume to: **The Home Shopping Network, Inc.**, Human Resources, 1 HSN Drive, St. Petersburg, FL 33729. FAX: 727-537-6895. EMAIL: turtlek@hsn.net

The Home Shopping Network
The Home Shopping Network is an Affirmative Action/Equal Opportunity Employer

www.hsn.com

Production Manager- Cable TV Station in Metro Atlanta seeks pro with combo of technical, production, and people skills. Fax resume and salary history to 770-844-5894, EOE M/F.

HELP WANTED RESEARCH

The new **Court TV** is seeking an Ad Sales Research Analyst. The ideal applicant must have an understanding of basic television research concepts and possess strong PC and communication skills. Must be able to work independently, prioritize multiple tasks, and perform in a team-oriented environment. Send resume and cover letter to: **Court TV**, 600 Third Ave., NY, NY 10016 Attn: HR-AS.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Print or broadcast journalists wanted for a 1-year endowed professorship at the School of Mass Communications at Texas Tech Univ. starting Fall 1999. To teach computer assisted reporting, reporting, broadcast news writing, newspaper/broadcast news management or computer design and graphics. Send resume and three references to Dr. Jerry Hudson, School of Mass Communications, Box 3082, Texas Tech University, Lubbock, TX 79409-3082. Deadline for 1999 Appointment: May 15, 1999.

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

Troy State University seeks an assistant or associate professor to teach broadcast journalism courses plus some basic journalism courses in a quality professionally oriented program. Applicants must be qualified to teach writing, production and editing for radio and television. Minimum requirements: MA degree plus significant professional experience (Ph.D. degree preferred). Salary is competitive. Send letter, resume and three references to Human Resources, Troy State University, Troy, AL 36082. TSU is an Affirmative Action/Equal Opportunity Employer.

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 pluses. 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 MEDIA

Senior Media Professionals- The International Research and Exchanges Board seeks to fill resident advisor (RA) and short-term consultant positions in Central and Eastern Europe and the Newly Independent States under its Professional Media Program, a USAID-funded project. Possible postings include Albania, Armenia, Azerbaijan, Belarus, Bosnia, Bulgaria, Georgia, Serbia, and Ukraine. Candidates must be talented, multifaceted media professionals with at least 10 years business and/or journalism experience in either print or broadcast media. The RA will serve as an in-country ProMedia representative assisting in the development of independent media programs. International experience and local language ability is a plus. Please submit cover letter and resume with salary history to: IREX/ProMedia fax: (202) 628-8189 or promedia@info.irex.org.

HELP WANTED FACULTY

Faculty Position- Telecommunications Management (Broadcast/Cable/Production/Entertainment). Position Description: Teach a range of courses including: Telecommunications Management; Broadcast and Cable Sales Management; Telecommunications Financial Management; Telecommunications Law and Regulations. Provide leadership in further developing a well-established management program. Advise undergraduate students, graduate students as appropriate, and serve on School and College committees. Maintain a program of research and professional activity. Appointment: Full-time, tenure track, rank negotiable. Position begins September 1, 1999. Qualifications: Ph.D. and substantial professional management experience or appropriate advanced degree and extensive high level management experience. Teaching experience desirable. Salary: Competitive. Send a resume and contact information for three references to: Coleen Dietsch, Assistant to the Director, School of Communications, Ohio University, Athens, Ohio 45701. Review of credentials will begin April 1, 1999. Ohio University is an equal opportunity/affirmative action employer.

HELP WANTED TECHNICAL

DIRECTOR OF ENGINEERING

Emerson College, the country's only four-year college devoted exclusively to communication and the performing arts, seeks a strong leader and manager to oversee all video, cable, ITFS, radio, audio, film, new media, photography, and distance learning facilities and equipment. The Engineering Department provides extensive, often state-of-the-art equipment and facilities for dozens of production-related courses, the award-winning Boston FM station WERS, the campus-wide Emerson Cable Channel, and an original production TV unit developing product for cable and broadcast.

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The ideal candidate will have a minimum of a Bachelor's degree, 5-8 years of engineering management experience, formal computer training, and FCC license or SBE certification. We seek an individual with strong planning, financial, supervisory, and interpersonal skills, one familiar and comfortable in all mediums, and with demonstrated experience in facilities design and equipment acquisition and management.

The deadline for receipt of applications is Friday, April 23, 1999. Applications must include: 1) a narrative letter describing how training and experience relate directly to the outlined job responsibilities and qualifications, 2) a detailed professional resume, and 3) the names, addresses and phone numbers of no less than five professional references who can attest directly to the applicants' suitability for the post. Attractive and competitive salary and fringe benefits, commensurate with qualifications and experience.

Send application information to: Office of Human Resources & Affirmative, Emerson College, 100 Beacon Street, Boston, MA 02116. Emerson College is an Equal Opportunity/Affirmative Action Employer focused on workforce diversity. Visit our web-site: www.emerson.edu/trf.

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System Design Engineers/Project Managers and Installers. We have immediate openings for these positions in our suburban Pittsburgh headquarters and fabrication facility. Some travel required, but no long posting to job sites. Relaxed atmos. and excellent benefits: 401k, life, health, dental, vision coverage, EEO. *Requirements for Design Engineers:* Exp. with commercial or public broadcasting stations required. Knowledge of video servers, automation, SMPTE 259M systems, video compression, non-linear editing. Must have managed projects and/or designed facilities in the last 12 months or be working for a system integration firm. Exp. with CAD preferred. Computer literate, interest in technical challenges. Knowledge of HDTV valuable. *Requirements for Installers:* Exp. in all aspects of video and audio system wiring, cabling. Knowledge of television broadcast operations valuable. Must be computer-literate, self-motivated and willing to travel. *For immediate consideration,* send letter of interest and resume with salary history via fax 724-873-4770, or mail to Synergistic Technologies Inc., 121 Hillpointe Drive, Suite 700, Canonsburg, PA 15317, or e-mail to jobs@stidigital.com. For more info, see us at www.stidigital.com or at NAB99 Booth #L13129.

HELP WANTED PRODUCTION

Producer. University of Florida Athletic Association. Entry level position. Bachelor's degree required. Experience as studio/remote producer desired. Send resume, non returnable VHS tape with examples of work and wage requirements by April 9, 1999 to: Human Resources, University Athletic Association, P.O. Box 14485, Gainesville, FL 32604-2485. EOE. Minorities and Women are Encouraged to Apply.

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BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Pellegrino at (212) 337-7073 or Francesca Mazzucca at (212)337-6962.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.50 per word, \$50 weekly minimum. Situations Wanted: 1.35¢ per word, \$27 weekly minimum. Optional formats: Bold Type: \$2.90 per word, Screened Background: \$3.00, Expanded Type: \$3.70 Bold, Screened, Expanded Type: \$4.20 per word. All other classifications: \$2.50 per word, \$50 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$218 per inch. Situations Wanted: \$109 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Color Classified Rates

Non-Display: Highlighted Position Title: \$75. Display: Logo 4/C: \$250. All 4/C: \$500.

Online Rates: \$50 additional to cost of ad in magazine

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$35 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

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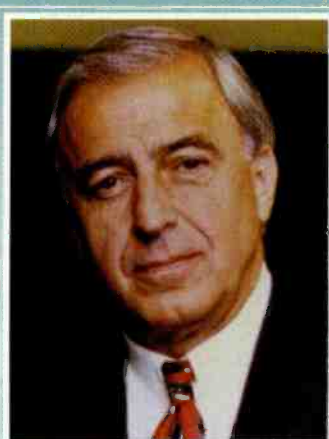
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On April 26, *Broadcasting & Cable* salutes the 1999 Golden Mike Award recipient, John Conomikes and Hearst Argyle Television. We'll celebrate his remarkable career at The Hearst Corporation in a special report that honors the contributions John Conomikes has made to the television industry and community at large. His



vision, integrity and personal commitment to broadcasting make him an exemplary role model for all.

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APRIL 17 • LAS VEGAS, NEVADA

The Broadcasters' Foundation Board of Directors and The National Association of Broadcasters present their 1999 Golf Tournament at NAB-99.

This event will benefit the Broadcasters' Foundation helping colleagues in need.

Saturday, April 17th, 1999. 1 p.m. shotgun start

Las Vegas National Golf Club. 1911 East Desert Inn Road, Las Vegas, Nevada

Registrations must be received no later than
March 31, 1999 to insure Tournament Play.
Contact Gordon Hastings at 203-862-8577
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296 Old Church Road, Greenwich, CT 06830

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BEER INSTITUTE

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

Nov. 8—9th annual *Broadcasting and Cable Hall of Fame* reception and program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

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

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

THIS WEEK

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

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

March 23-24—10th annual *Consumer Electronics Manufacturers Association/IEEE Consumer Electronics Society* Digital Engineering Conference. 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 9-11—52nd annual *Associated Press Television-Radio Association of California-Nevada* Convention. The Fairmont Hotel, San Jose, Calif. Contact: Rachel Ambrose, (213) 626-1200.

April 9-10—*Northwest Broadcast News Association/Radio-Television News Directors Association* regional Conference. Holiday Inn Metrodome, Minneapolis. Contact: (605) 357-5660.

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

April 10—*Television News Center* newscast producer training. Television News Center, Washington. Contact: Herb Brubaker, (301) 340-6160.

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 18—*National Association of Broadcasters* broadcast education association career fair. Las Vegas Convention Center, Las Vegas. Contact: Karen Hunter, (202) 429-5498.

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

—Compiled by Nolan Marchand
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CHANGING HANDS

The week's tabulation of station sales

TVS

KETK-TV Jacksonville/Tyler, Texas

Price: \$38 million

Buyer: Communications Corp. of America, Lafayette, La. (Thomas Galloway Sr., owner/CEO); also owns eight TVs, one AM and four FMs

Seller: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/CEO); owns/is buying 63 TVs, 15 AMs and 36 FMs

Facilities: Ch. 56, 5,000 kw, ant. 1,583 ft.

Affiliation: NBC

51% of KWBT(TV) Muskogee/Tulsa, Okla.

Price: \$4.59 million for stock

Buyer: Tulsa Communications LLC, Larkspur, Calif. (Gary Marshall, president/CEO); no other broadcast interests

Sellers: Myoung Hwa Bae, Skokie, Ill.; Northwestern Television Inc., Franklin, Tenn. (Bruce Fox, principal), and Todd Robinson Inc., Greensboro, N.C. (Todd Robinson, principal). Bae owns three TVs; 51% of KWBA(TV) Sierra Vista, Ariz.; 50% of KAQS(TV) Shawnee, Okla.; 33.33% of WBIF(TV) Marianna, Fla., and 12.5% of WEPX(TV) Greenville, N.C.

Facilities: Ch. 19, 5,000 kw, ant. 753 ft.

Affiliation: Dark

WXVT(TV) Greenville/Greenwood, Miss.

Price: \$4.435 million

Buyer: Saga Communications Inc., Grosse Pointe Farms, Mich. (Edward Christian, president); also owns/is buying two TVs, 16 AMs, 26 FMs and has interest in six more FMs

Seller: Greenville Television Inc., Gulfport, Miss. (John Hash, president); no other broadcast interests

Facilities: Ch. 15, 2,746 kw, ant. 887 ft.

Affiliation: CBS

Broker: Patrick Communications Inc.

COMBOS

WSKW(AM) Skowhegan and WCTB(FM) Fairfield/Skowhegan, Maine

Price: \$1.6 million

Buyer: Cumulus Media Inc., Milwaukee (Richard W. Weening, executive chairman); also owns/is buying 66 AMs and 148 FMs

Seller: Mountain Wireless Inc., Skowhegan (Alan Anderson, president); owns WHQO(FM) Skowhegan

Facilities: AM: 1160 khz, 10 kw day, 1 kw night; FM: 93.5 mhz, 13.5 kw, ant. 440 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 ■ \$47,025,000 ■ 3
Combos ■ \$3,100,000 ■ 2
FMs ■ \$8,437,500 ■ 3
AMs ■ \$5,866,000 ■ 2
Total ■ \$64,428,500 ■ 10

SO FAR IN 1999

TVs ■ \$372,469,005 ■ 20
Combos ■ \$426,496,667 ■ 27
FMs ■ \$165,201,697 ■ 49
AMs ■ \$59,309,000 ■ 36
Total ■ \$1,023,476,369 ■ 132

Formats: AM: sports; FM: AC

Broker: George Silverman & Associates

WGHC(AM)-WBPM(FM) Kingston, N.Y.

Price: \$1.5 million

Buyer: Roberts Radio LLC, Pleasantville, N.Y. (Robert Pittman, chairman; Robert Sherman, president); also owns six AMs and 15 FMs

Seller: Historic Hudson Valley Radio Inc., Kingston (Walter Maxwell, president); no other broadcast interests

Facilities: AM: 920 khz, 5 kw day, 262 w night; FM: 94.3 mhz, 1.1 w, ant. 554 ft.

Formats: AM: MOR; FM: CHR

Broker: Blackburn & Co. Inc.

FMS

WDYL(FM) Chester/Richmond, Va.

Price: \$4.6 million

Buyer: Radio One, Lanham, Md. (Catherine L. Hughes, owner; Alfred Liggins, president); also owns seven AMs and nine FMs

Seller: Hoffman Communications Inc., Alexandria, Va. (Hubert Hoffman, president); owns WGGM(AM) Chester

Facilities: 105.7 mhz, 6 kw, ant. 325 ft.

Format: Alternative rock

Broker: Media Venture Partners

WENN(FM) Trussville/Birmingham, Ala.

Price: \$3,087,500

Buyer: Capstar Broadcasting Partners Inc., Austin, Texas (R. Steven Hicks, chairman/3.2% owner; Thomas O. Hicks, principal owner/chairman, Hicks, Muse, Tate & Furst); also owns/is buying 96 AMs and 223 FMs

Seller: American General Media LLC, Baltimore (Anthony Brandon, presi-

dent). Brandon and his brother, L. Rodgers Brandon (voting member of AGM), own eight AMs and 18 FMs

Facilities: 105.9 mhz, 1.4 kw, ant. 672 ft.

Format: Rock

Broker: Gulf Breeze Media

51% of KKIK(FM) (formerly KAUY) La Junta, KAVD(FM) Limon, and construction permit for new FM in Rocky Ford, all Colo.

Price: \$750,000 for stock

Buyer: Colorado Inc., Mt. Pleasant, S.C. (James Fort, Andrew Guest and Edward Seeger, principals); owns remaining 49% of KKIK and KAVD. Fort also owns 33.3% of one AM and two FMs. Guest also owns 33.3% of two AMs and one FM. Seeger also owns 33.3% of two AMs and five FMs, and is selling 33.3% ownership of KVLL(AM) Woodville, Texas, item, below)

Seller: Brian, Emily, Robert and Terrence Moore, Edina, Minn.; no other broadcast interests

Facilities: KKIK: 106.5 mhz, 98 kw, ant. 897 ft.; KAVD: 103.1 mhz, 100 kw, ant. 624 ft.

Formats: Both dark

AMS

WEAE(AM) Pittsburgh

Price: \$5 million

Buyer: Walt Disney Co./ABC Inc., New York (Robert A. Iger, president, ABC); also owns 10 TVs, 20 AMs and 16 FMs

Seller: Clear Channel Communications Inc., San Antonio, Texas (L. Lowry Mays, president); owns/is buying 22 TVs, 156 AMs and 282 FMs

Facilities: 1250 khz, 5 kw

Format: News/talk

Broker: Media Venture Partners

WLLH(AM) Lowell, Mass.

Price: \$866,000

Buyer: Mega Communications LLC, Silver Spring, Md. (Alfredo Alonso, manager); also owns/is buying 10 AMs and one FM

Seller: Great Merrimack Valley Wire-less Talking Machine Co., Lowell (Ronald Frizell and Arnold Lerner, partners). Frizell and Lerner own two AMs and three FMs; Lerner owns 22.633% WPLY(AM) Media, Pa.

Facilities: 1400 khz, 1 kw

Format: Adult standards

Broker: Sales Group

—Compiled by Alisa Holmes

A crusader against microradio

It's no wonder that Bill McElveen sleeps just five hours a night. The man works four jobs: executive vice president of radio-station owner Bloomington Broadcasting Corp.; president of Bloomington subsidiary Radio South Carolina, and chairman of the National Association of Broadcaster's Radio Board. He also is general manager of three radio stations in his hometown of Columbia, S.C.

Involved in radio since high school, McElveen doesn't resent the lack of sleep or near-constant travel. In fact, he says, "it is difficult for me to imagine not doing what I'm doing."

The threat of the FCC's microradio plan is driving much of McElveen's energies these days. He calls the effort to license 100- and 1,000-watt radio stations "well-intended but misplaced." The issue is so hot in the industry that it tops his Radio Board's agenda. McElveen also devised the idea for the NAB's Radio Spectrum Integrity Task Force, which met for the first time last Tuesday.

While he believes in encouraging minority ownership, one of the proffered reasons for the FCC's plan, "microradio is not the best vehicle toward that end," McElveen says.

Since McElveen came up with the idea for the task force, "the whole industry has rallied behind the idea that microradio is a challenge to the whole integrity of the spectrum," NAB President Eddie Fritts says.

But McElveen is a big fan of radio consolidation, which has been under way for three years. It allows the business of radio to be much more efficient. For example, he cites Radio South Carolina's corralling of two FMs and one AM under one roof. A third FM will be brought in when the deal to buy it closes. This not only saves money, but has allowed Bloomington to change the AM from a simulcasting station to the market's only all-news station. As a result, "the public is better-served," McElveen says.

McElveen is part of Bloomington's senior management team, which bought out the family-owned, closely held broadcaster last June for about \$65 million. The team has no intention of taking Bloomington public, McElveen says; rather, its members want to consolidate the company in its five markets and in the next 18 months begin looking to add more. Bloomington currently owns 17 stations and is buying one more: two FMs and one AM in Bloomington, Ill.; two FMs and



"Microradio is not the best vehicle [for encouraging minority ownership]."

William Lindsay McElveen

Executive vice president, Bloomington Broadcasting Corp./president, Radio South Carolina (Bloomington subsidiary)/chairman, general manager, WISW(AM)-WOMG(FM) and WTCB(FM) Columbia, S.C., National Association of Broadcasters' Radio Board; based in Columbia; b. Sept. 20, 1950, Columbia; B.A., English, University of the South, Sewanee, Tenn., 1972; account executive, WNOK-FM, 1972-73; managing director, WNOK-FM, 1973-79; vice president, Audobon Broadcasting Co. Inc., Atlanta/general manager, WNOK-AM-FM Columbia; 1979-84; president, Audobon/general manager, WNOK-AM-FM, 1984-89; current jobs since 1998 (Bloomington/Radio Board) and 1989 (Radio South Carolina); m. Catharine Gohn, Aug. 13, 1992; children: Earle, 28; Kerry, 11

one AM in Grand Rapids, Mich.; three FMs (one currently being purchased) and one AM in Columbia, S.C.; three FMs and one AM in Chattanooga, Tenn., and two FMs and two AMs in Tri-Cities Tenn./Va.

The search for new stations is not pressing, he says, because radio-station prices are inflated. Or, "sellers' expectations are exceeding buyers' reality." However, he expects that to change over time.

When the time does come to buy, Bloomington will keep itself to markets ranked by Arbitron in the 75-125 range, "where our level of expertise is. ... We have no vision or aspiration to turn into one of the major groups." That philosophy allows McElveen to represent "the finest in grass-roots radio," according to Fritts.

McElveen himself has lingered in Columbia. While he has considered moving to a bigger area, with family and friends in his hometown, "I could just never really get my heart in it," he says.

As for career choices, he didn't have one: "I grew up in radio." His father, H. Moody McElveen (now deceased), managed a TV-AM-FM combo in Columbia. His dad, he says, was one of his role models, though for a while, "the closest he wanted me to get to radio was to look at the inside of one." In high school, the younger McElveen worked part-time at WNOK-FM Columbia, which his father partly owned. In college he reported to the station during vacations and holidays.

He enjoyed his on-air stints, but "I wanted to get into management and I wanted to get in as quickly as I could." That route, he decided, was through sales. He worked as an account executive for WNOK-FM from 1972-73, then became the station's managing director in 1979. He held that position until 1989, even as he moved up the ranks at Audobon Broadcasting Co. Inc., which was in the market to buy radio stations. "I got tired of the commute" between Columbia and Audobon's headquarters in Atlanta, so when Bloomington asked for help with an acquisition in Columbia, he responded and was hired.

With all his current duties, "I sort of have forsaken vacations," McElveen says. In his rare spare time, he enjoys golf. His wife is supportive of his schedule and manages to accompany him on some trips. Not that she could slow his rugged pace: "I just love to do it," McElveen says.

—Elizabeth A. Rathbun

FATES & FORTUNES

BROADCAST TV



Spicer

Kevin Spicer, director, broadcast standards and practices, Fox Broadcasting Co., Los Angeles, named executive director.

Sheila Dunbar, manager, long form sales, Pax TV, Chicago,

named VP.

Jay Scharer, partner, Stephen Chao Inc., Los Angeles, joins Cisneros Television Group, Miami Beach, Fla., as executive VP and chief operating officer.



Dean

Rob Dean, president, Gulfwest Broadcasting, Corpus Christi, Texas, joins KMEG-TV Sioux City, Iowa, as general manager.

William Sullivan, VP, Cordillera Communications, Missoula, Mont.,

joins WSBT-TV South Bend, Ind., as president and general manager.

Gary Baxter, local sales manager, WOTV(TV) Battle Creek, Mich., joins WSYM-TV Lansing, Mich., as general sales manager.

Appointments, KFBB-TV Great Falls, Mont.: **Sue Johnson**, local sales manager, named general manager; **Danette Nash**, local account executive, named national sales manager and local sales supervisor.

Thomas Watson Brown Jr., account executive, WJBF-TV Augusta, Ga., named assistant VP, corporate planning and development of parent company, Spartan Communications, Spartanburg, S.C.

PROGRAMMING

Appointments, Paramount Domestic Television, Hollywood, Calif.: **Michael Mischler**, executive VP, strategy and planning, Pittard Sullivan, Los Angeles, joins as executive VP, marketing; **(pic)Bruce Pottash**, senior VP, business affairs and legal, named executive VP.

Appointments, Warner Bros. Domestic



O'Brien

Andrew Weir, VP, Eastern sales, named senior VP.

Anthony Glickman, senior research analyst, WB network, Burbank, Calif., joins Carsey-Werner International, London, as director, research and marketing.

Andrea Baker, VP, operations, edit division, Broadway Video, New York, named VP, operations and administration.



Bellonte

Julie Bellonte, director, international home video, National Geographic Television, Washington, named VP.

JOURNALISM

Alan Parcell, bureau chief, CBS News, Miami, named senior editor, Southern region. He will be based in New York.

Don Pratt, producer, WHDH-TV Boston, joins KGO-TV San Francisco in same capacity.

RADIO

Appointments, Capstar Broadcasting Co., Austin, Texas: **Jason Kane**, senior VP and director, special services, The Research Group, Seattle, joins as president, Star System division; **Rich Hawkins**, operations manager, KXYX(FM) and KPLN(FM) San Diego, named VP, programming, Western region. He will continue to be based in San Diego.

Steve Smith, VP, programming, Emmis Communications, New York, joins Chancellor Media Corp., Phoenix and Dallas, as senior VP, programming.

George Carden, manager, chart information services, CCM Communications, Nashville, Tenn., named associate producer, *Decision Today*, Billy Graham

Television Distribution, Burbank, Calif.: **Mark O'Brien**, VP, Western sales, named senior VP; **Jeff Hufford**, VP, Central sales, named senior VP; **Mark Robbins**, VP, Central sales manager, named senior VP;

Evangelistic Association, Minneapolis.

Michael Webb, marketing director, San Antonio Motorsports Inc., San Antonio, joins WRR(FM) Dallas as promotions and marketing manager.

CABLE

Pam McKissick, executive VP/general manager, Prevue Networks, Tulsa, Okla., joins TV Guide Networks there as president and chief operating officer.

Eileen Katz, senior VP, programming, Comedy Central, New York, named executive VP.

Preston Kevin Lewis, marketing manager, HBO, New York, named director, rental marketing.

Jan Hatcher, VP, national accounts, Scripps Networks, Los Angeles, named VP, affiliate marketing and local ad sales. She will relocate to New York.

Ann Burr, president, Time Warner Cable, Rochester, N.Y. division, named executive VP, residential telephony.

ADVERTISING/MARKETING/PUBLIC RELATIONS

Rob Maresca, VP, strategy and planning, Pittard Sullivan, Culver City, Calif., named executive VP.

Appointments, D'Arcy Masius Benton & Bowles, St. Louis: **Bill Miller**, VP, named senior VP/group account director; **John McDermott**, VP, named group creative director.



Bitsack

Jeff Bitsack, account executive, Cliff Freeman and Partners, New York, joins Lee Hunt Associates there as creative director, advertising and promotion.

Sharon Lee, account executive,

Latitude 90, Los Angeles, joins Tribune Media Services, Chicago, as interactive account executive, advertising and database products division.

Lynne Neubert, associate media director, DDB Needham Chicago, named VP.

ASSOCIATIONS

Paula M. Jones, membership services

coordinator, Society of Cable Telecommunications Engineers, named manager, membership services.

ALLIED FIELDS

Stephen Cook, chief operating officer, Conxus Communications, Greenville, S.C., joins XM Satellite Radio, Washington, as senior VP, sales and marketing.

DEATHS

Peggy Cass, 74, actress, died March 8 of heart failure. Cass won a Tony for her portrayal of Agnes Gooch in *Auntie Mame* on Broadway, and received an Academy Award nomination when she reprised the role in the 1958 film version. On the small screen, Cass was well known as a celebrity panelist on the 1960s game show *To Tell the Truth* and a regular on *The Jackie Gleason Show* and *The Jack Paar Tonight Show*. She appeared last summer in a staged benefit reading of *Auntie Mame*, repeating her famed role. She is survived by her widower, Eugene Feeney.

Richard Cunningham, 52, group finance and administrative officer of The Hearst Corporation's Entertainment & Syndication Group, died March 8 of cancer. Cunningham joined Hearst in financial planning in 1977, and held his most recent position since 1989. He supervised all financial activities for all Hearst interests in the Group, including A&E, Lifetime, King Features Syndicate and ESPN. Prior to joining Hearst, Cunningham was an assistant VP for Irving Trust Co., where he was responsible for financial reporting. He is survived by his widow, Dawn, four children, two brothers and one sister.

Stefan Hatos, 78, radio and television writer, producer and creator, died March 2 of a heart ailment after losing consciousness in a health club steam bath. As a announcer for WJLB(FM) Detroit, Hatos wrote episodes of *The Lone Ranger* and *The Green Hornet*. He then moved to New York, where he penned episodes for Orson Welles' Mercury Theater and *Inner Sanctum* as well as working for CBS. Following a stint in the Navy during World War II, Hatos returned to CBS radio. He also directed *Lucky Strike Hit Parade* for NBC Radio and produced *Ladies Be Seated* for ABC Radio. In the early 1960s, Hatos co-created the popular game show *Let's Make A Deal*. The show, hosted by Monty Hall, debuted in 1963 and ran

Conomikes to receive Golden Mike

John Conomikes and Hearst-Argyle Television will be honored with the Broadcasters' Foundation Golden Mike Award on April 26 in New York. Regis Philbin will emcee the event, and Katz Television President Jim Boleyianis, ABC COO and President Robert Iger and King World Chairman Roger King will be among the saluters. The award is given annually to an individual or organization for outstanding contributions to the broadcasting industry and the community at large.



Conomikes' broadcasting career started in 1955.

Conomikes, Hearst-Argyle Television's president and co-CEO, has been with the company for nearly 40 years. He became general manager of Hearst Television in 1981 and was elected a VP of the corporation and broadcasting general manager in 1983. He also currently serves as a director of Hearst Corporation. In January, Conomikes received the Chairman's Award at the 1999 NATPE convention in New Orleans.

—Mara Reinstein

for 16 years in daytime and 10 years in prime time on ABC and NBC. He is survived by his widow, Shirley, a daughter, a brother and a sister.

Richard Kiley, 76, actor, died March 5 of causes unknown. Among his many stage roles, Kiley is best known for originating the role of Don Quixote in the musical *Man of the La Mancha* on Broadway in 1965. He won a Tony for his performance and starred in the production for more than five years (he later reprised the role in 1972 and 1977 revivals). He also received a Tony in 1959 for his turn in *Redhead*, a murder-mystery musical directed by Bob Fosse. On TV, Kiley won an Emmy for his role in the miniseries *The Thorn Birds*, and for appearances in *The Year in the Life* and *Picket Fences*. His most

recent work was in the Robin Williams film *Patch Adams*. He is survived by a widow and six children.

Richard Shepard, 74, retired general sales manager, WKBW-TV Buffalo, N.Y., died Feb. 9 after a long illness. After serving with the American Field Service as a volunteer ambulance driver in France, Germany and North Africa, Shepard began his media career as a radio teen-show host. He later served as general manager of WGR(AM) Buffalo and WHAM(AM) Rochester, N.Y. In 1962, he joined WKBW-TV as general sales manager and retired 25 years later. He is survived by his widow, Kathleen, two children and five grandchildren.

—Compiled by Mara Reinstein
mreinstein@cahners.com

OPEN MIKE

Just Say Yes

EDITOR: It is refreshing to see a member of the media expressing the heartfelt sentiments of the public. Your editorial of March 1 ("Just Say No") was right on target. A major news anchor, in private conversation, told me all media—electronic and print—are now tabloid in the United States. —Jerry Bresson, president and owner, WYNA(FM) Myrtle Beach, S.C.

Stanton set the standards

EDITOR: I'm sure Dr. Stanton was pleased to be recognized once again for his outstanding accomplishments over the years in defending

First Amendment rights for the broadcasting industry. What you failed to mention in your editorial was that what made Dr. Stanton so unique was that he always understood that bundled with those rights came responsibility, to say nothing of taste. One wonders what he thinks of a CBS, which not only airs, but broadcasts the work of Howard Stern and others. My hunch is that even in today's very different environment, he'd have found a way to maintain CBS' standards and still make money. —Michael Fields, executive producer, local programming, WNET(TV), New York

NBC President Bob Wright reiterated NBC's stand against government-prompted TV ratings and warned journalists of other dangers to their freedoms from court decisions last week. In Washington Thursday to accept the First Amendment Leadership Award from the Radio-Television News Directors Foundation, Wright said that, as NBC anticipated, TV ratings were subject to pressure from interest groups. Earlier this month, the conservative Christian Action Network called for a new "HC" rating to attach to all shows with homosexual content or characters. Wright also decried lawsuits that avoided traditional defamation standards and attacked the "tone" of TV news stories or the methods used in news-gathering. He noted a jury verdict from a federal court in Maine last year that held *Dateline NBC* liable for

deceiving managers of a trucking story by supposedly promising a positive story.

Some broadcast services were disrupted Friday morning as a GE Americom satellite, GE-3, spun out of control. CNN reported some disruption to its Newsource affiliate services. Fox also uses the satellite to send scripts and advisories to its affiliates, but it was able to maintain its service using the Internet and an audio system called the "Fox Box." Associated Press and Turner Broadcasting were also affected. According to GE Americom, the problem began around 4 a.m., and all services were restored by 9:49 a.m.

CBS led all broadcast networks with 47 Daytime Emmy Award nominations and the network's soap *Young and the Restless* led all the daytime dramas with 21. ABC tallied

41 nominations, PBS followed with 34, NBC had 28, Showtime and The WB each had 15 and HBO had nine. Sixty-six nominations were handed out to syndicated shows. The Daytime Emmys will be televised on CBS on May 21.

Worldvision Enterprises has cleared its hit syndicated court show *Judge Judy* in 95% of the country for the 1999-2000 season.

Worldvision executives have also renewed freshman court series *Judge Joe Brown* in 92% of the country for next season.

NYPD Blue producer Steven Bochco is developing a new drama for CBS that will likely be launched as a mid-season addition next January. The show is a medical drama that centers around African American characters. Bochco is currently in the second-year of a four-year, three-series

development deal with CBS that began in 1997.

KUSK(TV) Prescott, Ariz., has been hit with an \$8,000 fine for exceeding ad time limits in children's programming. The station admitted to 31 overages between October 1993 and December 1995.

Lana Corbi has been named to the newly created position of chief operating officer of Odyssey cable network. In her new position, Corbi will be responsible for overseeing Odyssey's affiliate sales, community relations and finance, administration and business affairs. Corbi joins Odyssey from Fox, where she had been president of network distribution since July 1997. Odyssey recently formed a partnership with the Jim Henson Company and Hallmark Entertainment.

The WB has named Bob Bibb and Lewis Goldstein co-presidents of marketing. Bibb and Goldstein have been with the network since its inception and have overseen the network's marketing and branding divisions. The two executives have been marketing partners for 15 years since they were paired together at NBC in 1984. The WB is also the first network to give out a president's title for the marketing division.

Cincinnati Reds fans won't be watching their hometown team on local broadcast television this year.

Games will be seen only on regional cable network, Fox Sports Ohio. WKRC-TV Cincinnati, which carried Reds games last year, says it was never contact-

WB cable service bids for kids

The WB Television Network's cable service for the 100-plus markets has added a full assortment of children's programs for next fall.

Lynn Stepanian, the vice president of programming for the service formerly known as The WeB, has selected 10 children's series from Bohbot's two announced BKN children's networks and two more weekly shows from Summit Media. Also being renewed for the service next fall are Hearst-Argyle's weekly series *Click* and *Peer Pressure*, along with MG Perin's *Homer's Workshop*.

From Bohbot, six daytime strips have been selected, including *Star Ship Troopers*, *Roswell Conspiracies*, *Extreme Ghostbusters*, *Jumanji*, *Mummies Alive* and *Sonic Underground*. Both *Jumanji* and *Mummies Alive* have been renewed for a second season.

On the weekly front, Stepanian opted for four weekly series from Bohbot: *Highlander*, *Rambo: The Animated Series*, *Ultra Force* and *Captain Simian and The Space Monkees*. Also coming to the 100-plus cable service are Summit Media's *Volttron* and *War Planets*.

The 24-hour service from The WB carries six hours of children's programming each weekday and an assortment of hours on the weekends. The Kids WB anchors the service's children's blocks.

"We have a real good relationship with Bohbot executives and we essentially went through their two children's packages and picked the programs that best complemented Kids' WB," Stepanian says.

Within the next few weeks, Stepanian says the service will be announcing a number of new syndicated programs signed on for next fall.

—Joe Schlosser

ed by the Reds. "The Reds never put up the broadcast rights for anyone to bid on that I am aware of," said William Moll, president and general manager at WKRC-TV. Although, Butcher insists that "This is not the Reds' fault; TV stations don't want the games."

The FCC won't squeal on the informants who reported that a Richmond, Va., radio station was exceeding its broadcast power limits. WXGI(AM) told the FCC that the Freedom of Information Act gave the station a right to learn the names of the individuals. Owner David Gee said he was concerned that the whistleblowers were four "terminated disgruntled employees" and he wanted the "peace of mind of knowing the source" of the complaints. But the FCC said the individuals provided the information with assurances

that their confidentiality would be protected. Company officials told the FCC that the station's transmitter was calibrated incorrectly when it was sold to its current owner. After the FCC notified the station, the wattage was adjusted. The station suffered no penalty.

National Public Radio and Minnesota Public Radio are teaming up to offer access to information about their shows over the Internet. The network, which will be accessible from local public radio Web sites as well as npr.org, is expected to be completed some time this summer. Over time, the network is expected to also offer merchandise for sale (discussions have been held with Internet bookseller Amazon.com), advertising, membership renewal, headlines courtesy of *The New York Times*, chat rooms and other forums.

Despite success installing Chicago's first DTV antenna at Fox's WFLD-TV, Andrew Corporation this week hit a low point, announcing it would cut at least 400 jobs, or about 10%-12% percent of its work force as a result of slow sales in its wireless network equipment business. Andrew reported that its earnings this month are expected to fall short of analyst expectations. While Andrew's senior vice president of broadcast antenna systems Scott Martin could not comment on the company's overall financial situation, he said the company has been working "at a

Carmody eulogized

Pioneering TV journalist Jack Carmody got a "tip of the rabbit ears" himself at a memorial service in Washington March 5. He was remembered by colleagues and industry executives, some of whom he had once skewered, as a gruff, old-fashioned reporter who built a loyal following with a simple philosophy: Get the facts.

Carmody, who retired last August after 21 years writing *The Washington Post's* TV column, died March 1 at age 74. He had cancer and had recently suffered a stroke.

"He invented the television column and spent two decades perfecting it," said CBS anchorman Dan Rather, one of three network newsmen to speak at the service. "Jack was a tough reporter, but he was also gentle and loving, as the quintessential newspaper person should be."

NBC's Tom Brokaw called him "a vagabond copyboy with the intellectual curiosity of a college professor, the wardrobe of a plainclothes cop and the heart of parish priest from County Clare." ABC's Peter Jennings called him the industry's "town crier."

But perhaps the best tribute to Carmody is his own work, which for two decades provided readers a witty, skeptical and sardonic glimpse of the inner workings of the TV business. In his farewell column last August, Carmody explained his take on the business: "We've always thought television was too important to be taken seriously. Unfortunately, most TV executives seem to agree with us."

—Bill McConnell



Carmody wrote for *'The Washington Post'* for 21 years.

Schlosser new L.A. chief

Joe Schlosser is the new Los Angeles bureau chief of BROADCASTING & CABLE. Schlosser joined the magazine in January 1997 as a cable reporter in New York. He went west to cover the syndication beat six months later. He is a graduate of the University of Southern California and Columbia University.

record pace" to keep up with orders for both DTV and NTSC antennas. On Sunday, March 7, Andrew installed a TRASAR DTV antenna on the Sears Tower. The station is scheduled to begin broadcasting DTV by May 1, 1999.

Corrections: In last week's Fifth Estate, UPN

Entertainment President Tom Nunan's birthday was incorrectly given as 1952. It was 1962. He has also never worked for CBS. The description of the show *Quints* was also incorrect. It should have been described as an animated show about five junior high school sisters in the vein of *South Park*.

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And a time to deal

The toughest thing to do is to compromise when you're right and you have the law on your side. But sometimes it's the smartest thing. That was the case last week when the National Association of Broadcasters gave ground to strike a deal with DirecTV and settle the festering dispute over reception of distant broadcast signals by satellite TV subscribers. Instead of insisting that DirecTV promptly and abruptly cut off distant-signal service to subscribers who were illegally receiving it, the broadcasters agreed to a phaseout. The concession gives cover to lawmakers who feared the backlash from cut-off subscribers and should clear the way for what really matters—legislation that would permit satellite TV to offer local broadcast signals to their subscribers.

By the way, if Congress really cares about the dish owners, it will pass the legislation before June 30 when the first of the illegal distant-signal subscribers is scheduled to lose the service. That way, at least some of them would be able to switch from distant signals to local signals without ever leaving the satellite.

Punishing the mirror

You want to talk about natural born killers? How about a story of gruesome revenge murders, a story awash in blood and featuring rape, amputation, torture, human sacrifice and cannibalism. The latest slasher flick? No, Shakespeare's *Titus Andronicus*, circa 1594. Art and life have been reflecting each other since, well, the first *Friday the 13th* movie plus a few thousand years. The freedom of artists to express the worst as well as the best in us is part and parcel of freedom of expression. That's why we were disappointed with the Supreme Court's decision to consider the suit filed against Oliver Stone

and company over his film *Natural Born Killers*. By failing to nip this one in the bud, the court could be declaring open season on films or TV shows or music with violent themes.

The suit claims that the movie's producers intended for their film to incite a real-life teenage couple to commit crimes similar to those of the movie's lead characters, including a shooting that left a woman paralyzed. The argument is not that the film could have influenced the couple, but that it set out to encourage real natural born killers. Can impressionable people be affected by movies? Of course. But we can't stop creating works of expression that deal with extreme themes, even extremely horrifying ones, just because some people may be deeply affected by them. That's what art is supposed to do. And it's simply absurd to think that Stone and company sat around one day and conspired to make a move that would prompt people to kill.

Now we must wait for a Louisiana jury to rule on the case. Some in the creative community were confident last week that the First Amendment would win out in the end. We hope so, but we've seen enough of Court TV to be less sanguine. We'll keep you posted.

Pinning the tail

"How can we be surprised by the quality of our leaders if we frame the national debate in such banal terms?"

The questioner was CNN's Christiane Amanpour, accepting the Leonard Zeidenberg Award from the RTNDF for her considerable journalistic accomplishments. She prefaced that observation by saying how—as a newperson stationed primarily overseas—she had spent the past year explaining that the U.S. had not lost its national sanity. "I hated every single second of this episode," she said. "Let's hand back tabloid journalism to the people who do it best."

Second the motion.

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028

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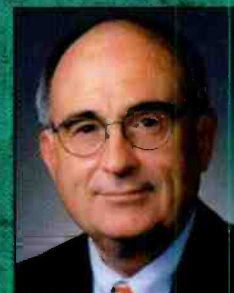
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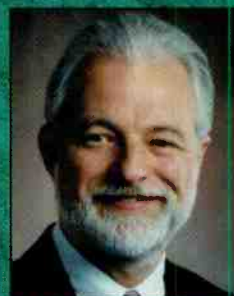
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