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and Comcast's
Brian Roberts

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Top 10 Markets!

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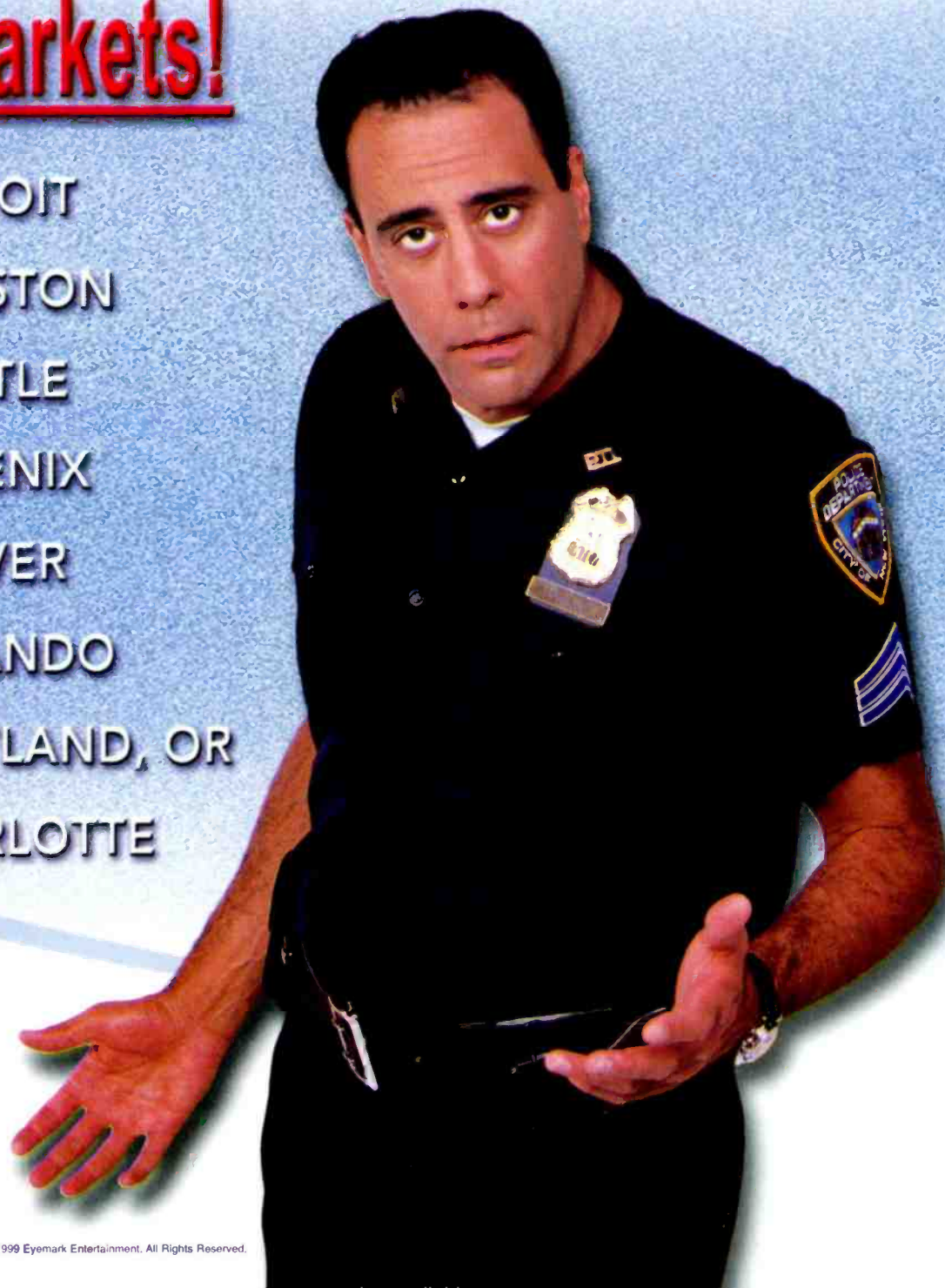
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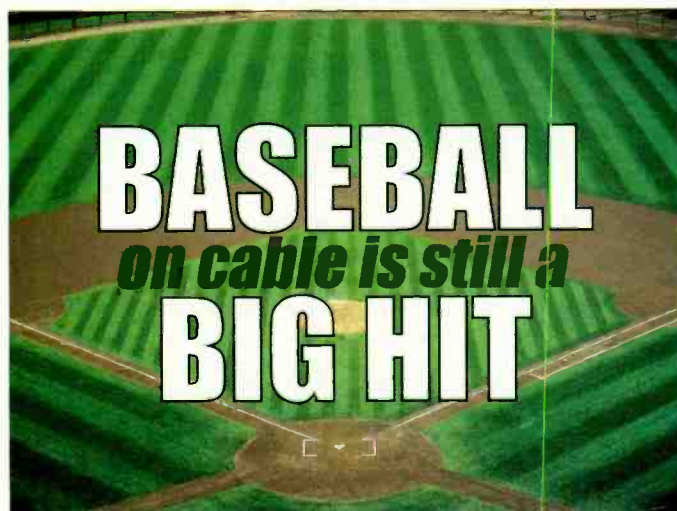
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More deals to come

Multi-billion-dollar land rush in cable is a long way from peaking

By Price Colman and
John M. Higgins

If you believe consolidation within the cable industry has hit its zenith, better strap down for the expensive rocket ride still ahead.

More, potentially much more, consolidation lies ahead. At least six major cable markets, including the two largest, New York and Los Angeles, are ready for prime picking, industry executives say. These markets share a common coaxial thread: Each is an inefficient patchwork of different owners and thus is ripe to spur a new round of consolidation deals.

Much as radio station owners have restructured their holdings to try and dominate a few strong cities, cable operators are also striving to blanket individual markets to take advantage of operating efficiencies. Once that is accomplished, the argument goes, they will be able to dramatically ease the introduction of advanced TV, Internet and telephone services into wired homes.

"It's always been much better to be strong in a few markets," said Cablevision Systems Corp. Chairman Charles Dolan, who has strived to own systems ringing New York City. "These new services give you even more reasons."

Moreover, ubiquity within a major market often translates into brand-name recognition and a broader platform for advertising, says Jerald Kent, president/CEO of Charter Communications.

But as the big players get bigger, the need for scale also expands.

That's what makes markets like Los Angeles, New York, Dallas and Boston so attractive. They are still sufficiently Balkanized to prompt billions of dollars of additional MSO deals, both through mega-system swaps and straight cash deals, analysts said.

"There's definitely a land rush going on" to gain critical mass in local markets, says John Waller of Waller Capital, an investment banking boutique specializing in cable.

But unlike radio, cable's playground



is much larger, says Marc Gabelli, managing director at Gabelli Funds and part of the portfolio management team at Gabelli Asset Management. The increasingly global nature of telecommunications represents a vast opportunity for businesses, but an equally large challenge for policymakers.

"The world is what regulators have to look at instead of their backyard," Gabelli says. He sees the current activity as part of a larger cycle that will lead to global cable consolidation.

The price records that have lifted system prices from \$2,300 per subscriber a year ago to \$4,000 per sub in last week's Comcast Corp. \$60 billion deal to take over MediaOne Group Inc. won't last, Waller contends. "There's got to be another high."

In recent years, waves of deals have concentrated local ownership. When cable operators started seriously expanding from small towns beyond the reach of broadcast TV signals into cities and suburbs, local concentration was an afterthought. MSOs grabbed whatever territory they could woo local politicians into granting them. Big cities like Philadelphia, Chicago and New York, were divvied up among three or four different operators. More than a dozen other operators could be found in the suburbs.

That early strategy was replaced in the 1980s and this decade through a chain of acquisitions that has enabled some MSOs to cluster their systems. Even five years ago, an operator serving 40%-50% of the cable homes in a market was impressive.

No longer. Today, markets like San Francisco, Houston and Chicago are served by an operator that controls 80% or more of the local cable homes.

It's a trend that may enter its final stage of massive consolidation perhaps as early as midyear, industry experts said. "You'll know at the end of the summer who owns what," one top executive at a leading MSO predicts.

Merrill Lynch's Jessica Reif Cohen goes one step further. She contends that within the next few years, most subscribers will end up in the hands of maybe just 3-5 mega-cable operators.

Other forces are at work as well. A few operators—with the goal of gaining sheer mass—are even willing to buy systems that have no geographic bearing on local clustering.

Notable examples of recent bulk deals are Adelphia Communications Corp.'s planned takeovers of Century Communications Corp. and FrontierVision. Those deals bolstered Adelphia's existing clusters in the Eastern

United States and gave it a new, major presence in the Los Angeles market.

Meanwhile, the financial winds are favorable. Interest rates are low and debt is plentiful, making cash deals easier to finance. As evidence, witness Microsoft co-founder Paul Allen's Charter Communications Inc. Two weeks ago, Charter sold a huge \$3 billion slug of junk bonds.

Skyrocketing valuations also are a key driver for the hyperactive deal market. And cable stocks remain at all-time highs, making investors less panicky about the dilution from an MSO issuing billions of dollars worth of new shares as currency for any huge takeover. The strong public market for cable stocks means potential buyers have the currency they need to conduct tax-free stock swaps. As for sellers, there's never been a better time to cash out.

Still, industry executives expect still-fragmented markets to fuel more deals.

"There are some big core markets in the U.S. that need to consolidate," says Gabelli. "I think this happens in stages. We're in the middle of a game that still has 3-5 years to pan out...We're just at the beginning of free-market capitalism globally. A solid communications infrastructure is a necessity for that."

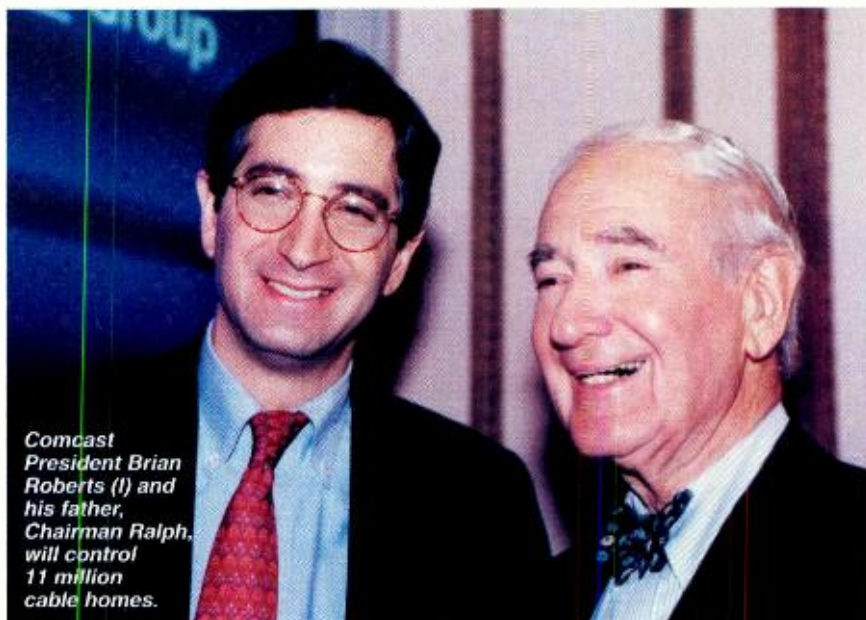
Domestic markets ripe for consolidation include the two biggest—New York and Los Angeles. In the New York DMA, Cablevision Systems and Time Warner are the two leaders; between them, they control more than 80% of the area's nearly 5 million cable customers. Also in the market with small pieces of the market are AT&T Broadband & Internet Services, Comcast and a fistful of smaller players.

Contrast that with the metropolitan sprawl of Los Angeles, where Comcast (pro forma for the MediaOne acquisition) has about 29% of the market, only slightly ahead of Adelphia with 24.4% (counting pending acquisitions) followed by Charter with 19.6%. In addition, there's a host of other not-so-small operators such as Cox, Time Warner and Falcon.

"I see Los Angeles definitely consolidating and AT&T at the forefront of doing that," says Gabelli. "I'm not sure who buys whom, but I'm certain there will be more consolidation in that market. It's driven by economics and it's accelerating. No wants to miss out on a [telephony access] deal with AT&T."

The fragmented markets—Philadelphia, Washington, Dallas-Fort Worth, Detroit, and St. Louis (in addition to

Continues on page 38



Thanks, Mike

Negotiations to outflank AT&T lead to Comcast's \$60 billion purchase of MediaOne

By John M. Higgins

Thank AT&T's Michael Armstrong for unintentionally bringing Comcast Corp. and MediaOne Group Inc. together.

The two cable operators started out merely looking to plot against the AT&T chairman in his push to lure cable partners into a critical new phone venture. But those early talks sparked a vastly more expansive deal—one that set price records in the cable industry and likely will create the nation's second-largest MSO.

By acquiring MediaOne for \$60 billion, Comcast will control a portfolio of cable systems serving 11 million subscribers with major concentrations in markets including Miami, suburban Boston, suburban Washington and Detroit. As Comcast president Brian Roberts sees it, the additional clusters and national reach will make it easier to offer advanced services such as high-speed Internet, digital cable and telephone.

But just as importantly, the stock-swap acquisition is a straight financial play. Roberts is taking advantage of the soaring value of Comcast shares, which is just as outsized as the price he

is paying for MediaOne shares. Also, Comcast expects to substantially improve MediaOne's relatively inefficiently managed cable operations, whose 38% cash-flow margin falls far below Comcast's 48% margin.

Comcast readily acknowledges that combining the operations will generate \$500 million-\$700 million in lower expenses—in part by cutting 5% of the two companies' 34,000 workers.

The deal offers what Time Warner Inc. Gerald Levin characterized as a "psychodrama" over MediaOne's relationship with that company through its 26% ownership of Time Warner Entertainment. MediaOne Chairman Charles Lillis and Levin have long had a fractious relationship, but Time Warner suddenly finds itself with new leverage over its partner.

Levin last week was conciliatory, saying he was "a happy partner" with Comcast and didn't plan to use certain elements of the TWE partnership agreement to impede the MediaOne deal or squeeze concessions regarding TWE.

The deal could change Comcast as well. MediaOne has been fairly aggressive in deploying new technology, pushing hard on offering Internet and

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Star Trek: Deep Space 9	4.4	1	3.1	1	3.2
Xena	4.4	2	2.6	2	2.6
Hercules	4.3	2	2.6	2	2.6
Earth: Final Conflict	3.1	4	1.9	4	2.1
Stargate SG-1	3.0	4	1.9	5	2.0
Baywatch (AT)	3.6	4	1.9	6	1.9
VIP (AT)	3.2	7	1.8	7	1.7
Crow: Stairway to Heaven	2.6	8	1.6	8	1.6
Mortal Combat (AT)	2.7	8	1.6	9	1.5
The Outer Limits	2.3	10	1.5	9	1.5
Pensacola: Wings of Gold	2.6	12	1.2	11	1.4
NightMan	2.2	11	1.3	12	1.3
Wild Things	1.9	13	1.0	13	1.1
Highlander: The Raven	1.8	13	1.0	13	1.1
Honey, I Shrunk The Klds	2.1	13	1.0	15	1.0
Viper	1.9	13	1.0	15	1.0
Psi Factor	1.6	13	1.0	15	1.0
S.O.F.: Special Ops Force	1.6	18	0.9	15	1.0
Air America	1.6	18	0.9	19	0.9
Poltergeist: The Legacy	1.4	18	0.9	19	0.9
New Adventures of R.Hood	0.9	21	0.4	21	0.5
Acapulco H.E.A.T.	0.8	21	0.4	22	0.4
Conan (AT)	0.7	21	0.4	22	0.4

Source: NSS GAA% where available. P-T-D ending 3/7/99. Includes action adventure, general drama, general documentary and science fiction hours.

TRIBUNE
ENTERTAINMENT

Comcast/MediaOne Footprint

11 million cable subscribers; 18.4 million homes passed



telephone services on its systems. The MSO has long been what Roberts characterized as "a close follower," preferring not to heavily invest capital until revenues are clearly in sight.

The company currently has no cable telephone operations and MediaOne's push could influence that position. However, Comcast management may wait until technology issues that could make telephone service much cheaper are sorted out.

Roberts said that subscribers and investors should expect Comcast to be in all those new businesses.

"This company is, in my opinion, a super-cap, growth, pure play broadband company," he said.

Lillis agreed, saying, "Neither of us would be able to do that as an individual company as well as we can do it together."

Lillis is to be vice chairman of the combined operation, but Roberts and his father, Chairman Ralph Roberts, are clearly in charge.

Roberts bragged that the merger gives Comcast strong local system clusters: half of the two companies' system portfolios overlap.

But the deal doesn't really create much in the way of new "superclusters." For example, MediaOne is already dominant in Boston, Atlanta and Miami. Comcast is big in Baltimore.

"They filled in the holes beautifully in Sacramento and Detroit, but in the top 30 markets I didn't see anything," said Bear, Stearns & Co. analyst Ray Katz.

Lillis and Roberts said that once their phone-venture talks shifted into a merger dance, it took less than three weeks to actually cut a deal.

Initially, the two cable operators had linked last December with Cox Communications Inc. to team up against AT&T as the long-distance carrier pushed to cut joint ventures with MSOs. The goal: to create a cable platform for telephone traffic.

AT&T got there part of the way by acquiring Tele-Communications Inc.'s 10.7 million-subscriber cable operation. But it needs alliances with many other cable operators to create a truly national telephone network to bypass onerous access charges levied by local phone monopolies.

The three MSOs watched Time Warner secure cash payments that could exceed \$5 billion in exchange for allowing AT&T to run phone traffic over the MSOs' 11.9 million cable subscribers. By negotiating jointly, the three MSOs figured their combined 15 million subscribers would give them at least as much leverage at Time Warner.

The Cox agreement is still alive. But

it was in those discussions that Roberts and Lillis say they realized they should do a bigger deal. As they studied how to present the combined systems for AT&T's consideration, Roberts decided to push for a merger. "I remember calling Chuck after one of those meetings and saying, 'We've got to get married'," Roberts said.

Lillis has long been seen as a short-termist, with many industry executives believing that MediaOne—which was spun off from former telco parent U S West Inc.—would cash in quickly.

But MediaOne executives insisted that Lillis has for months spent his energy trying to buy, not sell. He approached Cox and Adelphia Communications Corp., but neither wanted to sell.

The numbers are staggering. The \$60 billion price is \$10 billion more than AT&T paid for Tele-Communications Inc. last month, largely because MediaOne has major non-cable investments. Analysts pegged the deal between 17 and 22 times cash flow, depending on the analysis. One year ago, major system groups sold for just 11 times cash flow.

But Comcast executives look at it a bit differently. Their stock has quadrupled in the two years since Microsoft Corp. seized investor attention by shelling out \$1 billion for the company to jump-start deployment of advanced services. An adviser to Comcast said that rise has left the company trading at 17 times cash flow. "If you look at the cost savings, that's the same as the MediaOne valuation."

By using hugely "appreciated" currency—he disagreed at the suggested adjective "overinflated"—to buy MediaOne's equally "appreciated" stock, the deal is a wash for Comcast's shareholders. "Now we grow the business," the adviser said.

Comcast's Clusters

Market	Subs (000)	Mkt.* share	Market	Subs (000)	Mkt.* share
Miami	861	87%	Washington	632	47%
Springfield	157	79%	Knoxville	140	46%
Richmond, Va.	213	74%	Minneapolis	331	44%
Atlanta	804	70%	Los Angeles	837	26%
Fresno	183	70%	Philadelphia	538	26%
Jacksonville, Fla.	254	68%	Hartford, Conn.	190	24%
Sacramento	486	67%	Indianapolis	150	24%
Boston	1,067	63%	West Florida	291	20%
Baltimore	399	62%	New York/New Jersey	689	15%

*Percentage of cable homes in market

Source: Comcast

Push for minority tax certificates

FCC Commissioner Powell tries to get Hill backing for major diversity initiative

By Bill McConnell

FCC Commissioner Michael Powell is urging lawmakers to resurrect tax breaks for owners who sell properties to minorities.

The proposal, which would allow companies to defer capital gains taxes on such sales, is part of a broader effort to get congressional support for industry diversity initiatives.

The Republican commissioner is discussing his plan with Senate Commerce Committee Chairman John McCain (R-Ariz., and is trying to drum up support among other lawmakers. A similar tax certificate policy was killed by Congress four years ago.

"We're looking at several different things," said Jane Mago, Powell's mass-media adviser. "We want to improve minorities' access to capital and training in ways that will pass judicial muster."

Powell also is trying to persuade Congress to take the lead in crafting new minority recruiting requirements—rather than leaving the FCC to craft new rules on its own. A federal appeals court struck down the FCC's EEO rules in April 1998, and broadcasters complain that its proposed new rules are also unlawful.

Mago last week attempted to downplay the Powell initiative. But industry sources said his effort has intensified as related FCC proposals have met resistance on Capitol Hill.

More than a year ago Powell praised the tax certificate as a "win-win" policy that helped minorities and made a profit for majority owners. And he has repeatedly worried that the FCC will face more court defeats if the agency tries to achieve its goal of programming diversity with race- and gender-specific hiring goals.

FCC Chairman William Kennard also has approached lawmakers about reviving the tax certificate program. But key lawmakers have criticized Kennard's various efforts to promote industry diversity, including plans to tighten broadcast ownership rules and create a low-power FM service.

Powell's effort has Kennard's backing, say staffers for the chairman. "Bill



Powell's party affiliation with Republican leaders should stand him in good stead when he presents his case in Congress.

has been working on these issues for a long time and Commissioner Powell has been very supportive," said Susan Fox, Kennard's chief mass-media adviser. "This will be a major effort over the next year."

Powell is likely to get a warmer reception than Kennard on Capitol Hill, however, because he belongs to the same party as Republican leaders and because he has repeatedly argued that the Congress, not the FCC, should take the lead on social policy matters. "This will go a whole lot better if there is Hill participation," Mago said.

Hoping that the agency will back off its proposed EEO rules, the National Association of Broadcasters said they would support a congressional effort to bring back the tax certificate. Industry executives oppose those rules, which among other things would require broadcasters and cable companies to actively recruit at colleges and other institutions.

And last week, Rep. Michael Oxley (R-Ohio) introduced a bill that would bar the FCC from collecting data on companies' ethnic and gender makeup.

Powell has endorsed such rules, but the courts may find the FCC has overstepped its authority by extending the rules—even to low-level jobs.

Under any new tax certificate policy,

Congress is likely to insist that minorities hold on to the stations for more than one or two years. Under the previous program, which lawmakers eliminated in 1995, the certificates were frequently misused, at least in spirit, because companies looking to cash in could strike a deal with minority buyers, who would soon sell out to other majority owners.

Congress finally eliminated the initiative when Viacom tried to realize a \$600 million tax break by selling its cable system to a minority-fronted partnership that included Tele-Communications Inc., for \$2.3 billion. The minority investor was to put up only \$1 million of the purchase price.

Still, during the program's 17-year lifetime, certificates helped minorities acquire 288 radio stations, 43 TV stations and 31 cable companies.

Despite Powell's efforts, Republican leaders still appear wary of any proposal that smacks of racial preferences, and the program will likely face an uphill battle to get through Congress.

"We certainly encourage industry-led initiatives to increase minority ownership in broadcasting, but there's a problem with trying to use taxpayer dollars to subsidize private business transactions," said a spokesman for House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.)

But minority advocates say the government programs are a necessary complement to industry-led efforts to diversify the industry. "It's important that Congress endorse these initiatives," said Thomas Hart, Washington attorney for the Rainbow PUSH Coalition. "We are on the verge of major things happening in the next few months."

For instance, CBS and Clear Channel Communications are trying to create a fund that would invest in minority owners. Last month, chief executives interested in participating were asked to meet to discuss the fund's feasibility. That meeting will occur during the first week of April, said one source familiar with the negotiations. The NAB has tentatively offered to pump \$10 million into the proposed \$200 million fund. ■

Sat TV reform on horizon

Legislation permitting carriage of local signals could become law this spring

By Paige Albinia

The House Judiciary and Commerce Committees last week unanimously passed separate bills that would allow satellite TV companies to offer local broadcast signals along with their standard mix of cable and pay-per-view programming.

Industry lobbyists and key lawmakers are optimistic that the two House bills and similar ones in the Senate can be reduced to a single measure and

passed into law this spring.

With the blessing of broadcasters, lawmakers have agreed to postpone must-carry obligations for satellite TV. Operators that carry some local signals in a market would not be obliged to carry all the signals there until Jan. 1, 2002.

At the moment the chief sticking point is over distribution of distant broadcast signals, which today are limited to subscribers in "white areas" beyond the over-the-air reach of local

signals. The House Judiciary bill would prohibit the importation of all distant signals as soon as local signals via satellite became available.

In contrast, the House Commerce bill would permit distribution of distant signals as long as they did not duplicate programming broadcast locally. The FCC would determine the extent of exclusivity the local stations would enjoy.

Broadcasters are pushing for the blanket distant-signal prohibition, but DirecTV, the leading satellite TV company, is opposing it. According to DirecTV, many of its subscribers rely on distant signals for their broadcast network programming and will be unable to receive local signals without upgrading their reception gear.

"This disenfranchises existing distant-network signal consumers and makes their existing equipment useless," said a DirecTV source after the House Judiciary Committee vote last week. "Why would Congress want to force subscribers to lose their signals?"

Members of the House Commerce Committee say the distant-signal ban is anti-competitive because it limits consumer choice. "It's not a good idea," said House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.).

The House Commerce Committee bill also would require satellite TV companies to get permission from any TV station it wants to import into a distant market. Satellite TV companies are concerned that this provision will force them to pay retransmission consent fees for distant signals on top of the copyright fees they already pay.

Bill Roberts, senior attorney at the U.S. Copyright Office, who helped write both the House Commerce and Judiciary bills, disagrees with that assessment. "I would imagine there will always be an affiliate somewhere who wants the extra eyeballs."

Tauzin also is still concerned about 500,000-700,000 owners of large C-band backyard dishes who would lose their out-of-market signals. A federal court ruling in Miami last year found that about 2 million satellite TV subscribers could get their local TV signals over the air and therefore could not receive out-of-market signals via satellite. Current law forbids satellite TV carriers from offering local signals. ■

Serbs boot the press

Journalists covering the bombings in Kosovo last week were caught up in battles of their own as several faced armed paramilitaries, detention and, eventually, expulsion.

Late last week, journalists from NATO countries were waiting—mostly in nearby Macedonia—to see if they could re-enter Belgrade, Pristina and other sites under Serbian control from which they could observe NATO actions and Serbian retaliation.

However, not all the journalists who have been expelled will go back, even if permitted.

Eason Jordan, CNN's president of news gathering and international networks could have been speaking for every news network when he described the newspeople's reluctant exits.

"We have a lot of courageous people, but some have been arrested, all have had guns pointed at them," Jordan said. "The people with the guns are the people that are in charge as far as we're concerned."

Numerous print and broadcast journalists were driven from the country at gunpoint and some were also detained at gunpoint before they were forced out. CNN journalists reported that a Serbian paramilitary unit came into their hotel firing shots into the air, tearing doors off hinges, and eventually forcing them out just ahead of an angry mob that set their vehicle on fire.

Other networks reported other incidents. CBS said correspondent Mark Phillips and ABC reported that producer Clark Benson were forced into cars at gunpoint and driven to nearby borders. Dutch TV journalist Catharina Cornely La Porte and her Hungarian cameraman, Zoltan Olah, were detained for several hours before being released.

NBC said two of its reporters, Jim Maceda and Ron Allen, were still in Belgrade Friday, and had stayed because they hadn't been directly asked to leave.

Serb officials clearly blame journalists for inciting military efforts against them. CNN believes—and other network officials agree—it was singled out for especially harsh treatment, with Serbian officials referring to the global cable news network as "a factory of lies." A statement faxed to the Associated Press in Belgrade, signed by Serb Information Minister Alexander Vicic, said journalists "strengthened the aggressive acts of NATO forces."

The White House said the treatment of the press "says an awful lot about President Milosevic and his authoritarian regime," adding that the government took seriously threats against any Americans but would not retaliate by expelling Serbian journalists from this country.

—By Dan Trigoboff

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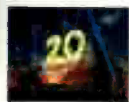
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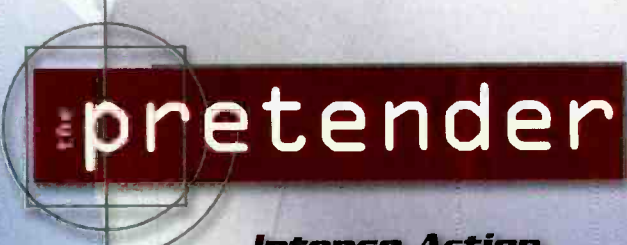
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Top court eyeing 'ride-along' issue

Justices hearing arguments on news value and public interest as opposed to privacy rights

By Dan Trigoboff

Media advocates were not optimistic about the future of journalists riding along with police, following arguments before the U.S. Supreme Court that journalists' presence when warrants are served violates the privacy of those served. A decision is expected by June.

So-called 'ride-alongs' have long been used by broadcast and print reporters, sometimes as a feature on a typical police shift or when police tip reporters to a significant arrest or search. More recently, TV shows like *COPS* have turned ride-alongs into a documentary form of prime time entertainment.

But Justice David Souter questioned whether ride-alongs served any legitimate purpose that outweighed Fourth Amendment privacy concerns, or were "merely for entertainment." Justice Antonin Scalia questioned whether current policies would allow police to bring anyone they chose with them. "Personally, I'd rather have [an officer's] sister-in-law come along," he said.

Justice Sandra Day O'Connor referred to the case in which a Maryland couple

was photographed in underwear and night-clothes as "an amazing invasion." In that case, officers were searching for the couple's fugitive son. The photographs were never published. The Maryland case was one of two before the court.

The serious doubts expressed during the 80-minute oral argument Wednesday regarding the constitutionality of such ride-alongs led some to predict that the court would curb the practice for warrant service, but not for journalists' entry to crime scenes or to recordings of images in open space—even when on private property. "The court does not appear interested in disturbing [those] established rights of the media," said Jane Kirtley, director of the Reporters Committee for Freedom of the Press.

Barbara Cochran, president of the Radio-Television News Directors Association, said, "The presence of the media can serve as a safeguard for people." A Supreme Court decision limiting ride-alongs, she said, "would certainly curtail coverage that has proven to be valuable in the past."

The Maryland case was heard along



'COPS' creator John Langley believes that the issuance of a search warrant negates the right to privacy.

with one from Montana in which journalists were invited guests of police when warrants were served. The Montana case involved a CNN crew that rode along with about 20 federal agents raiding a ranch to search for evidence that the rancher was poisoning eagles. CNN eventually used footage of the raid in a story on government efforts to protect endangered species. The rancher, Paul Berger, was acquitted on all but minor charges and sued both CNN and the government. The Ninth U.S. Circuit Court of Appeals allowed the suit against the government after determining that agents "planned and executed the search in a manner designed to enhance its entertainment, rather than its law-enforcement, value."

Last week's arguments put media, government agents, and even advocates of civil liberties in awkward positions. While several media organizations teamed on a friend-of-the-court brief, and CNN filed a brief at the request of the high court, the media's interests were primarily represented by oral arguments by the government.

The American Civil Liberties Union, a leader in monitoring police misconduct, said that the media's watchdog function does not outweigh individuals' privacy rights, and that since the ride-alongs were essentially determined by police, the media does not play an entirely independent role.

John Langley, creator and executive producer of *COPS*, which pioneered so-called "reality-based television," said an adverse ruling by the Supreme Court would affect his show only a bit, because the show didn't rely on showing the service of warrants.

Still, he said, he was disturbed by the case. Media recording within a home during a warranted search, he said, cannot violate the Fourth Amendment given that a judge has already found probable cause for the search. "The moment a search warrant is issued, there is no longer any reasonable expectation of privacy," Langley stressed. ■

Bills back court cameras

Federal judges could decide whether to permit TV radio coverage from their courtrooms under legislation introduced by four lawmakers in both Houses of Congress last week.

"An informed citizenry is essential to our constitutional system of checks and balances and I think the public should have greater, and unmediated, access to the workings of the federal courts," said Rep. Steve Chabot (R-Ohio), one of the sponsors. The House bill is co-sponsored by Rep. Bill Delahunt (D-Mass.). Senators Chuck Schumer (D-N.Y.) and Charles Grassley (R-Iowa) introduced identical legislation on the other side of Capitol Hill.

"The goal is enhanced confidence in our criminal justice system, and respect for the requirements of due process," said Delahunt.

The House passed a similar bill last year but the measure died in the Senate.

Currently 48 states allow some form of camera coverage in their courts.

It's time the federal courts opened up as well, said Barbara Cochran, president of the Radio-Television News Directors Association. "RTNDA has long supported opening courtrooms at all levels to coverage by electronic media," she said.

— Bill McConnell

Cloudy future for Worldvision

The Spelling Entertainment distribution unit, which sells *Judge Judy* and reruns of *Beverly Hills 90210* in syndication, is expected to be folded into Paramount Domestic Television's operations within the next six months.

The closing of New York-based Worldvision will take place when and if Viacom Inc.'s bid for the remaining percentage of Spelling Entertainment it doesn't already own goes through. Earlier this month, Viacom made a \$162 million offer for the remaining 20 percent of Spelling and Spelling's executive board has set up a special unit to look over that offer, which is expected to be accepted.

Viacom executives said they plan on integrating Spelling's network television operations, which includes producer Big Ticket Television (*Moesha*, *Judge Judy*), with that of its fully-owned Paramount Television Group. Veteran producer Aaron Spelling is also expected to be named chairman of Spelling Television, which will likely be moved onto the Paramount Studios lot in Hollywood.

A Viacom spokesman confirmed late last week that if the companies' bid goes through, that "our intention is to merge (Worldvision) into Paramount's operations." Paramount Domestic Television executives were not commenting, but sources say studio executives are making plans for taking over the distribution of the

Worldvision properties.

In addition to the highly popular syndicated series *Judge Judy*, and the off-network runs of Spelling's prime time fare (*Melrose Place*, *Moesha*, *Charmed*), Worldvision has one of the largest libraries in TV syndication and a number of other first-run series. Worldvision owns the ABC Films library, the Republic Pictures library and the Carolco Pictures library. Paramount Domestic Television has a vast TV library as well, including syndicated series like *Entertainment Tonight* and *The Montel Williams Show*.

Neither side was commenting on the potential of staff cuts, but Worldvision executives are preparing for layoffs, sources said last week. In 1989, Aaron Spelling Productions joined forces with Worldvision and the distribution company was put into a new holding company called Spelling Entertainment.

"By fully integrating Spelling into the Viacom family, with the efficiencies and economies of scale we can bring to bear, both Spelling's and Paramount's operations will be greatly enhanced," said Viacom Chairman and CEO Sumner Redstone last week. "Together with Paramount Television Group, Viacom's television operations will now have nearly 50 hours per week on the air."

— Joe Schlosser

Another benchmark for 'Judge Judy'

By Joe Schlosser

Judge Judy just got a piece of the action. Judy Sheindlin, aka *Judge Judy*, renegotiated her seven-year contract with Big Ticket Television executives last week to include a share of the millions of dollars the show is reaping in syndication license fees.

Sources say Sheindlin, in the third year of the contract, had been making about \$20,000-\$30,000 per half-hour episode from her producers at Big Ticket Television, a unit of Spelling Entertainment. Now, in addition to receiving a increase in her per-episode pay, the tough-law judge will receive an undisclosed share of the popular show's annual profits.

Industry executives say *Judge Judy*,



Sheindlin threatened to walk unless she got a share of the profits.

one of the highest-rated syndicated shows on TV, will likely bring in between \$50 million and \$75 million in profits next season.

Sheindlin, on a scheduled production hiatus, was reportedly threatening not to return to the show next month unless she was given profit participation.

Sheindlin and Big Ticket executives had no comment beyond company President Larry Lytle's remark that "anybody who works on a television show in a prominent role roots for it to make money."

Other top syndication personalities

who have gotten ownership stakes in the distribution dollars from their shows include Oprah Winfrey (Harpo Productions), Montel Williams (Mountain Movers Productions) and Rosie O'Donnell (Kid Ro Productions).

Judge Judy "is the reason people tune in to watch the show; she is after all, Judge Judy," says Bill Carroll, vice president and director of programming at Katz Television. "There ultimately has to be a balance between the contribution the lead performer makes to a project and the contribution the distributor makes to getting the show cleared. It seems like they have now reached that balance."

The former New York City family court judge's no-nonsense courtroom show is cleared in over 95 percent of the country for the 1999-2000 TV season.

In last month's February sweeps period, *Judge Judy* scored a 7.5 national rating, according to Nielsen Media Research. The show was up 12 percent from the November sweeps and only trailed *Wheel of Fortune* and *Jeopardy* among all syndicated series. Worldvision Enterprises, the Spelling division that distributes *Judge Judy*, has secured better time periods in many local markets for the show, which will be playing mainly in key access time periods across the nation come fall.

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**THE *Dr. Joy*
BROWNE
SHOW**

PREMIERING FALL 1999

Continued from page 5

New York and Los Angeles)—offer a snapshot of the cable companies likely to be involved either as buyers or sellers in the next round of deals.

Possible sellers? "You'd have to say Cox," says Sharon Armbrust of Paul Kagan Associates. "Cablevision I consider half gone so I don't count it." (AT&T owns 36% of Cablevision Systems.) "Adelphia, Cox—they can all merge into the next big thing. We now have five Baby Bells and declining. Why not have five and declining MSOs?"

Cablevision, which declined to comment on its plans, frequently is tagged by analysts as a likely seller. Cox's stance is that it's in for the long term.

"I think you're going to see us being an acquirer, not the acquired," says Cox spokeswoman Ellen East.

Many credit Leo Hindery, CEO-president of AT&T Broadband & Internet Services, for starting and driving the consolidation trend. Although he whittled his TCI MSO down to 10.7 million subscribers from more than 13 million, he simultaneously boosted its ownership concentration in markets from San Francisco's Bay Area to Denver and Chicago. But the emergence of outsiders such as Bill Gates and Paul Allen also electrified the cable deals market.

"Paul Allen looks like a genius now," says a source in the financial community, requesting anonymity. "He has made money by pushing the market up, and everything that he's bought is worth more this year. Everyone else hopped on the train and now it's self-fulfilling."

Comcast's proposed \$60 billion acquisition of MediaOne appears to be a record-setter in overall size and other measures, including price-per-subscriber, which comes in at around \$4,000—depending on how the companies' stocks perform on a given day.

The deal juggernaut may take a breather, but it's a long way from over, says Brian Deevy, president of Daniels & Associates, the nation's oldest and largest cable investment banking firm.

"In the last three weeks, AT&T closed on TCI, Adelphia bought Century and Comcast bought MediaOne. "I think it's fair to call that a peak," says Deevy, "but I also think consolidation continues. There are still a number of deals to be done...[People] understand they have to give up a quality market to get a quality market." ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

Auction rules rewrite

Requests that the FCC rewrite new broadcast spectrum auction rules may be taken up at the agency's April 15 meeting. The rules, passed last August, require that new analog or digital licenses for which there are competing applications be put up for bid. The agency has received 31 petitions to reconsider the rules, with most coming from individual broadcast companies. The National Association of Broadcasters has not, however, asked for any changes. Several companies complained that a decision to terminate pending comparative hearings for licenses and put those permits up for bid are unfair. At a minimum, the companies say, the government should reimburse them for legal expenses incurred while preparing for the hearings. But sources say there's little chance the FCC will pay out any cash. The FCC has been asked to clarify filing procedures for auction participants and how it will set minimum bids. Briefing papers on the spectrum rules were circulated to commissioners' staffers late last week. Staffers for FCC Chairman William Kennard want to include the matter on the agenda for next month's meeting, but one aide said it was unclear if a final draft of the plan will be ready in time.

PONTIAC, MICH.

Day in courts

This week jury selection begins in Pontiac, Mich., for the civil suit brought against the producers of *The Jenny Jones Show* (Warner Bros. Domestic Television Distribution) by the family of Scott Amedure. Amedure was killed three days after appearing as a guest on Jones' syndicated talk show by Jonathan Schmitz, who admitted to the 1995 killing. Amedure revealed on the show that he had a secret crush on Schmitz. Schmitz was found guilty of second-degree murder by an Oakland County, Michigan court in 1995, but the conviction was over-

turned on a technicality last year. Schmitz is currently awaiting a retrial. Jones, a number of her producers and Warner Bros. executives are expected to be called to testify over the next few weeks. Jones is not named in the Amedure family civil suit, a Warner Bros. spokesman said.

DENVER

Pucker up

Coming up with winners in the Internet and e-commerce sectors means "You have to kiss a lot of frogs to find a prince," says Liberty Media Group boss John Malone. Liberty last week planted a wet one on a company called Interactive Pictures Corp., a firm that's turning two-dimensional photos into interactive, three-dimensional images delivered over the Internet. Liberty didn't disclose the amount of its investment, although a spokesman said it was small by Liberty standards, which means it was probably just a few million. The investment, one of Liberty's initial bets since merging with AT&T, was part of \$28 million in venture capital Interactive Pictures obtained. Others buying lip-lock time with Interactive Pictures include GE Capital, American Express Co., Motorola, Cendant Corp., J.P. Morgan and Discovery Communications' John Hendricks.

High-priced employees

Liberty Media Group top guns John Malone and Robert "Dob" Bennett have noted, with a mix of humor and pride, that the company's market capitalization per employee is remarkably high, around \$1.38 billion at recent Liberty stock prices. The ratio took a hit last week as Liberty increased its corporate head-count by roughly 4%, signing on David Beddow to help sniff out possible technology investments. With Beddow's addition, Liberty's corporate staff "balloons" to about 26 and its market capitalization per employee drops to a paltry \$1.32 billion.

Courting McCain: funds flow in

Broadcasters and satellite industry woo committee chairman, says non-partisan watchdog

By Paige Albiniak

The four networks and the National Association of Broadcasters contributed a total of \$16,050 to Sen. John McCain (R-Ariz.) in 1997-98, according to the Center for Responsive Politics, a non-partisan research organization in Washington that tracks campaign spending.

At the time, McCain was running for reelection and had a significant degree of control over legislation relevant to broadcasters and satellite TV companies.

McCain received more money from the satellite TV industry in 1997-98 than any other U.S. senator, the watchdog group noted. In those years, McCain received \$6,900 from satellite TV companies—which include DirecTV, EchoStar, the Satellite Broadcasting and Communications Association and the National Rural Telecommunications Cooperative.

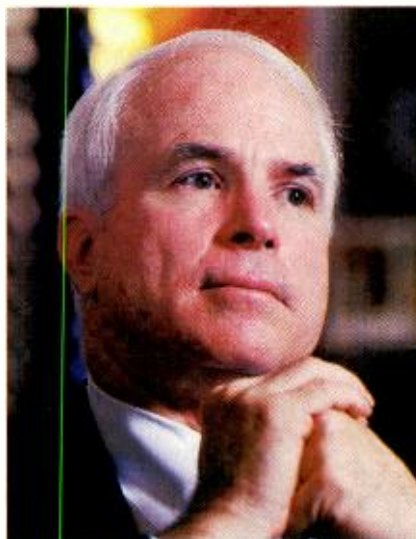
In the latest go-round between the broadcast and satellite industries, McCain sponsored legislation that the satellite TV companies favored and the broadcasters did not. During a committee vote earlier this month, McCain's consumer- and satellite-oriented version passed. Broadcasters earlier this month resolved their legal differences with DirecTV, but McCain continued to support his solution because he felt it was more consumer-friendly.

"John McCain is very proud of the contributions that he receives and he will always act as he has in the past, which is in the public's best interest," said Mark Buse, McCain's policy director.

The networks and NAB donated even more money during that election cycle to Sen. Ernest "Fritz" Hollings (D-S.C.), the ranking member on the Senate Commerce Committee, who was in a tight race for reelection. Hollings received \$29,450 from combined broadcast contributions, nearly twice that of McCain.

During the same committee vote on satellite TV reform, Hollings backed legislation preferred by the broadcasters. That bill did not pass the committee.

"Whenever industries give money and you correlate [those donations]



McCain sponsored legislation that the satellite TV companies favored and the broadcasters did not.

with hearing dates and things like that, you can see there is an obvious correlation," said Holly Bailey, who wrote the Center for Responsive Politics' report.

Bailey said that contributions from the satellite TV industry likely also have increased because the industry has grown so much in the past few years.

Other senators received contributions from the satellite TV industry as well. Commerce Committee member Byron Dorgan (D-N.D.) received \$4,500. Newly elected Senator Evan Bayh (D-Ind.) also received \$4,500 in campaign contributions from satellite TV companies. Not to play favorites, Bayh earlier this month addressed a delegation of National Association of Broadcasters members.

Commerce Committee members Conrad Burns (R-Mont.) and Sam Brownback (R-Kan.) each received \$1,000 from the satellite TV industry. Broadcasters gave Burns \$7,750, according to the study.

In the House, the satellite TV industry doled out the most money to Rep. Ed Markey (D-Mass.), who received \$6,000. Markey is the ranking member on the House Telecommunications Subcommittee and co-sponsor of satellite TV reform legislation now moving through the House Commerce Committee.

Three other members of the House Judiciary Committee also were on the

satellite TV industry's contribution list. Rep. Howard Coble (R-N.C.), chairman of the House Courts and Intellectual Property Subcommittee, and Rep. Rick Boucher (D-Va.) each received \$2,000 from that industry. House Judiciary Committee Chairman Henry Hyde (R-Ill.) received \$1,500 from the satellite TV industry.

Coble's panel is heavily involved with satellite TV reform legislation and Coble has sponsored a comprehensive satellite TV reform bill that Hyde's committee passed last week. Boucher is a member of the Judiciary and Commerce Committees, both of which are working on satellite TV reform.

The broadcasters most favored Rep. John Dingell (D-Mich.), ranking member on the House Commerce Committee and the longest-serving member in the House of Representatives. Dingell received \$7,000 from broadcasters, which was closely followed by Markey at \$6,500.

Broadcasters gave newly elected Rep. Mark Green (R-Wis.) \$5,300; Rep. Charles Rangel (D-N.Y.) \$5,000; Rep. Rick Lazio \$5,000 and House Minority Leader Richard Gephardt (D-Mo.) \$3,000.

Out of the networks and broadcast trade associations, NAB gave the most in campaign contributions in 1997-98, ponying up \$548,606. Of that, \$354,879 went to Republicans, while \$162,513 went to Democrats. CBS gave \$111,625; ABC gave \$104,969; NBC gave \$78,638, and Fox gave \$39,094. Fox's parent company, News Corp., also makes sizable political contributions to both parties.

DirecTV gave the most money out of the satellite TV industry, donating \$221,625 in 1997-98. Of that, \$140,100 went to Republicans and \$71,550 went to Democrats.

Other satellite industry giving was relatively light, with EchoStar giving \$33,414; SBCA giving \$23,000, and NRTC giving \$8,900.

Still, the satellite TV industry is likely to get more involved politically as it gains in clout and stature. For starters, EchoStar CEO Charlie Ergen earlier this month held a personal fund-raiser at his home for John McCain. ■



WASHINGTON WATCH

By Bill McConnell and Paige Albiniaik

Get my connections straight, Hundt tells Stephanopolous

Former FCC Chairman Reed Hundt wants to set the record straight. No, he was not Vice President Al Gore's college roommate, as George Stephanopolous says in his new memoir *All Too Human*. Rather, he attended high school with Gore and law school with President Bill Clinton and First Lady Hillary Rodham Clinton, Hundt informed Stephanopolous' publisher last week. But those coincidences played no role in his selection as Clinton's first FCC chief, he insisted in a March 22 letter to Little, Brown and Co., with tongue firmly planted in cheek. The real reason for his posting: "I have the same birthday as Alexander Graham Bell, March 3." As far as undergraduate schools go: "I was not admitted to Harvard, where Al went, and I am proud of it," wrote the Yale grad. "I did go to college with George W. Bush, but that should be reserved for some other book—perhaps mine, due to be published by Broadway Books in January 2000, and entitled *You Say You Want a Revolution*."

Tauzin tells feds to keep out of booze

The government should not regulate alcohol advertising, House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) said Monday. "Self-regulation should

prevail over government intervention, plain and simple," he wrote in a March 19 letter to Federal Trade Commission Chairman Robert Pitofsky. The FTC is in the final stages of a report to Congress on the effectiveness of the alcohol industry's various voluntary advertising codes. The report is expected to criticize the industry for targeting young adults, a strategy that many complain contributes to underage drinking. Tauzin says he wants the wine, beer and distilled spirits trade groups to create a single code of conduct. "Judging from their already extensive and admirable endeavors in this area, the...industries should be allowed to continue leading the way in establishing advertising and marketing standards for producers and sellers of alcohol." In a recent meeting with Pitofsky, Tauzin repeated his offer to sponsor legislation giving alcohol advertisers and the media limited antitrust protection for following an industrywide code.

2 plus 1 equals a foul in the act of shooting

Walt Disney/ABC/ESPN wants to help kids with their math and science, so the entertainment behemoth is distributing video-cassette tapes of ESPN2's *SportsFigures* series to all

18,000 public and private high schools in America. The company's Internet subsidiary, the GO Network, will also offer complimentary content, including weekly contests and opportunities for teacher/student feedback. ESPN2 launched the half-hour, commercial-free *SportsFigures* in 1995 as part of the cable industry's Cable in the Classroom initiative. Segments include NASCAR driver Jeff Gordon demonstrating how the coefficient of friction affects race cars in *That Mu You Do* and NFL running back Napoleon Kaufman showing how force vectors and Newton's second law can help a smaller guy break through offensive lines and absorb tackles. To generate some publicity for the initiative, ESPN President George Bodenheimer, ESPN commentators Robin Roberts and Joe Theismann, and Jamal Anderson of the Atlanta Falcons and Adam Oates of the Washington Capitals last week held a press conference on Capitol Hill with Rep. Steve Largent (R-Okla.).

Paperwork piling up as FCC delays microradio

So many comments, so little time. At industry groups' request, the FCC extended comment deadlines for proposals on low-power radio and minority recruiting. Comments on a plan to permit low-power radio stations are now due June 1, rather than April

12. The National Association of Broadcasters, the Consumer Electronics Manufacturers Association, Lucent Technologies and Walt Disney Co. had asked that the deadline be extended a full three months, to July 12. The groups argued that they needed the extra time to conduct signal interference tests, but the FCC said the testing could be completed without such a long delay.

The agency also delayed the deadline for replies on the agency's proposed minority recruiting rules from March 31 until April 15. The NAB asked for the extension to give it time to review 460 pages of comments filed by the Minority Media and Telecommunications Council. The MMTC, which filed the final three of four volumes of comments last week, wants the FCC to require extensive documentation of stations' recruiting practices to ensure that minorities are actively recruited. The group also wants some rules unrelated to recruiting, such as requiring stations to certify that they do not use advertising firms that that shun African American or Hispanic stations.

Clarification

BROADCASTING & CABLE's story last week on FCC Chairman William Kennard's struggles with Congress mischaracterized the position of Senator Fritz Hollings (D-S.C.) on local TV marketing agreements, says Hollings spokesman Maury Lane. "Senator Hollings believes that the FCC is going through a rulemaking [process] on local marketing agreements and is withholding comment until that procedure is complete."

SABAN'S POWER RANGERS LOST GALAXY

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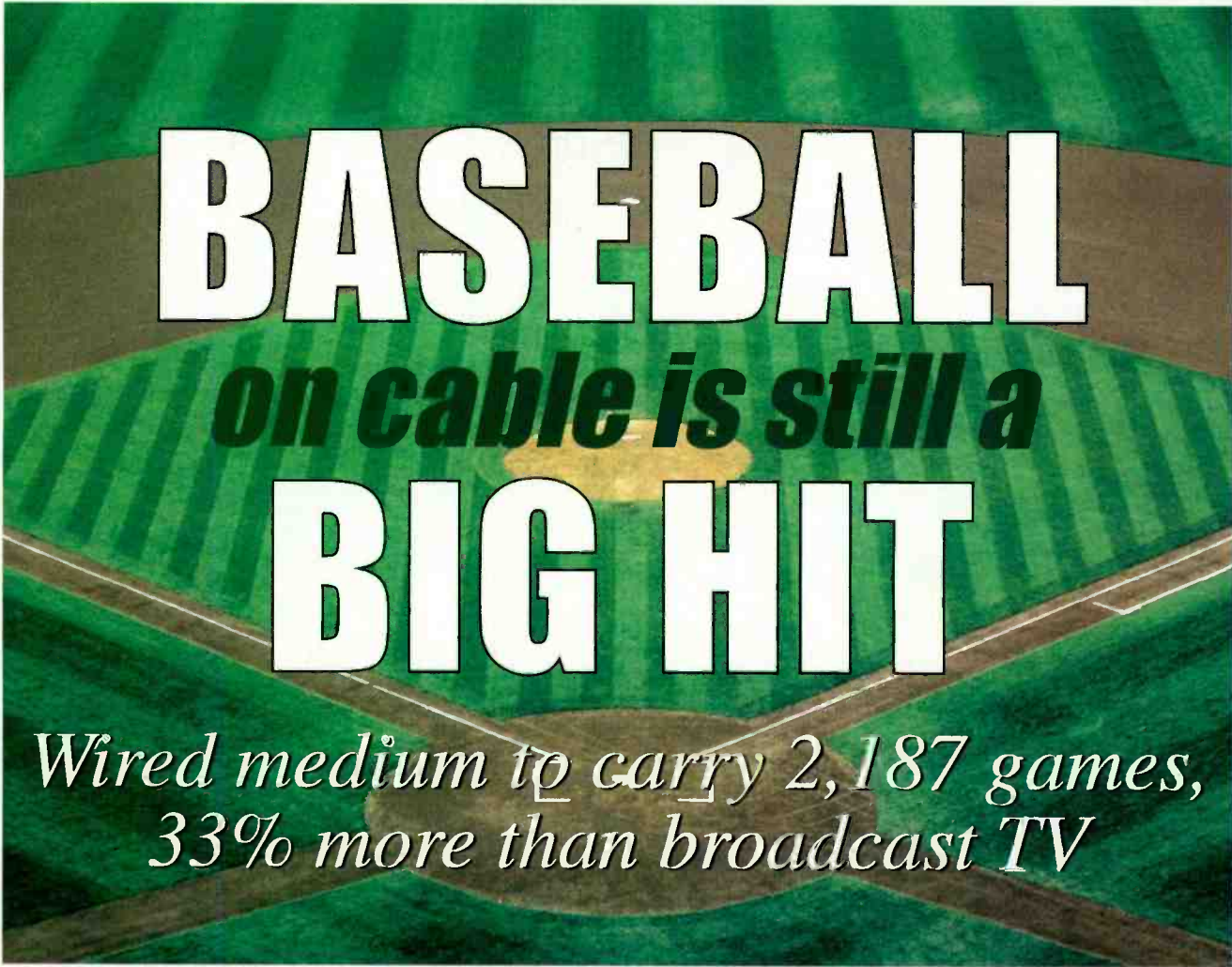
#1 Among Kids 2-11 and Kids 6-11

#1 Among all Networks
(broadcast and cable)

#1 Across all Dayparts
(including primetime)

#1 Entire Season-to-Date





BASEBALL

on cable is still a

BIG HIT

*Wired medium to carry 2,187 games,
33% more than broadcast TV*

By Kim McAvoy

Baseball still has a home on broadcast television, but once again, many viewers will have to rely heavily on cable to see their hometown team play during the 1999 season.

This year, BROADCASTING & CABLE's annual baseball survey reveals that the number of baseball games on broadcast TV stations fell slightly compared to those carried in 1998. However, games on regional cable networks continue to grow—increasing 6.3% over last year.

According to the survey, the average

number of broadcast games per team fell from 55.2 in 1998 to 54.9 in 1999—a half a percentage point decline from last year. At the same time, the average number of baseball games on cable rose from 68.6 in 1998 to 72.9 in 1999.

While the total number of over-the-air games has not changed dramatically, cable networks are still ahead of broadcasters, with 2,187 games lined up this year, 541 (or 33%) more than the 1,646 games that stations plan to air this season. The migration of games to cable is an ongoing trend that began in earnest in 1997 (see chart, page 24). All told, cable will air 129 more games

than it did in 1998.

Last season, there was a major scale-back in the number of games on broadcast TV. But this year, some local stations actually increased their commitment to baseball. For example, the broadcast TV schedule for the Oakland Athletics has 25 more games (now airing on KICU-TV, San Jose, Calif.), the Atlanta Braves added 19 on WUPA-TV, the Minnesota Twins (KMSP-TV, Minneapolis) are up by 10 games and the Anaheim Angels on KCAL-TV in Los Angeles are also up six games.

But those gains were offset by significant losses in over-the-air games for other markets. There will be no local

Local TV/radio rights
top \$380 million

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Team-by-team
TV/radio survey

p. 26

Yankees and Mets
find new TV homes

p. 30

Networks hope to
repeat rating success

p. 31

broadcast coverage of the Cincinnati Reds this season (BROADCASTING & CABLE, March 22). Reds games will be carried exclusively on Fox Sports Ohio. And the Montreal Expos will only have 16 over-the-air TV telecasts, compared to 40 last year.

Last season, Fox Sports Ohio had both the broadcast TV and cable rights and bought airtime on Cincinnati'sWSTR-TV for 30 games and on WKRC-TV for 15 games. But this year, Fox Sports Ohio's deal with the Reds is only for the cable rights.

"We've done over-the-air agreements in the past. But we couldn't reach an agreement with any over-the-air carriers that made sense," says Steve Liverani, senior vice president and general manager for Fox Sports Ohio. So the regional cable network is offering 85 regular season games—35 more than last season. The broadcast rights have been up for the taking, says Liverani. "But no one is knocking on the Reds' door."

"We'd love to have over-the-air coverage," says Rob Butcher, director of media relations for the Reds. But WKRC-TV insists it was never approached by the Reds.

"We would have worked out a limited deal, but we never heard from the Reds," says William Moll, president and general manager at WKRC-TV.

So far, there has been little if any public outcry over the lack of interest in the Reds telecasts, despite the fact that the situation was well publicized earlier this year. However, once the baseball season begins it could be a dif-

ferent story.

"Right now people are in a basketball mode—all they care about is basketball. But come opening day, I think it will hit them and I expect [the Reds] will get calls," says Sean Keeler, sports media columnist for the *Cincinnati Post*. According to Keeler, 33% of Cincinnati viewers don't have access to cable. "I think people will be surprised."

As for the Expos, the uncertainty surrounding the franchise's future has affected its broadcast coverage. Station TQS, which carried 20 games in 1998, declined to cut a new broadcast TV deal with the team because of the strong likelihood that the Expos may be sold and move to another market.

The decrease in over-the-air games

is largely due to the fact that broadcasters are reluctant to preempt network programming for baseball. Today, only a handful of ABC, NBC, CBS and Fox affiliates offer baseball. And those independent TV stations that once had plenty of time for baseball now have obligations to air programming because of their affiliation with the WB and UPN networks.

Some WB affiliates, like KPLR-TV St. Louis, have trimmed back their baseball schedules. "There is more pressure from the network not to preempt," says Bill Lanese, vice president and general manager of KPLR-TV, which cut back the number of Cardinal games from 62 in 1998 to 55 this season.

Nevertheless, this season the Oakland Athletics found KICU-TV in San Jose, an independent station able to accommodate a schedule of 55 games, 30 more than were aired by NBC affiliate KRON-TV in 1998. According to one insider, the A's wanted a new flagship station that would carry more team games.

The public's enthusiasm for the sport last season may also be fueling the revival of baseball on some of the independent stations this year. KCAL(TV), an independent station in Los Angeles, increased Anaheim Angels games by six and KNWS-TV in Houston, another independent, added five more Astros games to its schedule.

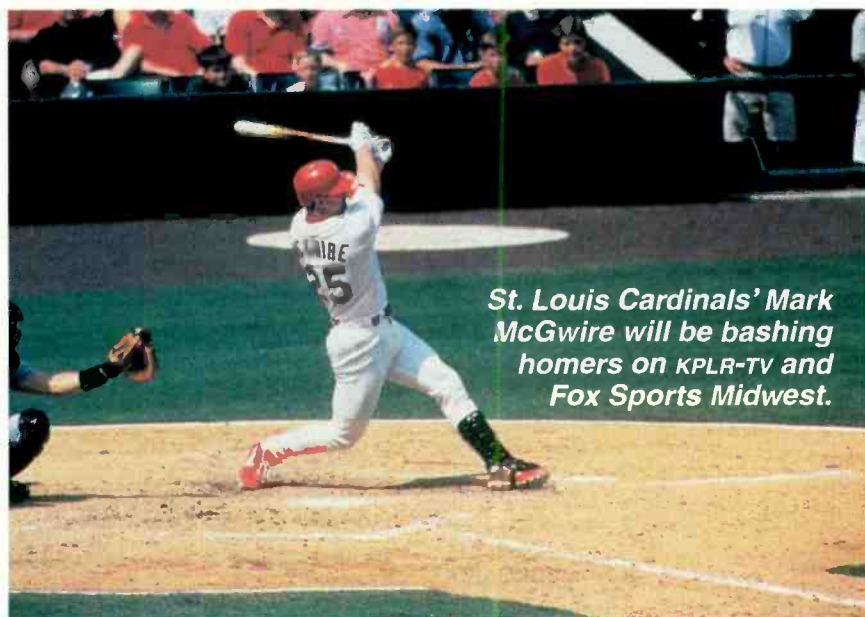
Independent WAMI-TV in Miami has also moved into the baseball sports arena. As the new flagship station for the Florida Marlins, WAMI-TV will air 55 regular season games. "Sports is a great investment," says Jon Miller,

Cable scores in late innings

Baseball telecasts since 1995

Year	BROADCAST TV		CABLE TV		COMBINED	
	Total games telecast	Average # of telecasts per team	Total games telecast	Average # of telecasts per team	Total games telecast	Average # of telecasts per team
1995*	1,784	63.7	1,232	45.9	3,016	109.6
1996	1,835	65.5	1,287	50.9	3,122	116.4
1997	1,668	59.6	1,737	62.0	3,405	121.6
1998	1,655	55.2	2,058	68.6	3,713	123.8
1999	1,646	54.9	2,187	72.9	3,833	127.8

* Numbers reflect games planned prior to strike-shortened season. Actual numbers were lower.



St. Louis Cardinals' Mark McGwire will be bashing homers on KPLR-TV and Fox Sports Midwest.

president of USA Broadcasting, which owns WAMI.

"Because we're not part of a network, we have time to really do things with the team," says Miller. "Not only are we going to cover the games, but we'll have pre- and post-coverage that other teams are not getting on broadcast TV." He says the station expects to spend up to \$30,000 per game in production costs and it has launched a major promotional campaign for the upcoming season.

WAMI-TV also broadcasts the Miami Heat, and despite basketball's late start this year, the games have been a ratings success, according to Miller. With the Heat and the Marlins, Miller says the station has "made a real commitment to local sports in South Florida."

Baseball may also be a chance for UPN affiliates to win back viewers. This season the network suffered a dramatic audience decline that might explain why several UPN affiliates have beefed up baseball coverage on their station schedules. WUPA(TV) in Atlanta will carry 30 Braves games; last season, the Paramount station ran only 11 games.

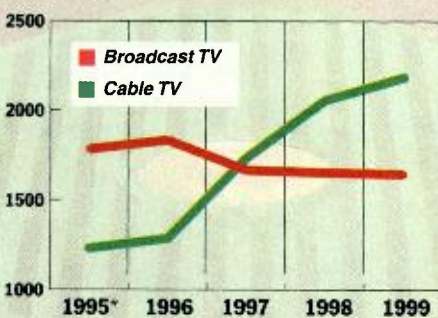
"We're thrilled with the package. It's a wonderful opportunity to have a local identity," says Linda Danna, WUPA's senior vice president and general manager. "The network does make a lot of demands. But fortunately, a lot of the games are in daytime and we'll air some in late fringe," Danna continues.

The Braves, which buy airtime on WUPA, were so pleased with the deal that the team wanted to place more games on broadcast TV, says Jim Williams, executive vice president and general sales manager for WTBS. "We wanted to make the product more available," says Williams. WTBS(TV), which along with the Braves is also owned by Turner Broadcasting, will air 90 games. The Braves' principal outlet remains WTBS(TV). The team has also put together a 22-station network that will broadcast games throughout the Southeast.

At UPN affiliate KMSP-TV Minneapolis, Twins games rose from 15 to 25 since last year. "This year we had more lead time to add games," says Doug McMonagle, local sales manager for KMSP-TV. "Baseball is a good sport to add. We will have to preempt some nights but we've tried to put the games in where it won't be a problem." And as McMonagle points out, "This is not a big package. We don't have to commit

Batters up on cable

Total games scheduled for telecast on...



an entire marketing department to sell inventory."

Paramount Stations Group's WPSG(TV) Philadelphia is the new flagship station for the Phillies. Last season the WB affiliate WPHL-TV carried 70 Phillies games. WPSG has made the same commitment and is involved in a revenue-sharing partnership with the team. "We already had a deal with the Flyers and the 76ers. It made sense for us to strike a deal with the Phillies.

We'll have a handful of preemptions but it won't be significant," says Kevin O'Kane, vice president and general manager.

The increase in cable games is due to the continued growth in regional networks, which have aggressively sought the rights to both cable and broadcast games. There are now 25 regional networks on the baseball scene and some of them have bumped up their coverage.

The Toronto Blue Jays have added 40 more cable games this season, which will be carried on SportsNet, and Fox Sports Net West 2 is adding 40 more Dodgers games.

The most significant drop in games telecast on cable was in Atlanta, where the Braves increased its over-the-air TV coverage. Only 29 Braves games will run on Fox Sports South versus 45 last season. Fox Sport South's contract calls for a minimum of 25 games per season and runs through 2006. ■

Show me the money

Local TV and radio outlets pay \$380 million for rights; teams to reap \$172 million more in revenue

By Kim McAvoy

Major League Baseball continues to score big as local broadcasters and regional cable networks spend millions for the rights to carry their games this season. The TV and radio industries paid roughly \$380.7 million in rights fees, according to BROADCASTING & CABLE's annual survey.

Also, more teams are making money through partnerships with local TV outlets or by producing games and selling ad time themselves. This season, revenue from those efforts could reach an estimated \$172.3 million.

One example of the kind of creative baseball rights agreements that have recently cropped up is the new revenue-sharing arrangement now underway between the Phillies and WPSG(TV) in Philadelphia. The partnership between the Paramount-owned station and the Phillies includes broadcast TV, cable, and radio ad revenue, which could total as much as \$10.8 million

this season. But despite such agreements on the broadcast side, cable is still king on the MLB rights front—especially Fox Sports Net—through its 10 owned-and-operated networks and six affiliated networks.

Fox Sports Net along with Midwest Sportschannel, Home Team Sports (HTS) and New England Sports Network have the cable rights to 27 of 30 MLB teams—the L.A. Dodgers, Philadelphia Phillies and Texas Rangers are the exceptions. Eleven cable networks have both broadcast TV and cable rights representing \$142.6 million in fees this season.

Sports Channel Florida acquired all of the Marlins' TV rights—both broadcast and cable—this season for \$10 million. They sold 55 games to WAMI-TV in Miami for \$3.2 million.

In New York, Fox Sports New York now has the Mets' cable and broadcast TV rights. Fox Sports New York already had a long-term deal for the Mets' cable games. This season FSNY paid \$8 mil-

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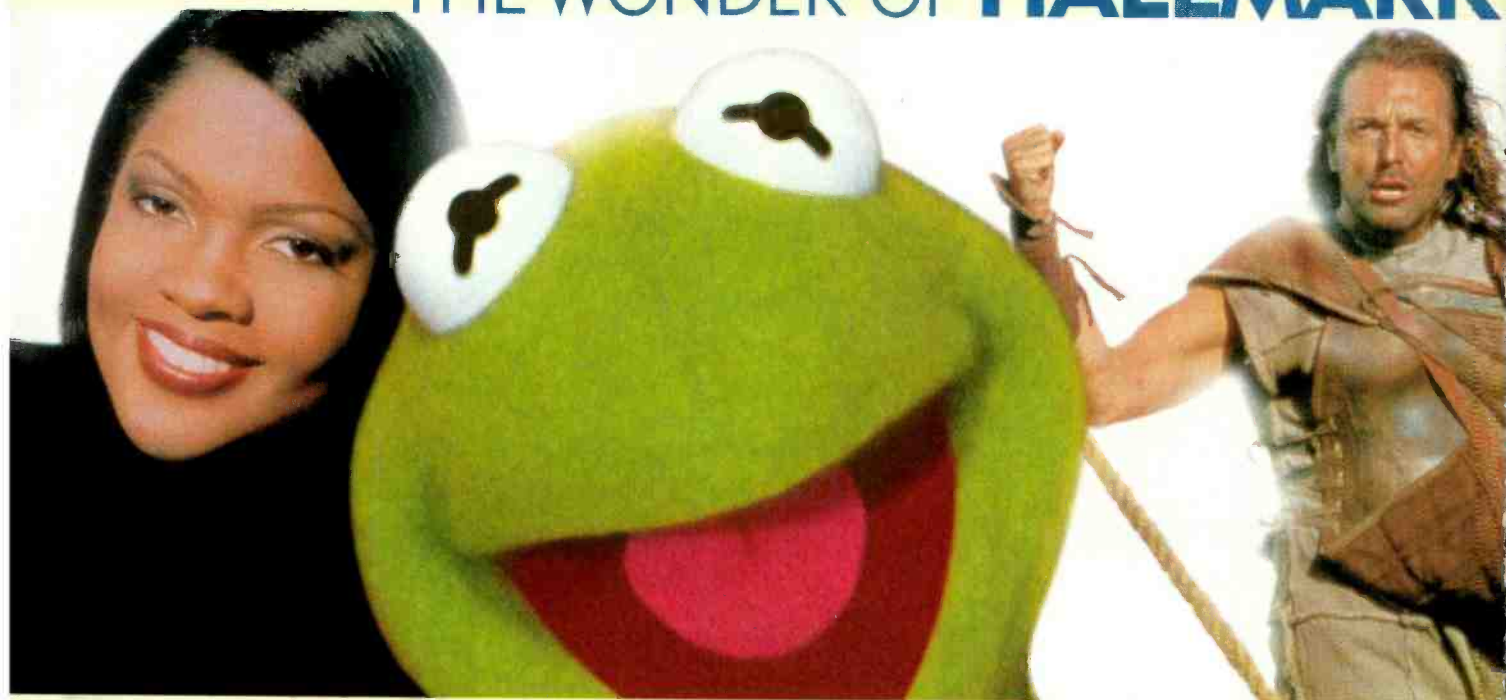
Local TV and Radio Lineup

Team	BROADCAST TV						CABLE					RADIO				
	Flagship	# of reg. season games	# of stations in net.	Contract status yr./yrs.	1999 rights (millions)	1999 est. revenue (millions)	Regional network	# of reg. season games	Contract status yr./yrs.	1999 rights (millions)	1999 est. revenue (millions)	Flagship	# of stations in net.	Contract status yr./yrs.	1999 rights (millions)	1999 est. revenue (millions)
AMERICAN LEAGUE EAST																
Baltimore Orioles	WJZ-TV (ch. 13)	37	17	3/4	--	--	Home Team Sports	85	3/10	\$20	--	WBAL(AM) 1090 khz	25	3/3	\$3.5	--
CBS, which owns WJZ-TV and HTS, pays \$20 million for broadcast TV and cable rights. It sublicenses games to WNUV-TV Baltimore and WBDC(TV) Washington. WTOP(AM) pays percentage of WBAL(AM)'s rights expenses.																
Boston Red Sox	WLVI-TV (ch. 56)	75	6	--	--	--	New England Sports Network	78	17/20	\$10	--	WEEI(AM) 850 khz	56	4/6	\$4.4	--
JCS New England Television Network pays \$10 million for broadcast rights; has two-year affiliate agreement with WLVI-TV. Team owns 48% of NESN.																
New York Yankees	WNYW-TV (ch. 5)	50	0	--	--	--	MSG Network	100	11/12	\$52.5	--	WABC(AM) 770 khz	30	3/5	--	\$1+
MSGN holds rights to broadcast TV, cable and radio and sublicenses 50 games to WNYW-TV for \$17.5 million per year in two-year deal.																
Toronto Blue Jays	CBC	40	0	1/3	\$6	--	TSN Sportsnet	80/40	3/5/1/3	\$12/\$5	--	CHUM(AM) 1050 khz	35	2/3	\$2	--
Headline Sports Radio has radio rights. Pending CRTC approval, CTV, which owns Sportsnet, has purchased TSN.																
Tampa Bay Devil Rays	WWVB-TV (ch. 32) WTSP(TV) (ch. 10)	54/13	7	2/5/2/5	--	\$2-4	Sports Channel Florida	64	2/5	\$4.4	--	WFLA(AM) 970 khz	16	2/7	\$3.7	--
Team retains broadcast TV rights.																
AMERICAN LEAGUE CENTRAL																
Chicago White Sox	WGN-TV (ch. 9)	53	0	2/2	--	\$13	Fox Sports Chicago	103	15/15	\$4.5	--	WMVP(AM) 1000 khz	39	4/10	\$5	--
Team and WGN-TV have revenue-sharing partnership.																
Cleveland Indians	WUAB(TV) (ch. 43)	75	4	1/3	\$5	--	Fox Sports Ohio	70	4/6-7	\$5	--	WTAM(AM) 1100 khz	35+	--	--	\$6
WUAB(TV) holds broadcast TV rights but team shares revenue. Team retains radio rights, sells all inventory. WMMS(FM), co-owned with WTAM, airs 7 games.																
Detroit Tigers	WKBD(TV) (ch. 50)	40	3	2/5	\$2	--	Fox Sports Detroit	98	3/3	\$12	--	WJR(AM) 760 khz	49	4/5	--	\$3
Team retains radio rights.																
Kansas City Royals	KMBC-TV (ch. 3) KCWE(TV) (ch. 29)	15/35	12	--	--	--	Fox Sports Rocky Mountain	30	3/3	\$3-3.5	--	KMBZ(AM) 980 khz	84	2/3	\$1	--
Fox Sports Rocky Mountain holds broadcast TV and cable rights; pays KMBC-TV to carry games. KMBC controls KCWE through local marketing agreement.																
Minnesota Twins	KMSP-TV (ch. 9)	25	0	--	--	--	Midwest Sports Channel	105	2/4	\$2-3	--	WCCO(AM) 830 khz	69	1/2	\$1.6	--
CBS Cable's Midwest Sports Channel pays \$2 million to \$3 million for broadcast TV and cable rights. Midwest sublicenses 25 games to KMSP-TV.																
AMERICAN LEAGUE WEST																
Anaheim Angels	KCAL(TV) (ch. 9)	50	0	4/5	--	\$10-12	Fox Sports West	50	1/10	\$5	--	KLAC(AM) 570 khz	5	1/5	--	\$6
Team, which is owned by Disney, shares revenue with KCAL(TV) and KLAC(AM). Team retains radio rights.																
Oakland Athletics	KICU-TV (ch. 36)	55	2	1/5	\$4	--	Fox Sports Bay Area	57	3/7	\$6	--	KABL(AM) 960 khz	15	1/2	--	\$2
Team retains radio rights.																
Seattle Mariners	KIRO-TV (ch. 7) KSTW(TV) (ch. 11)	42/24	5	2/3	\$5	--	Fox Sports Northwest	62	3/4	\$5	--	KIRO(AM) 710 khz	30	3/5	\$4.9	--
KIRO-TV holds broadcast TV rights.																
Texas Rangers	KXTX-TV (ch. 39) KXAS-TV (ch. 5)	90/5	1	4/5	\$7.7	--	Fox Sports Southwest	59	4/5	--	--	KRLD(AM) 1080 khz	68	2/3	\$4.5-5	--
LIN Television, owned by Hicks Muse, which owns Rangers, holds TV rights. LIN owns KXAS-TV and operates KXTX-TV via local marketing agreement; company sublicenses games to Fox.																

Dash (--) indicates column that does not apply. Unless indicated, teams sell rights to a broadcast station or cable network, and the 1999 rights fee is shown. When the team retains rights or is involved in a partnership, estimated 1999 revenue is shown instead of a rights fee. Depending on the team, contract status refers to a rights contract, partnership contract or contract for a non-rightsholder to carry games. In most cases, broadcast TV and radio rightsholders form regional networks—the column shows the number of stations in those networks. Radio stations usually carry all regular-season games.

Team	BROADCAST TV						CABLE					RADIO				
	Flagship	# of reg. season games	# of stations in net.	Contract status yr./yrs.	1999 rights (millions)	1999 est. revenue (millions)	Regional network	# of reg. season games	Contract status yr./yrs.	1999 rights (millions)	1999 est. revenue (millions)	Flagship	# of stations in net.	Contract status yr./yrs.	1999 rights (millions)	1999 est. revenue (millions)
NATIONAL LEAGUE EAST																
Atlanta Braves	WTBS(TV) (ch. 17) WUPA(TV) (ch. 69)	90/30	22	NA	--	\$4.4	Fox Sports South	29	3/10	\$4	NA	WSB(AM) 750 khz	165	5/5	\$3.2	NA
<i>Revenue reflects simultaneous national carriage of games on TBS. WTBS buys airtime from WUPA(TV). Team and WTBS are owned by Turner Broadcasting System.</i>																
Florida Marlins	WAMI-TV (ch. 69)	55	6	--	NA	NA	Sports Channel Florida	70	1/12	\$10	NA	WOAM(AM) 560 khz	15	3/5	\$3.7	--
<i>Sports Channel Florida pays \$10 million for broadcast TV and cable rights. WAMI-TV has six-year deal with Sports Channel; pays \$3.2 million a year for 55 games.</i>																
Montreal Expos	SRC(FR)	16	14	1/1	--	\$2	RDS(FR) TSN(ENG)	40/25	4/4	\$1.8	--	CIQC(AM) CKAC(AM)	5 Eng 26 Fr	1/2 3/3	NA	\$1
<i>Team retains broadcast TV and radio rights; SRC sells some inventory. Expos keep all radio ad revenue.</i>																
New York Mets	WPIX(TV) (ch. 11)	50	0	--	--	--	Fox Sports New York	99	13/30	\$13+	--	WFAN(AM) 660 khz	15	2/2	\$3.5	--
<i>On addition to cable deal, Fox Sports New York pays \$8 million to \$10 million for broadcast TV rights for 1999 and sublicenses 50 games to WPIX(TV). WADO(AM) will broadcast 94 games in Spanish.</i>																
Philadelphia Phillies	WPSG(TV) (ch. 57)	70	1	1/2	--	\$6	Comcast Sports Network	77	2/10	--	\$2.7	WPHT(AM) 1210 khz	18	2/3	--	\$2.1
<i>Team and WPSG(TV) have revenue-sharing partnership for broadcast TV, radio and cable. Phillies partnered with Comcast Cable to form Comcast Sports Network.</i>																
NATIONAL LEAGUE CENTRAL																
Chicago Cubs	WGN-TV (ch. 9)	91	0	--	--	\$33	Fox Sports Chicago	57	1/10	\$15	--	WGN(AM) 720 khz	38	--	--	\$8
<i>Tribune owns team and WGN-AM-TV. Revenue reflects simultaneous national carriage on superstation WGN.</i>																
Cincinnati Reds	--	--	--	--	--	--	Fox Sports Ohio	85	1/6	\$2.5	--	WLW(AM) 700 khz	45	2/3	\$3.5	--
<i>Fox Sports Ohio has deal for cable games only. There are no over-the-air games slated for '99 season.</i>																
Houston Astros	KNWS-TV (ch. 51)	65	5+	NA	NA	NA	Fox Sports Southwest	65	2/8	\$10+	NA	KTRH(AM) 740 khz	50	1/5	NA	\$4+
<i>Fox Sports Southwest pays \$10+ million for broadcast TV and cable rights. Team retains radio rights. KXYZ(AM) is Spanish-language flagship station.</i>																
Milwaukee Brewers	WCGV-TV (ch. 24)	50	0	NA	NA	NA	Midwest Sports Channel	80	2/6	\$2.6	NA	WTMJ(AM) 620 khz	52	2/5	\$2	NA
<i>CBS Cable's Midwest Sports Channel pays \$2.6 million for broadcast TV and cable rights; team shares some revenue. WTMJ has radio rights; team shares revenue.</i>																
Pittsburgh Pirates	WCWB-TV (ch. 22) WPGH(TV) (ch. 53)	14/1	0	NA	NA	NA	Fox Sports Pittsburgh	75	3/4	\$3	NA	KDKA(AM) 1020 khz	40	3/3	--	\$3.5
<i>Fox Sports Pittsburgh pays \$3 million for broadcast TV and cable rights and sublicenses 15 games to TV stations. Team retains radio rights.</i>																
St. Louis Cardinals	KPLR-TV (ch. 11)	55	20	3/3	NA	\$4-5	Fox Sports Midwest	50	3/9	\$3	--	KMOX(AM) 1120 khz	107	3/5	\$5	NA
<i>Team has revenue-sharing arrangement with KPLR-TV.</i>																
NATIONAL LEAGUE WEST																
Colorado Rockies	KWGN-TV (ch. 2)	75	12	--	--	--	Fox Sports Rocky Mountain	50	3/10	\$10+	--	KOA(AM) 850 khz	65	3/5	\$4.5	--
<i>Fox Sports Rocky Mountain pays \$10+ million for broadcast TV and cable rights. Fox buys airtime on KWGN-TV.</i>																
Los Angeles Dodgers	KTLA(TV) (ch. 5)	50	0	3/5	\$15.5	NA	Fox Sports Net West 2	80	NA	NA	NA	KXTA(AM) 1150 khz	26	2/5	\$6-8	NA
<i>KTLA(TV) pays \$15.5 million for broadcast TV and cable rights. It sublicenses games to Fox Sports Net West 2. Fox owns Dodgers. KWKW(AM) broadcasts all games in Spanish. KYTA(AM) airs 60 games in Korean.</i>																
San Diego Padres	KUSI-TV (ch. 51)	23	0	NA	NA	NA	Channel 4	107	3/5	\$5	NA	KFMB(AM) 790 khz	6	3/3	\$3.7	NA
<i>Cox Communications' Channel 4 pays \$5 million for broadcast TV and cable rights and buys airtime on KUSI-TV. Cox keeps all ad revenue.</i>																
San Francisco Giants	KTVU(TV) (ch. 2)	58	6	5/6	\$4.5	NA	Fox Sports Bay Area	57	4/7	\$4.5	NA	KNBR(AM) 680 khz	17	1/6	\$5.5	NA
<i>Team retains five to seven 30-second spots per game on broadcast TV. KTVU(TV) parent Cox Communications and KNBR(AM) are both limited partners in team.</i>																
Arizona Diamondbacks	KTVK(TV) (ch. 3)	75	4	2/10	NA	\$10+	Fox Sports Arizona	60	2/10	\$5+	NA	KTAR(AM) 620 khz	20+	2/10	NA	\$4+
<i>Team retains broadcast TV and radio rights. Team and KTVK have revenue-sharing arrangement. KDRX-TV will broadcast 30 games in Spanish. KPHX(AM) broadcasts all home games in Spanish.</i>																

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lion-\$10 million for the broadcast TV rights, according to sources. Fox Sports then sublicensed 50 of the Mets games to WPIX(TV) for an unconfirmed amount. Also in the New York market, Fox's WNYW(TV) paid \$17.5 million for 50 Yankees games this season. MSG Network is the Yankees' broadcast TV, cable and radio rights holder. WABC(AM) broadcasts the Yankees games on radio.

However one of this season's biggest deals was struck by Fox Sports Chicago, which paid \$15 million for the Chicago Cubs' cable rights. In the past, the Cubs' cable games were carried on ChicagoLand TV(CLTV), which is owned—along with the team—by Tribune. But the Cubs went with Fox Sports Chicago because it can reach 3.1 million homes versus CLTV's 1.7 million.

Other cable deals include Fox Sports West, which paid \$5 million for the Anaheim Angels rights as part of a new 10-year deal.



WAMI-TV Miami forked over \$32 million to Sports Channel Florida for rights to broadcast 55 games.

While cable networks remain aggressive in obtaining MLB rights, some TV stations are still willing to shell out money for baseball. This season, independent KICU-TV San Jose, Calif., paid \$4 million for the Oakland Athletics broadcast rights. And WUAB(TV) Cleveland, a UPN affiliate, renewed its rights deal with the Indians for another three years for \$5 million.

The broadcast rights for the Boston Red Sox were sold to JCS New England Television Network for \$10 million. WABU(TV) was the rights holder last year, but now JCS has a two-year deal

with the team and will produce and distribute 75 regular-season games to a network of six New England stations. JCS has affiliate agreements with those stations as well as Tribune's WLVI-TV Boston, which will serve as the Red Sox flagship.

"We're going to saturate New England," says former Boston broadcaster Kevin Dunn, president of JCS New England Television Network. JCS's chairman and major investor is Gene F. Jankowski, former president and chairman of the CBS Broadcast Group.

"The Red Sox are popular in this area. It certainly gives us a product for the community," notes Jim Lapiana, station manager for operations at WPME(TV) Portland, Maine. He says JCS' agreement is a barter deal with JCS selling the majority of the ad spots in the broadcasts.

On the radio side, KNBR(AM) San Francisco renewed its rights deal with the Giants for another six years at \$5.5 million. ■

Whole new ball game

In New York, Yankees jump to WNYW; Mets to WPIX

By Joanna Cagan

In New York, the big baseball news during the off-season was the trade that brought the Yankees future Hall of Famer Roger Clemens and further enhanced the team's claim to a second straight World Championship in 1999.

But perhaps of equal significance in

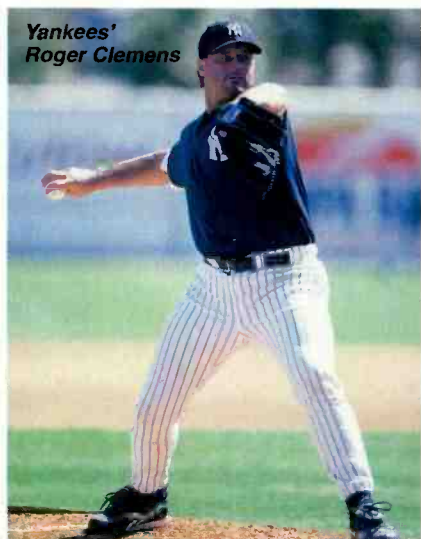
media circles was the shakeup in the broadcast TV outlets for the Yankees and the crosstown contenders, the New York Mets. After 48 years on Tribune's WPIX, the Yankees jumped to Fox's WNYW. And the Mets abandoned WOR-TV and landed at WPIX.

Under a two-year deal, WNYW is reportedly paying \$17.5 million a year

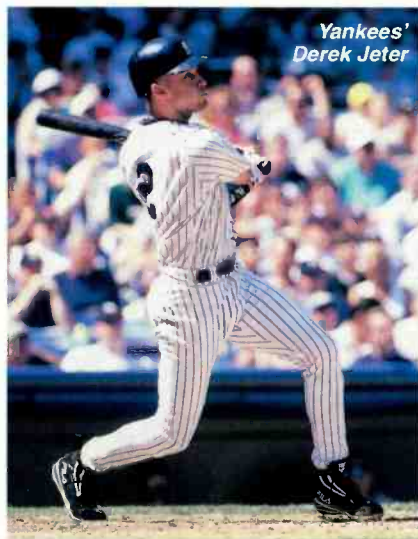
to Madison Square Garden Network to broadcast 50 games a year. That's \$350,000 per game, slightly more than the \$325,000 WPIX had paid in 1998. Under a long-term deal with the Yankees, MSG holds all the TV rights to the Yankees. It plans to telecast 100 games over its regional cable sports network.

"That plus our decision to pick up the second segment of *Seinfeld* in 2001 are the two biggest moves the station's made," says Michael Wach, vice president and general manager of WNYW.

Hailed by many as the best team ever, the 1998 Yankees proved powerful tele-



Yankees' Roger Clemens



Yankees' Derek Jeter



Mets' Al Leiter

vision. Last season's ratings for the Yankees, a year in which the team set a record for the most regular season wins, averaged 6.7 over 50 games on WPIX, while the Mets averaged about 3.9 over 49 games on WWOR-TV.

Having lost the Yankees, WPIX sought and landed the Mets, who, with the signing of slugger Mike Piazza, are expected to make a run at the National League pennant. WPIX signed a two-year deal with Fox Sports New York, which holds all the Mets TV rights and is scheduled to telecast 99 games for its cable viewers. Terms of the WPIX-Fox Sports deal were not disclosed.

Left out of the diamond action this year will be WWOR-TV. "The Mets were looking to restructure the way the deal had been for the entire terms of its existence, and move away from a revenue share and into a rights fee," says Rick Miner, executive producer of sports at the UPN affiliate. "And we were looking to continue on the same basic type of agreement that had worked for both of us for the last 37 years."

More churn in how and where the Yankees and Mets will be televised is in store. MSG's umbrella rights deal with the Yankees is set to expire after the 2000 season. MSG has been in negotiations with the team in hopes of extending the contract. Those talks included the possibility of MSG's parent, Cablevision System, acquiring the team, although no deal has been made.

In an apparent effort to gain some lever-



age in the negotiations, the Yankees signed a letter of intent to merge their operations with the New Jersey Nets of the National Basketball Association. The deal would involve the teams pooling their broadcast and cable rights.

"I think that a Yankee-Nets combination could form the basis for a competitive channel," says Neal Pilson, president of Pilson Communications and former president of

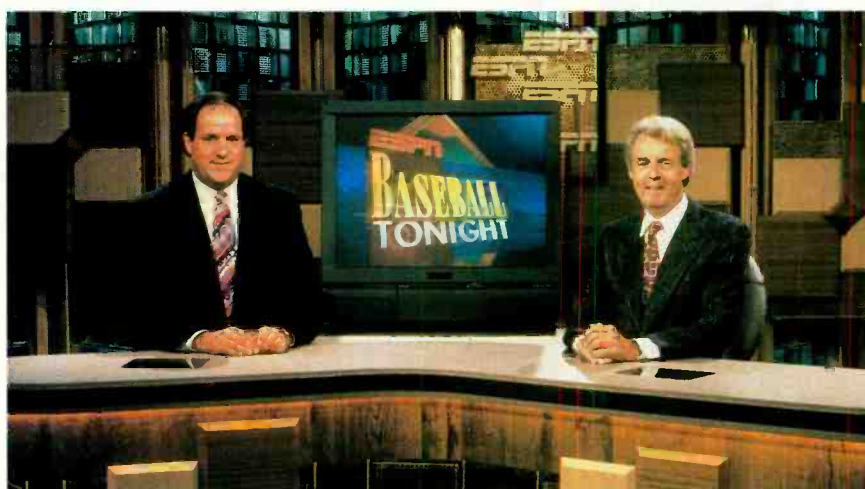
CBS Sports. "There is still major risk in creating a second channel where you have an entrenched signal like you do with [Cablevision]," says Pilson.

Even without forming a regional

sports network, the Yankee-Nets would offer hundreds of hours of highly attractive programming, and demand big prices for it. "I'd presume that any deal they made with any outlet would again be record-breaking," says Howard Rubinstein, a spokesman for the Yankees. "It certainly merits it."

Cablevision countered by opening talks aimed at buying the Mets. Most industry insiders agree that no matter how far along the Yankee-Nets deal is, or how serious Cablevision's pursuit of the Mets may be, a Cablevision purchase of the Yankees isn't dead in the water.

"All this is part of a repositioning of the regional cable business," says Pilson. He argues that Cablevision's courting of the Mets is "more of a reaction to and a float of a story than anything significant at this time."



Chris Berman (l) and Peter Gammons on ESPN's daily show, 'Baseball Tonight.'

Prime time pastime

Networks will ensure that baseball is the national obsession

By Joe Schlosser

Baseball was very, very good to its national broadcast and cable partners last year. And with the regular season only days away, the 1999 Major League Baseball season has them hoping for more of the same again this spring.

Fox, FX, Fox Sports Net and ESPN all saw their ratings climb last season on the strength of the Sammy Sosa-Mark McGwire home run derby and the New York Yankees' record-breaking season. It was only four years ago that the networks were worrying about the ramifica-

tions of the 1994 MLB players' strike. Now they are worried about not having enough telecasts on their schedules.

"The great thing about baseball last year was that it produced so many different story lines," says Arthur Smith, Fox Sports Net's executive vice president of programming and production. "Those story lines are continuing this season. Look, there is home run coverage of spring training. Needless to say we are very excited about the upcoming season and we are looking forward to the numbers coming in this season."

The national TV ratings were up across the board during the regular sea-



Mets' Mike Piazza



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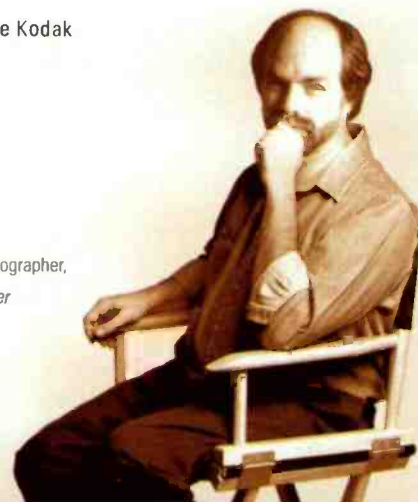
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son in 1998, including FX's 50% jump for its weekly national broadcast. Fox Sports Net's ratings rose 29%, the Fox Broadcast network games spiked 15% over 1997 and ESPN increased nearly 20%, according to Nielsen Media Research. The one sour note from last season was Fox's World Series numbers. The New York Yankees' four-game sweep of the San Diego Padres turned out to be the lowest-rated fall classic ever—14.1 rating/24 share.

"There aren't many sports packages on network television that can point to a 15% increase in a given year," says Ed Goren, the executive producer of Fox Sports. "We are talking about ratings going up in an industry that is becoming more diluted every year," he notes. "As for this year, I would probably be happy holding where we were last season. But what I think you will see is our ratings will be up."

For the Fox Broadcast Network and its cable siblings, the improved ratings were especially important. Between the network's *Game of the Week* telecasts and the combined national and regional reach of FX and Fox Sports Net, the News Corp.-owned entities will be carrying close to 2,000 Major League Baseball games in 1999.

The bulk of those games will be regional games telecasts on the Fox Sports Net regional networks, which combined have the local cable rights to 25 teams. Fox Sports Chicago will add 57 Chicago Cubs telecasts to its roster and altogether the Fox Sports regional cable channels will carry 1,761 games during the 1999 season. Fox Sports Net will carry a weekly Thursday evening game nationally, while FX has a Saturday night national telecast. Between FX and Fox Sports Net's national game, that's another 100-plus telecasts during the regular season. The broadcast entity will start carrying MLB games on June 5th and will air 18 *Game of the Week* telecasts. Fox also has the All-Star game this year, which is being played at Boston's Fenway Park on July 13, a number of divisional playoff games and the American League Championship series.

The Fox deal for network games is entering the fourth year of a five-year, \$575 million contract. Fox also has the rights to the World Series in October 2000. Fox Sports Net and FX are about to start their third season of a five-year, \$172 million deal with Major League Baseball.

As for ESPN, the cable network is

about to start its 10th season of Major League Baseball coverage. ESPN has two seasons, including 1999, left on its \$455 million deal for Wednesday and Sunday night games. The cable channel



NBC's Bob Costas will moonlight at ESPN during the pennant drives.

televise a doubleheader (two separate games nationally at 7:30 p.m. and 10:30 p.m. ET) every Wednesday night during the regular season and has the exclusive national, telecast rights for a weekly Sunday night game. ESPN2 will jump into the MLB mix in September as the playoff picture develops. ESPN2 will carry double-headers every Wednesday night as well, during September. The all-sports network will also carry the popular *Home Run Derby* the day before the All-Star game and a handful of divisional playoff games.

ESPN's executive vice president of programming, Dick Glover, says the story lines from last season weighed heavily into the network's scheduling of games for 1999. "Certainly when we laid out the schedule we tried to get as

many Mark McGwire and Sammy Sosa games as we could," Glover remarks.

Glover says there will be at least three Chicago Cubs, St. Louis Cardinals and New York Yankees games on ESPN's *Sunday Night Baseball* telecasts during the regular season.

NBC is not a part of baseball's regular season coverage, but the network will broadcast the majority of the 1999 post-season games. NBC, which paid \$475 million for its broadcast package, will carry the National League Championship series and the World Series this season. And because of NBC's lack of regular season games, the network is letting its lead baseball announcer, Bob Costas, do a little moonlighting, working a handful of ESPN telecasts down the stretch so that Costas will be "baseball ready" by the playoffs. Costas will be paired with Joe Morgan, who works the post-season with Costas at NBC, during his ESPN stint.

"It's not a case of Bob needing to do baseball games again," says NBC Sports' Ed Markey. "It's just to develop a little bit of a rhythm with Joe [Morgan]. You don't want your announcing team to come on the air having seen each other for the first time at a production meeting the day before. ESPN has been very helpful and kind with this whole arrangement." ■

National broadcast rights

- | | |
|-----------------------|---|
| ESPN | <ul style="list-style-type: none"> ■ \$455 million 8-year deal that ends after the 2002 season ■ Approximately 80 Wednesday and Sunday night regular-season games ■ 6 to 12 division series playoff games a year |
| Fox | <ul style="list-style-type: none"> ■ \$575 million 5-year deal that ends after the 2000 season ■ AL championship series in 1999; NL championship series in 2000 ■ 1999 All Star Game; World Series in 2000 |
| FX | <ul style="list-style-type: none"> ■ \$172 million 5-year deal (with Fox Sports Net) that ends after the 2000 season ■ 26-week Saturday night regular-season games |
| Fox Sports Net | <ul style="list-style-type: none"> ■ \$172 million 5-year deal (with FX) that ends after the 2000 season ■ 26-week Thursday night regular-season games ■ Regional networks have the rights to 25 MLB teams |
| NBC | <ul style="list-style-type: none"> ■ \$475 million 5-year contract that ends after the 2000 season ■ NL championship series in 1999; AL championship series in 2000 ■ World Series in 1999 |

Oscars dip after 'Titanic' year

ABC's stands by Whoopi's marathon-like effort and the switch to Sunday night telecast

By Joe Schlosser

The longest Academy Awards telecast in the 71-year history of the event didn't translate into great Nielsen results, but despite some critical pans, ABC did have some promising results in key demos.

A year after *Titanic* helped ABC sail to lofty heights, the Shakespeare-themed Oscars dropped 18% off last year's course with a 28.6 rating/46 share, according to Nielsen Media Research. Last year's Oscars brought ABC a 34.9/55 on the strength of *Titanic*, which network researchers say brought millions of viewers to the telecast who wouldn't have otherwise been watching. An estimated 87 million viewers watched at least a portion of last year's show, while last week's Oscars only attracted 78 million.

The 1999 Oscars drew the second-lowest household ratings for the Academy Awards over the last eight years and the results were lighter than expected with the switch to a Sunday night broadcast, traditionally a heavy viewing night.

ABC's Michael Davies, the network's executive vice president of alternative series and specials, said he didn't expect to top last year's numbers and that last week's broadcast "fell right about where our expectations were." As for the move to Sunday from the telecast's traditional Monday night position, Davies says he and other ABC executives are standing by the change.

"With the Academy Awards being the crown jewels for the Academy and the network, we make decisions very, very slowly and in a very deliberate fashion," Davies said. "So having decided on moving the show to Sundays, we're going to leave it there. I think it's the right place for the show."

While the ratings were nothing to crow about, the demographics and the comparisons to other recent Academy Awards telecasts were not so bad.

In adults 18-49, the 1999 show was off 22% from last year, but 15% ahead of 1997 and slightly better than 1996. The household ratings were also up from 1997, when *The English Patient* attracted a 27.4 rating/46 share.



Roberto Benigni accepts the Best Foreign Film Oscar from Sophia Loren.

Meanwhile, the reviews for host Whoopi Goldberg were mixed at best, with some harsh criticism for the comedienne's sexual references. Goldberg replaced friend and fellow comedian Billy Crystal at the microphone and the calls for Crystal to return to the

show started coming in soon after the 1999 Oscars were finished.

Davies counters that Goldberg did a "superb job" and wondered why the media has been so critical of her Oscar performance. Davies says the chore of hosting the Oscars is the hardest job on television and that Goldberg kept the show alive throughout its four-hour plus telecast.

"I think there is a very small group of people who are able to host the Academy Awards," he said. "I think Billy Crystal is one, I think Whoopi Goldberg is another and there is probably a tiny little short list of others that can even be considered for the position."

Davies says a decision on whom the network will ask to host the 2000 Oscars will likely be made next fall, but failed to comment on the possibility of Goldberg or even Crystal returning. ABC has exclusive broadcast rights to the Oscars through 2008. ■

Glencairn's dicey LMAs

FCC doesn't want Sinclair to have final say in programming stations

By Elizabeth A. Rathbun

The FCC has asked Sinclair Broadcast Group Inc. to amend local marketing agreements with Glencairn Ltd. in four states. The goal is to exorcise Sinclair's "ultimate power to decide who will program the [TV] stations," according to a letter from Clay C. Pendarvis, chief of the FCC's television branch of the video services division.

Sinclair bought the four stations—WRGT-TV Dayton, Ohio; KOKH-TV Oklahoma City; WTAT-TV Charleston, S.C., and WVAH-TV Charleston, W.Va.—last March for about \$1 billion, along with the rest of Sullivan Broadcasting Co.

In July, Sinclair entered into an LMA with the four stations with the intention of transferring them to its longtime LMA partner, Glencairn,

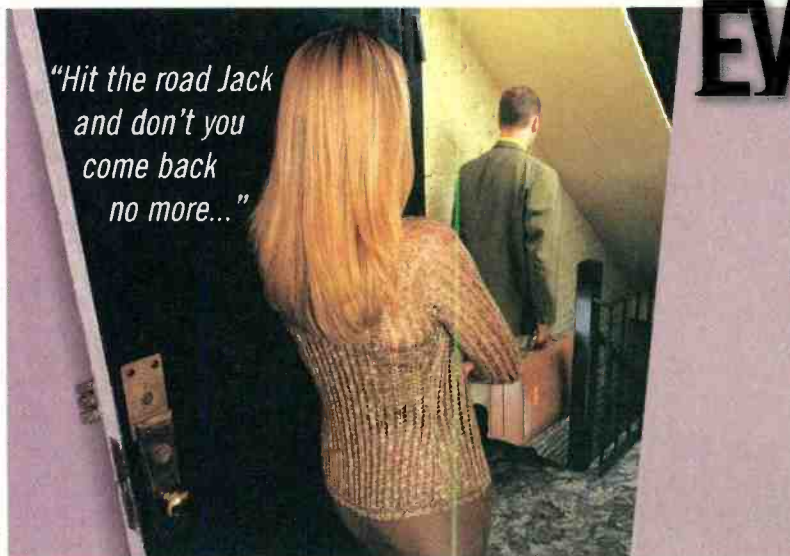
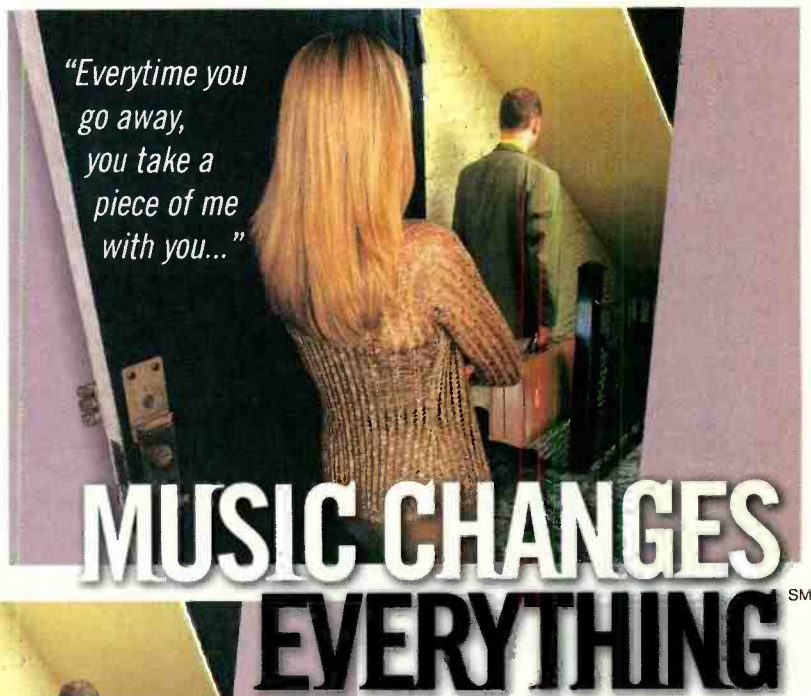
once the Sullivan merger is completed. The FCC wants to know how that deal breaks down because it is not clear whether or how Sinclair would sell the stations to Glencairn, an FCC spokesman says.

Sinclair's plans call for it to continue holding the stations' LMAs. The FCC is worried about a provision that would require Glencairn to use Sinclair as its programmer in violation of Glencairn's "fundamental right and obligation to determine the type of programming to be aired on its station[s]," the letter says.

Another troublesome provision would allow Sinclair to reassign its LMA to any other company without Glencairn's approval. "A licensee must remain free to choose who will program its stations," the letter said.

The FCC also is inquiring about Sullivan's debt and wants to know exactly how much was paid for the company.

The commission's debt concerns center on an Oct. 8, 1998, declaration by Glencairn President Edwin L.



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Edwards Sr. that while he was originally informed that the four stations Glencairn was to acquire from Sullivan via Sinclair were \$80 million in debt, that amount is actually \$40.5 million.

Rainbow/PUSH and Kelley International Licensing LLC have objected to Glencairn's acquisition of KOKH-TV, pointing out that Sinclair already owns KOCB-TV Oklahoma City and saying that Sinclair controls Glencairn. The FCC currently bars a single broadcaster from owning more than one TV station in a market. Sinclair has defended itself by saying that the FCC has already signed off on its relationship

with Glencairn in previous rulings.

Of Glencairn's equity, 90% is held as nonvoting stock in trusts set up by Carolyn C. Smith for her grandchildren. Smith is the mother of the four brothers who run Baltimore-based Sinclair. Sinclair maintains an option to purchase Carolyn Smith's interest in Glencairn.

Kelley owns KWTU(TV) Oklahoma City. Rainbow/PUSH got involved last July after charging that Sinclair and Glencairn violated the FCC's equal employment opportunity rules in Texas.

Complaints about previous Sinclair-Glencairn deals in various markets

have been filed by Pulitzer Broadcasting Co., Harte-Hanks Television, First Media Television LP and Post-Newsweek Stations Inc. The FCC approved all the deals in June 1997, but Pulitzer's "appeal for review" is still pending in Greenville, S.C.

Sinclair has 20 days from March 15, the date on the FCC's letter, to respond.

In other Sinclair news, the company on March 19 said it is dropping plans to buy WMHQ(TV) Schenectady/Albany, N.Y. The company says that is part of its diversification program, which aims to sell TV and radio stations to raise \$500 million. ■



GET WITH THE PROGRAM

By Joe Schlosser

The Fox that would be King

Add Fox Family Worldwide to the list of potential suitors for syndication power King World Productions. Fox Family, a partnership between News Corp. and Saban Entertainment, has reportedly had discussions with King World executives about a possible purchase of the distribution company, which syndicates *Wheel of Fortune*, *Jeopardy* and *Oprah Winfrey*, among others. Fox Family currently has over \$1.5 billion in debt it incurred when it acquired The Family Channel two years ago. King World has over \$1 billion in cash reserves on hand and another half a billion coming in over the next several years in syndication license fees. King World executives have had discussions with CBS, Sony and other Hollywood entertainment companies over the last few months about a possible sale or merger. Both King World and Fox Family executives had no comment.

The Short of it

King World has cleared its upcoming talker, *The Martin Short Show*, on Chris-Craft/United Television's KCOP-TV Los Angeles for fall. The show is cleared in 71% of the country, King World executives say. Chris-Craft/United's WWOR-TV New York is expected to pick up the show as well. WWOR-TV executives had no comment.

'Evil Cat' gets another life

Stone Stanley Productions has entered into an exclusive deal with cartoonist Walter Santucci to develop *The Evil Cat* animated shorts into a half-hour animated adult series. *The Evil Cat*, which was released internationally as a trilogy, is described by Stone Stanley executives as a cross between *The X-Files* and *South Park*.

New role for 'Players' players

Two former members of the NBC series *Players* have found new roles this spring on UPN pilots. Rapper/actor Ice-T is joining the cast of a

drama, *The Disciples*, and Costas Mandylor is joining *Secret Agent Man*. Ice-T will play the character Master in the martial arts drama from Viacom TV and Kirk Wong (*The Big Hit*). Mandylor will play one of the leads in the spy thriller from producers Barry Josephson and Barry Sonnenfeld.

Winning Oscar performance

The Academy Awards may have been less than stellar for ABC (see story, page 34), but they presented Paramount Domestic Television's newsmagazine *Entertainment Tonight* with its highest ratings of the season. *ET* scored an 8.1 rating/13 share on Monday night with post-Oscar coverage, according to Nielsen Media Research.

Good Morning, Oprah

Oprah Winfrey and the producers of ABC's *Good Morning America* are currently discussing the possibility of the talk show host filling in for a week on the

struggling morning news program during the upcoming May sweeps. A spokeswoman at Winfrey's Harpo Studios confirmed last week that Winfrey has been talking with GMA executives, but added "nothing has been decided yet." Winfrey will likely be sitting in with new GMA co-host Diane Sawyer while Charles Gibson is on vacation.

Hail to the Chief

Twentieth Television's syndicated relationship series, *Forgive or Forget*, was the beneficiary of President Clinton's press conference on Friday, March 18. The freshman relationship show scored its highest ratings to date in the Big Apple with a 5.7 rating/14 share on WWOR-TV New York, according to Nielsen Media Research. Much of *Forgive or Forget*'s toughest competition, including *Judge Judy* and *Oprah Winfrey*, was preempted by Clinton's White House speech.

Gotta DanceSport

Trans World International (TWI) is producing its third one-hour prime time special for NBC devoted to DanceSport, a combination of ballroom dancing and athleticism. *International DanceSport Championships III* will air this June on NBC.

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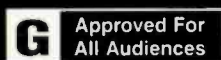


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STATION BREAK

By Dan Trigoboff

Seattle slough: ballpark bravado brings pink slip

A worker at the Seattle Mariners new Safeco Field lost his job when he gave KOMO-TV Seattle a videotape that showed him getting what he believed was the first hit at the still-under-construction ballpark.

Nolan West had finished his work installing beer lines, when he grabbed a bat and ball and headed for the field, bringing a friend to film the historic event. Wearing his own hardhat, he gave his own toss a mighty cut, and ran the bases, ending with a headfirst slide. He dropped the tape off at KOMO-TV, which aired it.

His employer, a plumbing subcontractor, was not amused. A team spokeswoman said the field is in a delicate condition and West's round-tripper did some damage. Pre-opening day rules prohibit anyone but groundskeepers on the field, and West was fired. Interviewed in local newspapers, West appeared aware of the risk, and unrepentant. Immortality, apparently, was its



Plumber Nolan West looks to score, but gets thrown out at home

own reward.

But Mariners' spokeswoman Rebecca Hale said Ken Griffey Jr. had already knocked one out of the park last year during a ceremony at the new field site. Hale noted that it was not the team that fired West, and that it was West who drew attention to his infraction by bringing it to KOMO-TV. "[And] if it hadn't been on TV," she mused, "did it really happen?"

CBS' Chicago station taps new news director

WBBM-TV Chicago Vice President and General Manager Hank Price has tapped Pat Costello for news director at CBS-owned KUTV-TV Salt Lake City, to run the news department at CBS' station in the third largest market. Costello will be the station's ninth news director in 15 years. Jeff Bartlett left WBBM-TV in early March to become the general manager of two ABC-affiliated stations in Arkansas: KHOG-TV Fayetteville and KHBS-TV Fort Smith. Costello had been at the Salt Lake City station about a year and a half and was with CBS-owned WJZ-TV Detroit before that.

The 45-year old Costello said he's enjoyed his time in Salt Lake City, but that the opportunity to head the news department in Chicago was too good to pass up—despite the high pressure and high turnover rate. WBBM-TV news has been suffering

low ratings, and recently canceled its 6 o'clock broadcast to put on *Hollywood Squares*. But Costello, who is a Chicago native, believes he can help make the news more compelling. WBBM-TV's assistant news director, Joe Kolina, who had been acting news director since Bartlett's departure, was the other finalist for the job. Price said the selection was difficult and praised both men.

Ex-'happy talkers' to gather in Gotham

WABC New York's *Eyewitness* news is holding a 30th anniversary reunion April 15 at Morton's of Chicago in New York City. Bill Buetel, who shared the "happy talk" anchor desk with the late Roger Grimsby, will be there, and planners report that illustrious alumni Geraldo Rivera, Warner Wolf, Ernie Anastos, Joan Lunden, Don Dunphy Jr., Sal Marchiano, Bill Aylward, Kaity Tong, and concept creator Al Primo are expected. WRGB-TV Albany, N.Y., news director Joe Coscia—who began as an 18-year-old copy boy and later became assignment editor for WABC News—is the contact.

Gov. Jesse V. tries wrestling reporters

WCCO-TV political reporter Pat Kessler has been quoted that his station is "all Jesse, all the time," but the honeymoon may be over for wrestler-turned-governor Jesse Ventura. News Director Ted Canova notes

that after Kessler broke the story that his honor had asked for and received a gun permit, the governor, formerly known as "The Body," suggested term limits for capitol reporters.

Off the record, off the blotter in Baltimore

A Baltimore reporter lost a legal battle against Baltimore City police over her access to police information. U.S. District Judge J. Frederick Motz refused to issue a federal order that would have entitled reporter Terrie Snyder to obtain any information given any other members of the media. Motz said the order might have prevented any off-the-record conversations or exclusive interviews given to anyone else. Snyder, a free-lance journalist who was reporting for WBAL-TV, sued a police spokesman after he refused to provide her with information. The spokesman had complained about Snyder's reporting, although she denies his charges that she violated confidences or off-the-record agreements. A federal judge ruled in her favor, but an appeals court reversed the ruling in 1998, finding no general right of press access to information on police investigations. The U.S. Supreme Court rejected her appeal in that case last fall. She subsequently sought the court order denied by Judge Motz.

All news is local. Contact Dan Trigoboff at (303) 260-0923, fax (202) 463-3742 or e-mail dtrig@erols.com.

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PEOPLE'S CHOICE

Although handily taking the top slot for Week 26, numbers for Sunday's Academy Awards telecast were down 16.6% from last year.

Week 26	abc	CBS	NBC	FOX	UPN	WB
	8.3/13	9.2/15	7.3/12	5.8/9	1.7/3	5.2/8
MONDAY	8:00 27. 20/20 8.4/13	27. Cosby 8.4/13	52. Suddenly Susan 6.9/11		112. Dilbert 1.9/3	62. 7th Heaven 6.4/10
8:30		23. King of Queens 9.1/14	70. Caroline in City 5.8/9	70. 13th Annual American Comedy Awards 5.8/9	117. Redhanded 1.7/3	
9:00	31. ABC Monday Night Movie—Resurrection 8.3/13	8. Ev Lvs Raymd 12.4/19	48. Law & Order 7.2/11		118. The Sentinel 1.6/2	93. Rescue 77* 4.1/6
9:30		12. Payne 10.8/17				
10:00		48. 48 Hours 7.2/12	31. Dateline NBC 8.3/14			
10:30						
TUESDAY	6.9/11	9.7/16	8.1/13	5.4/9	2.0/3	3.6/6
8:00	17. Home Imprvmt 9.8/16	27. JAG 8.4/14	65. 3rd Rock fr/Sun 6.3/10	82. King of the Hill 5.1/8	106. Moesha 2.3/4	93. Buffy the Vampire Slayer 4.1/7
8:30	25. The Hughleys 8.6/14		82. Lateline 5.1/8	80. The PJs 5.2/8	109. Family Rules 2.0/3	
9:00	27. Spin City 8.4/13	13. CBS Tuesday Movie—A Crime in Connecticut: Alex Kelly 10.4/17	44. Just Shoot Me 7.3/12	73. Guinness World Records 5.7/9	112. Malcolm & Eddie 1.9/3	96. Rescue 77 3.2/5
9:30	68. Sports Night 6.1/10		39. Will & Grace 7.8/12		115. Between Brothers 1.8/3	
10:00	91. Strange World 4.3/8		11. Dateline NBC 11.2/20			
10:30						
WEDNESDAY	8.8/15	7.1/12	8.8/15	6.9/11	2.3/4	2.6/4
8:00	31. Dharma & Greg 8.3/15	69. Cosby 5.9/10	24. Dateline NBC 9.0/15	59. Beverly Hills 90210 6.5/11	115. 7 Days 1.8/3	105. Dawson's Creek 2.4/4
8:30	40. Two Guys, a Girl 7.5/13	62. Payne 6.4/11				
9:00	25. Drew Carey 8.6/14	18. 60 Minutes II 9.7/16	31. World's Most Amazing Videos 8.3/13	44. Party of Five 7.3/12	98. Star Trek: Voyager 2.7/4	98. Charmed 2.7/4
9:30	37. Whose Line Is It 8.0/13					
10:00	14. 20/20 10.2/18	76. Chicago Hope 5.5/10	21. Law & Order 9.3/16			
10:30						
THURSDAY	5.1/8	7.6/13	13.9/23	6.2/10	1.6/3	2.7/4
8:00	77. America's Funniest Home Videos 5.4/9	44. NCAA Basketball Championship 7.3/12	3. Friends 16.6/27	54. World's Wildest Police Videos 6.7/11	118. UPN Thursday Night Movie—I Married a Monster 1.6/3	102. Wayans Bros. 2.6/4
8:30			6. Jesse 13.9/22			98. Jamie Foxx 2.7/4
9:00	87. Drew Carey 4.8/8		4. Frasier 14.4/23			97. Steve Harvey 2.9/5
9:30	87. Spin City 4.8/8		5. Frasier 14.0/22	75. Fox Files 5.6/9		98. For Your Love 2.7/4
10:00	82. Inside Hollywood: People, Pictures 5.1/9	57. NCAA Basketball Championship 6.6/14	9. ER 12.1/21			
10:30						
FRIDAY	7.6/14	7.6/14	9.0/16	4.4/8	1.7/3	
8:00	59. Two of a Kind 6.5/12	44. NCAA Basketball Championship 7.3/14	19. Providence 9.6/17	89. Guinness World Records 4.6/8	109. Am Greatest Pets 2.0/4	
8:30	65. Boy Meets Wrd 6.3/11				112. Am Greatest Pets 1.9/3	
9:00	40. Sabrina/Witch 7.5/13		15. DatelineNBC 10.1/18	93. Millennium 4.1/7	120. Love Boat: The Next Wave 1.5/3	
9:30	65. Brother's Keeper 6.3/11					
10:00	20. 20/20 9.4/17	53. NCAA Basketball Championship 6.8/14	51. Homicide: Life on the Street 7.1/13			
10:30						
SATURDAY	5.1/9	7.4/14	5.7/11	6.2/12	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
8:00		38. NCAA Bsktbl Ch 7.9/17	86. The Pretender 5.0/9	77. Cops 5.4/10		
8:30		59. Early Edition 6.5/12		54. Cops 6.7/12		
9:00	82. ABC Saturday Night Movie—Unforgiven 5.1/9	48. Martial Law 7.2/13	69. The Pretender 6.4/11	57. AMW: America Fights Back 6.6/12		
9:30		31. Sons of Thunder 8.3/16	73. Profiler 5.7/11			
10:00						
10:30						
SUNDAY	23.8/37	7.9/12	6.5/10	4.9/8		2.3/4
7:00	7. Barbara Walters Special 12.7/22	15. 60 Minutes 10.1/16	70. NBC Movie of the Week—Passenger 57 5.8/9	90. World's Funniest! 4.5/8		102. 7th Heaven Beginnings 2.6/4
7:30	2. Oscar Preview 18.1/29	31. Touched by an Angel 8.3/12		54. The Simpsons 6.7/10		107. Sister, Sister 2.2/3
8:00				80. That '70s Show 5.2/8		104. Smart Guy 2.5/4
8:30						107. Zoe Dunc Jck Jn 2.2/3
9:00	1. 71st Annual Academy Awards 28.6/46	77. CBS Sunday Movie—Grumpy Old Men 5.4/8	43. NBC Sunday Night Movie—Under Siege 2 7.4/11	91. The X-Files 4.3/8		109. Unhap Ever After 2.0/3
9:30						
10:00						
10:30						
WEEK AVG	10.0/17	8.0/13	8.4/14	5.6/9	1.9/3	3.2/5
STD AVG	8.4/14	9.1/15	9.0/15	7.2/12	2.0/3	3.3/5

Odyssey begins another journey

On a new course, 'good storytelling' is behind net's strategy to gain family eyeballs

By Price Colman

The relaunch of the Odyssey Channel Sunday will be more a test cruise than a full-sail voyage.

Next month's programming overhaul is only the first phase in the transformation of Odyssey from a religious network into a channel that focuses heavily on kids and family. After those initial programming tweaks, Odyssey President/CEO Margaret Loesch will spend the summer massaging the network's schedule in preparation for a bigger splash in September with some original programming.

The revamped Odyssey, backed by programming blue-bloods Hallmark Entertainment and The Jim Henson Co., aims to redefine "family programming"—a genre that's had about as many incarnations as the Dalai Llama.

But in Loesch's lexicon, family programming cuts across most boundaries.

"I believe good storytelling transcends any particular audience," she says. That said, "It's a hard thing to do. 'There's no question we've got our work cut out for us.'"

Others agree. "I think they have programming challenges that are severe, affiliation issues that are severe," says Jon Mandel, co-managing director for Grey Advertising's MediaCoM advertising media division. "I wish them all the luck in the world, but I don't see why they're any different from Fox Family or Paxnet or a gazillion others doing the same thing. To me, it's just more of the same."

Within the next three years, Hallmark and Henson are giving Loesch at least \$200 million to spend on programming. Her goal is to grow the network's subscriber base from 29 million to 35 million-40 million by 2002, and to 50 million by 2004.

The current business model calls for Odyssey to generate about two-thirds of its revenue from subscribers and one-third from advertising. Loesch says the ratio may shift over time.

Odyssey's roots in religious programming remain, but they've become intertwined with the imperative to broaden the network's appeal. Backed by the National Interfaith Cable Coalition (NICC), the cable network was born as Vision Interfaith Satellite Network (VISN) in 1988. VISN struggled and in 1995 the NICC brought in cable programming powerhouse Liberty Media Group as a minority partner.

Even with Liberty's clout and ties to cable giant TCI, VISN faced tough sledding. Renaming it the Faith & Values Channel did little to help, and it late-1996 executives settled on the Odyssey name to give the channel a shot at a broader audience.

The identity crisis didn't stop with the Odyssey renaming, particularly as other religious networks with a more-focused approach attacked the niche. But rather than cut all links with the past, Loesch's plan is for Odyssey to retain its spiritual underpinnings while delivering library and original programming that attracts the 18-to-55-year-old demographic. A name change hasn't been ruled out.

"What we're looking for is programming where storytelling is sophisticated and attractive to the adult viewer, but that isn't inappropriate for kids to watch," she says, citing examples from her childhood such as *Kraft Theater*, *GE Theater* and *Alfred Hitchcock Presents*.

For now, the key components are programming aimed at younger children and parents. With limited exceptions, there's little to appeal to the teen-young adult segment, although Loesch notes that *Fraggle Rock*, which airs at 7 a.m. and 5:30 p.m., has strong "cult" appeal for adults.

New shows include *Donna's Day*,

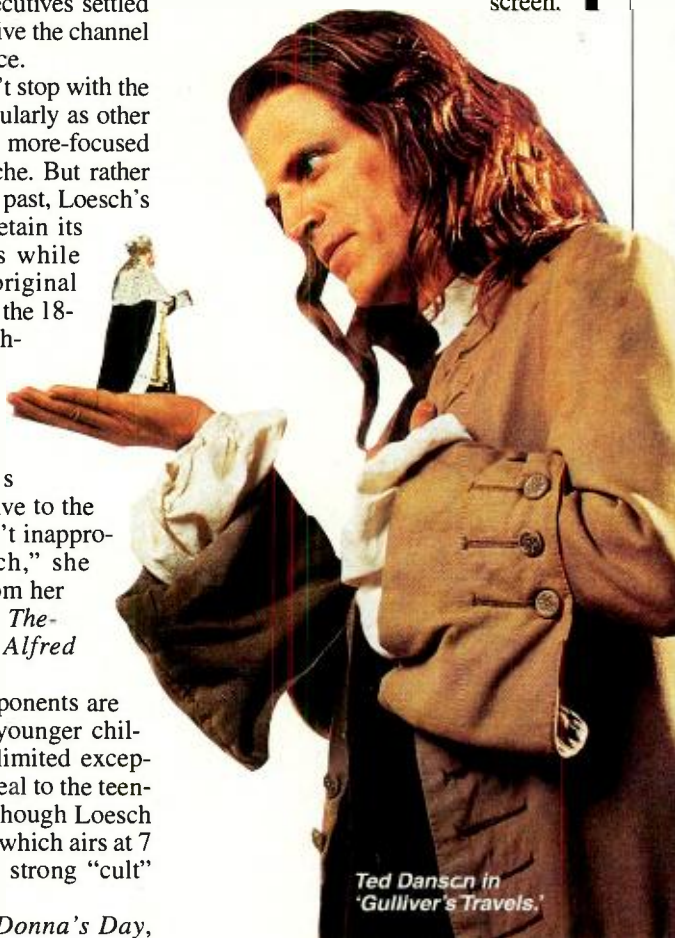
developed and hosted by Donna Erickson, whom Loesch describes as "kind of a Martha Stewart for moms and dads interested in being better parents," and *Leonard Maltin Presents*, featuring classic comedies with introductions by the film critic.

The inaugural cable airing of the Hallmark-produced *Gulliver's Travels*, starring Ted Danson, is the marquee movie during relaunch week.

Odyssey's blue-chip backing and library support from Hallmark and Henson draws a solid vote of confidence from Matt Bond, executive vice president of programming at AT&T Broadband & Internet Services (formerly TCI). "Odyssey now has behind it two very substantial programming partners with a proven track record of success," says Bond. "I fully expect to see quality programming on the screen." ■



Hallmark-Henson are giving Loesch \$200 million for programming.



Ted Danson in 'Gulliver's Travels.'

No squall at Weather Channel

With Eckert departure, technicians need not apply as search begins for a new president/CEO

By Deborah D. McAdams

The new chief at The Weather Channel will need to know more than weather and more than television. Beyond those requirements, the replacement for exiting CEO Michael Eckert must take TWC beyond TV and into a growing world of digital communications.

"I really want a sensational leader," said John "Dubby" Wynne, president and chief executive officer of privately held Landmark Communications, Inc., owner of The Weather Channel. The

search began after Eckert, TWC's president and CEO for the last 14 years, last week announced his intention to resign at month's end. Wynne said he has no lead candidate for the job.

"I have a couple of ideas, but you never know how long that's going to take," Wynne said. Wynne will fill in at TWC until a successor is named.

He said the successful candidate will have to understand TWC's video and radio presence, as well as the network's growing interactive and digital side. TWC's most recent products include six digital channels plus a wireless,

branded weather service.

While most of network's new products involve digital and interactive media, Wynne said he won't be looking for a technician to run TWC.

"I want a generalist," he said. "You want someone that's got familiarity with the industry and the technology."

Eckert, who started with The Weather Channel "when it was still on paper," in 1981, announced last week he'd be leaving TWC at month's end.

Eckert said there was no catalyst for his departure. Rather, he said, it was a combination of personal factors. ■



CABLE'S TOP 25 PEOPLE'S CHOICE

Bruce Willis' signature film 'Die Hard' lived up to big ratings for USA. The oft-aired action movie ranked No. 9 last week, with a 3.5 rating and a 5.8 share.

Following are the top 25 basic cable programs for the week of March 15-21, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable U.S.	HHs (000)	Cable Share
1	WWF Wrestling	USA	Mon	10:00P	65	5.8	4403	9.4
1	WWF Wrestling	USA	Mon	9:00P	60	5.8	4349	8.3
3	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	4.8	4.4	3597 7.1
4	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	4.3	3.6	3220 6.2
5	NASCAR/TranSouth...	ESPN	Sun	12:30P	203	4.2	3.2	3172 9.6
6	WWF Wrestling	USA	Sun	7:00P	60	4.1	3.2	3124 6.5
7	Movie: 'Lies of the Heart'	LIF	Sun	4:00P	120	3.9	3.1	2876 7.8
8	WCW Monday Nitro Live!	TNT	Mon	10:00P	65	3.8	2.9	2896 6.2
9	WCW Thunder	TBS	Thu	9:03P	71	3.5	2.7	2718 5.5
9	Movie: 'Die Hard'	USA	Tue	9:00P	150	3.5	2.6	2607 5.8
9	Rugrats	NICK	Wed	7:30P	30	3.5	2.6	2596 6.2
9	Rugrats	NICK	Thu	7:30P	30	3.5	2.6	2570 5.7
13	Hey Arnold	NICK	Wed	8:00P	30	3.4	2.6	2546 5.7
13	Rugrats	NICK	Mon	7:30P	30	3.4	2.5	2524 5.4
13	Movie: 'Fatal Vows'	LIF	Sun	2:00P	120	3.4	2.5	2493 7.6
16	Walker, Texas Ranger	USA	Thu	8:00P	60	3.3	2.5	2510 5.1
16	Rugrats	NICK	Fri	7:30P	30	3.3	2.5	2492 6.1
16	Movie: 'Seduced by...'	LIF	Sun	8:00P	120	3.3	2.4	2426 4.6
19	Movie: 'Dirty Dancing'	TBS	Fri	8:05P	143	3.2	2.4	2419 5.4
19	Walker, Texas Ranger	USA	Tue	8:00P	60	3.2	2.4	2407 5.0
21	Hey Arnold	NICK	Mon	4:30P	30	3.1	2.3	2302 7.9
21	South Park	CMDY	Wed	10:00P	30	3.1	1.8	1771 5.0
23	WCW Thunder	TBS	Thu	8:05P	58	3.0	2.3	2298 4.8
23	Sat Nicktoons TV	NICK	Sat	10:00A	30	3.0	2.3	2266 9.4
23	Wild Thornberrys	NICK	Thu	8:00P	30	3.0	2.3	2243 4.7
23	Walker, Texas Ranger	USA	Mon	8:00P	60	3.0	2.3	2240 4.4
23	Walker, Texas Ranger	USA	Wed	8:00P	59	3.0	2.2	2234 4.8
23	All That	NICK	Sun	7:30P	30	3.0	2.2	2215 4.5
23	Movie: 'Seduced by...'	LIF	Sun	6:00P	120	3.0	2.2	2188 5.0
23	South Park	CMDY	Wed	10:30P	30	3.0	1.7	1710 5.2

Charter buys Helicon

By Price Colman

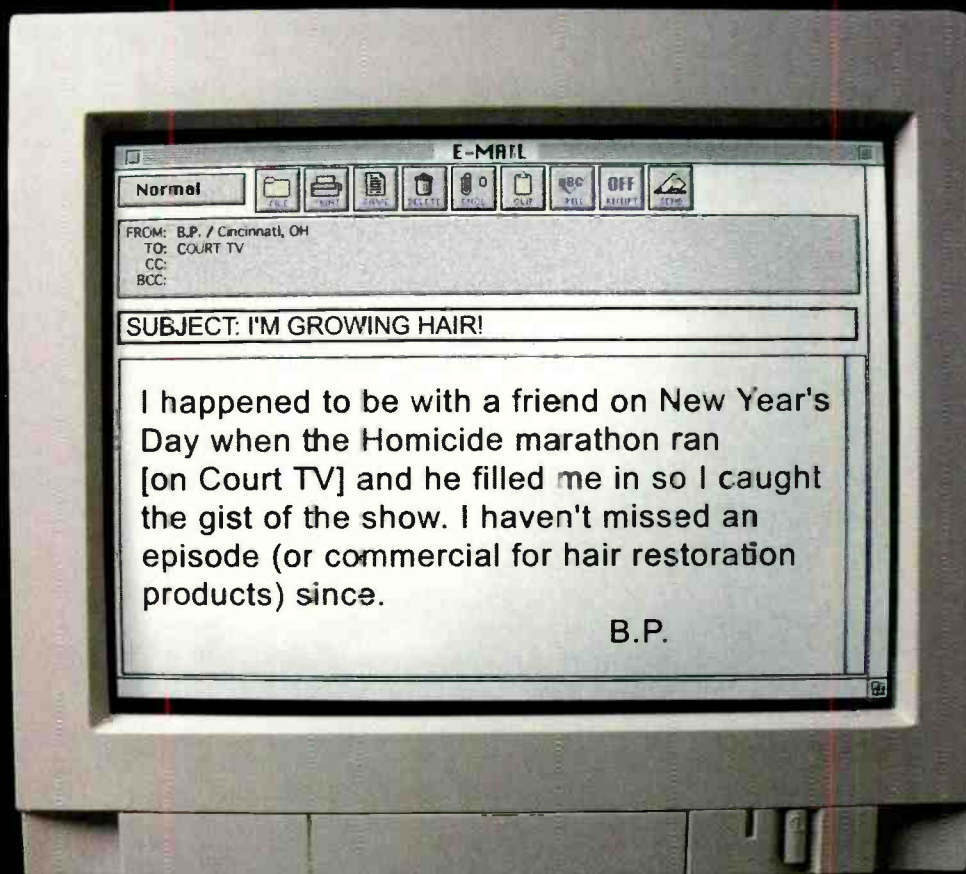
In its sixth deal in 1999, Charter Communications is buying Helicon Cable Communications for \$550 million.

The transaction works out to roughly \$3,200 per each of Helicon's 171,000 subscribers. That's right at the average per-subscriber price Paul Allen's Vulcan Ventures has paid for cable holdings in his rapidly expanding "wired world" portfolio. The deal also translates into roughly 14 times Helicon cash flow—about the middle range of other Allen cable acquisitions.

Helicon has customers along the East Coast and U.S. Southeast, while Charter has significant operations in the South.

Allen, the billionaire Microsoft co-founder, in the space of a year has shelled out \$11.2 billion for cable properties encompassing more than 3.5 million subscribers. It all began last April when Allen snapped up Marcus Cable Corp. Since then, Allen's system deals have included Charter, part of Intermedia Partners and Greater Media Inc. ■

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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 VPM 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: 3/6/99-3/7/99 vs. 3/28/94-2/28/99. Subject to qualifications upon request.

Bootstrap start-up for black net

With slim resources, management team commits to launching New Urban Entertainment

By Deborah D. McAdams

With no affiliate agreements, very little programming and a fraction of the \$10 million start-up costs, two entrepreneurs are determined to launch a new African American network.

Dennis Brownlee and Robert Townsend believe that their New Urban Entertainment network can serve that black entertainment niche—even though they have only one television movie and one feature film to date. The pair intend to round up made-for-TV movies, talk shows, retired series programs and local news shows with particular appeal to African American communities. NUE will be introduced with five to six hours of daily programming.

"We see it as filling a need in the marketplace for African American sen-

sibilities, while appealing to a larger market," Brownlee said.

Industry observers say NUE will have an uphill battle securing advertiser support in what they see as a tight market dominated by Black Entertainment Television. BET has 53.5 million subscribers.

"As it pertains to the African American niche, I think that niche is somewhat underserved, although BET and BET on Jazz are both good services," said Matt Bond, executive vice president of programming for AT&T Broadband and Internet Service, formerly TCI.

Undeterred, Brownlee and Townsend envision a September launch on a digital platform. Cost: about \$10 million.

Said Brownlee: "We have the financing we need to get up on the air" in September. "The economics are scaled primarily for analog rollout," Townsend said.

NUE's sole distribution agreement is

digital delivery to cable systems through AT&T Broadband & Internet Services' Headend-In-The-Sky (HITS). Its digital platform supports about 30,000 homes through DBS and wireless cable delivery.

Neither man is new to the cable television arena. Brownlee is chairman and founder of NUE parent company Space Station Television in Chevy Chase, Md. He has served on the board of United States Satellite Broadcasting and was one of 13 initial applicants to the Federal Communications Commission for a DBS license in 1981. Townsend, SSTV's president and COO, was previously president of STARGAZER, Bell Atlantic's video-on-demand service. He was also a vice president with the Home Shopping Network as well as The New York Times cable TV operations. ■

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TECHNOLOGY

THE ROAD TO NAB99

the CONVERGENCE marketplace

A really big show

World's largest audio-video exhibition expected to draw more than 100,000 to Las Vegas next month

By Kim McAvoy

This year's National Association of Broadcasters convention promises to be bigger—if not better—than ever before. Exhibitors will have more space at the Las Vegas Convention Center and those new to the convention will have a special spot at the Sands Expo Center.

The convention runs April 17-22, with exhibits opening on April 19.

NAB '99 has also added six new "super sessions" to its convention program this year, featuring heavy hitters from broadcasting, cable, multimedia, telecommunications, and Internet-based industries, as well as Washington legislators and regulators.

More than 100,000 are expected to attend what's considered the world's largest and most important exhibition of professional audio and video equipment. Attendance may even top last year's record of 104,895.

Some 1,400 exhibitors are expected to fan out over 880,000 square feet of combined space (about 21 football fields) available at the LVCC and

Sands Expo Center. And thanks to an addition in the convention center's North Hall, NAB will be able to combine its radio and audio exhibits to encompass some 200 companies. The North Hall expansion gives the LVCC an additional 322,000 square feet, of which 280,000 are for exhibitions and 42,000 for meetings.

"We're very pleased about the expansion," says Tim Schwieger, president of BSW—Broadcast Supply Worldwide, which is one of the radio-audio exhibitors using space in the North Hall. "Before, some of the audio exhibitors had to exhibit at the Sands. But this year, all the radio-audio people will be in one place. I think we'll see more floor

traffic. I think it's a real enhancement."

The North Hall addition also enables NAB to increase its general television-video-film exhibits by another 150 vendors.

The annual convention is NAB's chief moneymaker. According to NAB's 1999-2000 budget, this year's show is expected to net \$22.9 million on revenues of \$33 million—a 69% profit margin.

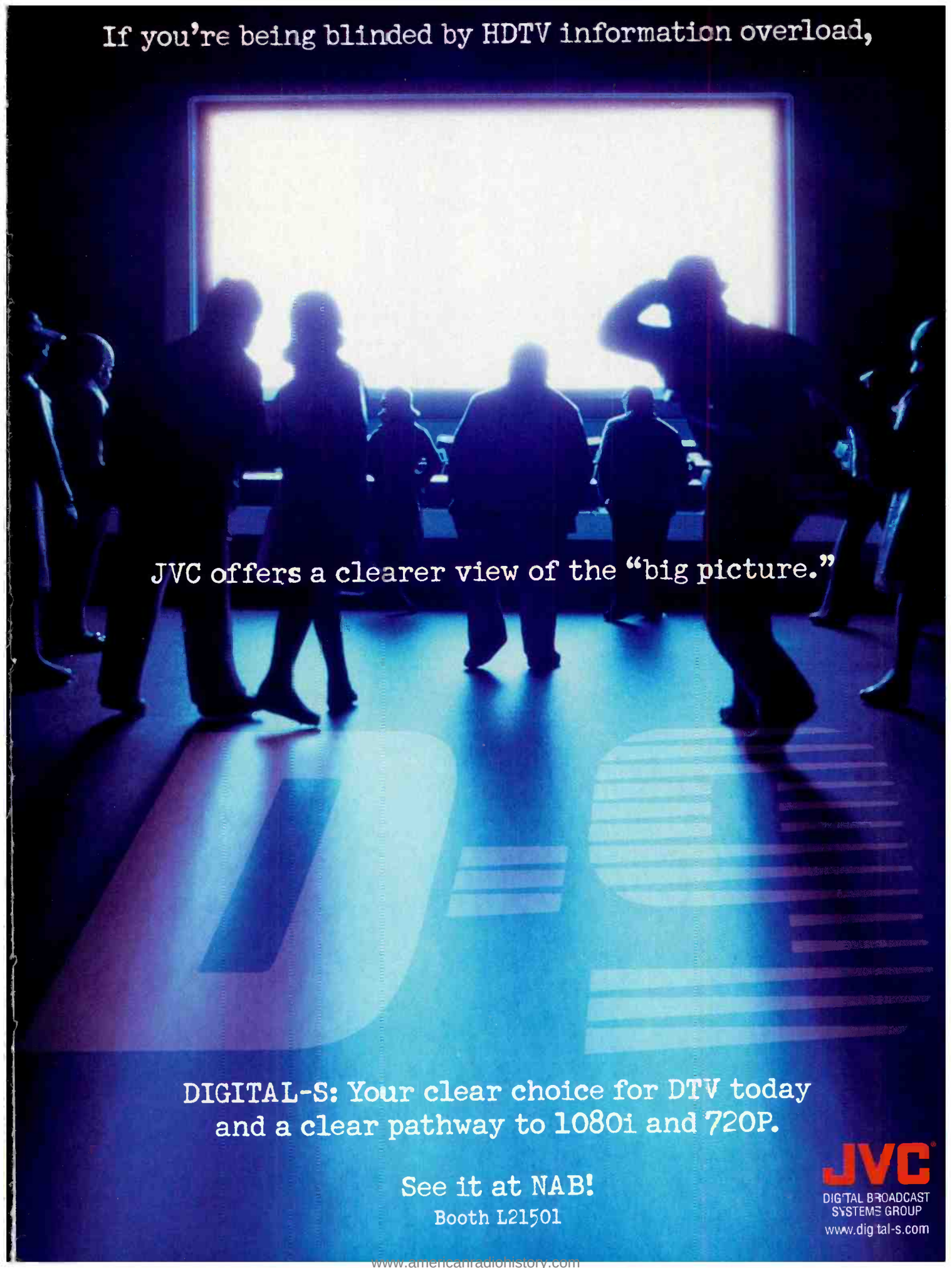
This year at the Sands Expo Center, NAB is putting exhibits on the upper level, a larger facility that will create space for 500 companies. Television-video-film exhibits and vendors tied to the NAB MultiMedia World conference as well as the Internet @NAB99 exhibits will be in the Sands Expo Center. For the

first time, NAB has created a special area for innovative new companies located in the Sands exhibit hall. It's being called "Premier Park." Companies from the telecommunications and satellite industries will also have exhibits at the Sands.

Also new to the convention is a two-day digital video production workshop scheduled for April 17-18, part of NAB's effort to reach out to the video production community. The workshop



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includes "The Virtualization of Hollywood," a super session planned for April 20. Gregory Peter Panos, founding co-director of the Performance Animation Society, is the keynote speaker.

As for the 11 conferences offered this year, NAB's Broadcast Engineering Conference April 17-22 will cover a broad array of topics ranging from DAB, DTV, consolidation and remote broadcasting as well as an overview of technical regulations. "There will be all kinds of frontiers to explore," says NAB's Lynn Claudy.

The engineering conference's opening session on April 18, "The Digits Are Coming—A Worldwide Transition," will

feature CBS' Joseph Flaherty, who chairs the World Broadcasting Unions' (WBU) Technical Committee, and David Wood of the European Broadcasting Union, who is secretary of the WBU Technical Committee. They'll report on the state of the transition to digital radio and television broadcasting worldwide and where it might be headed.

Engineers can also get a technologist's view of television's future from John Gage, chief researcher and director of the science office at Sun Microsystems, who is a luncheon keynote speaker on April 21. Gage is expected to tackle questions about TV

technology in the coming decade and discuss some of the new ways consumers might access program content.

Also on the technical side, NAB is offering the "Uplink99: Satellite Users and Operators" conference and an "Electronic Distribution and Delivery" conference, both April 19-21. Attendees of "Uplink99" will get a feel for how the satellite industry may impact the world marketplace, including a look at the new Digital Audio Radio Service (DARS). Sessions for the "Electronic Distribution and Delivery" conference will focus on how businesses can benefit from fiber optics, satellite, wired and wireless technology.

Oracle Corp. Chairman Larry Ellison, who is slated to give the MultiMedia World keynote address on April 19, is expected to further expound on the convention's convergence theme.

And as part of its "MultiMedia World" conference, NAB has added "HollyWEB Live," on April 17-18. "It's a melding of Hollywood's creative community and digital TV," explains Claudy. Among the "HollyWEB Live" session speakers is Robert Davis of Lycos, who will speak April 17, about the "new directions for the new media convergence."

On April 18, Thomas Dolby of Headspace Inc., will discuss his vision of how convergence will open the door to innovation and imagination in interactive programming.

Other components of "MultiMedia World" include a "New Media Professionals" conference April 17-22, and an

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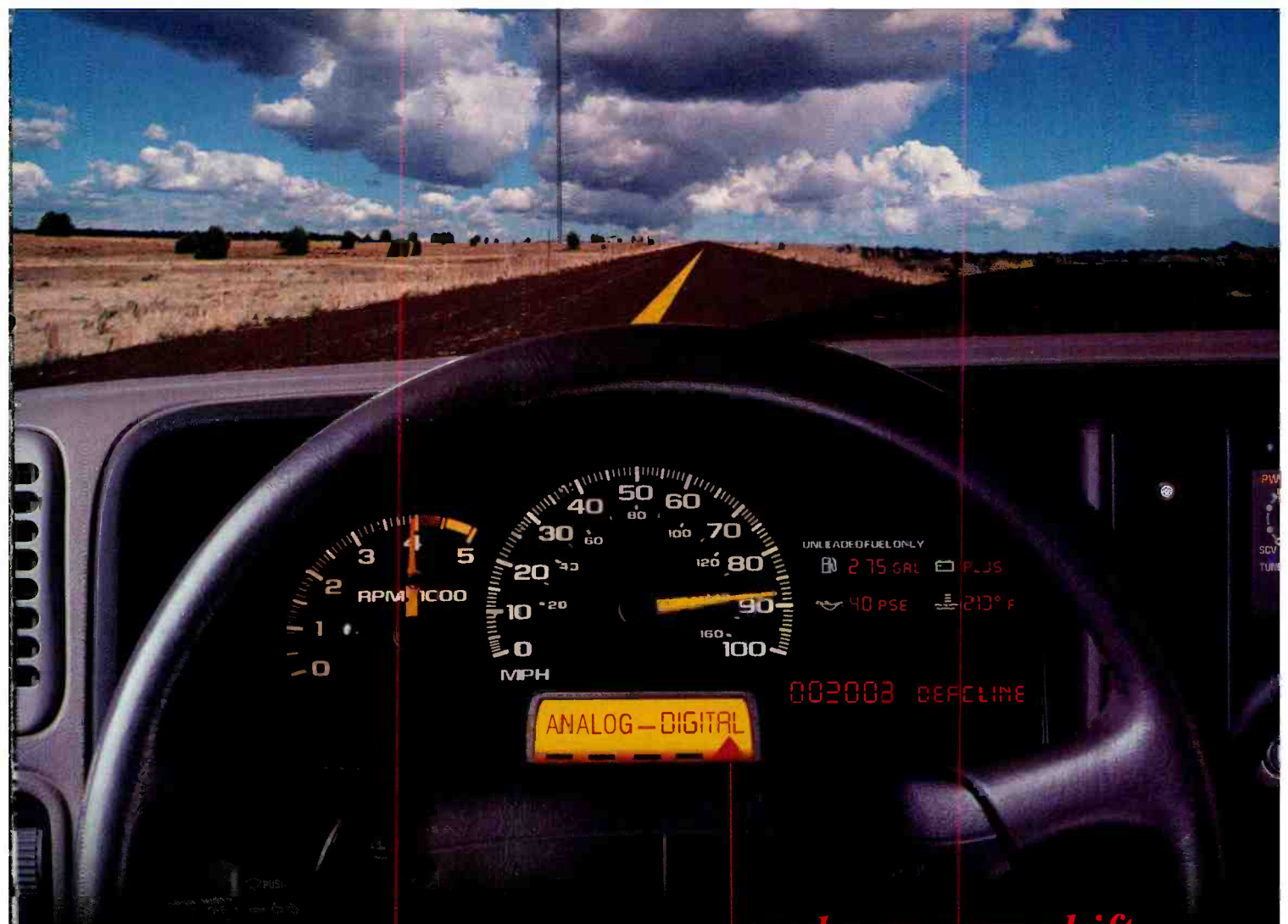
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"Internet Technologies and Applications" conference being held on the same dates. The latter looks at evolving Internet and Web technologies and will offer discussions on the impact of Webcasting and IP multicasting.



Oracle Chairman Larry Ellison will be MultiMedia World conference keynote speaker.

Rob Glaser of RealNetworks will discuss the pros and cons of Webcasting at a super session on April 21 called "Webcasting and IP Multicasting: Competition or

New Revenue Generators."

"Broadcasting in the 21st Century: Players, Partners & Opportunities," a super session, jointly sponsored by NAB

and TVB, also takes on the issue of convergence. This panel, slated for April 19, will feature Charlie Ergen of EchoStar Communications, Leo Hindery of TCI, Tom Rogers from NBC and Jerry Yang, Yahoo co-founder. Jeff Greenfield, CNN senior analyst, will moderate.

Still other super sessions, such as "Electronic Commerce: An Emerging Multibillion Dollar Industry" on April 20 will touch on the subject of bringing the Internet into homes via conventional television sets. Mitchell Kertzman of Network Computer and Steve Perlman of WebTV Networks are slated to speak.

Wall Street's perspective on convergence will be examined in the super session "Where is Wall Street Finding Value: Broadcasting, Multimedia, Satellite Telecommunications?" Mark Cuban of broadcast.com is leading the discussion. FCC Commissioner Harold Furchtgott-Roth will give the opening remarks.

TV broadcasters can look forward to "Operation Digital" on Sunday, April 18. A series of non-technical sessions,



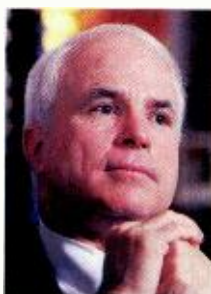
FCC Chairman William Kennard will address broadcasters at the April 20 breakfast.

the program is designed to give broadcasters a layman's perspective on equipment options and new product development. A special walk-around luncheon will let participants meet digital TV pioneers and hear about their experiences firsthand.

FCC Commissioner Susan Ness will deliver the opening remarks.

Howard Stringer, chairman of Sony

Corporation of America, is the keynote speaker at the all-industry opening session on April 19. And Ted Turner will address the NAB/TVB joint television luncheon on the same day.



Senator John McCain will speak at NAB's radio luncheon.

On the public policy side, Senate Commerce Committee Chairman John McCain (R-Ariz.) will appear at NAB's radio luncheon on April 20. And FCC Chairman William Kennard will speak at a breakfast on April 20; a special regulatory panel is scheduled later that day featuring FCC Commissioners Ness, Furchtgott-Roth and Michael Powell.



Sony Chairman Howard Stringer is keynote at the all-industry opening session.

Powell is also a keynote speaker at "Y2K—The Final Checklist" super session

slated for April 19.

NAB will present its 1999 Distinguished Service Award to the Cox family of Cox Broadcasting, a subsidiary of Cox Enterprises.

New video converter enters \$500M market

Orlando-based TeraNex to introduce 'all-in-one' format

By Karen Anderson

TeraNex will be making its debut at NAB '99 with the Video Computer, a programmable video processor designed to allow broadcasters to upconvert, downconvert and cross-convert (transcode) video formats.

TeraNex is chasing the projected \$500 million market for DTV conversion gear, says TeraNex President and CEO Michael Baron, a former Sony executive. The Orlando, Fla.-based company was formed 18 months ago as a spinoff of Lockheed Martin Corp. The Video Computer is built upon parallel-processing computer technology for image recognition designed by Lockheed and Thermo-Electron for military applications.

"Broadcasters are afraid to buy a [converter] box that will be obsolete in six months," Baron says. The TeraNex system, he says, is a "scalable, programmable, flexible" unit built to customer's individual specifications. Software upgrades will be available for download via Ethernet or modem.

The Video Computer is capable of

handling analog-to-digital conversion as well as format and standards conversion and is able to support all existing video formats, including Sony's new 24-frame-per-second progressive HDTV video production standard (1080p24).

The new video processor makes use of the motion compensation method of de-interlacing. "No one's been able to bring [motion compensation] to HDTV [before]," says TeraNex DTV Product Manager Jed Deame.

The technology shifts and aligns the video image on a pixel-by-pixel basis to create a progressive frame, says Deame. "You [maintain] full vertical resolution of input as opposed to other methods where you typically lose half of the vertical resolution," he explains.

TeraNex's Video Computer is packaged in a 19-inch rack-mount chassis (6 RU high). It supports SDI and HD-SDI inputs and outputs with options for 480p/60 and analog NTSC formats. According to Baron, the product will be available for purchase this summer and will be "less expensive than [competing products]."



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WCBS-DT well-received in NY

Digital television reception tests post high success rate

By Glen Dickson

CBS' digital television station on ch. 56 in New York is delivering as good a signal as its NTSC analog station on ch. 2, according to just-completed reception tests.

Wherever WCBS-TV's signal was "excellent, fine or passable," says Bob Seidel, CBS vice president of engineering and advanced technology. "We had a 100% success rate with DTV."

Using a truck equipped with a 30-foot antenna and a computerized measurement system, CBS measured the reception of WCBS-DT, its high-powered DTV station broadcasting from the Empire State Building, at more than 160 sites in New York, New Jersey and Connecticut.

The network's 40-page test and measurement report will be formally

presented at the NAB convention in Las Vegas next month. But a broad glance at the data shows that 96% of sites predicted by the FCC's Longley-Rice computer model were able to receive WCBS-DT's signal.

Seidel notes that the results in New York are comparable to those achieved by the digital stations of WGN-TV Chicago and WRAL-TV Raleigh, N.C. Chicago had a 93% success rate; Raleigh, 89%.

"We totaled all the data we could get and we were well within the bell curve," says Seidel. "We were closely clustered with the other measurement data."

According to Seidel, CBS measured sites on radials at 5-mile intervals to determine signal coverage: on arcs to the northeast to determine whether signal reflection off the World Trade Center in downtown



Manhattan "presented a significant obstacle to reception," and in what Seidel calls "the canyons of New York."

The radial measurements showed that WCBS-DT's signal could be received up to 57 miles away, which "replicates very closely our ch. 2 [NTSC] coverage," says Seidel. The arc measurements, which were conducted every half a mile along the arcs at distances of 20, 25 and 35 miles, also gave very good results. "Most arcs were 100% success rate," says Seidel.

For the close-in "city grid" testing, says Seidel, "we'd go out to the viewer's house, and see what kind of signal quality they were getting. Overall, we had about an 89% success rate."

To make the "city grid" measurements, CBS departed from its normal measurement methodology. "No one in Manhattan has a 30-foot antenna in the middle of the street," Seidel says.

Instead, CBS testers raised their antennas only 10 feet. Testers also found that instead of pointing the antenna directly at the transmitter, they "had to point at other buildings to get the reflection, to get the bounce," explains Seidel.

CBS didn't conduct any formal reception tests on indoor antennas, though Seidel says it may do so in the future. But he says that CBS staffers, himself included, have been very successful watching WCBS-DT with rabbit ears.

"We've been routinely installing sets in people's offices with nothing more than a double-bowtie antenna," says Seidel. "I have one in my office—a \$12 Radio Shack special—and it works fine. It's very solid. You can walk around the room, and there's no disturbance in the signal."

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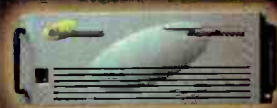
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Fox O&Os pick Faroudja

'Set and forget' upconverter will help six stations meet FCC's May 1 DTV deadline

By Karen Anderson

Six more Fox-owned stations have decided to use Faroudja gear to upconvert programming for digital broadcasts. The latest to purchase Faroudja's Digital Format Translator: KRIV-TV Houston, WAGA-TV Atlanta, WFXT-TV Boston, WNYW-TV New York, WTTG-TV Washington and WFLD-TV Chicago.

As stations belonging to a major network in top 10 markets, the stations must have their DTV stations up and running by May 1, according to an FCC mandate. Faroudja's DFT converts any 480i NTSC signal into the Advanced Television Standards Committee (ATSC) DTV formats 480p, 720p, and 1080i and can handle 4:3/16:9 aspect ratio conversion.

Other Fox stations—KDFW-TV Dallas, WFXT-TV Philadelphia and WJBK-TV Detroit—have been using the Faroudja units since November. And Tim Redmond, WJBK-TV chief engineer, reports

a "solid run" with no "major meltdowns."

"The Faroudja has been a solid performer," Redmond says. "We have the original box that was sent to us but we haven't had any major failures like any piece of digital equipment occasionally [has]."

WJBK-TV uses the Faroudja DFT to upconvert NTSC programming to 480p for its non-prime time broadcasts and to upconvert network-provided 480i prime time programming to 480p. The majority of Fox's SDTV programming (480i and 480p) has been with a 4-by-3 (4:3) aspect ratio, but the network has begun sending 16:9 feeds of *The X-Files*.

WFXT-TV Philadelphia is using the Faroudja unit to upconvert the network feed to 720p for prime time broadcast and for its DTV simulcast of non-prime NTSC programming. WFXT-TV Chief Engineer Diane Krach says the Faroudja is a "set and forget" piece of equipment.

"There's so much other equipment

surrounding it that it's nice to be able to have a piece of equipment you can rely on when you're troubleshooting other things," Krach says.

For Chicago's WFLD-TV, the Faroudja purchase is another major step toward DTV. On March 6, the station installed its Andrew DTV antenna on top of the Sears Tower.

"We did an evaluation of various upconverters and felt that this was the one that was going to give us what we needed in the short term," says WFLD-TV Vice President/Engineering Manager Dwain Schoonover. "Some did not have a complete box. One looked like it had a good handle on it but delivery and time frame was not available" when WFLD needed it.

Starting May 1, the station will carry the network feed and simulcast its NTSC broadcast during non-prime time hours, says Schoonover. But WFLD-TV has not decided what DTV format it plans to transmit. ■

Tribune rolls out DTV with NDS

Multi-format, high-definition encoder will aid in launching DTV at five stations this year

By Karen Anderson

Tribune Broadcasting is deploying the NDS Series E5820 multi-format high-definition encoding system at WPIX(TV) New York; WGN-TV Chicago; KCPQ(TV) Seattle; KTXL(TV) Sacramento, Calif., and WXIN(TV) Indianapolis.

Tribune KTLA(TV) Los Angeles has been using the NDS 5800 HDTV 1080i since it began broadcasting DTV in November. "It's been going well and NDS has supported us as we move forward in trying out multicasting, and now we're working on the full PSIP [on-screen program guide] implementation," says Ira Goldstone, vice president of engineering and technology for Tribune Broadcasting.

Like other Tribune stations, Goldstone says, KTLA would have preferred

to broadcast a 480p service, but the fixed-format 1080i NDS 5800 was the only encoder available at the time of launch. Because the NDS E5280 handles all the DTV formats, "it's now fully at our discretion what we want to do," says Goldstone.

Tribune also will be testing NDS StreamServer multiplex control systems at WPIX and WGN-TV. "We have tried multiplexing in L.A. and we know it works," Goldstone says. "We don't have a business plan to use it yet. We are in the stages of just making sure that the encoder will do it, the multiplexer will handle it, the set-top boxes will respond to it and the viewer will be able to navigate it."

As the station group tests different formats for HDTV and SDTV multicasting, it will also be testing NDS' PSIP generation system at WPIX and

WGN-TV to try to determine how the new HDTV sets will respond.

"Different television set manufacturers and set-top box manufacturers decode those [PSIP] streams slightly differently, and we're still in the working-out-the-bugs-and-compatibility stage," Goldstone says. "Right now as I look at three different tuners, all three react differently in how they indicate the channel, the look and feel of the guide."

Goldstone is not expecting implementation of the PSIP system to be an easy one. "We're still in the science-project stage and that's okay; if we are going to do it, now is the time to do it."

Tribune's latest encoder purchase is part of an open agreement with NDS Americas to purchase encoding systems at predetermined pricing levels, but Goldstone won't discuss specific prices. ■



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CUTTING EDGE

By Karen Anderson and Glen Dickson

Star Choice to launch HDTV

Canadian satellite TV service Star Choice will launch a high-definition program service in late fall 1999. All of Star Choice's 200,000 subscribers already have HDTV-compatible IRDs made by General Instrument and can enjoy the new HDTV channel by adding a GI-made HDTV decoder and a hi-def set, says Star Choice VP of Sales and Marketing Bruce Barr.

Programming for the channel hasn't been decided upon, says Barr, who adds that the channel will probably feature promotional material at first. Star Choice has been demonstrating HDTV to dealers in Toronto, Montreal and Vancouver over the past two weeks using an HDTV feed supplied by American Primestar, a U.S. satellite TV service, decoding equipment from GI and a Toshiba HDTV set. The HDTV channel will be one of 50 to 60 new channels Star Choice will be launching when it picks up additional satellite capacity later this year.

GlobeCast scores soccer deal

GlobeCast North America has a new deal with Major League Soccer to produce a weekly 15-minute highlight package and distribute it via satellite to broadcasters throughout the 1999 season. GlobeCast will receive the Friday and Saturday match broadcasts at its Miami facility, produce the

15-minute package and transmit it via satellite each Saturday from 10:15 p.m. to 10:30 p.m.



All 10 of CBS' control rooms in New York are equipped with AMS Neve's consoles.

AMS Neve consoles CBS in New York

CBS has added an AMS Neve on-air broadcast production console to its newly renovated network headquarters in New York. The Broadcast Television Console is AMS Neve's latest analog console and will be introduced at NAB '99. Last June, CBS New York installed an AMS Neve Libra Live on-air system for football and basketball broadcasts. The BTC will be used for local New York news shows as well as sports and public affairs programming. It will replace a 15-year-old AMS Neve console. All 10 of CBS' control rooms in New York now have AMS Neve audio consoles.

Vyvx handles the Oscar feeds

ABC called upon Williams Vyvx's Multi-Service Broadband Network to provide primary and secondary backhaul services

for the 71st Academy Awards broadcast. Vyvx transmitted the broadcast, including the pre-show festivities, from Los Angeles'

Dorothy Chandler Pavilion to ABC's network center in New York via its digital path. In addition to the primary domestic feeds, Vyvx managed the international feeds via Williams Communications' fiber network and Vyvx's Steele Valley, Calif., teleport.

Avid offers new NewsCutter

Avid Technology has added a new product to its NewsCutter family of nonlinear editors, the NewsCutter Cuts. NewsCutter Cuts is an updated version of Avid's NewsCutter Effects and is aimed at replacing analog two tape deck editing suites by offering networked digital nonlinear editing capabilities. The Windows NT-based system is designed for cuts-only editing. It includes a number of motion effects and audio capabilities for more advanced editing. The system offers backward-

compatibility with NewsCutter Effects and integrates with Tektronix Profile video servers. The NewsCutter Cuts will be available April 15 through Tektronix' sales channels.

Here's the ScoresNOW!

CGS Infographics Automation, a custom software firm, will debut its newest version of ScoresNOW! for use with Chyron's new Duet character generator. ScoresNOW! will offer stations the ability to create custom score and news tickers from ESPN's SportsTicker wire service in both standard-definition digital and HD formats. CGS will demonstrate the new digital version of ScoresNOW! on a Daktronics, Inc. ProStar Videoplus display system that will be controlled with Daktronics' Vlink 2500 video processor.

Hitachi's HDTV camera demo

Hitachi will show its SK-3000 line of multi-standard digital cameras that provide separate processing and control for NTSC and HDTV signals. Newly developed 2.2 million-pixel CCDs provide a 1080i output for HDTV production. The signal is separately converted to an NTSC rate (480i) for serial digital component and analog outputs and automatically handles 16:9/4:3 signal conversion.

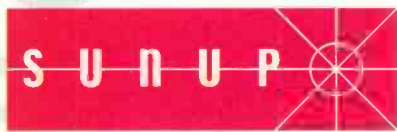


Hitachi's SK-3000 hi-def camera (shown with Fujinon lens) can produce both NTSC and HDTV pictures.

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'Net ratings war explodes

In battle for subscribers, an upstart Nielsen goes head-to-head with Media Metrix

By Richard Tedesco

The young Internet ratings business took a sharp competitive turn last week as Nielsen Media Research and NetRatings began publishing monthly and weekly ratings of top Internet sites as a counterpoint to Media Metrix numbers.

Media Metrix immediately answered by starting its own weekly 'Net ratings service and expanding its monthly top 25 list to the top 50 most visited sites.

Notwithstanding the obvious similarities in the results the two will generate (see chart), there are marked distinctions in strategy as the two entities engage in a battle for subscribers. Media Metrix measures Internet usage at home and at work, while Nielsen—insisting there's currently no way to access a reliable random workplace-user sample—measures Internet activity among PC users at home only.

But in addition to measuring Web site usage, Nielsen is tracking audience reach among top Internet advertisers, projecting impressions based on its user sample. That was the main reason Nielsen struck an alliance last fall with Milpitas, Calif.-based NetRatings, which had the technology to do just that.

"It basically does make a horse race out of Internet ratings," says Jim Nail, analyst for Cambridge, Mass.-based Forrester Research.

Nail notes that Nielsen has a momentary leg up on Media Metrix because it can provide click-through rates on banner ads, with accompanying demographic data.

But in addition, Nielsen claims that its methodology is superior because it can generate selected overnight ratings, in addition to monthly and weekly numbers. "The entire sample sends us data in real time," says Manish Bhatia, Nielsen vice president of interactive services. He adds that the firm's ratings reputation also counts in this new media context: "We definitely think that the Nielsen name carries some weight."

Mary Ann Packo, Media Metrix president, counters that her company hasn't seen much demand for overnight numbers. "Weekly numbers seem ade-

quate for those who want to track fluctuations," she says.

Media Metrix joined forces with Relevant Knowledge several months ago to transmute their one-two market posture to a solid No. 1 stance. It does have an advantage over Nielsen with 300 clients among advertisers and Web sites, and a sample base exceeding 40,000 PC users.

Nielsen and NetRatings are starting out with 50 clients and a 9,000-user sample base.

Most of the Media Metrix base submits discs that record their online activities. The former Relevant Knowledge base, 11,000 users, has software downloaded that permits more immediate tracking, similar to Nielsen's methodology. Media Metrix can track 15,000 sites with its larger sample base.

Nail doesn't see much difference: "They're both equally reliable. The

sample size is not really that important. The top 100 sites are pulling most of the advertising dollars."

The most crucial difference at this stage is Media Metrix's attention to workplace Internet usage, which is considered to be a particularly significant source of traffic for news and sports sites.

Nielsen is working to address that deficiency. It is recruiting companies willing to permit that kind of monitoring in their offices.

Meanwhile, according to Packo, Media Metrix has the capacity to track banner click-throughs, too. And it's working on melding its dual sample bases into a single hybrid entity.

In Internet time, Media Metrix's three-year head start doesn't mean much, and there are plenty of innings left to play before a Web-ratings winner is declared. ■

Top Web sites

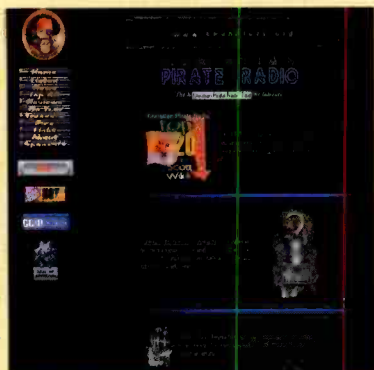
February 1999

In measuring Internet home usage during February, the table represents projections from Nielsen and Media Metrix, based on their respective samples. Nielsen estimates a home modem universe of 32 million households; Media Metrix estimates 37 million households.

Nielsen/Net Ratings		Media Metrix	
sites	users	sites	users
1. AOL	26,347,355	1. AOL	34,500,000
2. Yahoo	24,465,932	2. Microsoft	25,312,000
3. Microsoft	20,857,824	3. Yahoo	24,552,000
4. Lycos	18,865,966	4. Lycos	23,026,000
5. Go Network	15,805,557	5. Go Network	16,223,000
6. Excite	12,223,472	6. GeoCities	15,586,000
7. Netscape	11,551,686	7. Excite	13,895,000

SITE OF THE WEEK

www.mycpr.com



Christian Pirate Radio Los Angeles, Calif. KKLA-FM, 99.5 Mhz

Site features: This invention of programmers from Christian talk radio station KKLA is distinctly original: a 24-hour Christian pop music 'Net service that doesn't take itself too seriously; offers music news, reviews and concert photos contributed by fans; top 40 playlist of popular Christian rock groups

Site launched: November 1997

Site director: Jim Tinker, CPR
Web coordinator

Number of employees: 3

Design: in-house

Streaming technology: RealAudio and Windows Media

Traffic generated: averaging 100,000 visitors tuning in monthly

Advertising: banner ads from MusicForce.com, Christian Super-Stores.net

Revenue: N/A

Highlights: Simulcast of format over KKLA on Saturday nights, including top 20 list with Scott Wilder, popular Dallas DJ from sister station KWRD-FM; upbeat music lineup has doubled site traffic monthly since launch in late '97, drawing audience from abroad as well as U.S.

—Richard Tedesco

Disney.com redux

Revamped online unit to feature free content to PC users

By Richard Tedesco

Disney Online presents a major revamp of Disney.com this week, making most of its content free to PC users and adding e-mail for site subscribers.

Much of Disney's content had previously been accessible for a \$5.95 monthly subscription fee in Disney Blast. Now 80% of Disney.com content will be available without charge, according to Ken Goldstein, Disney Online senior vice president and general manager, who declined to quantify what percentage had previously been proprietary.

While Disney had drawn 190,000 subscribers for Blast, the cost of promotion and distributing the CD-ROMs needed to download content exceeded the subscription revenues, according to Goldstein, who says the CD-ROMs won't be needed now. Disney hopes to double subscriptions to the new Disney Club Blast, set at \$5.95 monthly or \$39.95 annually, over the next year. That price will include an instant messaging function dubbed "BlastPal,"

access to some premium content and a 10% discount on merchandise from the site's online store.

Disney.com's expanded content package offers more multimedia content in Flash animation, and clips from The Disney Channel. The site is being restructured into 12 "channels," including television, movies and music. The anchors are Radio Disney and Hollywood Records.

"We've broadened the content dramatically," says Goldstein. "The amount of content on the site is vast."

A new Mouse House Jr. virtual playground aims at providing younger users, aged 3 to 6 years, an interactive activities area of their own.

Disney Online intends to work more closely with Disney Channel to integrate content online, according to Goldstein, who says clips from new Mouseworks cartoons debuting on-air also will be accessible on the site.

Disney declined to disclose development costs to the relaunch, but Goldstein reports 200 Disney Online staffers have been working on the project for the past several months. ■

WB links to eBay

By Richard Tedesco

Warner Bros. Online is building bridges to eBay in a three-year deal to enable fans of WB shows easy access to bid on TV memorabilia.

Banners, buttons and text links will bring visitors to eBay's online auctions from several Warner sites, including those for *Babylon 5*, *Friends*, *Rosie O'Donnell*, WB Sports Celebrity Network and its AcmeCity personal homepage community site.

That last link gives eBay bidders a segue to construct pages on AcmeCity turf.

"eBay's community aspect makes it the perfect commerce company to be matched with our own AcmeCity," says Jim Moloshok, president of



AcmeCity's wares will be linked to eBay.

Warner Bros. Online.

More than 650 *Babylon 5* items are now available on eBay (2,030 have been sold there to date). Rosie O'Donnell has played host for 1,200 eBay auctions of items she solicits from guests on her talk show to support her For All Kids Foundation. ■

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WISH-TV, the CBS affiliate in the 25th market, is looking for a high energy individual to fill a newly created entry level sales position. Responsibilities will include generating new revenue through sales of Local Weather Station and WISH-TV's Internet page. This position requires a self-motivated individual looking for an entry into the electronic media industry. Please send resumes to Attn: Local Sales Manager, WISH-TV, 1950 N. Meridian Street, Indianapolis, IN 46202. No phone calls. M/F - Equal Opportunity Employer.

Account Executive, Los Angeles: Scarborough Research, a fast growing industry leading company, is looking for a top level AE with proven sales skills to call on television station executives in the western region. An understanding of qualitative research and strong computer skills are necessary. Travel is required. Send resume and materials to: Lauren Ferraro, VP, Scarborough Research, 5055 Wilshire Blvd. 6th Fl, Los Angeles, CA 90036.

WGBO/Univision Chicago has an immediate opening for the position of Sales and Research Assistant. This position provides administrative support for the Local Sales Manager and Account Executives in various aspects of maintaining client relationships. Applicants should have a high school diploma; one year work experience at a media outlet with a basic understanding of Sales department functions; professional phone skills; knowledge of Microsoft Word & Excel (PowerPoint a plus) and be fluent in oral and written English and Spanish. Send resume and cover letter to Univision/WGBO, Dept 9902, 541 N. Fairbanks Court, Suite 1100, Chicago, IL 60611 or fax to (312) 494-2745. No phone calls please. EOE.

WNCT-TV, the CBS affiliate serving the Greenville/New Bern market is seeking a dynamic Local Sales Manager. We are seeking a strong team player who is able to lead the local staff to great success. Ideal candidate has experience in sales development and at least 2 years broadcast sales management. Experience with TV Scan, MS Office and Columbine is helpful. If you are organized, able to handle multiple responsibilities and motivated to win send a letter of introduction and resume to: Human Resources, WNCT-TV, 3221 South Evans St., Greenville, NC 27834. EOE M/F. Pre-employment drug test required.

News 8 Austin is searching for an Account Manager for its new 24 hour news channel scheduled to launch this summer in beautiful Austin, Texas. Position will be responsible for all revenue development of the channel, including sponsorship opportunities and national, regional and local sales. The successful candidate will have a minimum of five years of proven media sales management experience with an emphasis on news sales. Requires demonstrated initiative, strong interpersonal skills, and the ability to lead and influence others. Send/fax resume to: News8 Austin, Human Resources, Job #AM401, TIME WARNER CABLE, 12012 N. MoPac Expwy., Austin, TX 78758; Fax: 512-485-6186; no phone calls please. M/F/D/V/EOE.

National Sales Manager: A Tribune owned FOX affiliate serving Hartford & New Haven has an immediate opening for a National Sales Manager. The right candidate will possess equal parts enthusiasm and a strong working knowledge of the national column...looking for good communication, presentation, negotiation and people skills. Please forward resume and salary history to: Human Resources, WTIC Television, One Corporate Center, Hartford, CT 06103. EOE.

General Sales Manager needed for a CBS affiliate in the Southeast. Candidate must have a take charge attitude, previous television sales management experience with a proven track record in new business development, sales promotions and special events. College degree and rep. experience preferred. Must be organized, possess leadership and people skills and have the ability to train others. Please send resume, references and salary requirements to: Broadcasting & Cable Magazine, Reply to Box 01519. No phone calls please. EOE/M/F. Pre-employment drug screening required.

HELP WANTED MARKETING

WCBD-TV NBC 2 in Charleston South Carolina is looking for a marketing writer/producer with a strong creative sense and good writing skills. We are looking for a highly motivated team player with the ability to handle multiple tasks. Non-linear editing skills are a plus. Send your resume and demo tape to: Human Resources, WCBD TV 2, 210 West Coleman Blvd., Mt. Pleasant, SC 29464. A Media General station. Drug test required. EOE,M/F.

Marketing Manager - WAFF-TV, a Raycom Media station in Huntsville, AL is looking for a creative producer to manage the marketing department. Ideal candidate must have ability to work closely with news and comfortable copy writing and producing spots all while managing staff. Send resume and VHS tape with image and topical spots you have produced to: WAFF TV, PO Box 2116, Huntsville, AL 35804, ATTN: Mark Pimental, VP & GM, EOE.

HELP WANTED TECHNICAL

Television/Maintenance Technician/LAN Administration. WB 17 is looking for a maintenance technician experienced in: component level television, computer networking, and digital TV systems. Must have at least 2 years electronics degree with 4 years experience in maintaining videotape, audio and master control systems; 2-5 years LAN Administration in an environment consisting of multiple technologies, team skills and good communications skills. Experience with automation/video file servers is a plus! Resumes to: Michael P. Hort, Engineering Manager, Dept. #008, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131. EOE. No phone calls please.

TV Engineering Opportunities. Oklahoma's public television network is seeking Engineers to fill the following positions: **Network Maintenance Engineer:** Engineer to perform maintenance on the VHS transmitter and UHF translators in the Network. Position is based in Oklahoma City. Component level trouble shooting skills required. Ideal candidate will have 2 years transmitter and translator experience and a good working knowledge of satellite systems. Some in-state travel required. **Transmitter Supervisor:** Engineer to perform maintenance on the VHS transmitter at KWET/Channel 12 and the UHF translators in western Oklahoma. Position is based in Cheyenne, Oklahoma. Component level trouble shooting skills required. Ideal candidate will have 2 years transmitter and translator experience and a good working knowledge of satellite systems. Some in-state travel required. **Maintenance Engineer:** Engineer to perform maintenance on studio and field television electronic equipment in the Oklahoma City location. A minimum of 2 years experience in the maintenance of equipment to include cameras, videotape machines, (beta), video and audio switchers, Chyron character generator, monitors, and computer equipment. Transmitter experience helpful but not necessary. Comprehensive benefits package. Send resume to Personnel, OETA, PO Box 14190, Oklahoma City, OK 73113 or call (405) 848-8501 for an application form. EOE.

Post Facility Engineer- Seeking chief engineer for dynamic new post facility in DC area. Help design, install, and maintain Sony digital component suite, Quantel, Avid, digital audio suite, wide array of tape formats and graphics workstations. Experience and drive a must. Fax resumes to: 800-835-7445.

Non-Linear Editor: WTVR-TV is seeking an experienced Non-Linear Editor to work with our Avid Media Composer. The candidate should possess strong working knowledge of postproduction, non-linear editing, After Effects, and PhotoShop. If you are committed to quality work and looking for a forum to showcase your creativity, send a non-returnable tape and resume to: John Gill, Creative Services Director, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. WTVR is an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. No phone calls please.

Maintenance Technician Lansing Michigan area television station is seeking a highly motivated VHF transmitter maintenance technician. Experience repairing microwave and studio equipment to component level also required. Forward resume, salary requirements, and references to Chief Engineer, WILX-TV, 500 American Rd., Lansing MI, 48911.

Maintenance Engineer Multi-channel broadcast operation seeks qualified technician with Associates Degree and three to five years experience repairing and installing broadcast equipment. Candidate must have a solid electronics background with component level repair skills, including analog and digital equipment and all aspects of ENG maintenance. Candidate must also be skilled in computer systems and networks. Panasonic DVCAM experience a plus. KXAN-TV/LIN Television is an Equal Opportunity Employer. Send resume to: Engineering Supervisor * KXAN-TV * PO BOX 490 * Austin, TX * 78767 * Fax (512) 482-0330.

Experienced Video Engineers- Exciting new staffing firm has fulltime and freelance job openings for chief engineers, maintenance engineers, and video/computer systems administrators [NT/Mac] (New York, DC, Conn. area). Fax resumes to: 800-835-7445.

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.

Director of Engineering. WCCO-TV, a CBS owned and operated station, is searching for an experienced Director of Engineering to oversee technical planning, capital management, DTV integration, equipment maintenance, air control operation, ENG/SNG maintenance, environmental and safety issues and MIS/Y2K operations. Must have managerial and supervisory experience, minimum of 5 years of television broadcast engineering experience. Degree preferred. Send resume to: Jan McDaniel, VP/GM, WCCO-TV, 90 S. 11th St., Minneapolis, MN 55403. No phone calls please. EOE.

Director of Engineering. Three Television Stations and three Radio Stations in the same University town. We embrace new technology and have several capital projects to build in the near future. Ramar Communications is family owned and operated, not for sale and debt free. Ramar Communications in Lubbock Texas would like to hear from you to discuss this opportunity. Please fax your resume to Brad Moran at 806-748-9304. Ramar Communications is an equal opportunity employer.

Chief Technology Officer, WITF, Inc. Central Pennsylvania multi-media company (a pioneer in digital broadcasting) seeks a senior technology manager to provide vision, leadership and workflow strategies to all broadcast, information and new technology functions. Responsibilities include: development and implementation of a strategic technology plan, infrastructure design, integration of a multi-media environment, transitioning the company to a fully digital environment within the broadcasting, telecommunications and information technology disciplines. Candidates require strong broadcasting/engineering/networking orientation, understanding of current and emerging technology trends and a minimum of 5 years management experience of IT and broadcast operations in a server based environment. Letter, resume and salary requirements to: WITF, Inc., CTO Search, P.O. Box 2954, Harrisburg, PA 17105. AA/EEO. Harrisburg is in the 45th market, is home to a new \$52 million science and arts center, and is in close proximity to New York City, Washington D.C., Philadelphia, and Baltimore. WITF, Inc. includes a public television station, a public radio station, a publishing division (Central PA magazine), a statewide commercial radio news network (Radio PA), and telecommunications services. Check out our website: www.witf.org.

Chief Engineer Progressive group owned station in the Southeast is in search of Engineer/Operations Manager to join team of professionals. We are looking for a "can-do" person who is at home in a fast paced news oriented atmosphere. The ideal candidate will have at least three years experience in broadcasting as a technical manager, SBE certified and will possess an FCC General Class license. Demonstrable competence in personnel, budgeting, strategic planning and performance standards are essential along with a solid understanding of computer, studio and RF transmission systems. Send resume to: WYFF-TV, Human Resources Manager, P.O. Box 788, Greenville, SC 29602. EOE.

Chief Engineer- WAND-TV the ABC in Decatur, Illinois has an opening for a Chief Engineer. Job functions include: inspect, direct and/or perform testing, maintenance and repair of studio and remote broadcasting equipment. Establish, enforce and follow procedures for operation and maintenance of studio, remote control and microwave transmission equipment. Maintain FCC compliance for the facility. Prepare and maintain annual engineering operational expense budgets and capital project budgets. The successful candidate will also have the following: FCC Radiotelephone General Class and/or SBE Certification preferred. Strong RF background. Experience with digital video systems and DTV integration a plus. Demonstrated ability to handle multiple tasks, supervise staff, delegate and/or perform specific assignments and work under pressure. Minimum 5 years of television broadcast engineering experience and a Bachelor's Degree in a related field or equivalent combination of education and experience. Send Resume and Cover Letter to WAND-TV, Attn: President/General Manager, 904 Southside Drive, Decatur, IL 62521. EOE.

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

HELP WANTED NEWS

Weather Producer: Large market midwest affiliate has immediate opening for creative producer of weathercasts. Responsibilities include preparing graphics and forecasts for on-air AMS seal holders. We would prefer meteorologist with knowledge of Triton i7 and experience with operating doppler radar system. Ability to prepare science and weather related video packages a plus. Send resume to: Debbie Suminski, Human Resources Dept., P.O. Box 789, Springfield, MI 48037.

Weather Anchor/Reporter - How do hurricanes, thunderstorms and tornadoes sound? NewsChannel 27 in Tallahassee is looking for a Morning and Noon weather anchor with a lot of personality. You must be able to have fun and deliver a simple, accurate forecast. Rush a VHS tape, resume, and references to Weather Anchor, Attn: Doug Cray, News Director, NewsChannel 27, 8927 Thomasville Rd. Tallahassee, FL 32312. EOE.

WGBO/Univision Chicago seeks a dynamic individual to produce our evening newscasts. Must determine content and creative flow of the newscasts; conceive, write and prepare stories/teasers/headlines are required; liaison between technical crew and graphic artist. Degree and 2 years broadcast newsroom experience as a line producer or news writer with producing responsibilities, excellent writing skills and strong organizations/supervisory skills required. Must be fluent in oral and written Spanish and English. Send resume and cover letter to Univision/WGBO, Dept 9901, 541 N. Fairbanks Court, Suite 1100, Chicago, IL 60611 or fax to (312) 494-2745. No phone calls please. EOE.

Univision 28 Corpus Christi is seeking a creative and Spanish-proficient broadcaster. College level training and experienced is preferred for: Reporter, a strong storyteller who wants to learn new methods and styles. Send tapes and resumes to Univision 28, P.O. Box 2667, Corpus Christi, TX 78403. EOE.

TV News: News * Sports * Weather
Anchor/Reporter, Newscast Producer, Assignment Editor, Producer/Director, Reporter/Photographers, Photographer/Editors. Northwest FOX is starting NEWS AT TEN. We're building a high energy team looking for the challenge of bringing an exciting non-traditional newscast to Spokane this summer. If you believe you have the "right stuff", tell us why by sending the appropriate materials to Rick Andrycha, KAYU-TV, P.O. Box 30028, Spokane, WA 99223; Fax: 509-448-3815. EOE. Women and minorities encouraged to apply.

Reporter wanted for ABC affiliate in 79th DMA. Position requires a self-starter who comes to the game with story ideas daily. If you're a reporter who waits for a phone call before you're out the door, don't apply. Must be willing and able to shoot, not regularly, but if necessary. Must have 2-3 years experience after college. College degree required. Send resume and tape to: Jon Janes, News Director, Springfield 33, KSPR Television, 1359 E. St. Louis St., Springfield, MO 65802.

Photographer: WTVD TV News Channel 11, the ABC owned station in Raleigh-Durham, NC needs a photographer who can write and edit. You'll work with our special projects team preparing high impact health, consumer, feature reports, and sweeps specials. Qualified applicants should have two years experience as a photographer and reporter in small to mid-size markets. This is not an on-air position. A degree in journalism or a related field is desired but not required. Send non-returnable rape and resume to Rob Elmore, News Director, WTVD, 411 Liberty Street, Durham, NC 27702. No phone calls. EOE.

News Producer: Show stackers need not apply. KCRG-TV is looking for a creative producer to make the best newscast in Eastern Iowa even better. We have everything you need: live trucks, live helicopters and satellite truck. Send tape and resume to Personnel Coordinator, KCRG, PO Box 816, Cedar Rapids, IA 52406. EOE.

News Director/Anchor: Outstanding opportunity to anchor, produce twice-nightly newscast. Supervise and manage 12 person staff. Small-market Midwest FOX affiliate. Must be able to recruit and train entry level staff. Work well with station operations and management. Reply in confidence. Tape and resume to Box 01521 EOE.

News Director with a vision to create excellence is sought to lead our small market team to a new level. Ability to coach, motivate and deliver exciting relevant newscasts a must. Resumes to Kathleen McLain, GM, WMDT-TV, PO Box 4009, Salisbury, MD 21803-4009. Equal Opportunity Employer.

NBC-9, KRBC, Abilene, Texas has an immediate opening for a Main Anchor, 6 and 10 Monday through Friday. NBC-9 is part of the fast growing Sunrise Television group. NBC-9 is committed to news with a recent multi-million dollar capital investment. Rush your resume on Beta or VHS to: NBC-9, Attn: Personnel/News Director, 4510 S. 14th, Abilene, TX 79605. NBC-9 is an Equal Opportunity Employer.

Assignment Desk Editor - WFSB, Connecticut's leading news station, is seeking candidates for a busy assignment desk. Duties include developing story ideas, contacting news makers, assigning news reporters and videographers to cover stories. If you're aggressive, have good people skills and excellent news judgement, send your resume to Dana Luby, 3 Constitution Plaza, Hartford, CT 06103. EOE.

Anchor/Reporter: extraordinary opportunity for small market main anchor, medium market weekend anchor or experienced reporter. ABC affiliate in beautiful New England wants a dynamic, engaging and authoritative anchor for our brand new 6p and 11p newscasts starting this summer. Send tape of your anchoring and reporting to: Ken Schreiner, News Director, WVMY, 100 Market Sq., Burlington VT, 05401.

Weekend Assignment Editor: WTVR-TV, a Raycom Media station, in Richmond, Virginia has an immediate opening for a full time Weekend Assignment Editor. The candidate must have a four-year college degree and at least four years television news experience. Please send resume to Trina Lee, Assistant News Director, WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230. WTVR is an EOE M/F. Pre-employment drug screening required. No phone calls please.

Assistant News Director. Midwest news powerhouse is looking for a strong newsroom leader to run the day-to-day operations of the best news station in the country. Great opportunity for major market executive producer or producer. We offer an excellent benefit package, ESOP and 401(k) savings plan. Please send your tape and resume to Personnel Coordinator, KCRG, PO Box 816, Cedar Rapids, IA 52406. EOE.

Co-Anchor/Reporter Small market, CBS affiliate, seeks a Co-Anchor/Reporter for its 6:00 p.m. and 10:00 p.m. weekly newscast. Must be able to edit tape for broadcast. Degree and on-air experience required. Send tape and resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

HELP WANTED PROMOTION



Paramount Stations Group
Seeks Promotion Managers

If you have several years of experience at the helm of a promotion department - and excel at your position - we'd like to talk to you. Paramount Stations Group seeks talented individuals to showcase their abilities by working for one of the world's largest media companies, Viacom, Inc. Our properties include Paramount Pictures, MTV, VH1, Nickelodeon, Showtime, Blockbuster Video, Simon & Schuster publishing, and more. We seek leaders who are innovative, creative, and able to train and teach future leaders, as we promote from within when possible. PSG owns stations in major markets from coast to coast.

Please send resume and, if appropriate, tape to:

Tom Zappala
Paramount Stations Group
5555 Melrose Avenue, GR 1009
Hollywood, CA 90038

No phone calls, please. Viacom Inc. and PSG are equal opportunity employers.

Advertising & Promotion Manager

MAJOR INTERNATIONAL MULTIMEDIA COMPANY,

serving the NYC tri-state area, is currently seeking a Promotion Manager for the Television Group. Responsibilities include writing and producing on-air promotions for daily syndicated television program; assisting in managing the day-to-day operations of established marketing and promotional plans; servicing affiliate stations' requests; overseeing the development of all marketing and promotional collateral materials and producing promotional events related to the distribution and sales of the television program.

An undergraduate degree in Marketing or Communications and at least 2-5 years' experience in television advertising or marketing are preferred. Interested parties should send resume to: **BHA BOX #459, 555 Madison Ave, New York, NY 10022.** An Equal Opportunity Employer.

On-Air Promotion Senior Writer/Producer

FOX Sports Net is seeking experienced top notch freelance On-Air Promotion Senior Writer/Producer with intimate knowledge of sports for national sports newscast. Must be strong in concept/image writing and excel in post-production. Please send resume and production reel to: **Fox Sports Net, Attn: BB, 11858 La Grange Ave., Los Angeles, CA. 90025.** EOE.



On-Air Manager - KSWB/San Diego. Seeking a versatile promotion veteran with a creative and technical television background to oversee all aspects of station on-air promotion. Must be a strong producer & non-linear editor with an innovative visual sense who can motivate others in the art of great promotion. You will have experience promoting Indy's and news. Reporting to the Creative Services Director, you will supervise producers and others in all aspects of daily on-air including creative strategy, quality control, writing, editing and scheduling. You will produce and edit major promotional projects including station image campaigns and value-added sales presentations. Three to five years broadcast television experience & a college degree is preferred. Send knockout non-returnable VHS tape, resume, writing samples and references. Send to: Human Resources, Attn: TMS, KSWB-TV, PO Box 121569, San Diego, CA 92112. Refer to Ad-BC-OAM43. KSWB is a Tribune Company station and an EOE. Women and minorities encouraged to apply. No telephone calls please.

Promotion Writer/Producer. Individual should possess excellent writing skills, solid experience in television on-air promotion, a strong visual sense, and the ability to think strategically. Must have experience in topical, series and news image promotion production. Qualified candidates should be team oriented, work well under pressure and have the ability to turn projects around quickly. This position requires evening work. Send your tape and resume to: Laura Hale, Marketing Manager, WXIA-TV, 1611 W. Peachtree St. NE, Atlanta, GA 30309. EOE M/F.

HELP WANTED RESEARCH

Univision Communications, Inc. The #1 Spanish-language television broadcaster, Univision, has immediate openings in its New York office for entry level and experienced research professionals in support of National Spot Sales. Candidates must be analytical, able to meet strict deadlines, like to work with numbers and be proficient in MS Office. Fluent in Spanish helpful but not required. *Senior Marketing Research Associate:* Ideal candidate would utilize syndicated research tools (Simmons, Scarborough, CMR and MarketQuest) to build marketing presentations which communicate the strength of the Hispanic market, as well as the power of Univision. Candidate should have 4-6 years experience in media (broadcast, cable or agency) along with knowledge of Nielsen, command of Excel and PowerPoint, and strong writing and presentation skills. *Media Research Analyst:* Candidate would utilize NSI/NHSI ratings data to assist local and national Univision sales. Job includes collecting and analyzing of data, creating sales positioning pieces and customized pitches as well as inventory maintenance and estimates. Exposure to various research tools helpful (TVScan, Donovan, Simmons, CMR, Scarborough). *Interested persons should send resume and salary requirements to 212-455-5224.*

WOIO and 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, TVScan, 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.

WGBO/Univision Chicago is seeking a Marketing Research Analyst. The ideal applicant should have a college degree or equivalent and 1-2 years marketing or research work experience for a broadcasting company and/or advertising agency. This position requires a basic understanding of television research concepts; strong communications and computer skills. Must have the ability to prioritize multiple tasks, strong organization skills and perform in a team-oriented environment. Bilingual English/Spanish a plus. Send resume and cover letter to WGBO-TV, Dept 9905, 541 N. Fairbanks Court, Suite 1100, Chicago, IL 60611 or fax to (312) 494-2745. No phone calls please. 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 taxes 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**

Administrative Assistant/Executive Secretary: KTBS, the ABC affiliate in Shreveport, is looking for a talented individual to fill the job of Administrative Assistant/Executive Secretary. Candidate must have excellent phone skills, typing/computer skills, etc. Interested parties should mail their resume to: ES1-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

**FOR DAILY
CLASSIFIED
UPDATES...**

**VISIT BROADCASTING
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www.broadcastingcable.com**

HELP WANTED ALL POSITIONS

Time Warner Cable is seeking key staff members for our newest 24 hour local news channel, set to launch this summer in beautiful Austin, Texas. We're building the nation's most advanced digital newsroom from the ground up, in what is one of the most livable cities in the country. If you would like to help create the future of local television news, we would like you to respond to the following applicable positions:

CHIEF ENGINEER (301)

Hands-on supervisory position, responsible for the overall operation and maintenance of our news channel, facilities. Will manage and train technical and engineering staff, as well as vendor relationships, and department budget. Position requires five years experience in a television facility with a solid knowledge of automation and video server systems. Must be familiar with issues of a digital environment, along with satellite, microwave and fiber transmission systems. Engineering degree or equivalent experience required, SBE certification desired.

ASSISTANT NEWS DIRECTOR (202)

Number two manager of newsroom to work closely with News Director to supervise overall daily news operation. Supervises Executive Producers and Assignment Manager, with responsibility for staff scheduling, special project planning and newsroom administration. Exceptional people skills needs, strong writing and teaching ability a must. Working knowledge of newsroom computer systems, production and field equipment is essential. Position requires five years newsroom experience, with two years in news management.

EXECUTIVE PRODUCER (203)

Responsible for the supervision of all news production and producers during a given shift. Daily functions include approving reporters' scripts, monitors live news events and overall quality of on-air product. Develops story ideas and prioritizes coverage with Assignment Manager. Requires familiarity with newsroom computer systems and production equipment. Must have solid, decisive news judgment, effective writing and coaching skills, and a minimum of three years as a television news producer with live news coverage.

ASSIGNMENT MANAGER (204)

Leader of 24 hour assignment desk team, this position directly supervises daily news gathering efforts under deadline pressure. Will generate daily and long term story ideas, assign appropriate news staff to stories, and allocates equipment and vehicles. Hires, schedules and trains assignment editors. Three years of television news experience, including assignment desk is required. Local knowledge of Austin market a plus.

SR. GRAPHICS DESIGNER (105)

Hands-on creative position, a visual story teller who can work quickly and accurately under deadline pressure. Requires an organized, detail oriented artist capable of original design work and maintaining our visual identity program. Adobe Illustrator, Photoshop, technical illustration, map creation and informational graphic design skills highly desired. Television news experience or background in a related field preferred.

CHIEF PHOTOGRAPHER (106)

Supervisory position responsible for all field ENG equipment and ENG/SNG vehicles. Responsibilities include microwave/satellite truck operation, and monitoring the use and maintenance of equipment by field staff, functioning as field tech/photographer for daily news gathering, and assists assignment manager in scheduling field staff. Must demonstrate and teach superior news photographer techniques. Requires exemplary public communication skills and two years of television news photography experience.

PROMOTIONS MANAGER (102)

Creative manager responsible for development of all aspects of our local news brand in the marketplace. Will supervise on-air producers in the creation of ongoing and specialty promotions. Hands-on experience in producing promotions spots from concept to completion is desired, working in coordination with GM, marketing and sales departments. Requires two years experience in a television promotion department or related field.

A degree in journalism, broadcast or a related field is preferred for all positions. Send your resume, salary requirements and video reel (required for most positions), and reference the job title and code number on the outside of all correspondence and videos. No phone calls please.

Send your materials ASAP to:

News 8 Austin, Human Resources
Time Warner Cable
12012 North MoPac Expwy.
Austin, TX 78758
Fax: 512-485-6186
M/F/D/V/EOE



HELP WANTED MISCELLANEOUS

Business Manager: Southeastern television station seeks individual to manage all aspects of Accounting Department. Responsibilities will include general ledger, payroll, credit and collections, budgeting, and accounts payable. Additional functions include the compilation of accurate and timely financial reporting for station management and various external organizations, the preparation of departmental operating expense reports, cash flow reporting, capital budgeting and maintenance of accurate fixed asset records. College degree required, preferably in Accounting. Two to four years of related work experience in television accounting. Working knowledge of Excel preferred. Competitive salary and comprehensive benefits package. Please send a resume, in confidence, to: JWG Confidential Reply Service, Dept. 607, 4000 Regency Parkway, Suite 110, Cary, NC 27511; Fax: (919) 460-8906; or E-mail jwgreply@jwgncc.com. No phone calls please. EOE.

Sales Assistant WPXN-TV31, PAX TV, seeks Sales Asst. to prepare reports, create maintain accurate files, assist AEs with various projects, and provide general admin. support. College degree preferred. Min. of 1-3 yrs. broadcast or related sales exp. Send resume: Business Manager, 1330 Ave. of the Americas, 32nd Fl., NY, NY 10019; Fax (212) 956-0951. EOE.

HELP WANTED CREATIVE SERVICES

DESIGN DIRECTOR!

*Are you ready to lead an Emmy winning staff of 5 hot designers beyond the year 2000?
How about working in a HUGE Art Department with 17 separate graphics systems?
This includes 3 workstations and 4 renderboxes just for 3-D!
We also have 2 Paintbox Bravos, Hal, DP-MAX, and a Mac DDR combo.
You'll be collaborating with the management team who've created content, promotion and design that's the buzz of the business.
You'll need to be "news friendly," have a knack for the big picture, and also possess superior people skills. Hal, Paintbox & After Effects ability required. 3-D skill is a plus, especially in Lightwave 5.6.*

Rush tape & resume to:
Larry Parker
Director of Advertising
& Promotion
KPRC-TV
8181 SW Freeway
Houston, TX 77074



POST-NEWSWEEK
STATIONS INC.

No phone calls please.
An Equal Opportunity Employer

Graphic Artist. Sun and fun all year long! KSAT 12 San Antonio, a Post Newsweek Station, is looking for a take charge, on-air graphics designer. If you've got the talent - we've got the toys. It's the job graphic designers dream of. Work in an environment that allows creative freedom with an edge! Must be proficient in Photoshop and Illustrator. After Effects and 3D experience a plus. Mail resume to Human Resources, KSAT-TV, 1408 N. St. Mary's, San Antonio, TX 78215. No Phone Calls. Any job offer contingent upon successful completion of pre-employment physical including drug screen; verification of references and education. EOE/M-F/DV/ADA.

Director of Creative Services The ABC affiliate in Youngstown, OH, is looking for a creative, hands-on manager to lead a 5 person department to the next level of on-air and event promotion. If you are a #2 in a larger market or someone ready to make the move up from a smaller market, let's talk. Three years of experience in writing topical/image spots, plus non-linear production will be a big plus. Send resume and a VHS tape to Pat Niekamp, WYTV, 3800 Shady Run Road, Youngstown, OH 44502. No phone calls please. EEO employer.

HELP WANTED LEGAL



Staff Attorney

WGBH, the leading public television and radio institution serving Boston and the nation, is seeking a highly motivated and enthusiastic individual to join its in-house Legal Department. Ideal candidates must have a law degree, and a minimum of 4-7 years of transactional experience with knowledge of broadcast, media, and entertainment law. Excellent organizational, writing, negotiating, and analytical skills required. Must be able to work cooperatively with creative artists in this fast paced environment. Must be admitted to, or willing to become a member of, the Massachusetts bar.

Interested candidates should send cover letter and resume with salary requirements to: **WGBH, Human Resources (99-31), 125 Western Avenue, Boston, MA 02134.** WGBH is an equal opportunity employer. Visit our website at www.wgbh.org for more information.

HELP WANTED PRODUCTION

Production Manager. WTVM, the #1 rated station in Columbus, GA, has an immediate opening for a Production Manager. The successful candidate will have previous management experience and a proven track record in news production and commercial production. WTVM produces 3 1/2 hours of news daily and has an aggressive local sales staff that generates the need for a tremendous quantity of local commercial production. The position reports to the General Manager. Please forward resume to: WTVM, HR Dept, P.O. Box 1848, Columbus, GA 31902. WTVM is an equal opportunity employer.

Video Production Center Coordinator. Unique opportunity for experienced video production center manager to oversee TV studio operations at large U.S. Government agency in Washington D.C. Requires satellite broadcast and Avid editing experience. Please see description at www.usps.gov/hrisp/documents/99063.pdf

DC Production facility seeks an experienced Director of Production Services. Position requires someone who can aggressively grow our existing client base, and build a strong technical unit handling remote, studio production, and content origination. This person will be responsible for marketing, budgeting and operational management of the department. Successful applicant will have hands on operational, marketing, and management experience. Interested applicants should send resumes to PO Box 51142, Washington, DC 20091.

HELP WANTED OPERATION

Cable Operations Manager: Lifewise Cable Media, a division of KTBS Inc., is searching for an aggressive, talented and experienced Cable Operations Manager. Applicant should be familiar with cable traffic systems and accounting procedures. Successful candidates should forward their resumes to: COM1-BC, Box 44227, Shreveport, LA 71134-4227.

TV RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, tape critiques. Great track record. 847-272-2917.

CABLE

HELP WANTED MANAGEMENT



TURNER ENTERTAINMENT NETWORKS

Director of Log Management- Network Operations

Responsibilities include developing and defining work processes for Log Management, strategizing on network and sales needs, partnering with other Network Operations departments. Responsibilities will also include partnership with traffic vendors. The key focus is to think strategically in regards to new and current business.

College degree or equivalent preferred. 8-10 years in a management role required. 6-8 years experience in traffic/operations environment preferred. 2-4 years BIAS and/or Enterprise experience required. Must be able to manage efficiently. Experience in managing personnel and projects required.

Manager, Network Operations Library

Responsible for the long term planning, organization and maintenance of all media within the library. Guide team efforts to research, create, implement and continually improve media handling and tracking both physical and content information process. Responsibilities include working to continually improve the system and processes. Oversight of staff responsible for justifications and technical strategies for systems improvements and new technologies. Coordination with various departments affected by inventory issues: Network Programmers, OZ administration, Library, Program Edit, Log Management and Broadcast Operations. Prepare monthly reports pertinent to department functions. Hire and train staff, assist programming department personnel in searching for and maintaining media.

MLS and previous supervisory experience required. Excellent people and communication skills a must. Experience archiving in the broadcast industry preferred. Computer proficiency and knowledge of Spanish and/or Portuguese a plus.

If you have the talent and the ability to work in a team environment, please forward your resume and salary history to:

Turner Entertainment Networks

Attn: Gregory Craig

Recruitment Manager

Network Operations

1050 Techwood Drive

Atlanta, GA 30318

Phone: 404-885-4585

Fax: 404-885-0945

E-mail: greg.craig@turner.com

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TURNER ENTERTAINMENT NETWORKS

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HELP WANTED PROGRAMMING

**MANAGER OF
PROGRAM SCHEDULING**

The Outdoor Life Network, the only basic cable network devoted to outdoor recreation and adventure, is looking for a Manager of Program Scheduling to become a member of its Programming Department and join in on this adventure. Owned by Fox/Liberty, Cox Communications, Media One and Comcast, the Outdoor Life Network is a fast growing cable network offering a dynamic work environment and tremendous growth potential.

As a member of our team you'll create the network's monthly program schedules, develop programming stunts, and administer the network's program inventory. Additionally, you will schedule OLN's on-air promos as well as liaison with Production, Marketing and Sales Departments.

Candidates must have extensive knowledge of Nielsen ratings and TV research along with strong analytical and computer skills. Additionally, two years of Programming, Scheduling or Research experience along with a familiarity with TV scheduling strategies are desired. A College Degree is required.

OLN offers a competitive compensation package including a salary in the 40's depending on your experience, 401k plan, along with health, dental and vision benefits. Send or fax resumes to:

**Human Resources
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Fax: (203) 406-2530
No Phone Calls Please**



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HELP WANTED RESEARCH



**Sr. Research Analyst
Ad Sales**

Turner Broadcasting seeks an experienced Senior Research Analyst to join its NY based ad sales research team for TBS/TNT Entertainment Networks. This highly motivated, detail oriented individual will be responsible for generating audience and marketplace analyses, effective sales positioning and support materials for the sales force. Ideal candidate will have 3-5 years related experience at a cable or broadcast network, ad agency or other media research company. Knowledge of Nielsen Media Research national products, MRI and other syndicated research sources required. Strong written and verbal skills, strategic creative thinking and the ability to interpret data are essential. Computer literacy in Microsoft Office (Excel, Word and PowerPoint) a must.

For consideration, please send/fax resume and cover letter with salary requirements to:

**Turner Broadcasting Sales, Inc.
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HELP WANTED TECHNICAL

Technical Operations Manager. Join a world leader in today's fast-paced telecommunications industry! TCI of Oregon is seeking an experienced Technical Operations Manager to act as custodian of the cable plant who will be responsible for maintaining the quality and consistency of services to system subscribers and will also provide supervision of technical personnel assigned to the East Portland system. Successful candidate will have an Associate Degree in electronics, or equivalent, FCC General Class license or SCTE, BCT, or BCE Certification or equivalent experience. Knowledge of National Electrical Code, OSHA and related state and local codes is desired. Must have the ability to communicate effectively with and supervise personnel at all levels. May perform all duties of technical staff when necessary. A valid driver's license with satisfactory driving record is required. To apply, fax resume and salary history to Bill Tierney, (503) 243-6386 before 5 PM, April 14, 1999. Drug Testing Required. Equal Opportunity Employer. Call our toll-free hotline at 1-877-JOINTCI or visit our website at jobs.tci.com.

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HELP WANTED PRODUCTION

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Local government seeks multi-talented individual with strong production and programming skills to produce live and delayed television programs on public meetings and events and develop informational and safety programs. BA in Television Production and Programming or related field, 3 years full-time professional employment, VHS videotape of applicant's productions required. Required application form and job description available only from the City of Murfreesboro Personnel Department, P.O. Box 1139, 111 W. Vine Street, Murfreesboro, TN 37133-1139, Phone 615-848-2553 or Fax 615-904-6506. Application, resume, cover letter and VHS tape must be submitted by April 30, 1999.

**The City of Murfreesboro is an
Equal Opportunity Employer**

ALLIED FIELDS

HELP WANTED MANAGEMENT

Program Director, Washington, DC. The National Telecommunications and Information Administration is recruiting a Director to manage the Public Telecommunications Facilities Program (PTFP). PTFP provides federal assistance to public broadcasting organizations and other public telecommunications entities for facilities projects and digital broadcasting applications. Qualified applicants should have experience in the public broadcasting and public telecommunications industry, an understanding of public policy related to public broadcasting and public telecommunications service, and knowledge and experience in the issues and requirements related to public television's transition to digital broadcasting. Applicants should also have experience in planning and directing program activities. The 1999 Federal salary range for this position is projected at \$80,658-\$104,851. The Department of Commerce does not condone or tolerate discrimination based on race, color, religion, sex national origin, age, physical or mental disability, or sexual orientation. For a copy of Vacancy Announcement #OS-NTIA-09-093-CM, call Paul Jordan at 202-482-5413.

HELP WANTED COMMUNICATIONS

Communications Program Specialist, Washington DC. The National Telecommunications and Information Administration is recruiting an expert from the public telecommunications field. The specialist will work under the Director of the Public Telecommunications Facilities Program (PTFP) to assist in carrying out the program's objectives for planning, development, and use of public broadcasting facilities. PTFP provides federal assistance to public broadcasting organizations and other public telecommunications entities for facilities projects and digital broadcasting applications. Qualified applicants should have an understanding of the planning and operation of public broadcasting facilities, experience working with stakeholders in the public broadcasting community, and knowledge about the public broadcasting infrastructure and technology, including issues and requirements related to public television's transition to digital broadcasting. The Department of Commerce does not condone or tolerate discrimination based on race, color, religion, sex, national origin, age, physical or mental disability, or sexual orientation. The 1999 Federal salary range for this position is projected as \$58,027-\$89,142. For a copy of Vacancy Announcement #OS-NTIA-09-092-CM, call Paul Jordan at 202-482-5413.

HELP WANTED PRODUCTION

Producer/Director- WGVU is seeking qualified applicants for Producer/Director. They must have a minimum of three years broadcast production experience. This experience should include producing, directing, scriptwriting, videography and editing as well as general field and studio production. Must have a positive attitude and demonstrated ability to work well with clients and co-workers. The successful applicant must have a demonstrated ability to manage multiple projects simultaneously. Demonstrated ability to supervise and instruct students and learning co-workers. Applicant should possess excellent computer skills and good working knowledge of lighting. Must be willing and able to work weekends, evenings and holidays as needed. Radio production experience, working knowledge of the CMX 3400 and familiarity with nonlinear editing are a plus. Valid drivers license necessary; possible overseas travel. BS or BA in related field preferred or equivalent work experience. **Responsibilities:** The successful candidate will produce, direct, videotape, write and edit broadcast and non-broadcast television and radio productions. Will supervise and train students and productions assistants. Producer-Director reports to the Production Manager. Send cover letter, resume and demo tape to: WGVU Phil Lane, Production Manager, 301 W. Fulton, Grand Rapids, MI 49504-6492. Fax to 616-771-6625 or e-mail to zzz8699@gvsu.edu. Please note how you became aware of this position. Resumes must be in our office by April 16, 1999.

Videographer. Leading video Production Company in need of talented Videographer. Experienced in Betacam SP, complex lighting, dolly, jib, etc. Team player with excellent composition, attitude, and client skills. Position based in Williamsburg, Richmond or Norfolk. Excellent salary and benefits. Send resume and non-returnable tape ASAP to Production Coordinator, Metro Video Productions, 424 Duke of Gloucester Street, Williamsburg, VA 23185.

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

HELP WANTED TECHNICAL

Engineer. Ashland University's Dept. of Communication Arts seeks Engineer for immediate hire. The Dept. supports student-centered 3kw FM radio station and television studio cable cast on the Ashland Cable TV system. Responsibilities include installation and maintenance of audio and visual production and editing laboratories, assistance in TV production vehicle maintenance, ability to trouble-shoot and repair component equipment and ability to train faculty, staff and students in new equipment use. The Engineer will assist students on live television production in studio and on location and work with operations manager and faculty on facilities planning. Candidates must have a B.S. degree and S.B.E. certification. Send cover letter, resume and references to Dr. Daniel O'Rourke, Chair, Dept. of Communication Arts, Ashland University, 401 College Ave., Ashland, OH 44805. www.ashland.edu. AA/EOE.

HELP WANTED FACULTY

University of Colorado- Boulder, Faculty Director of the Interdisciplinary Telecommunications Program (ITP) invites applications for Director. Offering an interdisciplinary M.S., the 27 year-old program serves more than 400 students and is well positioned to train professionals for the next generation of telecommunications and information technology fields. The Director is expected to have a strong technical background and broad interests and experience in the business and/or regulatory aspects of the telecommunications industry. He or she should also have knowledge of a wide range of academic disciplines central to the communications field, as well as an understanding of its interdisciplinary nature and potential. The Director will lead a diverse group of fellow faculty from engineering, business, law, economics, journalism and communications to train students for leadership roles in telecommunications and information technology in industry, government, and academia. There are significant opportunities to develop the research agenda of the program. The Director will play an important leadership role in CU-Boulder's principal campus-wide academic initiative, the Alliance for Technology, Learning, and Society (ATLAS). Ability to work with diverse constituents as well as to raise funds will be important assets. The Director will most likely qualify as a full professor in the program, which reports through the Dean of Engineering to a committee of Deans from schools of Business, Arts and Sciences, Engineering, Law and Journalism. More information on ITP can be found at <http://itp-www.colorado.edu>. Please send letter of application, curriculum vitae, and the names of three references to Chair, ITP- Director Search Committee, Campus Box 422, Boulder, CO 80309. The review of applications will begin on May 15, 1999, and will continue until the position is filled. The University of Colorado is committed to diversity and equality in education and employment.

Broadcasting Faculty: Visiting instructor, non-tenure-track position to begin August 1, 1999. Person needed to teach Audio/Video Production, Electronic Field Production, and Corporate Video for fall 1999 and spring 2000. Also expected to work with equipment check out. Masters or above in Communications or a related discipline required. University teaching experienced and professional experience highly desired. Send letter of application, names of three references, and resume to: Dr. Barbara Moore, Department of Broadcasting, 333 Communications Building, University of Tennessee, Knoxville, TN 37996-0333. Review of applications will begin April 19, and will continue until the position is filled. UTK is an EEO/AA/Title VI/Title IX/Section 504/ADA/DEA Employer.

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Tampa/Orlando Markets LPTV Great Signals	\$550K
P.R. TV fullpower, (dark) seller motivated	\$1.5M
Miami/Ft. Laud. Market LPTV with great cash flow	\$3.5M
FM Ga. C3 25,000 great radio market	\$1.250M
FM Class A Carolina Coastal with flow	\$750K
FM Class C2 50,000 S. Florida Resort Market	\$1.3M
FM Class C2 50,000 watts Florida Gulf Coast	\$850K
AM Florida Gulf Coast (Tampa) Cash flow	950K
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PUBLIC NOTICE

The PBS New Technologies Committee and its members stations' Interconnection Committee will hold a joint meeting at 12:30 p.m. on April 18, 1999 at the Alexis Park Hotel, Las Vegas, Nevada. The agenda includes presentations and reports on various emerging technologies of interest to public broadcasting.

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DATEBOOK

MAJOR MEETINGS

- April 19-20**—*Television Bureau of Advertising* annual marketing conference. Las Vegas Hilton Hotel, Las Vegas. Contact: (212) 486-1111
- April 19-22**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center. Contact: (202) 429-5300
- May 17-20**—39th annual *Broadcast Cable Financial Management Association* conference. MGM Grand Hotel, Las Vegas. Contact: Mary Teister (847) 296-0200
- June 10-15**—*21st Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238
- June 13-16**—Cable '99, 48th annual *National Cable Television Association* convention and exhibition. McCormick Place, Chicago. Contact: Bobbie Boyd (202) 775-3669
- 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 30**—*IRTS Foundation* Gold Medal Award Dinner. The Waldorf-Astoria Hotel, New York. Contact: Maggie Davis, (212) 867-6650, ext. 302.
- April 2-3**—21st annual *Black College Radio* convention. Renaissance Hotel, Atlanta. Contact: (404) 523-6136.

APRIL

- 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*. Pier 60 Restaurant, New York City. Contact: Carrie Cole, (703) 549-6990.
- April 6-7**—*Kagan Seminars* Broadband Access '99: The Year of the Modem seminar. The Park Lane Hotel, New York. Contact: Tim Aikins, (831) 624-1536.
- 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**—"Newsroom Ethics: Decision-Making for Quality Coverage" workshop. *Radio and Television News Directors Foundation*. CNN Center, Atlanta. Contact: Kathleen Graham, (202) 467-5216.
- 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 Heider, (972) 991-2100.
- April 10**—*Television News Center* newscast producer training. Television News Center, Washington. Contact: Herb Brubaker, (301) 340-6160.
- April 12**—*HRTS* "Minorities in Media" 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.

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

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

April 23-25—"Gearing up for the 2000 Elections." *Radio and Television News Directors Foundation*. Radisson Hotel Berkeley Marina, Berkeley, Calif. Contact: Anvi Patel, (202) 467-5215.

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

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

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

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

MAY

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

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

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

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

May 10-12—6th annual *Denver DBS Summit* Sheraton/Denver Tech Center, Denver, Colo. Contact: (719) 545-1210.

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

CHANGING HANDS

The week's tabulation of station sales

TV

WROC(TV) Rochester, N.Y.

Price: \$46 million

Buyer: Nexstar Broadcasting LLC, Clarks Summit, Pa. (Perry Sook, president/2.5% owner; ABRY Broadcast Partners, 78.1% owner); owns seven TVs. ABRY has interest in 16 other TVs.

Seller: Sunrise Television Corp., St. Petersburg, Fla. (Thomas O. Hicks, owner); owns/is buying 16 TVs

Facilities: Ch. 8, 316 kw, ant. 499 ft.

Affiliation: CBS

WPXU(TV) (formerly WFHL)

Decatur/Champaign, Ill.; WDPX(TV)

(formerly WTJC) Springfield/Dayton,

Ohio; WPXG(TV) (formerly WSCO) Sur-

ring/Green Bay, Wis., and LMA with

WPXK(TV) (formerly WPMC)

Jellico/Knoxville, Tenn.

Price: \$40 million

Buyer: Acme Television LLC, Santa Ana, Calif. (Jamie Kellner, chairman/chief, WB Network); owns six TVs

Seller: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, owner); owns/is buying 72 TVs, one AM and one FM, including WPCB-TV Greensburg/Pittsburgh, Pa. (see item, below)

Facilities: WPXU: ch. 23, 1,951 kw, ant. 1,289 ft.; WDPX: ch. 26, 1,170 kw, ant. 500 ft.; WPXG: ch. 14, 200 kw, ant. 613 ft.; WPXK: ch. 54, 28.8 kw visual, 3.9 kw aural, ant. 1,007 ft.

Affiliation: All WB/Pax TV

WATM(TV) Altoona/Johnstown, Pa.

Price: \$12.5 million

Buyer: Gregory P. Filandrinos, St. Louis; owns WOLI(FM) Easley and WOLT(FM) Greer, both S.C.

Seller: Evergreen Broadcasting Corp., Boston (Steve Gormley, president); no other broadcast interests

Facilities: Ch. 23, 182 kw, ant. 1,062 ft.

Affiliation: ABC

Broker: Media Venture Partners (seller)

COMBOS

KVOR(AM)-KSPZ(FM) and KTWK(AM) Colorado Springs, Colo., and KEYF-AM-FM Cheney/Spokane, Wash.

Price: \$10 million plus KKLI(FM) Colorado Springs

Buyer: Citadel Communications Corp., Las Vegas (Lawrence R. Wilson, president); owns KKLI; owns/is buying 35 AMs and 77 FMs

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$98,500,000 ■ 3
Combos ■ \$15,500,010 ■ 3
FMs ■ \$149,352,516 ■ 11
AMs ■ \$1,995,000 ■ 4
Total ■ \$265,347,526 ■ 21

SO FAR IN 1999

TVs ■ \$474,519,005 ■ 24
Combos ■ \$501,811,677 ■ 35
FMs ■ \$343,929,213 ■ 70
AMs ■ \$64,942,750 ■ 54
Total ■ \$1,385,202,645 ■ 183

Seller: Capstar Broadcasting Partners Inc., Austin, Texas (R. Steven Hicks, chairman/3.2% owner; Thomas O. Hicks, principal owner/chairman, Hicks, Muse, Tate & Furst Inc.); also is selling KKTK(AM) Waco, Texas (see item, below); owns/is buying 91 AMs and 223 FMs
Facilities: KVOR: 1300 khz, 5 kw day, 1 kw night; KSPZ: 92.9 mhz, 53 kw, ant. 2,130 ft.; KTWK: 740 khz, 3.3 kw day, 1.5 kw night; KEYF(AM): 1050 khz, 5 kw day, 335 w night; KEYF-FM: 101.1 mhz, 100 kw, ant. 1,607 ft.; KKLI: 106.3 mhz, 1.6 kw, ant. 2,224 ft.
Formats: KVOR: news; KSPZ: oldies; KTWK: music of your life; KEYF(AM): oldies; KEYF-FM: oldies; KKLI: AC

49.3% of WINK-TV-AM-FM and WTLQ(AM) Fort Myers, Fla.

Price: \$5.5 million (for stock)

Buyers: Brian A. and Maureen McBride and Kathleen McBride Plum, Fort Myers (children of seller); already hold interest in WINK-TV-AM-FM and WTLQ

Seller: Arthur B. McBride Jr., Fairview, Ohio; no other broadcast interests

Facilities: WINK-TV: ch. 11, 316 kw, ant. 1,478 ft.; WINK(AM): 1240 khz, 1 kw; WINK-FM: 96.9 mhz, 100 kw, 1,322 ft.; WTLQ: 1200 mhz, 10 kw day, 2.5 kw night
Affiliate/formats: WINK-TV: CBS; WINK(AM): news/talk; WINK-FM: AC; WTLQ: talk

KTUE(AM)-KJMX(FM) Tulia, Texas

Price: \$10

Buyer: Dove Media Inc., Ardmore, Okla. (Homer Hillis Jr., president); owns KCDL(FM) Cordell, Okla.

Seller: Amburn Communications, Tulia (Jay Amburn, owner); no other broadcast interests

Facilities: AM: 1260 khz, 1 kw day, 53 w night; FM: 104.9 mhz, 7.2 kw, ant. 187 ft.

Formats: AM: modern country; FM: AC

FMS

KESZ(FM) and KNIX-FM Phoenix

Price: \$142 million (\$58 million for KESZ; \$84 million for KNIX-FM)

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; David H. Crawl, president, Radio Division); owns/is buying one TV, 87 AMs and 156 FMs

Seller: KESZ: OwensMAC Radio LLC, Phoenix (50-50 partnership between Owens Broadcasting Co. LLC [see seller, KNIX-FM] and MAC America Communications Inc. [Delbert and Jewell Lewis, owners]); owns KTVK(TV) Phoenix)

Seller: KNIX-FM: Owens Broadcasting, Bakersfield, Calif. (Buck Owens, owner); owns KUZZ-AM-FM and KCWR(FM) Bakersfield and "Real Country" satellite network, Phoenix
Facilities: KESZ: 99.9 mhz, 10 kw, ant. 1,844 ft.; KNIX-FM: 102.5 mhz, 98 kw, ant. 1,621 ft.;

Formats: KESZ: soft AC; KNIX-FM: country
Broker: Blackburn & Co. Inc.

WYTE(FM) Whiting/Wausau, Wis.

Price: \$3 million

Buyer: Marathon Media LLC, Chicago (Bruce Buzil, manager); owns/is buying nine AMs and 22 FMs

Seller: Sharon Broadcasting Corp., Stevens Point, Wis. (F. Barry Nienow, president); no other broadcast interests

Facilities: 96.7 mhz, 50 kw, ant. 492 ft.

Format: Country

KZIO(FM) Two Harbors/Duluth, Minn. and WWAX(FM)

Hermantown/Minneapolis, Minn.

Price: \$2.1 million

Buyer: Curtis Squire Inc., Minneapolis (Myron Kunin, principal); owns KNLD(TV) and KDSD(AM)-KQDS-FM Duluth. Kunin also is principal of Red River Broadcasting Corp., which owns six TVs

Seller: Harbor Broadcasting and Eclectic Enterprises, Duluth (Cheryl Pfiefer and Tom Lijewski, principals); no other broadcast interests

Facilities: KZIO: 104.3 mhz, 50 kw, ant. 233 ft.; WWAX: 92.1 mhz, 780 w, ant. 905 ft.

Formats: KZIO: AC jazz; WWAX: AC

Broker: Kalil & Co. Inc.

KALK(FM) Mount Pleasant, Texas.

Price: \$600,000

Buyer: East Texas Broadcasting, Mount Pleasant (John Mitchell, president/owner); owns KIMP(AM)-KPXI(FM) Mount Pleasant and two other Texas FMs; is selling KPXI(FM) Mount Pleasant to seller, Sunburst Media

Seller: Sunburst Media LP, Dallas (Sunburst Media Corp., general partner [John M. Borders, president]; Media/Communications Partners III LP, limited partner/47.5% owner); original buyer of KALK (see item, below); owns three AMs and 16 FMs. Media/Communications Partners controls Bloomington Broadcasting Corp., which owns/is buying six AMs and 12 FMs.

KALK(FM) Mount Pleasant, Texas

Price: \$600,000

Buyer: Sunburst Media (see seller of KALK, above)

Seller: Mount Pleasant Radio Inc., Sarasota, Fla. (John Biddinger, president). Biddinger is president of company that owns one AM and two FMs and is president of SunGroup Inc., which is selling one FM and owns 50% of another FM.

Facilities: 97.7 mhz, 22.5 kw, ant 328 ft.

Format: Light AC

WZTU(FM) Bear Lake and WBVE(FM), Beulah, Mich.

Price: \$380,000

Buyer: D&B Broadcasting, Lansing, Mich. (William Boggs and David Schaberg, partners); no other broadcast interests

Seller: Roger Hoppe II, Beulah; no other broadcast interests

Facilities: WZTU: 100.1 mhz, 3 kw, ant. 328 ft.; WBVE: 92.1 mhz, 1.6 kw, ant. 600 ft.

Formats: Both dark

WDXZ(FM) Newberry, S.C.

Price: \$300,000

Buyer: Douglas M. Sutton Jr., Union, S.C.; owns WCRS-AM-FM Greenwood and WBCU(AM) Union, both S.C.

Seller: GHB Broadcasting Corp., Atlanta (George H. Buck Jr., president/owner). Buck owns 10 AMs and seven FMs

Facilities: 106.3 mhz, 25 kw, ant 328 ft.

Format: Southern gospel

50% of KOWZ(FM) Owatonna, Minn.

Price: \$250,000 (for stock)

Buyer: John Linder, Mankato, Minn.; has interest in KOLV(FM) Olivia, Minn.

Seller: Lynn Ketelson, Owatonna; owns remaining 50% of kowz; has interest in KOLV

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,724
Commercial FM	5,591
Educational FM	1,961
Total Radio	12,276
VHF LPTV	559
UHF LPTV	1,515
Total LPTV	2,074
FM translators & boosters	2,928
VHF translators	2,248
UHF translators	2,752
Total Translators	7,928
Commercial VHF TV	558
Commercial UHF TV	651
Educational VHF TV	125
Educational UHF TV	242
Total TV	12,276

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

*Based on TV household universe of 98 million
Sources: FCC, Nielsen, Paul Kagan Associates
GRAPHIC BY BROADCASTING & CABLE

Facilities: 100.9 mhz, 100 kw, ant. 576 ft.

Formats: Oldies/AC

52% of KEJC(FM) Modesto, Calif.

Price: \$67,516 (for stock)

Buyer: Edward and Dolores Cardoza, Manteca, Calif.; already own 48% of KEJC

Seller: Elmer and Phyllis Gunkel, Manteca; no other broadcast interests

Facilities: 93.9 mhz, 6 kw, ant. 400 ft.

Format: Dark

KUSO(FM) Albion, Neb.

Price: \$50,000

Buyer: Flood Communications LLC, Norfolk, Neb. (Michael Flood, managing member); no other broadcast interests

Seller: David M. Kelly, West Point, Neb.; no other broadcast interests

Facilities: 92.7 mhz, 50 kw, ant. 469 ft.

Format: Dark

KOUZ(FM) Alexandria, La.

Price: \$5,000

Buyer: Family Life Educational Foundation, Shreveport, La. (A.T. Moore, president). Moore owns three AMs and one FM; 49% of KLKL(FM) Ben-

ton, La., and 10% of KCIJ(FM) North Fort Polk, La.

Seller: Missionary Action Projects, Shreveport (William Franks, principal); no other broadcast interests

Facilities: 89.9 mhz, 3 kw, ant. 328 ft.

Format: Dark

AMS

WNAI(AM) Newburg/Louisville, Ky.

Price: \$820,000

Buyer: Word Broadcasting Network Inc., Louisville (Robert W. Rodgers, president/20% owner); owns WBNA(TV) and WJIE(FM) Louisville

Seller: Gore-Overgaard Broadcasting Inc., Vero Beach, Fla. (Harold W. Gore, chairman); owns/is buying four AMs

Facilities: 680 khz, 1.3 kw day, 450 w night

Format: News/talk

KKOM(AM) (formerly KKAL) San Luis Obispo, Calif.

Price: \$550,000

Buyer: Pamplin Communications Corp., Portland, Ore. (Robert B. Pamplin Jr., director); owns three AMs and one FM

Seller: F&L Broadcast Development Corporation, Arroyo Grande, Calif. (Jerry J. Collins, principal); no other broadcast interests

Facilities: 1280 khz, 5 kw day, 2.5 kw night

Format: Sports

KKTK(AM) Waco, Texas

Price: \$450,000

Buyer: M&M Broadcasting Co., Cleburne, Texas (Gary Moss, president/80% owner); owns one AM and three FMs

Seller: Capstar Broadcasting Partners (see KVOR[AM]-KSPZ[FM], KTWK[AM] and KEYF-AM-FM item, above)

Facilities: 1460 khz, 1 kw

Format: Sports

Broker: Barger Broadcast Brokerage Ltd.

WXR(AM) Hanceville, Ala.

Price: \$175,000

Buyer: Maplewood Properties LLC, Hanceville (W. Jay Robinson, managing member); no other broadcast interests

Seller: ROJO Inc. Eva, Ala. (Jo French, president); owns WRJL-FM Eva

Facilities: 1170 khz, 460 kw day

Format: Religious

—Compiled by Alisa Holmes

Consumer electronics answer man

First came the development and marketing of some familiar home electronics, including the videocassette recorder. Then the first consumer video camera. So, it's no surprise that Bruce Allan is a staunch proponent of the latest high-end consumer technology, digital TV (DTV).

As vice president and general manager of Harris Corp.'s Broadcast Systems Division, Allan is encouraging broadcasters' development of DTV and its various applications, including high-definition TV (HDTV), and generating acceptance of the new technology in the home. He also helped set HDTV standards as a member of the executive committee of the Grand Alliance.

"I really didn't get involved with business or electronics until I was at the University of Maryland trying to figure out a career path," Allan says. "I had parents who were very supportive [and] provided me with a lot of opportunities to learn [and] travel. So [my] career in consumer electronics ... was a thing that happened as a set of circumstances."

He began his career at RCA Corp. in 1970, working his way up to a vice presidency by 1985. "RCA and color television, at the time I was coming out of school, seemed like it would be a pretty exciting life," Allan says.

But it wasn't just circumstances that brought Allan where he is today. "Bruce is blessed with great intellect. Balance that with great experience [and] that's a hard combination to beat," says longtime business associate and friend Joe Clayton, chief executive officer of telephone and telecommunications company Frontier Corp. Plus, he says, Allan is a "very competent golfer."

Allan uses that winning combination today to position Harris as a leader in HDTV by addressing customers as partners in developing solutions.

"We'll have a much better understanding of their needs so we can do a much better job of providing next-level solutions," Allan says. "Our customers are the ones we are serving. We can make them successful and if they are successful, we will be successful."

He realizes that as HDTV evolves, the relationship between broadcasters and the consumer market is a "chicken-and-egg" scenario.

"For the consumer to adopt digital tele-



"Change keeps coming faster and faster."

Bruce McKay Allan

Vice president/general manager, Harris Corp.'s Broadcast Systems Division, Cincinnati; b. June 29, 1945, Detroit; B.S., economics, University of Maryland—College Park, 1968; MBA, marketing, University of Maryland—College Park, 1970; RCA Consumer Electronics, Indianapolis: marketing associate, 1970-71; manager, product planning and development—black-and-white TV, 1973-76; district sales manager—TV and audio, 1976-77; manager, VCR product planning, 1977-79; director, VCR product planning, 1979-83; director, strategic planning, 1983-85; vice president, strategic planning, 1985-87; Thomson Consumer Electronics, Indianapolis: vice president, video product management, 1987-91; vice president, digital video products, 1991-94; Thomson Multimedia, Washington: vice president, technology and business development, 1994-97; current position since 1997, m. Kathryn Giddings, August 1968; two children, David, 28; Carrie, 24

vision and to adopt high definition television, it's essential for us all to cooperate," he says. "We need programming, we need sets and we need them in quantity in the marketplace at the same time. That's going to happen. It's going to take some time, but that bridge is happening."

Harris helped build that bridge at the 1998 Consumer Electronics Show in Las Vegas when Harris and CEMA presented an exhibit called "DTV in the Desert." There, "broadcasters were in a position to talk first-hand with consumer electronics manufacturers. [They] tried to create an environment...where they could exchange information. We've continued working at that."

Allan believes digital can be a huge benefit to consumers. "The advent of digital television is opening up a whole new multitude of things among broadcasters and consumer electronics companies in providing the types of services we provide today, but doing a better job of providing them," he says. Also being developed are new services such as delivering Internet portals, data and multicasting. "It's just a huge change and the change keeps coming faster and faster," Allan says.

He also sees a "bright future" for digital radio. As players in that new field duel over setting a standard, Allan says, "The only question is how rapidly the parties can come together."

As he looks optimistically to the future of TV and radio and the possibilities of new digital media in the home, he also reflects with some sentiment to his childhood, with his father as his role model. (He also has an older brother who is vice president of sales for Lucent Technologies in Korea.)

His father "came to this country from Scotland when he was 19 years old, worked as a carpenter and ended up basically as the head of the union internationally. He spent his whole life supporting his industry, his career and the people he represented. It definitely teaches you a value system."

He brings that value system to his own family today. He attributes much of his successes to his high-school sweetheart and wife of 30 years, Kathryn. "I have a good family and hopefully we are supportive to our children," he says.

"I'm pretty easy if I have a good job, a nice home and a golf course. I'm very content," he says. —Karen Anderson

FATES & FORTUNES

BROADCAST TV



Fermin

Appointments, Fox Broadcasting Co., Los Angeles: **Rich Vokulich**, senior VP, business affairs, named executive VP, Fox Television Studios; **Marisa Fermin**, VP, business and legal affairs, Twentieth Television, Los

Angeles, joins as VP, business affairs.

Roger Megroz, account executive, Fox television sales, New York, named sales manager.

Stephen Appel, VP/director of sales, Seltel Television Sales, New York, joins PAX TV, West Palm Beach, Fla., as senior VP, national sales. He will continue to be based in New York.

Appointments, WWOR-TV Secaucus, N.J.:

Liz Rivera, human resources administrator, named human resources supervisor;

Robyn Clarke, accounts receivable coordinator, named credit supervisor.

Appointments, KCAL(TV) Hollywood, Calif.: **Tim McGowan**, director, research and programming, named VP, sales marketing and research; **Virginia Hunt**, director of finance, named director of programming.

Kris Foate, VP and general manager, WKTI(FM) Milwaukee joins KTNV-TV there in same capacity.

Thomas Griesdorn, VP/general manager, WOIO(TV)/WUAB(TV) Cleveland joins WBNS-TV Columbus, Ohio in same capacity.

Mark Libby, local sales manager, KBWB-TV San Francisco, named director of sales.

Robert Epstein, VP/market strategist, Friedheim Communications, Nashville, Tenn., joins KPTM(TV) and KXVO(TV) Omaha, Neb., as general marketing manager.

Audrey Farrington, director of programming, KTLA-TV Los Angeles, joins KTXL-TV Sacramento, Calif., as VP/general manager.

PROGRAMMING

Marilyn Anderson, executive producer, product systems, Paramount Television

Group, named VP, product information.

Jorge Omar Ferrari, sales account executive, Telemundo Network, Miami, joins MGM Networks Latin America in Miami as advertising sales director.

Lee Straus, attorney, business affairs, Buena Vista Television, Burbank, Calif., named senior attorney.

JOURNALISM

Appointments, America's Voice, Washington: **Tanya Davis**, segment producer, *Take Action America*, named producer, *The Armstrong Williams Show*; **Stacie Brown**, assignment editor, NewsChannel 8, Washington, joins as associate producer; **Stephen Goforth**, radio manager, Goforth Media, Mobile, Ala., joins as associate producer, *Take Action America*; **Keith Murrow**, news director, WKCW(FM) Warrington, Va., joins as associate producer, *The Michael Reagan Show*.

Appointments, KODE-TV Joplin, Mo.: **Rich White**, anchor, named managing editor; **Dave Fanuef**, assignment editor, named assistant news director.

Appointments, KOLR(TV) Springfield, Mo.: **Polly Van Doren**, executive producer, named news director; **Charles Roberts**, creative services director, named production manager.



Tesch



Kleist

Heather Tesch, meteorologist, WCCO *This Morning*, WCCO-TV Minneapolis, joins The Weather Channel, Atlanta, as on-camera meteorologist.

Mary Kay Kleist, meteorologist, WFLA-TV Tampa, Fla., joins WXYZ-TV Detroit in same capacity.

Jon Slater, weekend meteorologist, KTUL(TV) Tulsa, Okla., joins KSHB(TV) Kansas City, Mo., as weekday meteorologist.

Bob Van Dillen, meteorologist, WTVH(TV) Syracuse, N.Y., joins WCNC-

TV Charlotte, N.C. in same capacity.

RADIO

Jon Schweitzer, VP and general manager, WTMJ(AM) Milwaukee, named VP and general manager of WKTI(FM) there in addition to his current duties.

Dave Collins, program director, KIXD(FM) Tuscon, Ariz., joins WQIX(FM) Knoxville, Tenn., in same capacity.

CABLE

Appointments, Comedy Central, New York: **Catherine Comte**, director, international, named VP; **Patrick Navarra**, director, administration, named VP.

Christopher Cates, senior VP, network services, Atlantic Video Inc., Washington, joins Inspirational Network subsidiary MediaComm Inc., Charlotte, N.C., as president.



Ferro



DiSanto

Rita Ferro, manager, international advertising sales, ESPN International, New York, named director.

Appointments, MTV, New York: **Tony DiSanto**, executive producer, MTV production, named VP; **Lance McPherson**, director, MTV law & business affairs, named counsel; **Sabrina Silverberg**, VP, MTV law & business affairs, named VP and deputy general counsel; **Mary Francis Budig**, VP, MTV law & business affairs, named VP and deputy general counsel.

Appointments, MTV Networks Latin America, Miami: **Rita Herring**, senior director, named VP, affiliate sales; **Pierluigi Gazzolo**, account director, affiliate sales, named regional director, affiliate sales; **Adeline Ferro**, account manager, named account director.

Kat Stein, director, corporate communications, USA Networks, New York, named VP, Sci Fi Channel, media relations and corporate communications.

David Rudolph, manager, business

development, TBS, Atlanta, named director, TBS Superstation and Turner South regional network.



Connelly

Terry Connelly, VP, news, Allbritton Communications, Washington, joins The Weather Channel, Atlanta, as senior VP, programming and production.

Craig Snedeker, director, telecommunications business, Comcast Communications, Fort Lauderdale, Fla., named general manager, Lake County, Fla., system.

Appointments, Falcon Cable Television, Los Angeles: **Abel Crespo**, controller, named VP, corporate controller; **Marty Schwartz**, corporate development, named VP; **Jabbar Siddiq**, financial analyst, named director of finance.



McCandless

Alan McCandless, director, affiliate relations, Empire Sports Network, West Seneca, N.Y., named senior director, affiliate relations.

ADVERTISING/MARKETING/ PUBLIC RELATIONS



Barone



Burden

Robert Barone, VP, operations and information technology, BMI Media Relations, Nashville, named senior VP.

Terry Burden, VP, brands group, TLA/CONSOR, San Diego, joins Pittard Sullivan, Culver City, Calif., as director of development, licensing and merchandising services group.

Appointments, BBDO Chicago: **Patty Roloff**, media supervisor, CPM Media

Management, Chicago, joins as national broadcast supervisor; **Milena Pisano**, senior account executive, Cramer-Krasselt, Chicago, joins as account supervisor.

TECHNOLOGY

Penny Wilson, president, AliasWavefront, Toronto, joins Digital Renaissance there as president and chief operating officer.

Branko Gerovac, research director, media technologies, MIT, Cambridge, Mass., joins SeaChange International, Maynard, Mass., as VP, technology research.

INTERNET

Tina Sharkey, Group VP and general manager, Children's Television Workshop Online, New York, named group president of new online services division.

Appointments, Oxygen Media, New York: **Daniel Orum**, president, Thrive, San Francisco, joins as senior VP, operations. He will continue to be based in San Francisco. **Christina Ohly**, creative director, advertising and sponsored content group, iVillage, New York, joins as VP, creative development, Oxygen Online; **Marc Perton**, manager, Finance.com, New York, joins as executive producer, Oxygen's online finance site; **Giselle Benatar**, editor, Teen People Online, New York, joins as executive producer, Oxygen.com; **Sarah Bartlett**, senior VP, business content, named editor-in-chief.

Kevin Mayer, senior VP, strategic planning, The Walt Disney Co., Burbank, Calif., joins Buena Vista Internet Group, North Hollywood, Calif., as senior VP.

Pat Halty, local sales manager, WDCA(TV) Washington, joins AWS Inc. (formerly Automated Weather Source) Gaithersburg, Md., as director, sales and marketing.

ASSOCIATIONS

Anne Cowan, VP, communications, Cable Telecommunications Association, Washington, joins CTAM there in same capacity.

RETIREMENTS



Vriesman

Wayne Vriesman, general manager, WGN Radio, Chicago, will retire effective April 6. He has been with WGN Radio and Tribune Broadcasting Co. for nearly 40 years.

DEATHS

David Strickland, 29, actor, died March 22 of an apparent suicide. For the past three seasons, Strickland played Todd, the sweet but insecure music critic, on the NBC sitcom *Suddenly Susan*. He also appeared in the film *Forces of Nature*, playing the ex-boyfriend of Ben Affleck's fiancée. The comedy recently opened at No. 1 at the box office. Strickland had recurring roles in *Sister, Sister* and *Mad About You* and appeared in episodes of *Roseanne* and *Dave's World*. Immediate survivors are unknown.

—Compiled by Mara Reinstein
mreinstein@cahners.com

Broadcast Pioneer Awards announced

Five industry veterans will receive the 1999 American Broadcast Pioneer Awards at the Broadcasters Foundation Broadcast Pioneers Breakfast on Wednesday, April 21 at the Las Vegas Hilton Hotel. The awards are given annually to individuals making outstanding contributions to broadcasting and the community at large in their careers.

This year's honorees are Martin Beck, the principal and officer of Excalibur Media Inc.; Richard Beesemyer, former president of the New York State Broadcasters board; Himan Brown, director and producer of *The CBS Radio Mystery Theater* and *Dick Tracy*; Ragan Henry, CEO of MediaComm National; and Frances Preston, president and CEO of BMI (Broadcast Music Inc.), a music-performing rights organization.

The event is sponsored by the National Association of Media Brokers.

—Mara Reinstein

It was a busy week for Chancellor Media Corp. as the company confirmed its purchase price for Capstar Broadcasting Corp. and announced the buy-back of about \$280 million worth of shares.

And with last Thursday's news that Chancellor might sell all or part of its outdoor assets, the company's stock price zoomed nearly 10% to close at \$46. Chancellor Co-Vice Chairman James E. de Castro "didn't rule out" a billboard sale in a closed presentation to investors in New York that day, according to company spokesman Joseph N. Jaffoni. Chancellor owns 35,000 billboards. Investors' minds also may have been eased last Wednesday when the exchange ratio for Capstar was settled: .4955 Chancellor

shares for each Capstar share. While that rate is "ever so slightly better" for Capstar stockholders, according to analyst Paul Sweeney, the original purchase price of \$4.1 billion (including \$1.79 billion in Capstar debt) remains the same.

There have been a number of shakeups at *The Roseanne Show*.

Roseanne's original showrunner and executive producer, Eddie October, along with director Ken Fuchs are leaving the freshman talker to form their own production company. Judy Pastore, who had been the show's supervising producer, has been promoted to executive producer and Keith Truesdell is coming on as the new director. Truesdell is a veteran director who has recently worked on a number

of HBO specials, including *Chris Rock: Bring The Pain*. Roseanne has also split with longtime manager Jeff Wald. Executives for the show's distributor, King World, say Wald is staying on as an executive producer despite the split. *The Roseanne Show* is already cleared in more than 90% of the country for a second season.

The Walt Disney Co. reached over to ESPN for its new president of ABC Sports, naming the cable sports network's production chief, Howard Katz, as president of the broadcaster's sports unit.

Katz, who had been executive vice president for production of ESPN, succeeds Steve Bornstein, whom Disney promoted last month from the dual post of ABC Sports president and ESPN chairman to president of ABC Inc. ESPN President George Bodenheimer inherited Bornstein's cable duties, but not the broadcast slot. Katz's biggest immediate task is rejuvenating morale at ABC Sports, which has become increasingly seen as an arm of ESPN rather than its own entity. He previously worked at Trans World International as vice president of production. Katz's position at ESPN was filled by Steve Anderson, who most recently was senior VP of production at ESPN.

The House Judiciary Committee last week passed a bill that would allow Americans to use the strongest encryption available for electronic commerce. The bill also would allow U.S. companies to export strong encryption after the U.S. Department of Commerce had 15 days to

review their export application. The measure now moves to the House International Relations Committee, where it is expected to run into controversy. Many lawmakers are concerned that allowing companies to export strong encryption software will hinder national security efforts because it will allow terrorists and other criminals to communicate unchecked by U.S. law enforcement.

The Weather Channel beat a \$10 million wrongful death lawsuit accusing it of neglecting to issue a storm warning. U.S. District Judge James Paine ruled March 18 that weather forecasters can't be held liable if their weather predictions are wrong. The suit was brought against TWC by the family of a Florida fisherman who died in a storm June 1, 1997. The plaintiffs said 58-year-old Charles Cobb relied on a TWC forecast when he set out in a 12-foot aluminum boat to fish off the Florida Keys with a friend. Cobb and a friend were taken by surprise by a severe storm, which The Weather Channel failed to report, the suit said. In the ruling, Judge Paine wrote that "imposition of negligence liability for allegedly incorrect weather forecasts would be contrary to public policy."

Federal judges could allow cameras in their courtrooms, according to bills introduced in the House and Senate last week. Reps. Steve Chabot (R-Ohio) and William Delahunt (D-Mass.) offered the legislation in the House, while Sens. Chuck Grassley (R-Iowa) and Charles Schumer (D-N.Y.) offered it in the Senate. Current law forbids television and radio

Gates: TV will still be TV

Bill Gates believes in the future of TV.

A sedate Gates spun out his vision of convergence at a New York media meeting last week, saying the TV set would probably retain its place in U.S. homes—even as it connects to PCs. "The future device in the living room will probably be called the TV," Microsoft's honcho said.

But that TV will permit viewers to record shows to discs for replay at their convenience, according to Gates, who foresees serendipity between TVs and PCs. "The technology between that PC and TV will be very similar," he observed during an interview with Sir David Frost at the Variety/Schroders Big Picture Conference.

Gates expects the next great innovation in personal computing to be what he termed "tablet PCs": laptop-type devices with detachable keyboards, enabling the user to write or draw on the screen.

He pointed to PC innovation among entertainment companies in the form of long-distance production and script collaboration, but noted, "Most aren't that far along."

Meanwhile, Microsoft is moving along toward what it hopes will be a settlement of its Justice Department lawsuit, which Gates endorses. "We'd like nothing better than to have this behind us," he said.

A meeting is reportedly slated for Tuesday with representatives of Microsoft, the DOJ and the 19 state attorneys general who are parties to the suit.

—Richard Tedesco

coverage of federal criminal and civil proceedings, although most states allow broadcast media into state courts. A similar bill passed the House last year, but did not move in the Senate.

Regulation of upper-tier cable rates expires Wednesday, but the FCC could be dealing with rate complaints into next year.

The commission has decided to continue accepting rate complaints and ordering subscriber refunds after the March 31 sunset, but only for rate hikes imposed on or before that date. As with current rules, consumers will have until June 20 to file complaints with local franchise authorities. Appeal of local decisions must be filed with the commission by Sept. 30 and the agency would have until Dec. 31 to make a ruling. Appeal of the FCC's decision could be filed no later than Jan. 31.

Cable companies will get a chance to air their differences with Internet service providers and telephone companies when the Senate Commerce Committee holds a hearing on broadband services April 13. Senate Commerce Committee Chairman John McCain (R-Ariz.) plans to introduce legislation on the issue shortly after the hearing, he said last week after speaking at a Washington conference. Details on the planned bill were vague, but McCain believes that the government should not keep telephone companies from

Discord between TV and ASCAP

TV stations and the music industry appear headed for another court battle over how much to pay the piper. The Television Music License Committee last week asked a federal district court in New York to cut the rate stations pay for music used in programs not delivered by the Big Three networks. That request came after the music license committee failed to broker a new contract with the American Society of Composers, Authors and Publishers. The TV industry deserves lower rates because viewership is declining and because local and syndicated programs today are using less music, says Jack Zwaska, executive director of the Television Music License Committee. ASCAP officials said they would not comment until they file their response in court next week.

Zwaska is seeking a new five-year deal that would cut rates between 10% and 20%. Last year, 931 stations collectively paid roughly \$85 million to ASCAP. The deal would not affect programming furnished by ABC, CBS and NBC, which is covered by a separate contract. Stations typically pay a "blanket fee" to ASCAP that covers all of the non-network programming they air in a year. Roughly 200 outlets, however, choose to pay a "per program" rate if they believe their programs contain less music than the industry average. Zwaska says both the blanket fee and per program rate should be reduced. The court should also impose a reduced interim rate while it reviews the case, he said.

The stations' contract with ASCAP expired March 1998 and stations have carried out talks with the group under a one-year extension. "But the negotiations have gone nowhere," Zwaska said. The dispute could be a replay of the contentious court battle broadcasters waged from 1983 until 1993 that eventually resulted in a court decision that forced ASCAP and Broadcast Music Inc. (BMI), the other major music licensing organization, to accept the per-program payment option. Broadcasters are still negotiating a contract with BMI.

—Bill McConnell

offering broadband services if cable companies are not forced to share their new high-speed networks with potential competitors, a McCain aide said. Cable companies strongly oppose having to open their networks, while cable competitors—such as America Online and regional telephone companies—say cable will have an unfair advantage in high-speed services.

Despite President Clinton's speech Wednesday night, ABC's two new sitcoms delivered strong ratings in their respective debuts. *It's like, you know...* scored an 8.7 rating/14 share and *The Norm Show* tallied a

9.3/15, according to Nielsen. *It's like, you know...* attracted a 5.6/16 in adults 18-to-49 and *The Norm Show* scored a 7.2/18 in the key demo. *The Norm Show* attracted 14 million total viewers and was No. 1 in its 9:30 p.m. time period. Combined with the strength of *The Drew Carey Show* (7.2/19), ABC placed No. 1 among adults 19-to-49 for the night.

Published reports linking Leo Hindery to a possible management role at Universal Studios are baseless rumors, according to Hindery and Universal parent Seagram. Hindery, answering press questions after a speech at the Washington

Cable Club, denied reports that he would be joining Universal in a management position. A spokesperson for Seagram called the Hindery rumor untrue, saying Seagram had not conducted conversations with Hindery or anyone else about coming in to Universal. "We like the management team" at Universal, the spokesperson said.

Yahoo was reportedly in talks with Broadcast.com about a possible acquisition of the Dallas-based Internet broadcaster.

Broadcast.com's stock got a strong boost from the news. Executives from both companies weren't commenting.

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A capital idea

You hustle, you boost revenue and cash flow, you increase the value of your station. Then it comes time to sell, and you have to turn over a big hunk of that hard-earned appreciation to the government—the dreaded capital gains tax. That hurts. Now wouldn't it be nice if you could forgo that tax and pour the earnings into another media venture? Well, FCC Commissioner Michael Powell is proposing just that. The only catch is that you'd have to sell the station to a minority purchaser. That means you may not be able to get as much for the station as you would have if you had entertained all buyers. But the tax savings can far exceed the minority discount. We'll leave the arithmetic to you.

For 17 years, the original tax certificate policy, which permitted sellers of broadcast stations and cable systems to minorities to defer taxes, proved to be one of the most effective means of boosting the abysmally low number of minority owners. Despite the success, Congress eliminated the policy. For one thing, the policy was being abused. African Americans and Hispanics were recruited to front for companies so they could buy stations at a discount. And greed got the best of some. Viacom set up a deal that would have allowed it to avoid \$600 million in taxes in the sale of its cable systems. The policy also gave way to the rising conservative Republican conviction that government programs aimed at giving minorities a break must go.

It's time to bring the tax certificate back (with proper safeguards against abuse) and Powell's just the man to do it. A well-respected Republican, he may be able to sell the program on Capitol Hill in the offices of the GOP leadership where others—Democratic FCC Chairman Bill Kennard, for instance—would hardly be heard. He'll need help. Once Powell formally proposes the idea, every broadcast and cable lobby in Washington should weigh in. It's in their industries' self-interest (think again of that capital gains tax rate). More important, it's in the national interest.

Preserving free access

Three events occurred last week that, although separated by thousands of miles, were united by the principles behind a free press: Western journalists were thrown out of Yugoslavia, the presence of journalists at police raids was argued before the Supreme Court, and a bill was introduced in Congress to allow cameras into some federal courts. All concern journalists' freedom to do their jobs and the public's interest in having access to the events and institutions that shape their lives.

The Yugoslavian episode, in which Western journalists were harassed, threatened with guns, and then expelled demonstrates far better than any oral argument or editorial just why we fight for access to the courts and to the conduct of police searches or seizures. The free press is our check on government abuses of power. That's why a free press is the first casualty of totalitarianism. The news that the Serbs had shut down a radio station had a familiar ring to long-time observers of repressive regimes. A government can only be of, by and for the people if the people are allowed to know and to see their government.

We live in an era when a trial can be made truly public in the blink of an eye and the click of a mouse. Preventing that technology from being used to enlighten the public forces it to rely on sketch artists and second-hand accounts. That's like forcing FedEx delivery people to ride horseback. It is, after all, justice and not the public that is supposed to be blind.

Can press freedom be exploited? Of course. Paparazzi can act like asses, trials can become media circuses, and domestic disturbance calls can become fodder for voyeuristic entertainment. But we should learn from our experience last week half a world away that the occasional abuse of a free media is a small sacrifice compared with those sacrifices that begin with secret police and closed courts.

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