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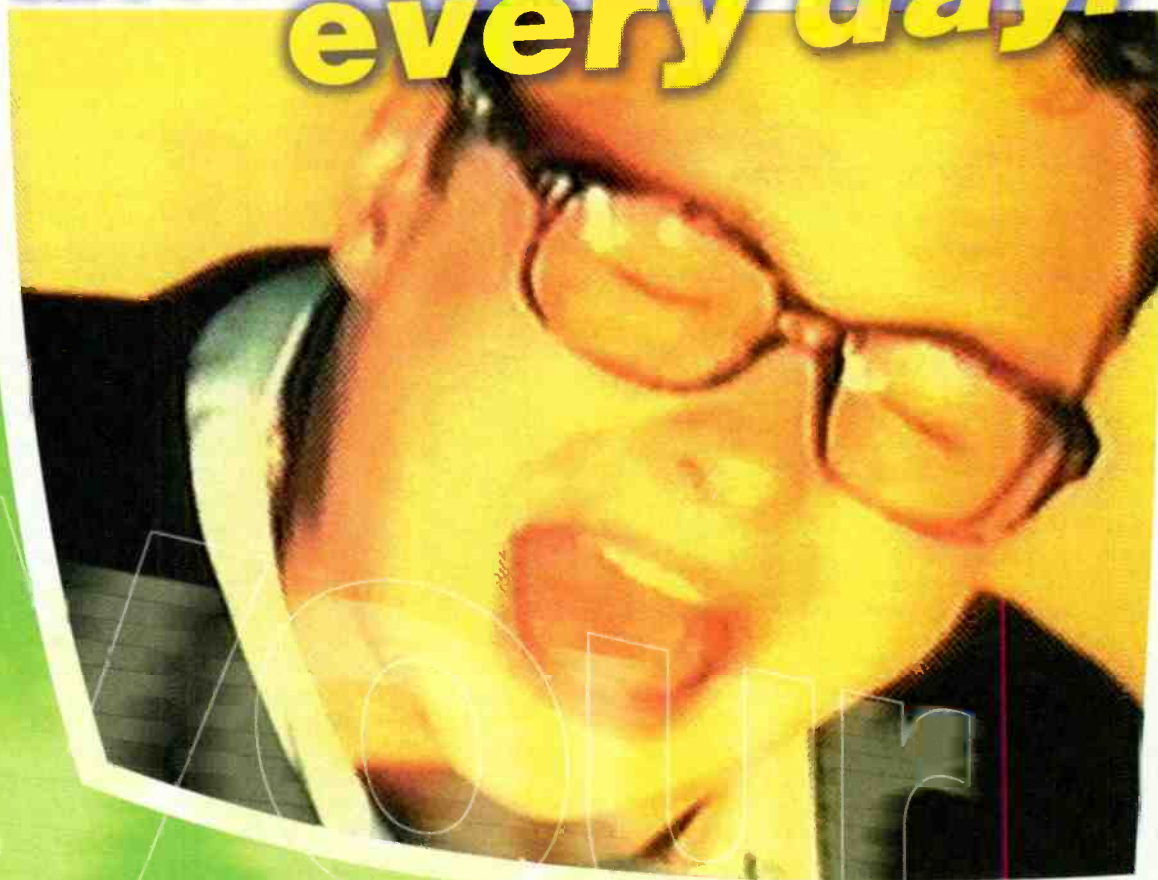
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Hindery: Phone fatigue

Veteran cable executive said to be frustrated and looking for a way out of AT&T

By John M. Higgins

The buzz leading up to the National Cable Television Association convention last week centered on the debuts of cable carnivores AT&T Chairman Mike Armstrong and Microsoft co-founder Paul Allen. But the big topic coming out of Chicago was veteran Leo Hindery and signs that he is unhappy in his new job as head of AT&T's cable unit and is looking for the exit.

Hindery startled industry executives during a private financial presentation by expressing frustration in his new role as president of AT&T Broadband & Internet Services. Associates of Hindery confirm that he's weary of AT&T bureaucracy and the furious pace of dealmaking that has only intensified since AT&T acquired Tele-Communications Inc. for \$50 billion in March. Hindery was president of TCI.

Hindery is leading an industrywide reorganization of system ownership so that major markets are served by a single company. Such clustering facilitates everything from advertising sales to the introduction of advanced digital, Internet and telephone services. AT&T's planned \$69 billion takeover of MediaOne Group Inc., is part of that strategy.

"My role was to remake the business," three participants in the presentation quoted Hindery as saying. "That role is not forever." Asked at the ses-



A source close to Hindery says he would like to quit. 'He's burned out.'

sion how long he planned to stay at AT&T, Hindery responded, "I'll help as long as I'm making a difference. But I am tired."

One Wall Street executive described his presentation as "his Lou Gehrig speech," referring the late New York Yankee's memorable farewell in 1939.

"It varies by his mood," said one industry executive close to Hindery. "And this week his mood is that he'd like to leave. He's burned out."

Asked for comment by BROADCASTING & CABLE, Hindery was terse: "I have a mission to complete." An AT&T spokes-

woman said only, "He's a very valued member of the Armstrong senior team."

Sources said that Hindery has not engaged in specific negotiations about leaving AT&T, but Armstrong openly acknowledges that keeping him is an issue. In a separate private presentation in Chicago last Monday, Armstrong said, "Leo is a talented guy with a lot of interests and he's wealthy. ... I need to keep him interested."

Hindery is widely seen as having almost superhuman stamina, commuting among his home in San Francisco, his office in Denver and AT&T's New Jersey headquarters. But in a speech accepting one of the NCTA's Vanguard awards last Wednesday, he spoke of the "legacy" he wanted to leave the industry and reflected on how his career has "occurred at great cost" to his wife and daughter.

Hindery is in a difficult position because he signed a five-year contract with AT&T that doesn't expire until 2004. Sources said that some of his old TCI stock options became exercisable when AT&T took over, but the bulk of his package did not, leaving him shackled with "golden handcuffs." Recent filings show that Hindery raised \$44 million selling AT&T stock and indicate that he has options and stock worth at least \$50 million more. Earlier filings peg the total value of his holdings at \$300 million. ■

Cox seen buying AT&T systems in La., Okla.

In a move geared to prune cable holdings and defuse regulatory concern, AT&T Broadband & Internet Services is poised to sell systems with about 300,000 subscribers to Atlanta-based Cox Communications.

The \$1 billion-plus deal, expected to be announced this week, involves AT&T (formerly TCI) systems in Baton Rouge, La., and Tulsa, Okla. The transaction would enhance Cox clusters in the area, sources said.

The Tulsa system originally was to have been part of a TCI-Cox joint venture, but the deal never materialized as the two companies could not come to terms.

"With this transaction, AT&T can benefit by raising cash or increasing the systems to do phone deals with, while lowering subscriber numbers to ease regulatory

concerns, which is what Washington probably wants them to do," says PaineWebber analyst Tom Eagan.

Officials at AT&T and Cox declined to comment.

AT&T's Baton Rouge system has about 157,000 subscribers; Tulsa has about 152,000. Cox holdings in Louisiana, Arkansas, Texas and Oklahoma encompass about 870,000 subscribers, many of those coming through Cox's \$3.26 billion cash-stock acquisition of TCA Cable earlier this year.

Acquisition of the AT&T systems would push Cox's holdings in the four-state region to well over 1 million customers and give it a super-regional cluster. And by using fiber-optic lines to connect those systems, Cox could consolidate headends and reduce costs. —Price Colman



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COURT TV

Inside crime and justice



Execution is the new mantra

NCTA brings few surprises, emphasis after consolidation is on follow-through

By Price Colman

National Cable Television Association convention in Chicago last week was both a coming-out party for AT&T's Michael Armstrong and a farewell fete. Many of the entrepreneurs and executives who built and defined the cable industry—including leader and lightning rod John Malone and Washington point man NCTA President Decker Anstrom—are moving on.

That leaves newcomers including Armstrong and billionaire Paul Allen, along with younger veterans such as Comcast's Brian Roberts and Charter's Jerry Kent to redefine the industry.

So, given the changing of the guard, industry execs said they weren't surprised that the Chicago showcase offered few defining moments. "The show had no soul," said one insider.

If one unifying idea emerged, it was the unsexy-but-essential theme of execution. There's much uneasiness and uncertainty surrounding the recent "open-access" ruling in Portland, Ore., which clearly is contributing to the industry's sober mood.

Nonetheless, an overwhelming num-



On a mission from God: NCTA convention chairman and honorary Blues Brother Marc Nathanson arrives on the scene of the opening session.

ber of cable executives offered quick dismissals to the idea of opening their cable pipelines to Internet service providers. Instead, they predicted that the Oregon decision will wind up DOA—Dead On Appeal. (see story, page 34).

"Really, the whole thing is rather silly," said Time Warner Inc. Chairman Gerald Levin, adding that the Portland decision "will certainly be reversed."

Of course, in the early going, many cable executives were also quick to dismiss must carry-retransmission consent and rate regulation, too.

On the technology side, advanced digital set-tops and the accompanying rollout of digital services were focal points. But, paradoxically, just as the industry develops a new persona as a full-service telecommunications provider, much of the emphasis in Chicago was on the core video business.

Levin, who has been cautious about rolling out digital cable, gushed about its potential for delivering video on demand. (see story, page 41.)

So the clearest message from Cable '99 was that cable isn't cable anymore. Now, "broadband" is the leitmotif, with "Enter The Broadband Millennium" serving as the show's theme.

So while the industry gene pool is getting a small infusion, mostly it's getting a strong stir. For example, nifty

new stuff that the industry's been talking about for years—from high-speed data and cable telephony to interactive TV—had a solid presence in seminars and on the show floor.

But the new guard—from freshman Allen to veterans Roberts, Kent and Scientific-Atlanta President-CEO James McDonald—clearly amplified that execution was key to the industry's future.

"In terms of deploying new technology, things in the cable industry don't happen overnight," Allen said in a general session. (see story, page 33).

"You have to do truck rolls, you have to select new technology. Those are things all of us in the industry are going through," he said.

Allen's field commander, Charter Communications Chairman-CEO Kent, put an even finer point on it: "Following the consolidation rush...I think the industry's focused on execution. That's where we have to be."

Amid the accelerating pace of change and cable's emergence as a telecommunications superpower, it's an exciting time to be in the business,

Extensive convention coverage begins on page 33



By the numbers

Attendance: 29,510

Exhibitors: 362

Exhibit space: 344,200
(square feet)

The 1998 convention in Atlanta drew 29,381. It had 375 exhibitors in 337,000 square feet.

adds Comcast CEO-President Brian Roberts. It's also a little scary.

"We are so blessed to have a pipe that today can give you 2 million bits a second," he says, quickly cautioning: "It gets overhyped and the media wants it here tomorrow...We'll have our bumps."

For some veteran players, the bumps will be absorbed by a thick cushion of cash from the sale of their systems. Among them: Malone (TCI), Leonard Tow (Century), Glenn Jones (Jones Inter-cable), Marc Nathanson (Falcon), Paul Harron Jr. (Harron Communications),

Jeffrey Marcus (Marcus Cable), Robert Fanch (Fanch Communications) and Monroe Rifkin (Rifkin & Associates).

Cable '99 also marked the crucial, if quiet, return of widely respected industry senior statesman Amos Hostetter after a brief hiatus. ■

Fox, affiliates close ranks

Will work together on retrans negotiations with cable; settle local inventory dispute

By Steve McClellan

It wasn't exactly a lovefest at last week's Fox affiliate meeting in Chicago.

Affiliate attendance was down 25%—at least in part due to protests by stations on recent moves by Fox to charge them for ad inventory.

But at the end of the one-day affair, there wasn't any blood on the walls, either. Indeed, progress was made on two important fronts, including retransmission consent, which up to the meeting had been a very divisive issue between the network and the stations.

And after weeks of haggling over language in the written agreement, the Fox affiliate board of governors also put its seal of approval on a pending cash-for-inventory deal.

Up until last week's meeting, Fox had indicated that it intended to retain the retransmission rights that most affiliates assigned to the network in 1993. But the network encountered stiff opposition from affiliates, which want the rights back to bargain with local cable operators for channel position and other "value," such as second channels, program inserts, cross-promotion packages, and possibly even cash.

So last week, the network authorized local stations to negotiate retransmission consent agreements with cable operators. But Fox also said it would review such deals before giving final approval to them. Network executives did not rule out cutting itself in on whatever consideration local stations are able to negotiate in the talks. But Fox Television president Larry Jacobson said it was too early to say how the network would cut itself in on that action. "I think we'll see as the marketplace develops what types of [deals] are coming back. We're going to work as hard as we can to try to find some value together." Privately last week, some affiliates



Jacobson: 'We're going to work as hard as we can to try to find some [retransmission consent] value together.'

strongly downplayed expectations of getting cash for carriage. "That's just not going to happen," said one affiliate executive. "Basically I think they want to make sure they get carriage of FX and Fox Family wherever they can," the affiliate said.

Why the change of heart? Jacobson said the change was "appropriate" in light of requests from the affiliates and recent announcements from NBC and CBS on signal-carriage rights. Affiliates said they "insisted" on getting the rights back as one put it, and that Fox would have had a "major battle" on its hands if it tried to retain the rights.

But speaking to reporters after the meeting, Fox affiliate board chairman Murray Green, stressed that it remains unclear to what extent Fox will sign off on local retrans deals and what the network expects in return. Green said the board specifically asked network executives whether they would take a portion of whatever financial compensation stations are able to exact from cable in retrans negotiations. "We didn't get an answer to that," said Green. Past Fox board chairman Pat Mullen, who runs Tribune Broadcasting's WXMI-TV Grand Rapids, Mich., said, "affiliates welcome

having retransmission rights back. Our chances of creating value for the local stations are enhanced by having them back."

As to the inventory deal, which takes effect July 15, the final contract goes out to stations early this week and must be signed and returned to Fox by Friday (June 25). The agreement guarantees stations 105 prime time 30-second local spots annually for the next three years, a gain of 15 spots over the current level. In return, affiliates will pay between \$60 million and \$70 million a year for the deal. Subject to interpretation, affiliates say, is what the local inventory floor is after the deal expires.

"We're comfortable with the language, which we interpret as leaving us with 90 spots at the end of the agreement," said one station source. Fox had been angling for language that would drop the inventory floor to 70 units at the end of three years, and the agreement gives the network "wiggle room" to argue that case, a source says.

Last week, network executives would only say the floor is negotiable at the end of the new deal.

Still, some affils were rankled that News Corp. chief Rupert Murdoch, who made a conciliatory speech to cable operators last Wednesday at the NCTA, was a no-show at the affiliate meeting. Both gatherings were in Chicago last week. "I think it shows that Rupert doesn't think we are an important part of his business plan," said one clearly miffed station executive.

Fox and the affiliate board also announced last week their intention to form a committee to explore options for measuring demographic ratings in local markets on a daily basis, which in effect would render obsolete the four major sweep periods. Fox network and affiliate executives said that sweeps exacerbated the problem of audience erosion by forcing scheduling that puts much of network television's best programs against one another. ■

July 20, 1969 - Sea of Tranquility



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A remarkable few

BROADCASTING & CABLE Hall of Fame chooses dozen for induction in Nov. 8 ceremony

By Don West

Twelve new members will be inducted into the BROADCASTING & CABLE Hall of Fame at its ninth annual ceremony this fall. The awards will be conferred Nov. 8 during a formal dinner in New York's Marriott Marquis hotel.

The honorees

Nickolas Davatzes, president and chief executive, A&E Television Networks (including A&E, the History Channel and the Biography Channel);

Edward O. Fritts, for 17 years president of the National Association of Broadcasters and the broadcast industry's principal leader;

Ward L. Huey Jr., vice chairman of the board and president of the broadcast division of Belo Corp., and one of the nation's leading broadcasters (WFAA-TV, WFAA-DT Dallas);

Robert W. Pittman, president and chief operating officer of America Online. Among his lifetime achievements in radio, television and cable was the creation of MTV;

Frances W. Preston, president and chief executive officer, Broadcast Music Inc., one of the industry's and the nation's leading executives, who has been credited by *Fortune* magazine for having "helped shape the entire music industry";

Bernard Shaw, now chief Washington anchor, Cable News Network, who enhanced his formidable journalistic reputation with coverage of Operation Desert Storm;

Dick Wolf, chief executive officer, Wolf Films (whose *Law & Order* has been a stalwart for over nine seasons on NBC and whose earlier credits include *Hill Street Blues* and *Miami Vice*).

Being honored posthumously are David C. Adams, former chairman, NBC, and long the power behind the throne in that organization;

Gracie Allen, one of radio and television's most famous comediennes and life partner of comedian George Burns;

E. G. Marshall, leading television actor, perhaps best known for *The*



Davatzes



Fritts



Huey



Pittman



Preston



Shaw

Defenders series on CBS;

Dean Martin, singer and comedian, who with partner Jerry Lewis did the first guest spot on Ed Sullivan's *Toast of the Town* series on CBS in 1948, and on his own dominated a time slot as television's highest paid talent with *The Dean Martin Show* for nine years on NBC;

David Susskind, producer and talk-show host. His credits included the *Kaiser Aluminum Hour*, the *DuPont Show of the*



Wolf

Week and *Armstrong Circle Theatre*. His *Open End* series was controversial and often distinguished.

Master of ceremonies for the November event will be Sam Donaldson of ABC News, who has fulfilled that role each year since inception of the awards in 1991, on the magazine's 60th anniversary. Sixty honorees were inducted that first year. With this year's 12, the roll of honor will total 187. ■

"When we began to research HDTV, Sony was the only company with full soup to nuts capabilities."

- Dave Shaw, Madison Square Garden Networks

When Madison Square Garden Networks developed a new digital vision for sports broadcasting, they went to a company that had



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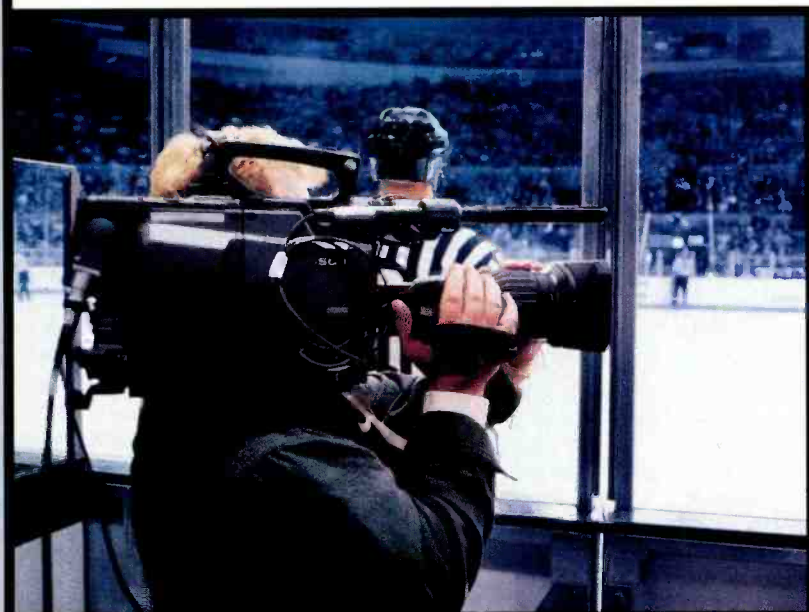
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House rejects media control bills

While concerns remain, questionable constitutionality of measures held key to votes

By Paige Albiniaik

The entertainment industry last week was celebrating the defeat of one of Congress' strongest efforts yet to regulate content.

Washington has been in a frenzy of finger pointing since school shootings in Littleton, Colo., last April. Gun makers have been one target of the backlash that followed, but the media has proven a larger, easier mark.

Last week, the House defeated two amendments to a bill on juvenile crime. That bill narrowly passed the House on Friday. But a bill that would have tightened gun control was defeated the same day, 280-147.

Last month, the Senate passed, 73-25, its version of a juvenile crime bill. The Senate included media-related amendments in its bill, although none so strong as measures the House defeated last week. The two versions have to be reconciled in a conference between the House and Senate that will take place later this summer.

One of the defeated amendments, sponsored by Rep. Henry Hyde (R-Ill.), would have made it a crime to sell explicit violent or sexual material to

minors under 17. That bill was defeated 146-282. Many members said its provision went far beyond the intentions of the Constitution.

"This proposal is as violent an assault on our constitutional freedoms as any we have entertained in a long time," said Rep. Mark Foley (R-Fla.), who heads the Republican Entertainment Task Force.

"By expanding the deliberately narrow definition of obscenity to include violence, the government risks saddling itself as well as the business community with the role of culture police," said Rep. James Rogan (R-Calif.).

Jack Valenti, head of the Motion Picture Association of America, said that to call the vote a triumph "might be a slight understatement. It really showed that when people begin to understand what is in the entrails of a bill and how it might affect the Constitution, the right result usually prevails."

Valenti said he has been meeting since before Littleton with studio executives, writers, producers and directors on how to work with Washington on the issue of how violent movies affect youth. "They are expressing concern because they believe that some people

in Congress have gone mad and are acting like there is no Constitution," Valenti said of his meetings.

The National Association of Broadcasters and the National Cable Television Association have largely remained quiet in the debate, although they went public with a lobbying campaign against another bill—sponsored by Reps. Zach Wamp (R-Tenn.) and Bart Stupak (D-Mich.)—that the House also killed.

That bill would have required TV programmers, movie producers, video game makers and record companies to come together to create a universal labeling system that would identify products that contained violent content deemed unsuitable for children.

"Today we provide nutritional labels on all food products, so that consumers know what is in the product," Stupak said. "Why shouldn't consumers of video games, television and music know what is in those products before they buy them?"

The NAB and the NCTA wrote members the day before the vote, asking them to give the V-chip blocking device a chance to work. "Clearly, it would be counterproductive for Congress to thwart the V-chip before it is even included in all new TVs," wrote NAB President Eddie Fritts and NCTA President Decker Anstrom. The 1996 Telecommunications Act requires TV manufacturers to include V-chips in all new TVs 13 inches or larger by the beginning of next year.

According to the proposal by Wamp and Stupak, which also was introduced in the Senate by Sens. John McCain (R-Ariz.) and Joseph Lieberman (D-Conn.), the Federal Trade Commission would have authority to fine content producers up to \$10,000 for not labeling their products.

Media-related measures that did pass in the House included a provision sponsored by Rep. Ed Markey (D-Mass.) that would require the Surgeon General to issue within 18 months a report on how violence in the media contributes to youth violence. The House also passed a resolution, sponsored by Rep. Jo Ann Emerson (R-Mo.), that condemns "the entertainment industry for its use of pointless acts of brutality in movies, television, music and video games."

Levin, Redstone counterattack

Perhaps tired of playing defense, Gerald Levin and Sumner Redstone last week attacked lawmakers and others who have been blaming the media for schoolyard killings.

"I think it's obscene what the political leadership is doing in this area," said Levin, chairman of Time Warner, at an NCTA session. "The memory of these [Littleton, Colo., victims] is being irrelevantly invoked."

"Every one of the companies here knows the difference between bottom line and social responsibility; that's a judgment we have to make all the time," said Redstone, chairman of Viacom. "I don't think we have anything to be ashamed of. As a matter of fact, I'm outraged by a lot of what we hear blaming the media for what's going on...I suggest we look to schools, to homes, to the responsibilities of parents."

The two media barons were provoked by the sharp questioning of session moderator and CNN commentator Jeff Greenfield.

Redstone's declaration prompted applause, but Greenfield was unwilling to back off. Noting that he had raised one teenager and was raising another, Greenfield said, "There is stuff on [Viacom-owned] MTV that is...offensive. ...We're not talking about government. Do you, as a purveyor of it, have a social responsibility to say, 'Not on my network?'"

The Justice Department recently commended MTV for its campaign against violence, Redstone said. "Sexuality doesn't bother me. Does it bother you?" he asked. "Let's distinguish between violence and sex. Violence is bad. Sex is good."

—Price Colman

"The world will end up at the MPEG standard. That's why we invested in Sony's Betacam SX technology."

-Ira Goldstone, Vice President Engineering & Technology, Tribune Broadcasting.



From Chicago to Miami to Los Angeles, the Tribune Broadcasting Company is always looking for what's next. So when Ira Goldstone saw Sony's Betacam SX camcorder, he realized he had something that would help him with Tribune's DTV needs. "Backward compatibility is a big issue right now," says Goldstone. "But because, ultimately, the MPEG standard is going to be the long term winner in this arena, we need something that will take us there, too. Sony's Betacam SX technology gives us the best of both worlds. The MPEG compression standard and backward compatibility." Which means Betacam SX equipment gives him everything "from light, rugged



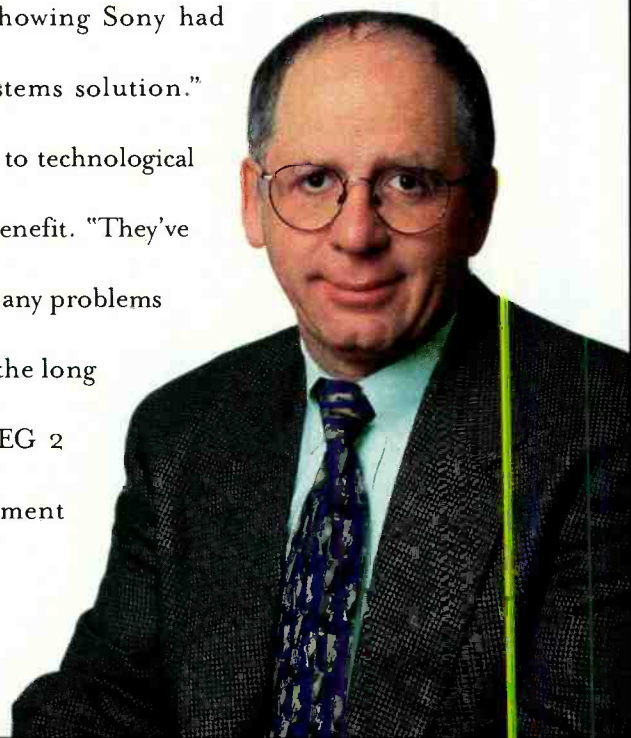
DNV-gWS Camcorder



DNV-A25
Portable Editing VTR

camcorders to VTRs that play back archival Betacam SP tapes and interface to existing switchers and routers—showing Sony had thought through a total DTV systems solution."

Sony's long history of commitment to technological service and support was an added benefit. "They've always been behind us. They've always taken care of any problems we've had." As Goldstone notes, "Sony's in it for the long haul. And the backward compatibility and MPEG 2 compression standard of the Betacam SX equipment makes it a perfect way to get to the HDTV future."



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SONY

Ovitz reaps executive harvest

Recruits Tannenbaum, other Columbia talent for new studio, Artists Television Group

By Joe Schlosser

Columbia TriStar Television President Eric Tannenbaum and a handful of other top CTT executives are leaving the company to head up superagent Michael Ovitz's newly formed TV studio.

Tannenbaum, who had been president of Columbia TriStar Television since June 1996, will be a partner and the president of Artists Television Group, an extension of Ovitz's MG Entertainment agency.

"I believe any executive would relish the chance of nurturing a company from the ground floor up," says Tan-

nenbaum. "I will do my utmost to build this studio into a major industry force."

Ovitz says ATG's marching orders are to produce content for broadcast and cable.

To counter the exodus, Columbia TriStar Television Group executives took the first steps to shore up their own management team last week, naming Helene Michaels as the president of network production at Columbia TriStar Television. Michaels, formerly executive vice president of the division, will oversee comedy and drama development, current series and talent.

Former ABC Entertainment head Ted Harbert is expected to receive a senior



Former ABC Entertainment head Ted Harbert is expected to accept senior post at CTT.

'Springer' attracts bidders

Three studios—MGM Domestic Television, Pearson Television, Unapix Entertainment—will likely submit bids to become the new distributor of *The Jerry Springer Show*, sources said last week.

Studios USA, the current distributor of the controversial syndicated talk show, has given all potential *Springer* suitors a June 22 deadline to bid on the contentious talker. Sources say the rights to the show both domestically and internationally will likely bring in upward of \$100 million.

Late last month, the Barry Diller-owned studio began discussions to off-load the often violent talk show with a number of Hollywood syndicators, including ex-Universal TV Chairman Greg Meidel.

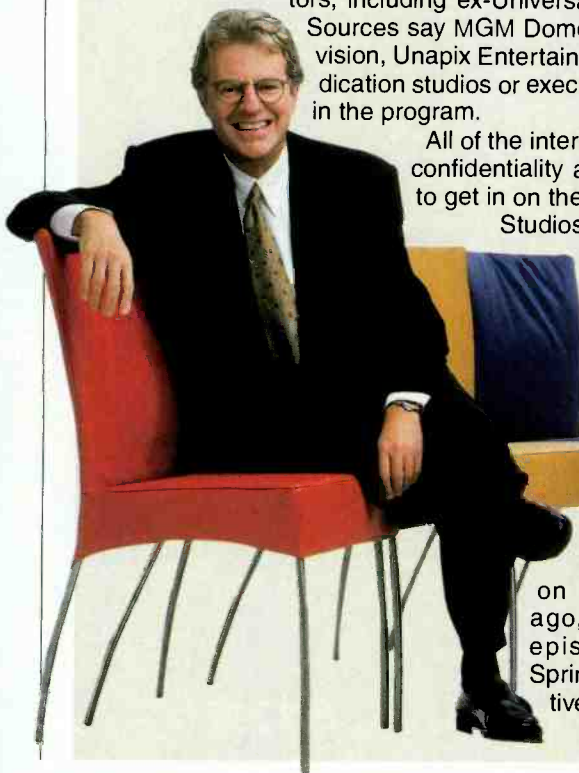
Sources say MGM Domestic Television, Pearson Television, Unapix Entertainment and about five other syndication studios or executives have expressed interest in the program.

All of the interested parties have had to sign confidentiality agreements with Studios USA to get in on the action, sources added.

Studios USA execs decided to take the violence and profanity out of the program, but Springer and his staff reportedly feel the show must continue in its popular format for it to succeed in the ratings.

Because of the edict from Diller and Studios USA, Springer and his staff are still producing original, "clean" shows. The show, which would have gone on summer hiatus two weeks ago, will continue taping new episodes through July 16. Springer and Studios USA executives had no comment.

—Joe Schlosser



position overseeing Columbia TriStar Television under CTTG President Jon Feltheimer and Executive Vice President Andy Kaplan. Neither Feltheimer nor Kaplan would comment.

Joining Tannenbaum at ATG are Sandra Stern, CTT executive vice president of business affairs, along with programming executives Kim Haswell and Jamie Erlicht. Haswell, formerly senior vice president of comedy series development at CTT, has been named executive vice president of creative affairs at ATG. Erlicht, CTT's programming director, will serve as vice president of creative affairs at the new studio.

To placate CTT, Ovitz has worked out a deal with CTT, under which Columbia TriStar Television Distribution and Columbia TriStar Television International will distribute all prime time programming produced by ATG.

"They were going to need a distributor anyway, and I'd like to believe they are with the best distributor in the business, regardless of how the circumstances evolved," says Kaplan. "I think we are pretty good at what we do and I think it's going to be a good arrangement for all involved."

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

Venting event

When the NAB board gathers this week for its annual summer meeting, it is likely to ponder Fox Broadcasting's resignation this month. NAB is actively lobbying against Fox, which wants to raise the station ownership cap above 35% of the national viewing audience. The board took that position at last year's summer meeting, and internal NAB politics have been contentious ever since. "I think that one year later, we will look at what went wrong," says one source, "that on a matter of huge importance to a major constituency, the NAB should have remained neutral." Further, sources say it seems "all but inevitable" that NBC will follow Fox's lead. If that happens, ABC probably won't be far behind. Only CBS says it plans to stay put, and that's because of CBS' hefty radio holdings. "The NAB is in danger of becoming an affiliate organization," says one source. Although their companies are considering leaving, network lobbyists are not advocating walking away. "It boggles my mind that the perceived threats from within the industry are seen as more serious than the actual threat from without," adds Martin Franks, CBS senior VP.

FCC weighs stay

The FCC hasn't decided whether it will lift its self-imposed stay on cable ownership limits before the federal appeals court rules on its constitutionality early next year. The FCC is considering changing the cap, which now limits one company's reach to 30% of cable homes passed, and is expected to put the new rules on the books by September. Revamping the rules has been given priority because of AT&T's proposed takeover of MediaOne, an acquisition that would put the company well over the limit. Despite the push to complete the rulemaking, the agency may hold off on enforcement

because of concern that the court will issue its own stay until a final opinion is issued.

Basic cost analysis

Rate regulation for upper-tier cable channels expired in March, but the FCC still must keep an eye on the cost of basic service. To tighten up basic-tier oversight, the Cable Services Bureau, by year's end, plans to propose new rules for recalculating the cost of basic service when cable operators add or subtract channels. Patrick Boateng, the bureau's acting chief of financial analysis and compliance, says new rules are necessary because cable operators must provide detailed justification for price changes when they alter their basic services, and the industry needs more guidance.

HOLLYWOOD

Peacock meets monkey

Robert Halmi Sr., says he is developing a miniseries dealing with Chinese mythology for NBC that will likely air during the 2000-2001 season. Halmi, who has produced a number of miniseries for NBC in recent years—including *Merlin* and *The Odyssey*—says the working title of the four-hour project is *Monkey King*.

Eyemark eyes Margolis

Eyemark Entertainment, the CBS syndication unit, is looking to develop a talk/variety show with model/actress Cindy Margolis. In July, Eyemark executives will set up shop on Miami's South Beach and tape some "experimental" shows with Margolis. The so-called "Queen of the Internet" appeared on an episode of Eyemark's syndicated series *Pensacola: Wings of Gold* this season and Eyemark executives followed by signing her to a development deal earlier this year. Sources say Eyemark executives may be looking to syndicate a show with Margolis in late night starting in fall 2000.

Tax carrots to aid those shut out

By Bill McConnell

Lawmakers should create specific tax incentives to help minorities and women get into communications businesses as part of broader legislation aimed at helping entrepreneurs join the industry, FCC Chairman William Kennard said last week.

Kennard also laid out what he says are the essential ingredients if the legislation is to prevent a repeat of past abuses and pass likely court reviews of affirmative-action practices.

"We need sensible solutions that recognize that there are past inequities that we have not yet fully rectified," he told Jesse Jackson's Citizenship Education Fund.

The legislation would be a broader version of the old tax-certificate program that let broadcasters defer capital gains taxes when they sold to minority buyers. That program was eliminated in 1995 amid allegations of abuse.

This time around, Kennard said the new program should limit the number of times one person can benefit, impose strict eligibility requirements, and prohibit buyers from holding onto communications properties only a short time.

"This program is sensible," Kennard said. "It honors our commitment to equality for opportunity while respecting market forces and the hard work of entrepreneurs."

Senate Commerce Committee Chairman John McCain (R-Ariz.) is preparing a minority incentive plan with the assistance of FCC Commissioner Michael Powell. McCain staffers say they hope to have a draft ready by the end of the month. Senate Majority Leader Trent Lott (R-Miss.) has also endorsed the McCain/Powell effort. Other lawmakers are expected to unveil separate tax incentive plans as well, according to FCC sources.

Kennard's insistence that minorities and women be clearly targeted pleased James Winston, executive director of the National Association of Black Owned Broadcasters, who fears that the McCain/Powell initiative will not include any race-based incentives. ■

Casino ad ban gets KO'd

Supreme Court says prohibition was 'pierced by exemptions and inconsistencies'

By Paige Albiniak

Broadcasters should be able to air gaming advertisements, after the U.S. Supreme Court last week unanimously struck down a federal ban on radio and TV advertising of legal casino gambling.

The ruling will allow advertising of gambling in the 10, soon to be 11, states where it is legal. It also should prove a victory for commercial speech, expanding its constitutional protections.

It is unclear how the court's decision will affect broadcasters in states where gambling is illegal or where the states themselves ban gambling advertising. The commission stopped enforcing its rules in nine Western states two years ago, after a U.S. Court of Appeals in San Francisco struck down the rule there. FCC sources said last week that the Commission was reviewing the case with its lawyers.

It also should be difficult for laws forbidding advertising of casino gambling to hold up in states where other forms of gambling advertising are per-



Scenes such as this one can now be featured in television commercials.

mitted, now that the Supreme Court has ruled the law unconstitutional.

"This opinion affirms that local broadcasters be accorded the same commercial free speech rights as state lottery sponsors and newspaper publishers in advertising a legal product," said Eddie Fritts, NAB president.

"For broadcasters in states that have casinos, I think it may mean a significant increase in broadcast revenues," says Don Cooper, executive director of the Greater New Orleans Broadcasters Association.

Federal law previously had banned broadcasters from airing any advertisements promoting gambling at private

casinos. But federal law and FCC rules allowed broadcasters to advertise state-sanctioned gambling, such as lotteries, and casinos on Indian reservations.

The government argued that allowing broadcasters to advertise gambling would encourage compulsive gamblers as well as other criminal activity that often surrounds gambling establishments.

"We cannot ignore Congress' unwillingness to adopt a single national policy that consistently endorses either interest asserted by the [government,]" Justice John Paul Stevens wrote for the court.

Stevens also found that the law was "so pierced by exemptions and inconsistencies that the Government cannot hope to exonerate it."

In an even stronger endorsement of constitutional protection for commercial speech, Justice Clarence Thomas wrote a separate and concurring opinion. There, Thomas wrote that the government should not forbid commercial speech in the name of the public interest to keep "legal users of a product or service ignorant in order to manipulate their choices in the marketplace." ■

GTE claims open-solution success

Says test shows it can give cable customers access to Internet provider of their choice

By Paige Albiniak

Telephone company GTE last week said it had successfully tested technology that will allow it to open its cable networks to connect high-speed customers directly with the Internet service provider of their choice.

The test proves that broadband companies, such as AT&T, are not technically limited in opening their networks to other ISPs, said GTE Executive Vice President William Barr. GTE is working with America Online, CompuServe Classic and its own ISP, GTE.net, so that ISP customers can get high-speed access without first having to go through GTE's cable system in Clearwater, Fla. GTE has overbuilt cable systems in Florida and California and

runs GTE.net.

To complete the test, GTE said it "made changes to its cable modem platform that allows competing ISPs to have direct access to their customers." It also deployed a \$60,000 router that allowed different ISPs to plug into GTE's broadband network.

AOL Senior Vice President George Vradenburg said AOL is working with phone companies and other high-speed Internet access companies so that AOL can offer its customers the service they want without having to go through other companies. AOL has been lobbying Capitol Hill, the FCC and the administration to force cable companies to allow competitors to access cable's broadband networks.

GTE and AOL heralded the test as evidence that AT&T and other cable

companies, such as Cox and Comcast, can open their new broadband networks if they choose to do so. But besides the technological obstacles, cable companies say their investment in a nationwide broadband infrastructure would be at risk should the government force them to allow their competitors to use their networks.

NCTA spokesman Scott Broyles said that "whatever the technical issues, which we suspect are more complicated than GTE portrays them, they miss the point. The point continues to be that consumers can go anywhere on the Internet through a cable connection. And any business issues between competing online providers should be resolved in the marketplace, not by government regulation."

Cable modem service provider

Excite@Home, which is partially owned by AT&T, said that GTE's demonstration "is not representative of what is necessary to support real world needs or the scalable broadband capacity demands that Excite@Home has spent the last four years pioneering and understanding."

AOL and the phone companies won the first legal fight in the battle over open access with a federal district court's decision in Portland, Ore., to require AT&T to grant ISPs access to its broadband network. Observers say

the FCC will enter the fray because the commission wants to prevent too many local authorities from setting the ground rules for a developing national service.

FCC Chairman William Kennard said last week at the National Cable Show in Chicago that "if each and every one of [30,000 local franchising authorities] decided on their own technical standards for two-way communications on the cable infrastructure, there would be chaos."

The commission also has a proceed-

ing before it to resolve whether cable companies should be required to make leased-access channels available to ISPs.

The debate is also being waged in Congress. Reps. Bob Goodlatte (R-Va.) and Rick Boucher (R-Va.) have introduced two bills aimed at opening high-speed networks. In addition, Senate Commerce Committee Chairman John McCain (R-Ariz.) and House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) each plan to introduce open-access bills. ■



WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

EchoStar loses one, wins another at FCC

The FCC last week denied satellite TV company EchoStar's complaint that cable networks SpeedVision and Outdoor Life were unfairly withholding programming. The FCC found that the two cable networks had been negotiating for carriage on EchoStar's system for the past three years. The networks only refused to make their programming available to EchoStar once the satellite company allegedly breached a contract that required it to include SpeedVision and Outdoor Life in an expanded basic programming tier, a niche programming package or a sports programming package. EchoStar did create a niche package called "Action Plus," which included the two networks and one additional network. SpeedVision and Outdoor Life claimed that packaging violated their contract because EchoStar had agreed to include at least two other networks in any niche tier with SpeedVision and Outdoor

Life. The FCC found that the two cable networks did not deny EchoStar access to their programming, but that EchoStar, SpeedVision and Outdoor Life are embroiled in a contract dispute, which is currently under consideration by a federal district court. "[EchoStar] tried to make an end run around the courts," said Roger Williams, COO of SpeedVision Network. EchoStar did not comment.

On the other hand, the FCC last week granted EchoStar temporary permission to move its EchoStar IV satellite from its position at 148 degrees west longitude to 110 degrees, where it will be able to serve the entire continental United States at high power. By moving the satellite to 110, EchoStar will be able to offer more programming to more customers without having to reposition new customers' satellite dishes, which can be expensive, company spokesmen said. In May, the FCC granted permission to transfer the satellite license of News Corp./MCI WorldCom at

110 to EchoStar, which earlier this year completed its purchase of News Corp./MCI WorldCom's satellite assets. EchoStar plans to launch EchoStar V in August, which it plans to put into the 110 slot, moving EchoStar IV back to its place at 148.

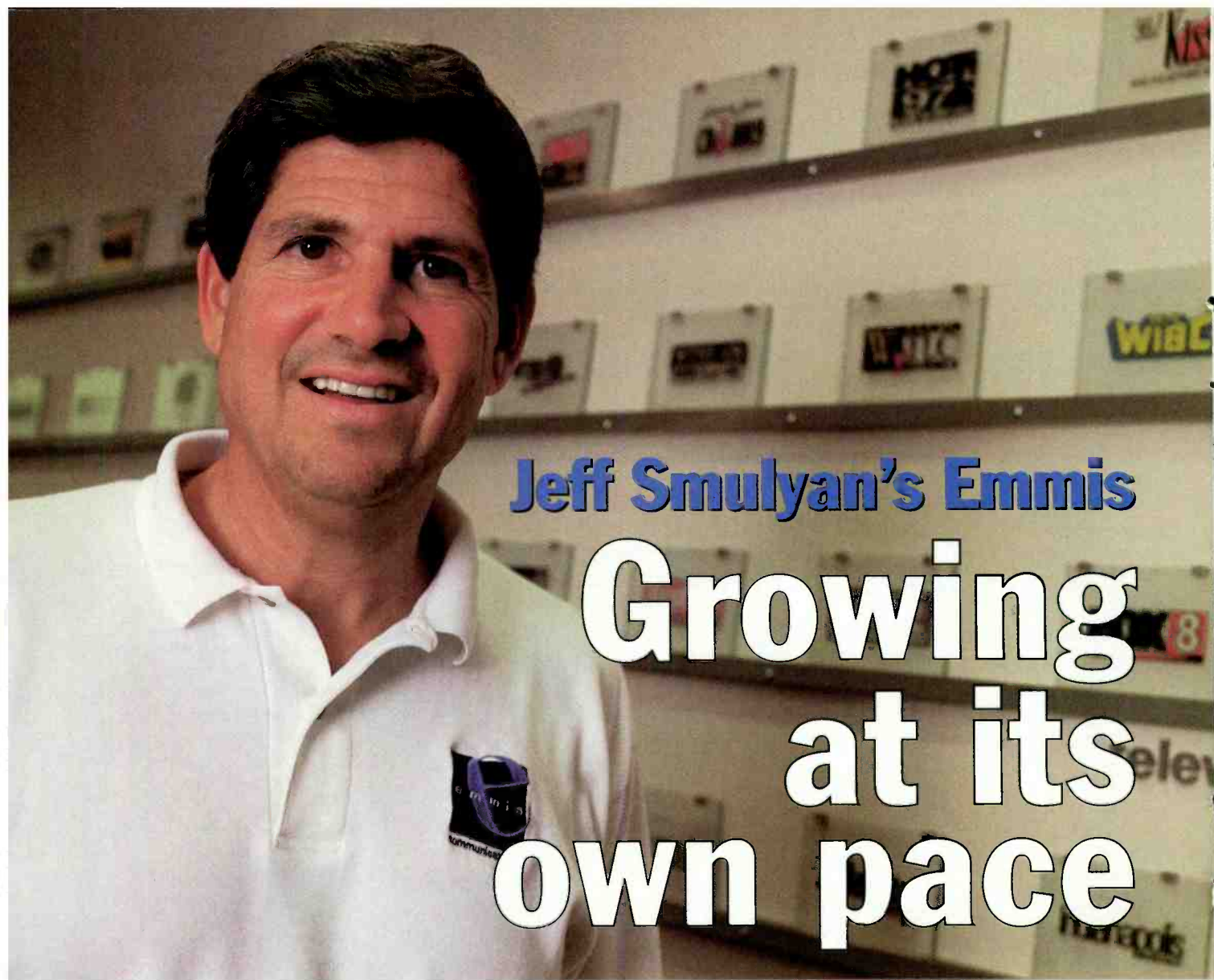
Antitrust scrutiny? Get used to it

Government antitrust reviews, which all but disappeared 10 years ago, are here to stay for the foreseeable future—especially in telecommunications. That was the word last week from Joel Klein, head of the Justice Department's antitrust division. "The world has come to the profound realization that markets work," Klein told a Federal Communications Bar Association audience. "But the end of regulation, especially in any highly regulated industry, creates a vacuum that must be filled." Without antitrust review, Klein said, former monopolies can use their market presence and increased efficiencies to keep new competitors out of their markets. "People who think markets

always are self-correcting and that the government has no role are, I think, making a profound mistake."

Radio measurement still under fire

FCC Commissioners Gloria Tristani and Susan Ness are again pressing the agency to change the way it measures how many radio stations are in a market. "Our local ownership rules are clearly broken and in need of repair," Tristani said in a statement after the panel unanimously approved Journal Broadcasting's acquisition of two stations in Omaha, Neb. The deal brings the company's Omaha radio stations to eight. Under the commission's rules, a station may own eight stations in a market only if the market contains 45 or more total stations. Tristani and Ness say the commission's measurement rules are so lenient that stations more than 50 miles away are considered part of the merger. Without including those far-away stations the merger would have been rejected, they said. "No listener, advertiser, or economist would consider these distant stations to be a competitor in the Omaha market," Ness wrote. She and Tristani said they had no choice but to vote for the merger because it complies with agency policy.



Jeff Smulyan's Emmis Growing at its own pace

Emmis Communications Corp. Chairman/CEO Jeff Smulyan says it's just a matter of time before Wall Street recognizes the full value of the TV-radio-magazine company. To some extent, Smulyan understands the lack of respect. Emmis has mostly watched the big wave of radio consolidation that has swept the country over the past four years and it only began to realize plans for a TV group last year.

It's not that Emmis didn't try to make deals. "We've bid on a lot. We just don't want to do anything crazy," Smulyan says.

Smulyan feels the pressure to move faster. But the company already has considerable weight. Although it owns just 16 radio stations, it ranks as the BIA Research's 10th-largest radio group based mostly on the revenue of its single FMs in New York, Los Angeles and Chicago.

Emmis began building his TV group a year ago and now owns six stations. The latest came just this month when the company paid \$191.5 million for WKCF, the WB affiliate in Orlando, Fla.

Leaning back in his bright, expansive office in his new \$30 million headquarters in the heart of downtown Indianapolis, the 52-year-old Smulyan brushes off the criticism of his deliberate pace. "If we had the valuation that some of our peers do, we'd probably be a \$3 billion dollar company right now or a \$4 billion company," he says. "We'll get there. We keep buying things and doing well, building our base; we'll be fine."

In this interview with *BROADCASTING & CABLE's* Elizabeth A. Rathbun, Smulyan elaborated on his future plans for growing his company, as well as the leadership role he has assumed in both the TV and radio industries. An edited transcript follows.

Are you happy with your stock price?

That's been disappointing, there's no question. In the last year, our radio group has grown as well as anyone's. And certainly we're growing at above-average levels for the television sector in terms of revenue and cash flow. Over the life of this company, we've always been able to prove that we can perform as well as anybody.

The problem is we weren't viewed as a consolidator. ... We want to do things that really create long-term real value, as opposed to looking good today but being tough to manage tomorrow. It's maybe made us a little cautious. I have to laugh. People in the 80s said I'm too much of a risk-taker. Now they say I'm too conservative. And it's funny because I don't think my profile's changed much. I just feel that we know what we can manage.

Why did it take you 11 years to buy your first TV stations?

We always had opportunities in radio and we never found the right TV deal. We had talked with Greg [Nathanson, former president of programming and development at Fox Television and now president of Emmis' TV division] about getting involved. Greg's been a shareholder of Emmis since long before it was public. We were roommates in college and I always thought that I wouldn't want to do TV without him, but the opportunity never presented itself [until last year].

We like the medium. We think the medium is undervalued right now. ... I still think that the heart of American communications is strong local broadcasting. It's the only universally distributed medium. Right now Wall Street is sort of running away and saying it's fragmenting but...even with all of this fragmentation, the best place to reach large masses

of people are strong local TV stations.

Do you look at buying radio stations in your TV markets, or vice versa?

We're looking at a couple of things right now that would give us match-ups. Whether it happens or not [is] a function of price and what you think you can do with it. I'm not as big a believer in all the synergistic benefits as some others. I'd rather have properties in markets that I'm in. I don't believe you can wave a wand and all of a sudden, because you've got radio and TV together, or magazines, advertisers are going to flock to your door.

Have you looked at billboard properties?

We've looked at several. It probably doesn't comport with some of our skill sets. We think we're probably better at maybe tweaking creative products. We can do that more with radio and TV and magazines.

Last year you said you were going to be on the top-25 TV list this year. I hate to tell you, but you didn't make it.

I know that. We thought we would probably buy more, more quickly. Maybe that's me being too much of an optimist. ... We'll get there. We've always said we're going to grow, but

we're going to grow at a pace that makes sense for us.

What's your TV-buying strategy?

We'd like to be in larger markets. We've learned that just like radio, larger [is better] than smaller. ... [But we also] like fixer-uppers. ... We've always bought things that we can tinker with. Emmis always bought turnarounds in radio. The first six TV stations we bought had some characteristics of a turnaround.

Where's the upside in Orlando? Outside of the growth of the population.

It's one of the best WB affiliates but its sales haven't caught up to that yet. [There are] probably some disciplines that we can bring to the table as a public company that can improve the margins.

Are you happy with the compromise between Fox and its affiliates over prime time take-backs [B&C, May 31]?

I am encouraged by what I see in the discussions. There's a willingness to recognize we're all on the same page. I'm sort of a fanatic about over-the-air broadcasting working together, whether it's an Internet project or it's working on relations with their networks. ... The fact is [the networks and their affiliates are] married to a universal distribution system and we're all in it together.

Where does the debate over retransmission rights stand right now [B&C, June 14]?

I think you'll see everyone on the broadcast side of the equation looking for ways to get the second revenue stream. That's going to be the heart of all of what we do. ... To me, that is a major political issue.

Basically, even today, 65% of what Americans watch on a daily basis are local TV stations and their networks. And yet 100% of the dollars they pay for programming to their cable system goes to that other 35%. At some point it will start to even out and you'll see over-the-air broadcasting get compensated for the part that matters most to people.

Short-term, I'm not sure what's going to happen. What I want is a relationship with Fox where we work together.

Fox recently quit the National Association of Broadcasters [B&C, June 14]. What's your take on that?

Again, this is all part of the same issue. Fox's feeling is they have to have more local stations and they have to get the [ownership] cap lifted to 50% percent. ... I'd like to see the cap stay at 35%. ... Most affiliates would rather not have their networks buy more property. Even though it might enhance the assets, I think a lot of people feel that it also may inhibit the asset value, because if you're in a market where the affiliate's a likely buyer, maybe nobody else will be a buyer. Or, maybe a lot of people feel like they wouldn't want to be pressured into selling. It's hard to know the motivations of everybody. Right now, I just think there are bigger issues than that one.

Is it going to hurt your local stations that Fox is not in the NAB anymore?

Oh, I think Fox will come back in the NAB. I think what they'll realize is, there's a much greater community of interest in the NAB than outside it.

What's your impression after your sudden plunge into network-affiliate politics?

It's been interesting. I guess we were one of the largest owners of Fox affiliates, so they asked the owners of those groups to sit down and meet. I've gotten to know Larry [Jacobson, Fox TV president] and Chase [Carey, Fox TV chairman] very well, and I've gotten to know some of the other group owners very well. Generally speaking, the talks are very constructive. Hopefully we can help make those relationships a little bit better.

As a buyer of TV stations, what are prices like?

Vis-a-vis radio, there's more inventory and less demand, but multiples are clearly not stratospheric, as with a lot of radio stations. Historically, radio traded at about nine to 10 to 11

times trailing cash flow and TV was maybe 10 to 12 times. Well, TV today may be 11 to 13 times or 14 times and radio sometimes could be 15-plus. And sometimes it's 15 times *projected* cash flow. And then some of the biggest markets are beyond that. Radio multiples have clearly eclipsed television.

Why is radio so hot right now?

I think finally the world is coming to realize that this is a tremendously significant medium with the ability to impact audiences that have a great affinity for those radio stations. ... And there's research that's come out that says that people will tend to buy from that which they know best and feel closest to. Well, radio has all that; it's the most personal medium. Consequently, we are starting to finally get advertisers to realize that that audience segmentation and that impact that we have really produces results.

Has consolidation encouraged that?

It's made us more professional. A lot of us are public companies and you have to understand what you're doing. The days of radio as a hobby are long gone.

Is there anything that's not that great about consolidation?

Certainly. There's clearly a giant gap between Clear Channel [Communications Inc.] and Infinity [Broadcasting Corp.] and everybody else. Sometimes it kind of tilts the industry in that direction. You've got sort of two industries. You've got the industry that's out there in the field and then you've got the industry that Wall Street looks at.

How have you managed to escape being consolidated? How many offers a week do you get?

I don't get as many as people think I get. We've had a few that were interesting, where there might have been a merger. Maybe [more] people would have made offers but they know that I probably like what I'm doing.

Your radio stations are consolidated in some markets and not consolidated in some very major markets. Why is that?

We would love to consolidate everywhere, but it just depends on what the opportunity is. A stand-alone radio station in Chicago does as well as anybody's cluster. ... Our hottest station is in Chicago right now and it's up against eight Infinity stations and I think eight Chancellor [Media Corp.] stations. [And] we've been one of the top three stations in Southern California for 15 years.

Any interest in Sinclair [Broadcast Group Inc.'s] radio group or are its markets too small?

Emmis Communications Corp.

Founder/Chairman/CEO/68% owner: Jeffrey H. Smulyan

Headquarters: Indianapolis

Founded: 1981

No. of employees: 1,240

HOLDINGS

TV stations (all Fox affiliates unless noted): wala-tv Mobile, Ala./Pensacola, Fla.; wftx(tv) Fort Myers and wkcf(tv) Orlando (WB), both Florida; khon-tv Honolulu; wthi-tv Terre Haute, Ind.(CBS); wvue(tv) New Orleans; and wluk-tv Green Bay, Wis.

Radio stations: KPWR(FM) Los Angeles; WKQX(FM) Chicago; WIBC(AM)- WNAP-FM and WTLC-AM-FM Indianapolis, WENS(FM) Shelbyville/Indianapolis and WTHI-AM-FM and WWVR(FM) Terre Haute, all Indiana; KSHE(FM), WKKX(FM) and WXTM(FM) St. Louis, and WQCD(FM), WQHT(FM) and WRKS-FM New York

Radio networks: AgriAmerica Network and Network Indiana

Magazines: *Atlanta*; *Cincinnati*; *Country Sampler*; *Indianapolis Monthly*; *Texas Monthly* and *Texas Monthly Biz*

Overseas: Slager Radio, Hungary (54%)

Misc.: Revenue Development Systems; Co-Opportunities; Emmis Publishing National Sales; 40% of *Duncan's Radio Market Guide*

NEARLY \$1 BILLION SPENT SINCE FEBRUARY 1998

June 3: \$191.5 million cash for WB affiliate WKCF(tv) Orlando, Fla.

April 1: \$22.4 million for *Country Sampler* magazine

January: \$500,000 investment in USA Digital Radio

December 1998: \$30 million for new headquarters

Oct. 1, 1998: \$101.1 million for WFTX(TV) Fort Myers, Fla., and WTHI-TV-AM-FM and WWVR(TV) Terre Haute, Ind.

July 16, 1998: \$347 million for WALA-TV Mobile, Ala./Pensacola, Fla.; KHON-TV Honolulu (plus two satellites); WVue(TV) New Orleans, and WLuk-TV Green Bay, Wis.

June 5, 1998: \$201.4 million for WQCD(FM) New York

Feb. 1, 1998: \$45.4 million for *Texas Monthly* magazine

FINANCIALS

Net broadcast revenue: \$194.19 million (1998)

Broadcast cash flow: \$83.9 million (1998)

Debt: \$575 million

Nasdaq symbol: EMMS

52-week high: \$51.25 on Jan. 29

52-week low: \$38.125 on Dec. 14, 1998

Last Thursday: \$47.12

We're certainly looking at it. The markets are smaller [than Emmis usually invests in, but] St. Louis is clearly an interesting market. They have radio and TV there. We'll see. You learn that for every deal you make in our business, there are probably 10 that you're involved in that you don't make.

[Still,] we'd like to grow aggressively. Our top priority would be radio. Always has been. ... Primarily our goal would be to buy stations in our own markets and fill out. We'd love to own four more FMs in Chicago and in LA, but we'll be patient. We think the time will come.

The Radio Advertising Bureau, which you chair, says radio stations should start charging more for ads.

Absolutely. Prices should go up.

Are you raising yours?

Not as fast as I wish I could. The reality is that this is a medium that's always sold on a cost-per-thousand basis, at 50 to 55 cents on the dollar vis-a-vis other media. Now, if we get to 80% cost on the dollar, it doesn't exactly mean we're gouging advertisers; it means that we're getting more in line with our true impact. [Meanwhile, the demand for radio is] growing disproportionately. That's why our rates are going up faster and that's why our revenues are growing. That's why the radio industry grew by 13% last year.

We're at a 7% share of advertising dollars. We've been at 7% since the early 1960s. We're not exactly skyrocketing past other media, but the fact is that we are starting to grow disproportionately because we're catching up. If we get to 8% in the few years, that would be a major win for our industry. And I think we can, because the medium is compelling now.

Does the Internet pose a threat or an opportunity to broadcasters?

Everybody keeps looking to us. They've got to build their brand through radio and TV, they've got to build their brand through our products, so why are we creating all that value for other people? The days of broadcast.com taking our products and charging us a fee for it, and then reaping billions of dollars of benefit are over. All of us realize it's in our interest to figure it out for ourselves.

How about the threat of microradio?

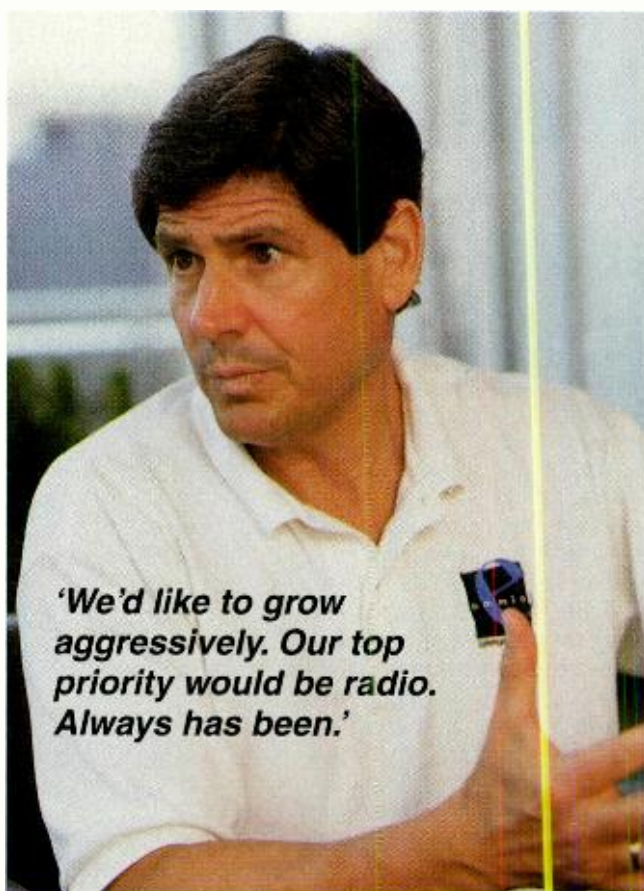
The goals of this commission, of FCC Chairman [William E.] Kennard, are wise. We need to do a better job in terms of fostering diversity and creating minority ownership. We understand that, we get it. [But] if I had to guess, I would say that you will not see microradio adopted in its present form. ... When you just clutter the band, you destroy existing guys and you don't create viable enterprises. ... All you will have is a lot of disappointed people who will lose money and erode the technical integrity of the people who are viable.

What kind of consolidation do you see coming in TV, if any? Do you think the FCC is going to allow TV duopolies?

I think there'll be a time when they will.

You're a Friend of Bill. What are you doing for Vice President Al Gore's presidential campaign?

I know the vice president, not that well. ... I was in Major League Baseball [as owner of the Seattle Mariners] with [Republican presidential candidate] George W. Bush, got to know him very well and admire him a lot. I'm historically a Democrat and have always been proud to be a Democrat, but it's



hard to say. I don't really get that involved in these campaigns.

Where do you see your company in 10 years?

In 10 years I believe that it will be certainly a multibillion-dollar company. In the next five years, it could be a 5- or 6-billion-dollar company.

What is it going to take for the Street to recognize Emmis' value?

Time. ... We think we're pretty good at running broadcasting businesses. [But] we're much better known among our peers in the industry than we are on Wall Street. No question. I think Wall Street will sort of figure out maybe that we're pretty good at this. ... Our shareholders know we're pretty good at this and I think they're patient.

So you don't feel compelled to do anything dramatic?

The only thing I ever know how to do dramatic in a business is perform.

I've had some people who've looked at our stock prices saying, "You know, you really need to go out and tell your story." And I don't know; maybe that's that Midwestern value that if you do your job every day, people will find you.

If I'm not the luckiest person I know, I'm in the top three. And so it's not a question that the stock price is going to change my life at all. ... I'm happy doing what I'm doing. Would I like the company to be bigger? Would I like the company to have a bigger stock valuation? Sure. Would I like to see us grow in every area? Absolutely. That's sort of my passion. But we don't have to be the largest group. Like I said, my life is pretty complete. I have a lot of fun in this industry, I've got some great friends and I don't know what else I could want. ■

Networks go to the movies

Long-form is in high gear, and Halmi-Hallmark is leading the way with seven minis

By Joe Schlosser

Fresh from the May sweeps ratings success of *Cleopatra*, *Joan of Arc* and *Noah's Ark*, executives at ABC, CBS and NBC are already gearing up for the next round of major miniseries and movies-of-the-week in unprecedented numbers. And you can now add Fox to the list. That network is looking to make its first big miniseries play.

Fox TV Studios, the new miniseries and made-for-TV unit, has a number of projects in development, including a miniseries with James Cameron and another with Matt Damon and Ben Affleck. "There is a push here to get back into things," says Marci Pool, Fox's senior vice president of movies and miniseries. "When you are a broadcast network there is a real value to having these, especially when you see how well the other broadcasters have done during the recent sweeps with their miniseries and movies."

Not only will there be more long-form offerings, but network movies and miniseries for the 1999-2000 TV season will likely be bigger, longer (two 10-hour-plus minis are already in development) and more expensive than any to date, network executives say. And there isn't anyone busier on the miniseries front than Robert Halmi Sr.

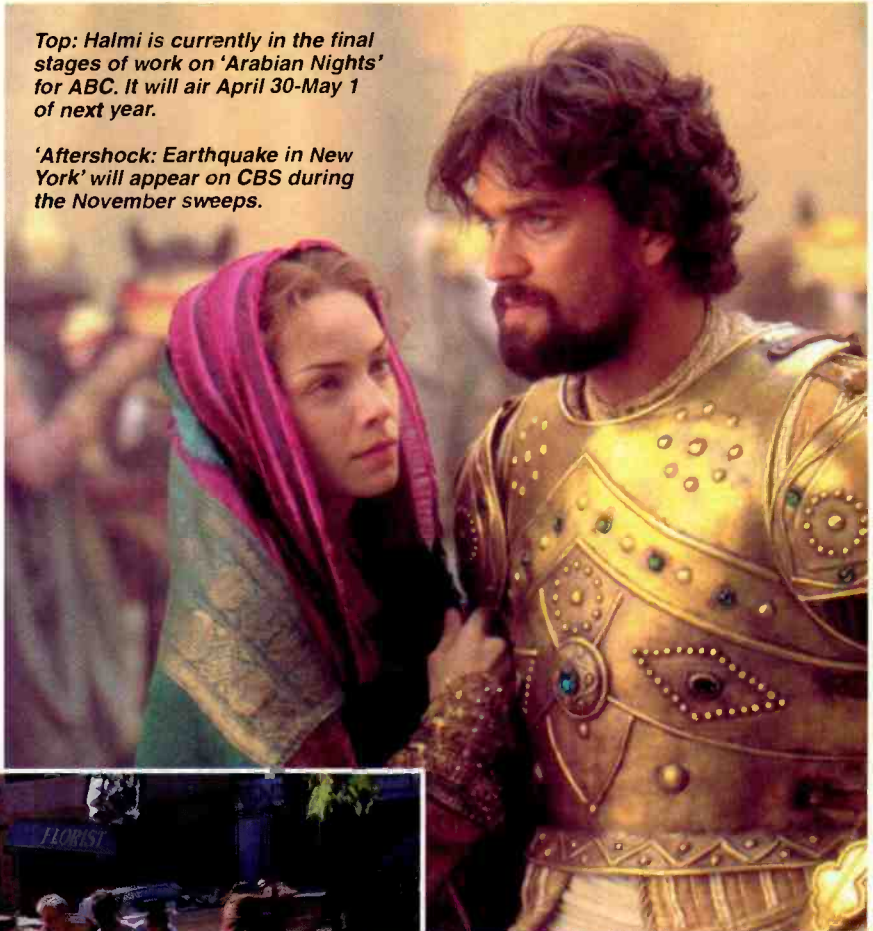
The 78-year-old Halmi, Emmy-winning producer of such recent minis as *Cleopatra*, *Merlin* and *The Odyssey*, is gearing up for his biggest production year ever as head of his own production company under the Hallmark Entertainment banner.

At last count, Halmi is producing four broadcast network miniseries and three for cable during the 1999-2000 campaign. For ABC, he is currently putting the finishing touches on *Arabian Nights* and at NBC he's behind three separate projects: the 10-hour *The 10th Kingdom* (Feb. 6-7, 13-14), *Leprechauns* (Nov. 7-8) and *Jason and the Argonauts* (April 30 and May 1).

For Turner's cable networks, Halmi

Top: Halmi is currently in the final stages of work on 'Arabian Nights' for ABC. It will air April 30-May 1 of next year.

'Aftershock: Earthquake in New York' will appear on CBS during the November sweeps.



says he is producing the most expensive made-for-television film in recent memory with a remake of *Animal Farm*. The two-hour film will likely cost \$25 million, he says. To recoup that cost, Halmi is going to release the film in theaters internationally after it has aired on cable.

Halmi says the NBC project, *10th Kingdom*, which is a co-production between Halmi and NBC, is already over \$30 million and still has a couple more months left in production in various European countries. Sources say many other top miniseries cost in the \$30-mil-

lion plus range and, with more broadcast networks and even cable networks getting in on the miniseries action, the costs could climb in coming years.

"Nothing will ever cost \$50 million. There is a limit on all these things," says Halmi, who also helps make his production costs back through home video sales. "TV after a certain figure is plain stupid because you will never get your money back. But to do something unique and good, you can't do it cheap. Cheap is no good."

Lindy DeKoven, NBC's executive vice president of movies and miniseries, says the network currently has 10 miniseries on the board for the 1999-2000 season.

"We don't do anything unless it makes money. The four-hour minis do extremely well for us. When they are

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good, it is really a good business for us," says DeKoven. "But it's very hard to get these things up and running because they are so big and the bar is so high at NBC that they have to be megahits. There have been some miniseries that have not done so well, and that's a terrible loss when you don't do well. So, it's an enormous risk."

Sunta Izzicupo, senior vice president of miniseries and movies for television at CBS, says miniseries and movies can help give broadcasters a competitive edge. She says CBS will likely air seven miniseries during the upcoming TV season, the most in its history. Two for each of the three sweeps months (November, February and May) and one outside of sweeps.

But long-form power is not confined to sweeps.

In the made-for-television movie category, Izzicupo's CBS division is the busiest in the business. CBS, which will again have two Movie of the Week nights (Sunday and Wednesday), will air over 50 original movies during the 1999-2000 season, Izzicupo says. The genre that once drew guffaws from critics for cheap production values is now high-quality and expensive. The average network cost for a made-for-television film these days is \$3 million-\$5 million, executives say. Some recent films have soared into the \$8 million-\$10 million range.

"The bar has been raised for a couple of years now," Izzicupo says. "The last two years have been spectacular for us at CBS."

The following is a network-by-network look at the upcoming big guns on the small screen.

NBC

The Robert Halmi Sr., network, aka NBC, will have an unprecedented 30 hours of "Big-Event" miniseries during the 1999-2000 season. *The 10th Kingdom* will take up one third of those thirty hours over four nights next February. The epic fantasy saga, which combines 15 different fairy tales, is based on the screenplay by Simon Moore (*Gulliver's Travels*). *Leprechauns* and the four-hour tale of *Jason and the Argonauts* are also from Halmi's Hallmark. Peter Barnes (*Alice in Wonderland*, *Noah's Ark*) is the writer behind *Leprechauns* and John Mortimer (*Tea with Mussolini*) is assigned to *Jason and the Argonauts*. Following up on this past season's popular miniseries *The '60s*, NBC is rolling out *The '70s*.

In the TV movies hopper, NBC Stu-

dios is producing the biblical tale of *Mary and Jesus*. (Robert and Eunice Shriver of the Kennedy clan are the executive producers. DeKoven said the pair approached them about the project.) The network is also throwing its money into *Sinkhole*, a four-hour drama based on the real-life phenomenon. *Road Rage* with Yasmin Bleeth (*Baywatch*) and a second *Law & Order* film from Dick Wolf are also on the docket.

ABC

The network aired three miniseries during the 1998-99 season and Susan Lyne, ABC's executive vice president of movies and miniseries, says the network will likely air three this season. Lyne says the network has committed to producing four miniseries for the 1999-2000 season, but she doubts all four will make it on the air. *Arabian Nights*, from Halmi, is nearly completed and will air April 30 and May 1. The three other miniseries, so far without airdates, are *The Beach Boys*, *Empire of Crime* and *The Supremes*. The executive producers of *Rodgers & Hammerstein's Cinderella* (Neil Meron and Craig Zadan) are behind the four-hour *Beach Boys* film, which will document the rise of the Wilson brothers. Martin Scorsese and Nick Pileggi (*Casino* and *Goodfellas*) are back with their mob tales in *Empire of Crime*, a six-hour saga on the New York-based mob. Singer Diana Ross is scheduled to produce the four-hour miniseries about her rise to fame and the success of her pop group, The Supremes. On the TV movie front, ABC has two from Oprah Winfrey and a film based on the life of Audrey Hepburn. Jennifer Love Hewitt (*Party of Five*) will play Academy

Award-winning actress Hepburn. Winfrey and Kate Forte are teaming up to produce *Amy & Isabelle*, based on the novel by Elizabeth Strout, and *Tuesdays With Morrie*, based on sports-writer Mitch Albom's best-selling book. ABC also has ordered two *Columbo* films starring Peter Falk from Studios USA.

CBS

For the November sweeps period, CBS will air the four-hour miniseries *After-shock: Earthquake in New York*. The drama's stars include Tom Skerritt (*What the Deaf Man Heard*), Cicely Tyson (*Mama Flora's Family*) and Sharon Lawrence (*NYPD Blue*). The network has announced five more miniseries without airdates and CBS executives say they will likely announce one more project in the coming months. *Jesus* (four hours) stars Jeremy Sisto (*The '60s*), Gary Oldman (*The Quest for Camelot*) and Jacqueline Bisset (*Joan of Arc*). *Perfect Murder*, *Perfect Town* (four hours) is based on Lawrence Schiller's best-selling book on the unsolved JonBenet Ramsey murder; *Sally Hemings* (four hours) is the saga of the controversial relationship between Thomas Jefferson and his slave and mistress. Last week CBS executives confirmed the net is producing a four-hour miniseries on the life of Linda McCartney, the late wife of Beatles star Paul McCartney. *Shake, Rattle and Roll: An American Love Story* (four hours) is an original tale of a couple's love for each other and passion for rock and roll. The film will have original music from Bob Dylan, Carole King and Sheryl Crow, among others. With over 50 original films set to air on

Top radio spot honored

Ad Council President Peggy Conlon presents the Radio-Mercury Award for best public-service announcement to Mike Polovsky (center) of Loew & Partners/SMS, the writer of a spot called "He's So Hot" for the President's Council on Physical Fitness & Sports. Also pictured at the June 10 awards is Gary Fries, president, Radio Advertising Bureau. Conlon recently stepped down as vice president/group publisher of BROADCASTING & CABLE to head the council.



the network next season, CBS will boast such stars as James Coburn, Glenn Close, Roma Downey and George Clooney.

Fox

Fox might just top Halmi's 10-hour project. The network is developing a 10-12 hour miniseries based on Howard Zinn's book *A People's History of the United States*. Zinn, along with Damon and Affleck, are signed on as executive producers for the saga that has yet to get a definitive airdate. *A People's History* chronicles the recent history of the United States from a youthful perspective, Fox executives say. *Titanic's* James Cameron, who has a midseason drama headed to Fox in *Dark Angel*, is also working on a five-hour miniseries for the network on the planet Mars. Fox's Pool says the Cameron miniseries may wind up airing in the 2000-2001 season. A four-hour miniseries from Dean Koontz entitled *Sole Survivor* is in the works and a series of original film noir pictures under the banner *Kiss Kiss, Bang Bang* are also slated for next season. ■

Gentler Jerry ties Oprah

The newly nonviolent *Jerry Springer* show still showed some fight in the ratings, scoring a 5.9 national rating for the week ending June 6. That's up 16% from the previous week, according to Nielsen Media Research. During the final week of May, *Springer's* distributor Studios USA pulled new violent episodes of the show and replaced them with episodes that were violence-free. Although *Springer's* ratings were up during the first week of June, the show was still down 18% from a year ago. That was still good enough to pull it into a tie with *Oprah* atop the talk show rankings. *Oprah* was off 11% to a 5.9. *The Rosie O'Donnell Show* was off 7% to a 3.8, *Sally Jessy Raphael* was down 3% to a 3.6 and *Live with Regis and Kathie Lee* was flat at 3.5. *Ricki Lake* was up 6% to a 3.4, *Montel Williams* dropped 3% to a 3.3, *Maury* dipped 3% to a 3.1 and *Jenny Jones* was up 7% to a 3.0. The three new daytime strips were all steady; *Forgive or Forget* scored a 1.9, *Donny & Marie* averaged a 1.5 and *The Roseanne Show* continued at a 1.5.

Entertainment Tonight was the top news magazine, despite a 2% drop to a 5.2. *Extra* fell 9% to a season-low 3.1 and *Inside Edition* also hit its season-low with a 7% dip to a 2.6. *Access Hollywood* was even at a 2.1. *Judge Judy* ruled the court show circuit once again, although her show was down 3% to a 6.5. *Judge Joe Brown* was flat at 3.5, *Judge Mills Lane* was up 4% to a 2.7 and *The People's Court* also rose 4% to a 2.6. *Wheel of Fortune* dropped 2% to a 10.0, while *Jeopardy* hits its season-low (off 7%) at 8.1. Newcomer *Hollywood Squares* dipped 5% to a 3.6.

—Joe Schlosser

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STATION BREAK

By Dan Trigoboff

Bluest skies you've ever seen in Seattle

KOMO-TV Seattle and fired helicopter pilot Roger Fox were stalemated last week in efforts to bring Fox back, sources said, because the station is looking for some show of contrition. Fox was fired after a reported blowup with Assistant News Director Graham Robertson over a shooting assignment Fox did not want. The pilot had spent the day covering a local man's rampage that left several dead and police tied up for hours, and was asked to go up again for a live shot afterward. He refused, and, sources say, the conversation got nasty and Fox was fired for insubordination. Fox, who could not be reached, has said he refused to fly because he was tired and raised safety concerns. The station says safety was not raised as an issue, and insists it would never discipline an employee for raising issues of safety.

Even some in the newsroom sympathetic to Fox acknowledge that the well-liked pilot flew off the handle and became insulting, but add that it's probably an indication of the staff being stretched too thin. "Everyone's feeling stretched and pushed," said one newsroom insider. "Something's gotta give and something's gonna give."

Typically, clashes surrounding helicopter coverage in crisis situations put police and TV stations in opposition. But the Seattle

stations drew praise for their restraint and, in fact, KOMO-TV and Fox were asked to shoot some footage for the police that day.

Cholesterol lowered, New York ire raised

New York broadcast journalist Mary Civiello raised some eyebrows and some issues when she appeared in a commercial for a margarine product that maker Johnson & Johnson says will help lower cholesterol levels. The commercial has run nationally and shows the former WNBC reporter, who now works part-time doing consumer spots for WCBS-TV, introducing testimonials from users.

The spot has already cost Civiello her free-lance anchor duties with CNBC, which disapproves of on-air talent pitching product. While WCBS-TV had not, as of last week, taken any action regarding her appearances on the station, its disapproval was clear. "Doing the news precludes any of that kind of work," said News Director Bill Carey. "There needs to be a separation when someone is pursuing a news career—whether full-time or part-time, to avoid the appearance of a conflict of interest. Audiences are already regularly treated to radio journalists reading ad copy, so there's a slippery slope there." Carey said the station will not air the spot during any news broadcast on which Civiello appears, and will make clear to free-lancers or regular featured part-timers

like Civiello that commercials are to be avoided. Civiello could not be reached for comment.

Houston, do you have a problem?

The controversy over comments allegedly made by Houston Astros owner Drayton McLane to local TV executives denigrating Hispanics appears to have blown over. McLane and KTMD(TV) General Manager Marco Camacho drew up an agreement to work together and put the issue behind them.

Camacho said the remarks in question came at a reception preceding a dinner that honored McLane for community service. (He had been nominated for the honor by the station's sales manager, Rod Rodriguez). Camacho maintained that McLane said the Astros didn't try to attract Hispanics because they don't

understand baseball strategy and statistics, buy only the \$2 seats and don't eat stadium food. McLane denied making the offensive remarks, and both men offered witnesses to back their recollections. The station stands behind the story and has not apologized. After meeting with McLane, however, Camacho said he was convinced the Astros owner had no bias or insensitivity toward the Hispanic community.

Commentator leaves Chicago's WGN

Joel Weisman has retired from his spot as a political commentator on WGN-TV Chicago, citing recent heart problems that made it difficult to continue the late-night work. He will be back for Election Night analysis, however, and will continue hosting *Chicago Week in Review* for WTTW(TV). Weisman, a lawyer, will also continue his talent representation practice in Chicago.

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

Telemundo news anchors Jorge Ramos and Carmen Dominicci host the Spanish-language broadcast of New York's Puerto Rican Day Parade, to air June 20.



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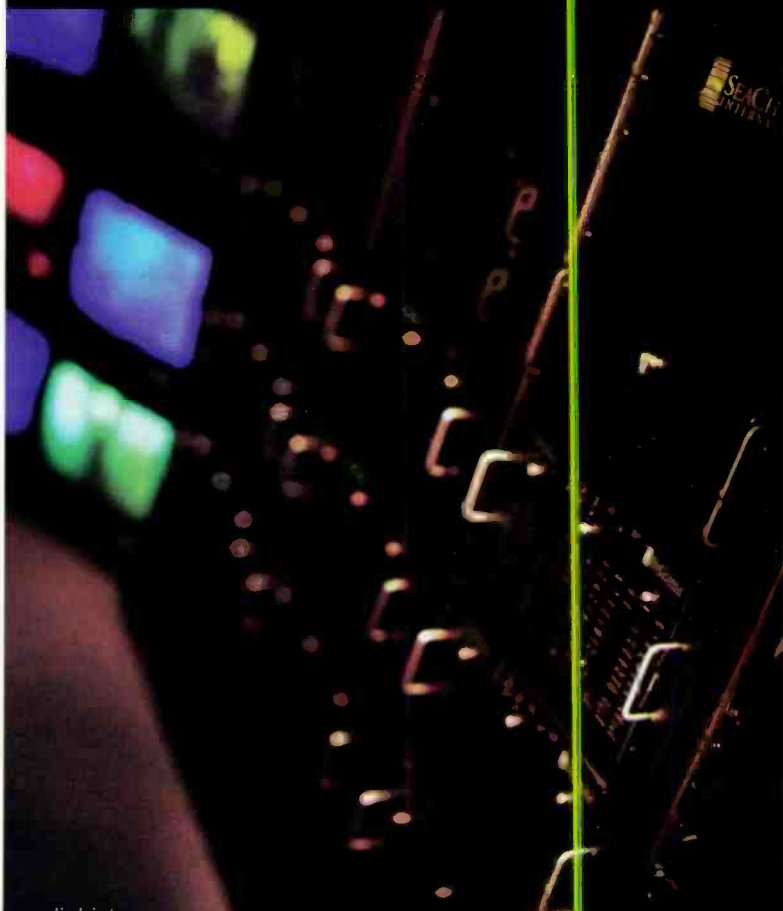


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GET WITH THE PROGRAM

By Joe Schlosser

Later Today gets Florence Henderson

NBC News has hired a bunch of new faces for its soon-to-launch *Later Today* program, including actress Florence Henderson as the show's co-host, sources confirmed last week. Henderson, the former mom on the sitcom *The Brady Bunch*, will co-host *Later Today* with former KNBC-TV anchor Asha Blake and *Weekend Today* co-anchor Jodi Applegate. Applegate will likely be

the lead anchor on *Later Today* when it debuts Sept. 7 in its 9 a.m. post after *The Today Show*. Applegate's *Weekend Today* anchor chores will reportedly be taken over by that program's current newsreader, Soledad O'Brien. NBC News executives had no comment, but sources say the network will unveil the changes later in the week. The one-hour program will focus on entertainment, fashion and other talk-show related segments, but it is under

the NBC News banner. For Henderson, 65, it is a return to the *Today* program, where she was a "Today Girl" in 1959, reading the weather and handling other on-air duties. Blake, who most recently worked in the news department at KNBC-TV, was also a New York-based correspondent for ABC News and has anchored ABC's *World News Now* and read the news on *Good Morning America*.

Whoa, Nellie, he's back ... back ...!

ABC Sports executives have coaxed Broadcast Hall of Fame announcer Keith Jackson out of retirement. Jackson, who only announced his retirement at the end of the 1998 college football season, will be back in the booth this season on ABC Sports' coverage of Pac-10 football and the Rose Bowl. Jackson, known as the "Voice of College Football," has been calling college football games on TV for the last 32 years. The network has also hired former Auburn University football coach Terry Bowden to join the network's college football studio team.

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JUNE 7-13

Broadcast network prime time ratings
according to Nielsen Media Research

PEOPLE'S CHOICE

NBC's airing of the NBA's Knicks-Pacers playoffs took three of this week's top 10 slots, but CBS still won the week on overall strength.

Week 38	abc	CBS	NBC	FOX	UPN	WB
	7.4/13	8.3/14	7.5/13	5.3/9	1.2/2	2.7/5
MONDAY	8:00 29. 20/20 6.9/13	50. Cosby 5.4/10	47. Dateline NBC 5.6/11	63. World's Funniest Party Disasters 4.9/9	111. Dilbert 1.5/3	85. 7th Heaven 3.2/6
		39. King of Queens 6.1/11			118. Home Movies 0.8/1	
	9:00 18. ABC Monday Night Movie—Texas Justice, Part 1 7.6/13	7. Ev Lvs Raymd 9.1/15	7. NBA Playoffs—Indiana Pacers vs. New York Knicks 9.1/16	43. Ally McBeal 5.8/10	114. The Sentinel 1.2/2	98. Buffy the Vampire Slayer 2.2/4
		12. Becker 8.5/14				
	10:00 2. 48 Hours 10.3/17					
TUESDAY	8:00 23. Home Imprvmt 7.2/14	28. JAG 7.0/13	68. 3rd Rock fr/Sun 4.6/9	81. NHL Stanley Cup Finals—Buffalo Sabres vs. Dallas North Stars 3.4/7	101. Moesha 2.0/4	96. Buffy the Vampire Slayer 2.3/4
	8:30 33. The Hughleys 6.7/12		70. NewsRadio 4.4/8		105. Clueless 1.9/3	
	9:00 30. Spin City 6.8/12	7. CBS Tuesday Movie—Everything to Gain 9.1/16	43. Just Shoot Me 5.8/10		101. Malcolm & Eddie 2.0/4	105. Felicity 1.9/3
	9:30 50. Sports Night 5.4/9		41. 3rd Rock fr/Sun 5.9/10		96. Between Brothers 2.3/4	
	10:00 50. NYPD Blue 5.4/10		20. Dateline NBC 7.5/13			
WEDNESDAY	8:00 7.4/13	6.2/11	8.3/15	4.0/7	1.9/4	2.6/5
	8:30 38. Dharma & Greg 6.3/13	66. The Nanny 4.7/10	21. Dateline NBC 7.3/15	78. Fox Summer Movie—Eight Seconds 4.0/7	109. 7 Days 1.7/3	98. Dawson's Creek 2.2/4
	8:30 43. Two Guys, A Girl 5.8/11	58. The Nanny 5.1/10			98. Star Trek: Voyager 2.2/4	86. Charmed 3.1/5
	9:00 25. Drew Carey 7.1/13	15. 60 Minutes II 8.3/14	4. NBA Playoffs—New York Knicks vs. Indiana Pacers 9.6/18			
	9:30 37. Whose Line Is It 6.4/11	50. Chicago Hope 5.4/9				
	10:00 6. 20/20 9.4/16					
THURSDAY	8:00 6.0/11	6.4/11	8.1/14	3.2/6	2.0/4	2.9/5
	8:30 Presidential Address	Presidential Address	11. Friends 8.7/17	83. NHL Stanley Cup Finals—Buffalo Sabres vs. Dallas North Stars 3.3/6	101. UPN Thursday Night Movie—Chameleon 2.0/4	90. Wayans Bros 2.9/6
	8:30 75. M Kwan Skates 4.2/8	47. Ev Lvs Raymd 5.6/11	18. Jesse 7.6/14			86. Jamie Foxx 3.1/6
	9:00 33. ABC Premiere Event—Texas Justice, Part 2 6.7/12	41. Diagnosis Murder 5.9/10	10. Frasier 8.8/15			88. Steve Harvey 3.0/5
		23. 48 Hours 7.2/13	12. Will & Grace 8.5/15			91. For Your Love 2.8/5
	10:00 21. ER 7.3/13					
FRIDAY	8:00 6.3/13	6.1/12	7.7/16	3.0/6	1.2/3	
	8:30 57. Two of a Kind 5.2/12	66. Kids/Darndest 4.7/10	55. Dateline NBC 5.3/12	81. World's Funniest! 3.4/7	112. Am Greatest Pets 1.3/3	
	9:00 60. Boy Meets Wrl 5.0/11	71. Candid Camera 4.3/9	33. NBA Tipoff 6.7/14	92. Mad TV Primetime 2.6/5	116. Am Greatest Pets 1.1/2	
	9:30 40. Sabrina/Witch 6.0/12	30. Unsolved Mysteries 6.8/13	3. NBA Playoffs—Indiana Pacers vs. New York Knicks 10.2/21		112. Love Boat: The Next Wave 1.3/2	
	10:00 49. Brother's Keepr 5.5/10	25. Nash Bridges 7.1/14				
SATURDAY	8:00 3.5/7	5.5/11	4.0/8	4.9/10	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	8:30 92. The Big Moment 2.6/6	71. Early Edition 4.3/10	79. Dancesport Championship 3.5/8	71. Cops 4.3/10		
	9:00 77. ABC Saturday Night Movie—To Gillian, On Her 37th Birthday 3.9/8	55. Martial Law 5.3/11	71. NBC Saturday Night Movie—Nightscream 4.3/8	60. Cops 5.0/11		
		33. Walker, Texas Ranger 6.7/13		58. AMW: America Fights Back 5.1/10		
SUNDAY	7:00 4.7/9	9.3/17	6.1/11	4.3/8		2.0/4
	7:30 78. Wonderful World of Disney—Aladdin and the King of Thieves 3.7/7	1. 60 Minutes 10.7/23	79. World's Most Amazing Videos 3.5/7	83. World's Funniest! 3.3/7		110. The Parent 'Hood 1.6/4
	8:00	4. Touched by an Angel 9.6/18	60. Dateline NBC 5.0/9	63. The Simpsons 4.9/9		105. The Parent 'Hood 1.9/4
	8:30		16. NBC Sunday Night Movie—Just Cause 8.0/14	68. Family Guy 4.6/8		94. Sister, Sister 2.5/5
	9:00 50. 20/20 5.4/9	12. CBS Sunday Movie—What Love Sees 8.5/14		65. The X-Files 4.8/8		95. Smart Guy 2.4/4
WEEK AVG	5.9/11	7.3/13	6.8/13	3.9/7	1.7/3	2.4/4
	7.9/13	8.9/15	8.8/15	6.8/11	2.0/3	3.2/5

Allen: Give us more time

Moguls say digital deli to be served on slow rollout of new cable technology

By Price Colman

Wired world" visionary Paul Allen warns that the cable industry's much-hyped elevation from video-only provider to digital deli will take some time.

"In terms of deploying new technology, things in the cable industry don't happen overnight," Allen said during an NCTA session last week. "You have to do truck rolls, you have to select new technology. Those are things all of us in the industry are going through."

Enthusiasm still reigns, but executives are more assertive in managing expectations.

"My sense is this is the single most exciting time to be in the business," said Comcast President-CEO Brian Roberts. "The rate of change is dizzying. We are so blessed to have a pipe that today can give you 2 million bits a second. But, 'It gets overhyped,' Roberts said, "and the media wants it here tomorrow.... We'll have our bumps."

The broader message from the panel, which included Time Warner Chairman Gerald Levin and Viacom Chairman Sumner Redstone in addition to Allen and Roberts, was: The sizzle is still there, but the steak, it seems, needs to grill a bit longer. But the question of how much longer prompts different answers.

"Gerry Levin, in your own mind, [what's the] timetable for moving from the cable side to the more exciting brave new world part, telephony, video on demand," asked moderator Jeff Greenfield of CNN.

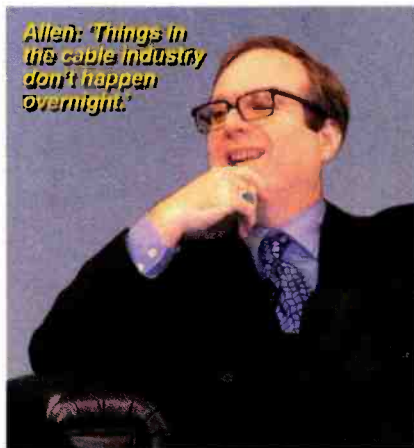
Levin answered indirectly.

"I would have this demarcation," said Levin. "This is exciting. What we've always called the cable business is exciting...The movement from analog to digital, to the digital set-top box, video on demand, is about as exciting as anything we've seen in the business."

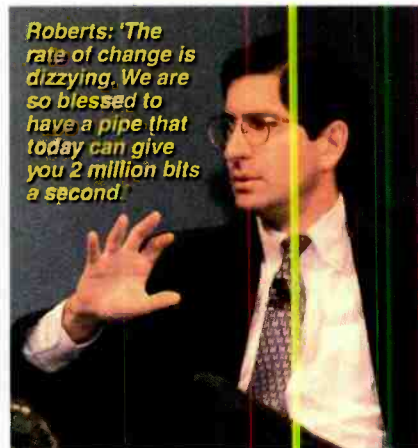
"I think we're going to continue on that," Levin said. "I don't think there's one particular dateline or dividing line."

Greenfield, somewhat uncharacteris-

Allen: 'Things in the cable industry don't happen overnight.'



Roberts: 'The rate of change is dizzying. We are so blessed to have a pipe that today can give you 2 million bits a second.'



tically, did not pursue the point. He had previously noted, in the interest of disclosure, that Levin is his ultimate corporate boss. (The irreverent Greenfield did observe that he was replacing originally scheduled moderator Lou Dobbs. "If you're asking yourself why Lou Dobbs isn't here, I suggest you withdraw the application for that MENSA membership.")

While some slip in the introduction

of new products and services may be insignificant in the long run, securities analysts are dialing up their concerns about the cable sector. That has the potential to create a negative cycle for the industry. Analysts' concerns often translate into falling stock prices. And that, in turn, slows capital expenditures for upgrades, further delaying widespread introduction of new products and services.

New in Hall: Levin, Malone, Turner

The National Cable Television Center & Museum this week inducted six new honorees into its Hall of Fame. They include:

- **Pauline "Polly" Dunn**, former owner of Columbus, Miss.-based TV Cable Corp.
- **Amos B. Hostetter Jr.**, former chairman and CEO, Continental Cablevision.
- **Gerald M. Levin**, chairman & CEO, Time Warner, Inc.
- **John C. Malone**, chairman, Liberty Media Group.
- **E. Stratford Smith**, ex-general counsel, National Cable Television Association.
- **Ted Turner**, vice chairman, Time Warner Inc.

At a ceremony last week on the 80th floor of the Amoco Building in Chicago, the inductees exchanged praises and some gentle ribbing. Levin, for one, quipped: "You can imagine what a great pleasure it is for me to be joined by the two largest shareholders, John Malone and Ted Turner. They have more gray hair than I do." Hostetter, who recently returned to cable as non-executive chairman of MediaOne, thanked his colleagues for a warm welcome, then borrowed a line from cable pioneer Irving Kahn. Quoting Kahn in his first appearance after serving 18 months in a federal prison for bribery more than 20 years ago, Hostetter said, "As I was saying before I was so rudely interrupted..."



Kennard, the cable guy

Chairman proposes to pre-empt localities on unbundling; otherwise chaos will reign

By Bill McConnell

Cable operators' last week got a powerful ally in the fight to shield their broadband networks from Internet competitors when FCC Chairman William Kennard signaled that he would pre-empt local officials who impose "unbundling" rules.

At the National Cable Show in Chicago last week, the industry's response, however, was to suggest they would fight their own fight and in the courts rather than through the commission, preferring to win the war outright rather than battle city by city, even with Kennard walking point.

Yes, Kennard won a standing ovation for rebuking the Portland, Ore., officials who ordered AT&T to open its Internet and data network to competitors. But AT&T and the National Cable Television Association say they aren't ready to ask Kennard to make good on his apparent offer to nullify the rules. Instead, they will focus on their fight to overturn a June 4 federal district court order upholding the regulations.

"We have a decision by a federal district court upholding a local ordinance," AT&T Vice President of Law Mark Rosenblum told reporters after the company asked the federal appeals court in San Francisco to overturn the Portland decision on an expedited basis. "The FCC doesn't have the ability to step in and reverse a federal court decision. We have no choice but to go to the court of appeals." Furthermore, AT&T officials say they're confident they can best head off more local unbundling rules by a quick win in the appeals court rather than an FCC ruling that may spur additional court fights from local authorities.

Portland officials imposed the rules as a condition of AT&T's acquisition of the local Tele-Communications Inc. franchise. Municipal authorities fear traditional dial-up Internet service



Prior to speech, Kennard greeted Charter's Barry Babcock (seated) and NCTA's Decker Anstrom.

providers will not be able to compete if they are denied access to high-speed cable networks.

The latest court ruling has gotten other local regulators thinking about the idea as well. "I don't think there should be a competitive advantage given for a public resource," Massachusetts Utilities Commissioner Eugene Sullivan said during a cable show panel discussion.

But AT&T is arguing that local municipalities have no authority to issue the rules because federal law specifically prohibits them from forcing cable companies to provide "telecommunications" services such as telephone and Internet. Federal law also forbids local governments from imposing "common carrier" unbundling regulations on cable firms. "We need an explicit ruling that sets the record straight on what municipalities can do," Rosenblum said.

Still, Kennard told the NCTA he is "surprised" that the industry hasn't asked the FCC for a declarative ruling pre-empting the Portland rules. A favorable ruling at least would allow AT&T to move forward on its plans to offer its @Home Internet service to the city by September as currently scheduled.

Regardless of the industry's reluctance to take Kennard up on his offer, the chairman is considering possible responses to the Portland case. Even if

the industry doesn't ask the FCC to rule, the agency on its own could nullify the rules by declaring that the city has exceeded its authority. The agency also could ask to become a party to the appeal or could simply file legal briefs supporting AT&T.

Despite apparent differences over legal tactics, for now the FCC and the industry agree that local unbundling rules are a threat to the rollout of local services.

"There are 30,000 local franchising authorities in this country," Kennard said. "If each and everyone of them

decided on their own technical standards for two-way communications on the cable infrastructure, there would be chaos in broadband."

Kennard said the national policy right now should be for all regulators to keep their hands out of cable's high-speed data services. "Sometimes people talk about broadband as though it is a mature industry," he said, noting that of the 40 million Internet households, only 750,000 have subscribed to broadband. "The fact is that we don't have duopoly in broadband. We don't even have a monopoly in broadband. We have No-opoly."

Kennard's warnings echoed—literally—the sentiments of AT&T Corp. Chairman Michael Armstrong, who told the NCTA audience the previous day that "absolute chaos" would reign if the Portland ruling stands and other towns use it as the legal rationale for their own unbundling rules.

Kennard said he was encouraged by Armstrong's words, but stressed that he is holding out the possibility of national unbundling regulations in the future as a way to ward off a cable broadband monopoly. "The ball is in your court," he told conventioners. "If you act responsibly, consumers will get broadband and that broadband pipe will follow the open tradition of the Internet." ■

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- The Son of News Channel
- The News Channel with Sports
- The Foreign Guy's News Channel
- The News Channel with the Ticker

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- Music Two
- Even More Music Television
- Economics of Scale Music Channel
- Brand Extension Music Channel #7
- I'm leveraging my top Music Channel Channel
- Power-to-the-Viewer Music Channel
- The Whole New Group of Different Music Channels

SPORTS AND RECREATION

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- THE SPORTS CHANNEL LEVERAGED BY THE EXPENSIVE ONE
- THE SPORTS CHANNEL WITH NEWS
- THE SPORTS CHANNEL WITH WHEELS
- THE SPORTS CHANNEL WITH WINGS
- THE CHANNEL OUTSIDE
- THE OUTSIDE CHANNEL
- THE ALL-FEMALE SPORTS CHANNEL

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- The Educational Channel
- The Animal-Themed Educational Channel
- The Science-Themed Educational Channel
- The Children's Educational Channel
- The Physician's and Those Interested in Surgery Educational Channel

Female

- The Woman's Channel
- The Woman's Movie Channel
- The Woman's Home & Garden Channel
- The Man's Home & Garden Channel
- The Unisex Home & Garden Channel

Children's

- The Children's Channel
- The Parks & Recreations Children's Channel
- The Children's Channel with Some Adult Themes
- The Children's Cartoon Channel
- The Adult's Cartoon Channel



Bears at the cable table

While Carlyle thinks the U.S. is priced-out for profits, others take a different view

By John M. Higgins

If you're looking for a place to score big money, don't look at cable systems. That was the assessment of a partner in one major investor who is exiting the industry.

Frank Yeary, managing director of global media for The Carlyle Group, said that the combination of surging system prices and the risk that operators' plans for new services won't go quite as planned means there's little room for outside investors—at least to make money in cable. Yeary delivered his views last week at a panel session, "Visions of the Future."

After bankrolling Prime Cable to acquire U.S. systems, Yeary said Carlyle is looking elsewhere.

"North American cable is priced out of the market for most financial buyers," Yeary said. "We continue to be excited about cable in other parts of the world, Europe and Asia."

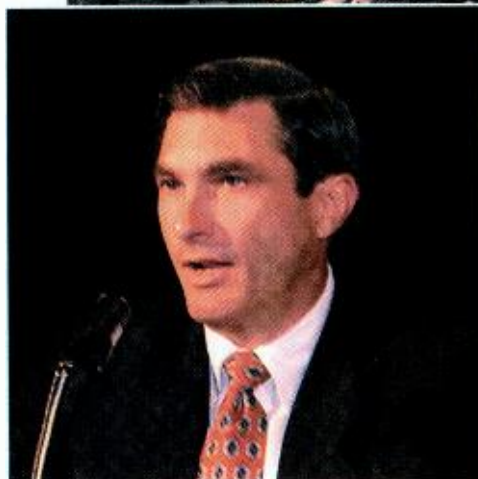
Yeary's assessment contrasts starkly with conventional wisdom, which dictates that deploying new digital video, Internet and telephone services will bring new riches to the industry.

For example, Adelphia Communications Corp. CFO Tim Rigas sees system prices being lifted from \$4,000-\$5,000 per subscriber today to \$10,000.

But Yeary said he's having trouble making the numbers work. He worries that optimistic growth projections for services like high-speed data don't sufficiently account for the threat of competition from telephone companies, which are spending to deploy high-speed digital subscriber lines. Also, Sprint Corp. and MCI WorldCom Inc., are trying to offer speedy Internet surfing via wireless cable; start-ups are trying to offer data and voice with new wireless technologies; and RCN Corp. is overbuilding cable in several major markets.

"We see a lot of people coming after the business," Yeary said.

Even cable bulls, including panelist



'Visions for the Future' panelists looked at the big picture five to seven years hence and offered different viewpoints. Panel members (l-r) Jerry Kent; Jessica Reif Cohen, Tim Rigas, Bill Savoy and Frank Yeary. Kent (inset) questioned whether cable's new economics will draw overbuilders.

Merrill Lynch & Co. media analyst Jessica Reif Cohen, expect the core video business to generate merely 7% annual cash-flow growth.

Yeary agreed, saying that operators paying today's prices are dependent on the success of new businesses. "There's going to be a lot of companies focused on those new services," he said.

Washington-based Carlyle comes from a different perspective than most recent buyers. AT&T sees a strategic imperative to buy cable systems to get into local telephone services and salvage its core long distance business. Cox Communications Inc. paid the highest major system price on record—\$5,400 per subscriber and around 22 times cash flow for Media General's cable operations—to expand existing operations.

But Carlyle has no particular bond to cable. Instead, he prowls across many industries looking for good returns on investment. The firm is best known for snapping up defense companies at a time when Pentagon budget cuts had dramatically depressed prices.

Carlyle prowled cable for a couple of years before making a splash by backing Prime Cable's takeover of SBC Communications 290,000 subscribers in Montgomery County, Md., and Arlington County, Va., plus another 140,000 subs in Chicago.

Just months after closing the deal, Prime turned around and cut a deal to sell the systems to Comcast Corp. for \$1.45 billion, giving Carlyle—which usually seeks a 25%-30% annualized return on equity—a giant 300% annualized gain.

Further, the latest wave of financial players that jumped in when system values were depressed by DBS competition won't be anteing up for new deals, Yeary said.

"With a financial investor like us, looking at the risk premium you have to pay, we'll be looking a lot more offshore," said



Yeary, previously a media investment banker for Salomon Smith Barney.

Cohen had much different view. She does not fully buy the industry line about new services. For example, while AT&T Corp. Chairman Michael Armstrong brags that cable telephone will reach 35% of homes passed within several years, Cohen contends it will probably only reach 20%.

Still, she sees telephone alone adding 30% to the value of a cable system and believes properties are worth 17-19 times

estimated cash flow in 2000, almost double the valuations of 18 months ago.

"That's not even counting things like downloading music, which we think will be huge," she said.

Charter Communications Inc. Chairman Jerry Kent, who moderated the panel, questioned whether cable's new economics will draw overbuilders, who can construct new systems going head-to-head with existing operators more cheaply than what MSOs are currently paying.

Bill Savoy, president of Microsoft

co-founder Paul Allen's investment vehicle, Vulcan Ventures, which in turn owns Charter, acknowledged that overbuilding is a risk.

But he countered that overbuilding is one of the reasons Allen is pushing Charter to rapidly deploy advanced set-top converters and new services.

"If you're going to spend \$4,000-\$5,000 per customer, you better find a way to keep them. We will be aggressive in deploying set-top boxes, because that will keep them around." ■

Broadband service boom

Comcast, Cox report strong results for DTV, telephony

By Richard Tedesco

Comcast and Cox Cable are building burgeoning businesses in digital TV services and telephony, and analysts expect those trends to be sustained by other operators who take the plunge into broadband services.

Comcast expects to realize between \$20 million and \$25 million in revenue this year from digital TV service, according to Steve Burke, president of Comcast Cable. Comcast draws most takers to digital service with a \$10 upgrade, and sees more than \$10 in monthly income growth per digital subscriber through improved pay penetration and pay-per-view rates.

Burke, speaking last week on a panel about financial results from broadband services, said the service also works as retention strategy: "That person is secured in terms of competitive threat from satellite."

Comcast expects to extend digital service into 75% of its systems, opting for an aggressive approach "to go as fast as we could go and get boxes out," said Burke, who predicts 50% penetration for the service in five years.

Cox has enjoyed similarly strong results in eight markets where it has introduced telephony services, particularly Omaha, Neb., where it claims an overall penetration rate of 20%-40% in homes passed—in competition with US West. "We found that customers will eat the dog food," said Dave Woodrow, Cox senior vice president of development.

Notwithstanding overhead costs such as directory assistance, Woodrow said Cox is realizing 40% margins for its telephony service, which is growing largely by word-of-mouth.

Rich Bilotti, managing director for Morgan Stanley, believes the disparate strategies that the two MSOs are pursuing will fuel long-term financial growth—perhaps as high as 15%—as long as they execute properly. "This is now about execution," he said. "The regulatory threat is pretty much contained."

But Bilotti thinks the big cable driver on the horizon is HBO video-on-demand, wherever it's introduced next year. "Then all the dogs are going to

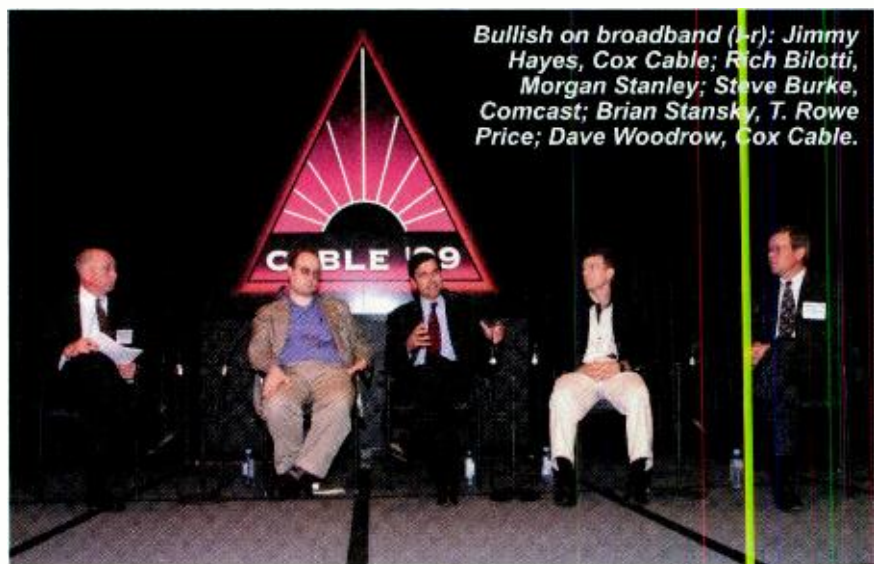
start barking 'cause they'll want the same dog food," he declared.

Brian Stansky, portfolio manager for T. Rowe Price, thinks digital TV represents cable's biggest potential boon because of its retention impact from a minimal investment and the "pull-through it has on other services."

Burke agreed, saying he expects high-speed Internet service to take off when interoperable modems hit the retail market. Comcast currently claims 80,000 @Home subscribers, with 1,500 added weekly.

Woodrow sees growth potential in extending services to 400,000 businesses that Cox passes in its systems.

Bilotti cited "one false god" for cable operators: undisciplined love of free cash flow. ■



Bullish on broadband (l-r): Jimmy Hayes, Cox Cable; Rich Bilotti, Morgan Stanley; Steve Burke, Comcast; Brian Stansky, T. Rowe Price; Dave Woodrow, Cox Cable.



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Diversity: Why is it still so elusive?

From marketing to ownership to programming, panelists condemn industry for failure to broaden participation

By Deborah D. McAdams

They have \$650 billion in spending power. They make up 20% of all cable customers. They generate \$6.7 billion in subscriber revenue. And these people of color constitute a market worth at least \$56 billion.

And they are a missed opportunity, several panelists told a nearly packed room of 360 people yesterday.

"People of color, as a market, are larger than AT&T, Time Warner or Comcast," said Joe Lawson, vice president of marketing at Bresnan Communications. "It must be marketed in a language—it may be Spanish—it understands."

Last week's event, the 13th Annual National Association of Minorities in Cable breakfast at the Sheraton in Chicago, was a forum that blamed the cable industry for not always speaking that language. While racial minorities make up 29.1% of the cable work force, most are generally at the bottom, Lawson said. Out of about 39,000 people of color in the cable industry, none own MSOs and only one—Lawson said it was him—is in corporate marketing.

"Programming's not much better," he said. He counted fewer than five minority-owned networks. Lawson said studies have shown that companies that diversify their management teams have as much as 50% greater sales.

The absence of diversity in cable is "probably costing the industry billions," Lawson said. "If it makes us uncomfortable, it *should* make us uncomfortable. But what should make us *more* uncomfortable is not doing anything about it."

He called upon the industry to "look for qualified people of color," because "they are there."

Lawson had words of praise for cable colleague Geraldine Laybourne, who is in the throes of building Oxygen Media, a cable channel and Web site aimed at women and children. Laybourne's track record includes the presidency of Disney/ABC Cable Networks and a 16-year gig running Nickelodeon. Reaching out to minority markets and diversifying the board room just makes good business sense, Laybourne said.

"It isn't just about audience," Laybourne said. "The process of problem-solving is so much richer when you have diversity at the table."

Beyond creating diverse management teams that can communicate effectively with minority groups, these people need the tools to get that information. Laybourne said one of her goals with Oxygen is to "get women and minorities in on the ground floor of new technology."

Women make up about half of all Internet users now, she said, but the numbers for people of color are far fewer. Laybourne's point was illustrated by Oxygen partner and syndication empress Oprah Winfrey. In a short video, Winfrey was pictured sitting at a PC looking for the "on" button. She was eventually beating on the computer and yelling at it, then the camera cut away to a screen that said "Oprah.com gets 6 million hits per month...she has never visited the page by herself."

Marcy Carsey, co-owner of Carsey-Werner Productions and the third part of Oxygen's triumvirate, talked about creating *The Cosby Show* in an era when black characters on television were either living in poverty or escaping it. Cosby not only revolutionized television, but society in general, Carsey said.

Johnson bets on public affairs

BET Networks CEO Bob Johnson last week called on cable operators to support a C-SPAN-like channel for African Americans.

At an NCTA press conference last week, Johnson said the channel could be operated as either a profit or nonprofit venture. "We do not have to make money on this."

If BET takes a for-profit approach, he said, it would be willing to share equity with the operators. In any event, he said, the services need carriage and subscriber fees. "So it takes a gamble. If it hits, it wins."

The BET Public Affairs and Family Channel would tackle health, education, crime and other issues from an African-American perspective. It would also cover the goings-on of major black organizations like the National Urban League and the National Association for the Advancement of Colored People.

Johnson acknowledged that the channel has a hard road ahead of it. "It is hard to sell public affairs programming—whether it's black or white."

Because of its 20-year history serving black America, Johnson said, "our ability to execute this channel is better than anyone in this industry."

Johnson said he would not venture a launch date for the channel until some operators offer financial support or carriage.

"Enrollment in predominantly black colleges increased dramatically while the show was on the air," she said.

Carsey echoed both Lawson and Laybourne when she recalled something Bill Cosby had observed in the 1980s: There is no excuse for not having diversity at all levels of production.

"Not because it's the right thing to do, but because it will make us money," she added. ■



VOD: A sleeping giant

Proponents see powerful potential as costs drop, users respond to enhanced services

By Richard Tedesco

Video-on-demand could still transform TV and become a blockbuster—as in Blockbuster Video.

That was the theme sounded by NCTA panelists yesterday addressing the advent of VOD, an advent as long awaited as the dawn of interactive TV itself.

"Once you sample this, the ability to going back to watching TV as before is questionable," said Jeff Morris, senior vice president of new media & technology development for Showtime Networks.

Morris invoked a theory of three Cs: compression (much improved), competition (heightened), and consumers (more accepting), as the basis for his belief in VOD. He also pointed to VCR-like functionality and fundamentally different viewing habits of generation Y as factors that will drive VOD.

"Now the growth of vertical niche channels, the commitment of the TV viewing experience has changed," said Morris, referring to five-minute sampling. "Once you sample VOD, the ability to go back to watching TV as before is very questionable."

Showtime believes in VOD strongly enough to test it—probably next year—for an additional \$2 monthly to Showtime subscribers, according to Morris. Or it may offer VOD for nothing for improved retention rates, he said.

The real-world experience DIVA claims in six cable systems offers some compelling anecdotal evidence: buy rates of 3 to 3.5 movies per subscriber per month at rates of \$3.95 for near first-run fare and \$2.95 for older library stock among 3,000 digital cable subscribers now seeing it.

Its top 50 titles draw 50% of its buys,



VOD panelists (l. to r.): Donna Young, Intermedia Partners; Rich Colletto, TVN Entertainment; Mindy Herman, Viewer's Choice; Jeff Morris, Showtime Networks; Dave Zucker, DIVA; Dan Sheeran, NCube.

according to Dave Zucker, DIVA president, who said 75% of overall usage takes advantage of the VCR-like functionality, enabling users to fast forward, rewind or pause programming. That also applies to tuning in late for live events, which Zucker sees as even bigger than movies. DIVA drew a 4% buy rate for a Beastie Boys concert at \$19.95 per "ticket."

VOD's greatest potential remains untapped, Zucker said. "It can be time-shifted programming and music videos."

The capacity for first-generation digital boxes to accommodate VOD and dropping technology costs in the past year have "dramatically changed the equation," making real VOD a "viable proposition," according to Mindy Herman, president and CEO of Viewer's Choice.

She said the negative impact of frequent screenings from "near" video-on-demand services have had on video rentals in some markets indicates that VOD could have a similar effect. And

she predicts simultaneous releases from studios for VOD and home video as the VOD market grows.

"It's just about money," said Rick Colletto, vice president of programming for Los Angeles-based TVN Entertainment. "Content providers don't really care where they get their money from. They just want as much as they can get."

Colletto, former VOD director of Time Warner's ill-fated Full Service Network, claimed that experiment demonstrated subscribers "respond enthusiastically" to "compelling" VOD content. He declined to talk buy rates, observing that FSN "just wasn't deployable."

Dan Sheeran, senior vice president of product management for NCube, said his company sees the Internet as a viable VOD distribution point, particularly in light of the recent open-access Portland ruling that forces cable firms to open their pipelines to other broadband providers: "Anybody can get on the Web and become their own operator if they buy enough bandwidth." ■

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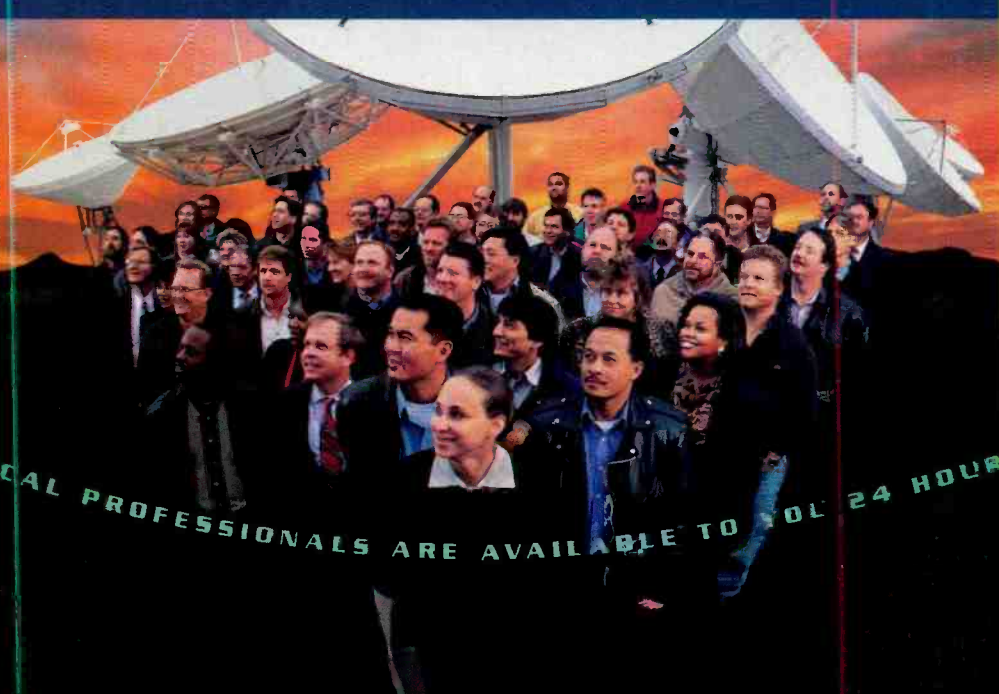
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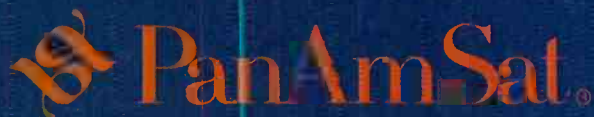
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To niche or not to niche?

Media buyers split on targeting too small an audience

By Deborah D. McAdams

If they watch it, advertisers will sign on, a media buyer told a panel last week on audience fragmentation.

"My point of view is, as long as there's an audience of any size drawn to any program, advertisers will support it," said Barry Schoenfeld, partner and director of strategic planning for asher&partners, a Los Angeles-based media buying firm.

With about 60 people in attendance, the session, "It's 11 o'clock: Do You Know Where Your Target Is?" probably should have been renamed "Here Comes Another Niche Channel: Do

You Know Where Your Audience is Going?" That's where the discussion quickly migrated, from assessing demographics to survival in a 500-channel world.

Another media buyer suggested that too much fragmentation could dilute a demographic.

"I think niche is fine, to a point," said Pat McCoy, vice president of national broadcast for Chicago's GSD&M. "If it's so small, advertisers can reach their demographic elsewhere. I think if we get too much fragmenting, we're in trouble."

Meanwhile, Rich Cronin, president and chief executive officer of Fox Fam-

ily Networks, is engaged in launching two niche networks—Boyz for boys 2 to 14 years old, and Girlz for the female demo. Cronin countered McCoy's observation, saying, "It has to be a broad enough niche, and not the Aardvark Channel for people who just like aardvarks."

Both Cronin and Brad Siegel, president of TNT and Turner Classic Movies, contended that advertisers could benefit from buying with niches because they can pinpoint demographics more effectively than a network with broad appeal. When it was suggested that advertisers might be willing to pay a higher cost-per-thousand for time on a highly targeted network, McCoy quickly put the kibosh to that notion.

"We'll never willingly pay higher CPMs," she said, defiantly.

Several cable executives and media buyers have said that cable CPMs were 10%-20% in this year's upfront market compared to last year's. While she'd consider the value of a niche's ability to target, McCoy said ratings still rule in the media buying game.

"We always go back to the numbers to show clients," she said.

Numbers for cable networks across the board have never compared to what advertisers are used to with broadcast networks, observed Judy McGrath, president of MTV: Music Television. MTV Networks has pitched the niche by breaking down the music genre into alternative, country, Spanish and rock on several digital channels.

Niche networks, she said, are bound to get even smaller numbers than basic cable nets since most are relegated to digital carriage; so basing ad rates solely on numbers could leave niches picking bones.

McGrath pointed out that the traditional ratings system doesn't take into account out-of-home viewing, such as billboards—a big part of MTV's audience, given their college-age skew.

Yet going beyond a mere head count causes problems for media buyers, Schoenfeld said.

"You're no longer effectively compared to broadcasters," he said. ■

Cable news: A whale of an idea

When the NBC affiliate had to cut away for an NBA playoff game, people in Seattle turned to the regional cable news network to continue to follow a traditional whale hunt resurrected by the area's Native Americans.

"Those ratings were huge," said Craig Marrs, president and general manager of Seattle-based Northwest Cable News. Marrs was one of several executives who discussed the viability of launching a regional cable news network in the NCTA seminar "Local Weather Forecast: Regional News Reigns."

Marrs was a consultant for A.H. Belo when the company asked him to investigate starting the regional news network that would become Northwest Cable News.

"I thought: 'Gee, I'm not sure if there's really an audience for this channel.' About six weeks later, I was standing in the boardroom eating humble pie," he said.

Northwest's revenue grew 62% last year over the previous year, and is 40% higher this year than in 1998, he said. Ratings reflect typical national cable news ratings, he said, with spikes for new events, like the local whale hunt. The telecast generated 0.5s, even head-to-head with the NBA playoff game, Marrs said.

The whole point of doing regional news is to give cable a local flavor, said Norm Fein, senior vice president of news development for News 12 Networks, Woodbury, N.Y.

"People watch for news they can't get elsewhere," Fein said. "Does it work?"

"It does take money," he said. "You have to hit the ground running."

ChicagoLand Television News therefore has the advantage of having the Tribune Co. as a mothership. Barbara Weeks, president and CEO of CLTV, said the network regularly draws on the resources of the Chicago Tribune newspaper.

"We get movie and theater and TV reviews we could not otherwise afford," she said.

—Deborah D. McAdams

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And justice for Court TV

Thanks to a \$100 million programming overhaul, MediaOne reverses its verdict

By Deborah D. McAdams

The eyeball count at Court TV just grew by 20%. Six months after being dropped by MediaOne, the network bounced back with deals, including one with MediaOne that will add 6.4 million subscribers by the end of the year. A series of long-term deals with Comcast, MediaOne, DirectTV and AT&T's Satellite Services Inc. will bring Court's subscriber count to 39 million this year, with 2.4 million of those rolled out by the third quarter.

Court's comeback at NCTA is a far cry from the network's state of affairs at the Western Cable Show just last December, when MediaOne decided to drop it from the slate.

"There were doubts about programming" and where the network was going, said Henry Schleiff, president and chief executive officer of CourtTV. The network was about to be overhauled, complete with a \$100 million, two-year programming budget, but Schleiff wasn't able to tell his MediaOne contacts about it at the time.

"I just said, 'Stick with us.'" They'd heard a lot of networks make a lot of promises, Schleiff said. "But they did say, 'If you turn this around, we'll consider it.'"

And so it goes. Court TV's prime time ratings have increased 200% over last year, leading all networks in ratings increases in the May sweeps, Schleiff said. Court's glory is still the celebrity trial. Jerry Springer's testimony before the Chicago Board of Aldermen, for example, averaged between a 1.2 and a 1.5 rating. Trials inevitably end, however, so adding series like *Crime Stories* and *Homicide* helped resuscitate the



Richard Belzer (inset) signs autographs for visitors at the Court TV booth. Belzer stars in 'Homicide,' which is a cornerstone of the network's revamped schedule.

network. Court TV averaged a 0.4 last week, compared to 0.1s a year ago.

"You can't be a service that's just hash marks-0.1s in this business," Schleiff said. At the same time, Court TV doesn't need to do more than 0.7s or 0.8s. "It would be easy for us to get ratings with wrestling lawyers," he said, but Court's intent is to be a more "reality-based network."

Homicide, which fits Schleiff's concept nicely, was a particular coup for Court TV. Marathons of the show generate 0.7s and 0.8s, but the supply of new episodes has come to an end now that NBC has canceled the show.

"The good news is, Court TV has exclusivity" for all episodes under a multiyear contract, Schleiff said. Court TV essentially owns something the broadcast network paid in excess of \$1.3 million per episode to create.

"Luck is the residue of skill," Schleiff observed. ■

Courting online

Court TV Online (www.court.tv.com) has expanded its Web presence dramatically through strategic alliances with Internet companies broadcast.com, Yahoo! and iSyndicate. The Yahoo! deal includes a new Court TV Club (Court TV is on Yahoo's TV network page) and online chats with Court TV anchors, reporters and analysts. Court TV will now supply the video streamer broadcast.com, with video clips from trials. In the third deal, it will supply iSyndicate, an online syndicator of news and information, with a legal headline service to iSyndicate's 30,000 Web sites, as well as 4 million members of online community GEO Cities.

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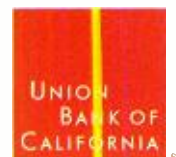
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It's a women's world, after all

Three newcomers jockey to take over the female demo

By Deborah D. McAdams

Women rule—at least as a category. While CNN's Pat Mitchell pitched the new women's network she'll be heading up for Turner Broadcasting Systems, Geraldine Laybourne was also at Cable'99, scoring big hits for Oxygen, her formidable start-up that's also aimed at women.

Meanwhile, Rainbow Media's Romance Classics was being cast as a new "uberbrand" for women, while Home & Garden, Food Network, Travel Channel and even Court TV touted strong female demos.

The current undisputed leader of women's networks, the 15-year-old Lifetime, remained stoic, making no major



Oxygen's Laybourne is waiting to 'Exhale' with the network's new one-hour talker.

announcements during the show.

"The only big surprise at all is this didn't happen sooner," said Carole Black, president and CEO of Lifetime. "It's a huge category. Women represent over 50% of the population. They buy the majority of products and services in this nation. Lifetime was on the forefront of realizing that for a long time. I think the competition is good. It will bring more women viewers to

cable," and that can't hurt Lifetime.

"Because Lifetime is a dominant brand, and the dominant brand rises... As the number of our competitors has grown, we've grown. So welcome, come on board," she said.

The other nets are taking different strategies to get to the promised land.

Turner's new, nameless network will capitalize on ideas and content from the extensive stable of print publications at sister company Time, and Conde Nast. Rainbow's Romance will go after women with every digital device imaginable, including cable, Internet—possibly even cell phones.

Laybourne is staking out her territory with the likes of former primetime heavyweight Candice Bergen and Oxygen partner talk queen Oprah Winfrey, plus former Microsoft co-chairman Paul Allen's money.

Over the course of Cable'99, Laybourne struck a series of deals for Oxygen, including the agreement with Bergen to host a nightly one-hour talk series, tentatively entitled *Exhale*, to air Mondays through Thursdays at 10 p.m.

Winfrey also announced she'd be hosting a yet-to-be-named show Sunday evenings in addition to hosting a 12-part series on technology, called *Oprah Goes Online*.

Laybourne, for her part, has nailed a \$100 million investment from billionaire Allen's Vulcan Ventures for a minority stake in Oxygen in the form of preferred stock. She also landed an affiliation deal for 70% of MediaOne's subscriber base.

The carriage deal will put Oxygen in 1 million MediaOne households, either on basic or expanded basic, when the network is launched in February 2000.

But can the female demographic be sliced too thin? Some media buyers say yes, but Black, Mitchell and Laybourne all shrugged off the speculation.

"What, one out of about 130 networks?" Mitchell replied. "I think there's plenty of room for us."

Said Laybourne, referring to Turner's women's start-up: "I'm used to having people come into the space I'm in." The irony, however, is that Laybourne herself is moving into territory Lifetime is in.

In other network developments at Cable '99:

■ The emergence of MBC, a new family-oriented African American channel

TVN's shop talk

TVN Entertainment Corp. is jumping into the home-shopping pool with both feet — buying infomercial outlet GRTV Network and Panda Shopping Network, a live home-shopping channel.

TVN, which offers digital programming, video-on-demand and near-video-on-demand services, has created a subsidiary, TVN Shopping Inc., to encompass the newly acquired businesses.

TVN executives declined to disclose how the company is paying for the networks, but Michael Wex, who'll head the live home-shopping service, says TVN expects the businesses to provide substantial revenues and cash flow.

"We hope that the combined revenues together in the first [full] fiscal year will be in excess of \$100 million," says Wex, most recently president-CEO of Guthy-Renker Corp. subsidiary GRTV Network.

GRTV Network, on a part-time basis, is in about 40 million analog cable homes, while Panda (PSN) is in about 15 million homes, according to TVN. After the fourth-quarter rebranding and relaunch of PSN, TVN intends to drive distribution to 45 million cable homes by the end of 2001.

Neither GRTV nor PSN is a cash cow, Wex acknowledges: "[GRTV] costs a lot of money for distribution and to go as upscale as we're going with [PSN] also is costly."

But by combining the services with interactive, impulse-buying features and Web sites, "We expect we'll be instant players in the home-shopping and distribution business, competing with the top guys," Wex says.

—By Price Colman

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backed by former major league baseball player Cecil Fielder, heavyweight boxing champion Evander Holyfield and Marlon Jackson, brother of Michael and former member of the Jackson Five.

The 24-hour-a-day, commercial channel will feature gospel music, family and spiritual programming, and shows about athletes and health. The Revelation Corporation of America will do a two-hour ministry program as part of the network's lineup. Alvin James, chief executive officer, said the network will have both satellite and cable distribution when it's launched later this year.

■ **Playboy TV Networks** landed 28 million more households through a carriage agreement with Viewer's Choice. The pay-per-view giant will carry Play-

boy TV, Spice and Spice 2 on Transponder Pod 5 beginning July 1. Playboy's networks are currently available through select cable systems, DirecTV, PrimeStar and Echostar and TVRO. Playboy also announced the launch of **Playboy En Espanol**, a 24-hour Spanish language channel set to launch Aug. 1.

■ **Odyssey** potentially gained 10 million subscribers through a long-term affiliation deal with the National Cable Television Co-op, six months after another major carriage deal with AT&T's Satellite Services, Inc., for a multiyear, analog rollout to 8.5 million subscribers. Odyssey currently reaches about 29 million U.S. homes through cable, PrimeStar and C-Band.

■ The financially struggling **Recovery**

Network closed on the first round of a \$2 million private placement. Financing will come in the form of common shares issued to institutional buyers at \$1 a share. Recovery's target is pushing behavior modification and self-help methods for those with addictions. The niche has proved a difficult cable play, so the network is leaning toward capitalizing more heavily on the Web with a new name—RnetHealth.com, Inc.

■ **Court TV** returns to MediaOne systems after being dropped following last December's Western Show. The move will ultimately bump up subscribers by 6.4 million.

■ **Adelphia Communications** picked up **E! Entertainment's Style**, giving the emerging net 1.6 million analog subscribers in Los Angeles and southern Florida, while E! itself got a 10-year renewal with the MSO.

■ In the digital realm, **MTV Networks' Suite** was picked up by five cable operators, including Insight, TCA, Multimedia Cablevision, Knowledge TV and RCN.

■ The companion Web sites of **Fox Family's Boyz and Girlz** channels made their debut at NCTA, generating more than 1 million hits within a 24-hour period.

■ A program lineup was unveiled for the much-heralded **Discovery Health Channel**, set to launch Aug. 2. Prime-time selections include tales of personal empowerment in *Take Charge!*; real-life hospital situations in *Lifeline*; medical information in *Health Showcase*; *Body Almanac*, using internal imaging; *She TV*, a health show for women and *Vital Breakthroughs*, on groundbreaking medicine.

■ Both the **History Channel** and **CNN Headline News** weighed in with new looks. **A&E's History** will get a new on-air look July 31, the first since its launch in 1995. The new-and-improved **Headline News** debuted on the show floor with champagne and confetti, with founder Ted Turner uncharacteristically at a loss for words.

After lauding the network for being an instant source of information, Turner asked CNN staffers if he was done.

"They said they were only gonna give me two minutes, and they gave me four," he said. ■



CABLE'S TOP 25

PEOPLE'S CHOICE

Oscars, Shmoscars. MTV struck ratings gold last week with the 1999 Movie Awards. The rollicking telecast ranked No. 3, with a 6.4 rating/10.7 share.

Following are the top 25 basic cable programs for the week of June 6-13, 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	6.9 5.3	5252	11.2
2	WWF Wrestling	USA	Mon	9:00P	60	6.4 4.9	4834	9.9
3	1999 Movie Awards	MTV	Thu	9:00P	125	6.4 4.6	4555	10.7
4	Movie: 'Silent Predators'	TBS	Sun	8:00P	118	4.9 3.8	3747	8.6
5	WWF Wrestling	USA	Sun	7:00P	60	4.2 3.2	3205	8.4
6	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.9 3.0	2954	6.8
7	WCW Thunder	TBS	Thu	9:04P	61	3.5 2.7	2660	5.9
8	Movie: 'Total Recall'	TBS	Sun	5:36P	144	3.4 2.6	2582	7.5
9	Franklin	NICK	Fri	10:30A	30	3.1 2.4	2352	12.4
10	Movie: 'Silent Predators'	TBS	Sun	9:58P	122	3.0 2.4	2341	5.5
10	Movie: 'In a Child's Name...'	LIF	Sun	4:00P	120	3.0 2.2	2201	7.3
12	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	2.9 2.2	2216	4.6
12	Movie: 'Billboard Dad'	FAM	Sun	8:00P	120	2.9 2.2	2166	4.9
12	Movie: 'If Someone Had...'	LIF	Mon	9:00P	120	2.9 2.2	2160	4.6
12	Rugrats	NICK	Sat	9:30A	30	2.9 2.2	2141	10.1
12	1999 Movie Awards Pre...	MTV	Thu	8:30P	30	2.9 2.1	2087	5.1
12	Adam Sandler Movie Sp.	MTV	Thu	11:05P	30	2.9 2.1	2079	5.8
18	Rugrats	NICK	Mon	7:30P	30	2.8 2.1	2128	5.4
18	Movie: 'Extreme Measures'	TNT	Sun	8:00P	150	2.8 2.1	2084	4.6
18	Gullah Gullah Island	NICK	Fri	11:00A	30	2.8 2.1	2060	10.7
18	South Park	CMDY	Wed	10:00P	30	2.8 1.7	1668	4.7
22	M. Sendaks Little Bear	NICK	Fri	10:00A	30	2.7 2.1	2053	11.0
22	WCW Thunder	TBS	Thu	8:05P	59	2.7 2.1	2043	5.0
22	WCW Monday Nitro Live!	TNT	Mon	10:00P	65	2.7 2.0	2035	4.3
22	Law & Order	A&E	Thu	11:00P	60	2.7 2.0	2009	5.3
22	Hey Arnold	NICK	Sat	11:00A	30	2.7 2.0	1984	9.5
22	Hey Arnold	NICK	Sat	11:30A	30	2.7 2.0	1983	9.5



HOOKED UP

John M. Higgins

Share and share

USA will, for the first time, share the broadcast window for theatrical pictures. The network has bought rights to 17 films from Columbia Pictures, including *Cruel Intentions*, which it will share with Fox, and *Deep End of the Ocean*, which it will share with CBS. Both will be available in 2001. USA will have the broadcast window for five of the films, with the balance library product.

Romance subs

Romance Classics has added 3 million analog subs through an affiliation deal with MediaOne. The new subs will bring the network's total to more than 28 million subs.

That's Entertainment

In a just-announced agreement, Disney Channel programming will be carried on Intertainer, the interactive broadband video-on-demand network. Intertainer, whose partners include Comcast, US West, Sony, Intel and NBC, uses high-speed cable or telephone data lines to deliver programming to TVs or PCs.

Adlink/TVLand link

Cable advertising digital interconnect AdLink has added TVLand to its roster. That and four other soon-to-be-announced networks will bring to 35 the number of cable networks participating in the inter-

connect. Adlink provides targeted spot cable buys to more than 300 national and regional advertisers, including GM, McDonalds, Disney and Mercedes-Benz. "TVLand provides our clients with a connection to one of the most successful cable networks targeting upscale demographics (particularly adults 25-49) in L.A.," said Vicki Lins, Adlink's marketing director.

Adelphia's got Style.

Style., the design and fashion channel from E! Entertainment, is adding 1.6 million Adelphia subs in Southern California and Florida as Adelphia rebuilds and acquires systems. More than 1 million of those subs will be added in the important Los Angeles market, including Santa Monica, Redondo Beach, Bel Air and Beverly Hills. Style. also will be added to Adelphia's digital systems as they are rolled out.

Here .com's the bride

Romance Classics and *Bride's* magazine are co-hosting what is being billed as "the world's largest online wedding ceremony." The date for *The WWWedding* will be held June 29 at 8 p.m. ET, and will be held in conjunction with a day-long marathon of wedding-related programming on the cable channel. Romance is asking interested couples to register at www.romance-classics.com. Wedding presents (or should that be

Webbing presents) will be awarded to participants chosen at random, including a grand prize package worth more than \$50,000. Contributing to the prize package are numerous *Bride's* advertisers, including Wamsutta, Waterford and Wonderbra.

Radio City additions

Radio City Television has made two key programming hires. Brian Diamond, who had been heading his own consulting firm, Brain Demand Media, joins as senior VP, programming and production. Bill Roberts, VP, program development, Rainbow Sports, joins as VP, creative development. RCT, which is operated by Rainbow Media Holdings, will deliver a series of pay per view concerts and events from New York's Radio City Music

Hall and Madison Square Garden, starting in the fourth quarter of 1999. The first offering from RCT will be the Radio City Christmas Spectacular, which will be distributed via cable and satellite for \$19.95.

Bravo turns 40M

Bravo has passed the 40 million subs mark with the addition of more than 2 million subs in first quarter 1999. In its most recent Universe Estimate Report, Nielsen ranked the network as one of cable's fastest growing networks.

TV Guide taps Hood

Lucy Hood, most recently senior VP, entertainment publishing at HarperCollins, has been named to the newly created post of senior VP and general manager of TV Guide Sneak Preview channel. She will oversee the revamping of the show listings channel into a digital, multiplatform guide that includes original programming and on-air hosts.



Five cable executives join the Rockettes in promoting Cablevision's Radio City Television. Executives (not wearing tuxedos, l-r) David Kline, president, Radio City Television; Hank Ratner, COO, Rainbow Media Holdings; James L. Dolan, CEO, Cablevision Systems Corp.; Josh Sapan, president/CEO, Rainbow Media Holdings; and Mindy Herman, president/CEO, Viewer's Choice.



Satellites

Nowhere
to go
but up

The satellite industry needs more successful launches like that of PanAmSat's PAS-8 on Nov. 4, 1998.

By Karen Anderson

The past 13 months has been one of the most tumultuous stretches on record for the satellite industry. The in-orbit failure of PanAmSat's Galaxy IV bird last May struck a crushing blow to the U.S. paging industry and sent broadcasters scrambling for alternative capacity. Six U.S. space launches of government and commercial satellites have failed, tallying \$3.5 billion in losses and prompting President Clinton to call a Department of Defense inquiry into the failures. And in the past two months, the three leading U.S. satellite operators have delayed launches of much-awaited

new satellites.

This litany of problems has raised questions over the reliability of satellite technology, tightened the U.S. capacity market, and battered the bottom line of satellite operators.

The commercial satellite industry alone endured more than \$1 billion in losses due to launch and in-orbit failures last year, and analysts project another several hundred million lost in 1999. "Not a good trend," says Tim Logue, a space and telecom analyst with Coudert Brothers.

Two of the biggest operators—PanAmSat and Loral—have suffered the biggest financial losses. In little over a year, PanAmSat experienced both in-orbit and launch failures while

Loral had one launch failure. Both companies have delayed new launches.

In May, PanAmSat announced that manufacturing delays would force it to put its aggressive launch schedule on hold. The spacecraft manufacturer, Hughes Space and Communications, found a series of component anomalies including defects in parts supplied by outside vendors. Instead of launching three birds this year and four in 2000, PanAmSat will now launch one this year, five in 2000, and one in 2001. According to PanAmSat, the revised schedule will result in "significantly lower" 1999 revenues and earnings than previously expected.

Loral was hit hard in May when a Boeing Delta-III rocket placed Loral's

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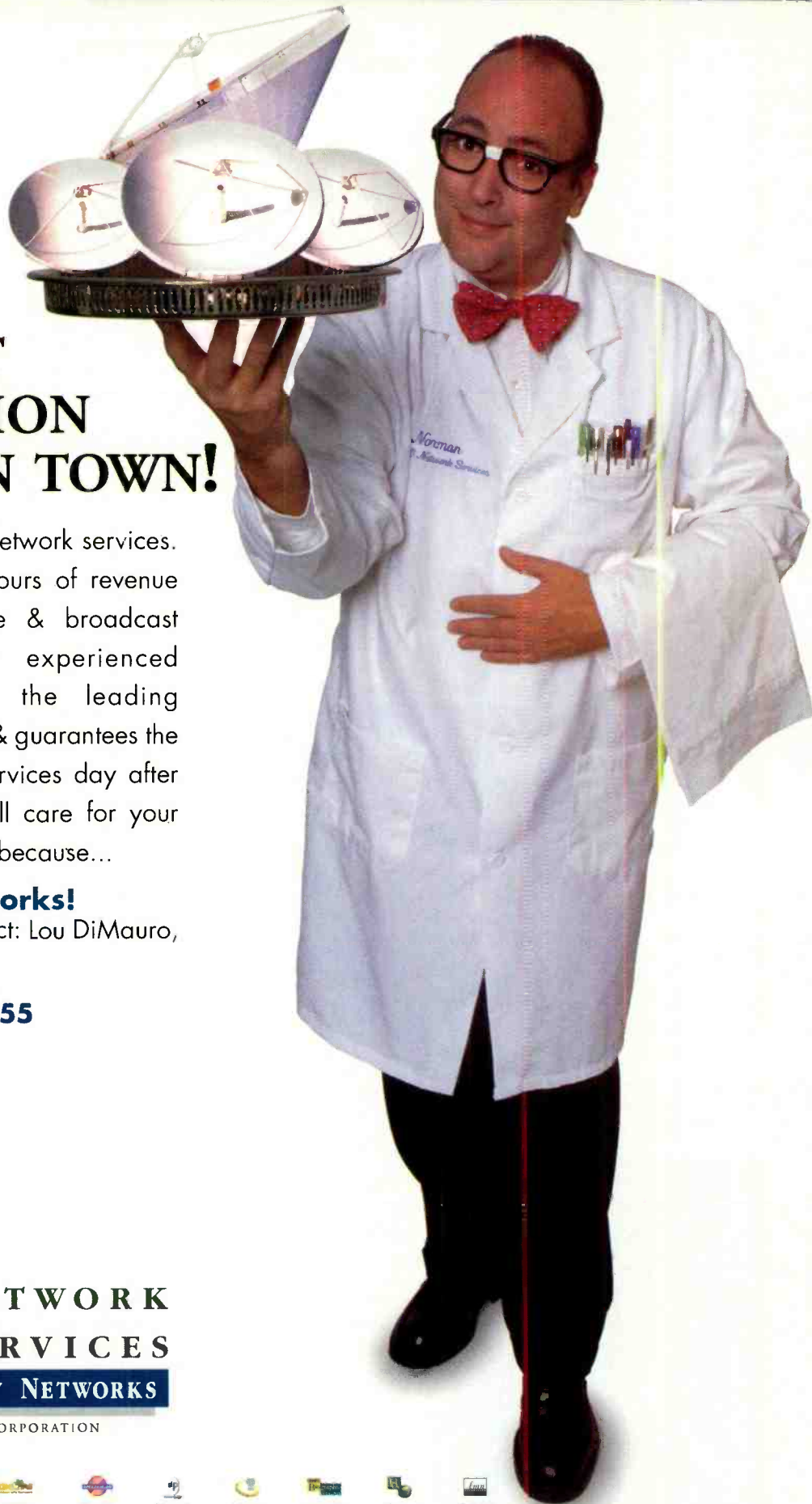


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\$225 million Orion 3 Asia-Pacific region bird into a lower-than-expected orbit, rendering it useless. A preliminary investigation by Boeing found that the Delta III's second stage apparently failed to complete its second planned burn. Still gun-shy from that failure, Loral has decided to delay its planned June 15th Telstar 7 launch until later this year pending Boeing's investigation of the incident. While Telstar 7 is due to launch on a different rocket, the Lockheed Martin Atlas III, that rocket's second-stage engine is similar to the one used in the Delta III.

GE Americom, which has enjoyed consistent launch success, postponed the planned March 1999 launch of its GE-4 bird due to satellite manufacturing delays at Hughes. GE-4 is now tentatively scheduled for a November launch.

Launch delays can severely hurt a satellite operator in terms of lost revenue and potential business. This month CBS terminated some transponder leases with PanAmSat and began leasing transponder capacity from Loral Skynet, which will now handle most of CBS' network program and news distribution. Loral won the contract because neither PanAmSat nor GE Americom could provide the network with the capacity it needed as a result of the recent launch delays.

"We needed...to make some decisions and to get something because we have some immediate projects that are in the works," CBS Director of Affiliate Services Mel Olinsky says. "Loral had the capacity, and the network couldn't wait until later this year when the new satellites are launched."

According to analysts, the loss of five

PanAmSat's Galaxy X became a \$225 million fireworks show as the rocket carrying it exploded on Aug. 26, 1998.



or more transponders could cost PanAmSat about \$10 million a year in revenue.

Capacity is tight

Aside from lost revenue for satellite operators, the failures and delays have led to a tightening of capacity in the U.S. market. "There's been a tight equilibrium in the supply and demand," says Coudert Brothers' Logue.

Today in the U.S. market, full-time leases take up about 85%-95% of total satellite capacity. This leaves little capacity for occasional-use services, especially when there is a breaking news event and every news organization is vying for space. Capacity can become especially tight when a major event occurs, like NATO troops moving into Kosovo two weeks ago.

CBS' Olinsky says, "Everybody wants to be live all the time."

CNN leases quite a bit of occasional-use capacity for overseas transmission to affiliates. "Right now capacity is in better shape than it was a few years ago, but it could be better," says CNN Satellite Manager Peg Davis. "Due to failure of some launches there's obviously less capacity than we were counting on."

NBC avoids the occasional-use capacity problem by leasing a lot of its own space on domestic birds—18 Ku-band transponders on GE Americom GE-1 and PanAmSat's SBS 4. "We don't [buy occasional transponder capacity] that often, but when we do it we have not had a problem," says NBC Vice President of Broadcast and Network Engineering Charlie Jablonski. "The others that are having problems are [having problems] because when all the satellites go boom, they're starting at a lesser base."

He adds, "By the grace of God none of our satellite capacity has been affected."

Digital economies

Experts say the U.S. market will continue to be tight for about three to five years, but will gradually loosen up as operators launch new birds and digital compression technology advances. Digital compression is already helping alleviate some of the capacity problems. Satellite operators, cable networks and broadcasters have made major inroads into digital delivery, and most resellers have fully digital operations centers and are able to provide end-to-end digital distribution services.

In an industry where economics are a textbook model of supply and

Is the sky falling?

A tough year for satellite operators

May 19, 1998, 6:10 p.m. ET: The U.S. satellite industry is thrown for a loop when PanAmSat's Galaxy IV satellite suddenly goes out of service. The failure wreaks havoc with the paging industry and sends broadcasters with transponders on the hybrid C-band/Ku-band satellite scrambling for alternative capacity.

Aug. 26, 1998, 9:17 p.m. ET: PanAmSat's Galaxy X satellite explodes over Cape Canaveral, Fla., just 90 seconds after liftoff when the Boeing Delta III that carries it spins out of control.

Sept. 28, 1998: Loral Space & Communications postpones the scheduled Oct. 15, 1998, launch of Loral Skynet's Telstar 6 until late November, citing a potential mechanical problem with the satellite. It was eventually launched this past February and became operational in March.

March 12, 1999, 4:00 a.m. ET: Some broadcast services are disrupted as GE Americom's GE-3 temporarily spins out of control. Fox, CNN, Turner Broadcasting, and AP are among those affected.

May 4, 1999: Loral Space & Communications' Orion 3 Asia-Pacific region bird is placed into a lower-than-expected orbit by a Delta III rocket, rendering it useless.

May 18, 1999: Loral delays the planned June 15 takeoff of Telstar 7 until July 12 because of concerns about the launch vehicle. In June, the company pushes the launch back to later this year.

May 19, 1999: President Clinton directs Defense Secretary William Cohen to investigate why a string of six U.S. space launches of government and commercial satellites failed in the last nine months. Launch vehicle manufacturers Boeing and Lockheed Martin announce investigations of their own.

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Douglas Kahn, president/CEO

PanAmSat

Greenwich, Conn.

Total satellites: 19 (9 domestic, 10 international)

Domestic birds/locations: Galaxy I-R, C-band, 133 degrees west longitude; Galaxy III-R, C/Ku-band, 95 degrees west; Galaxy V, C-band, 125 degrees west; Galaxy VI, C-band, 99 degrees west; Galaxy VII, C/Ku-band, 91 degrees west; Galaxy IX, C-band, 123 degrees west; SBS-4, Ku-band, 77 degrees west; SBS-5, Ku-band, 123 degrees west; SBS-6, Ku-band, 74 degrees west.

International birds/locations: Galaxy VIII-I, Ku-band, 95 degrees west; PAS-1, C/Ku-band, 45 degrees west; PAS-3, C/Ku-band, 43 degrees west; PAS-5, C/Ku-band, 58 degrees west; PAS-6, Ku-band, 43 degrees west; PAS-6B, Ku-band, 43 degrees west; PAS-4, C/Ku-band, 68.5 degrees east; PAS-7, C/Ku-band, 68.5 degrees east; PAS-2, C/Ku-band, 169 degree east; PAS-8, C/Ku-band, 166 degrees east.

PanAmSat has a healthy balance of domestic satellites and international birds serving Latin America, Europe and Asia. Large domestic customers include NBC, HBO, Turner and reseller Vyvx, and international clients include DBS programmer Galaxy Latin America, ESPN, Discovery, Viacom and the BBC.



Terry Hart, president

Loral Skynet

Bedminster, N.J.

Total satellites: 4 (3 domestic, 1 international)

Domestic birds/locations: Telstar 4, C/Ku-band, 89 degrees west longitude; Telstar 5, C/Ku-band, 97 degrees west longitude; Telstar 6, C/Ku-band, 93 degrees west longitude.

International birds/locations: Orion 1, Ku-band, 37.5 degrees west longitude. Loral Skynet is also managing partner in SatMex, a joint venture of parent Loral Space & Communications and Telefonica Autrey that operates three satellites: Solidaridad I, C/Ku-band, 109.2 degrees west longitude; Solidaridad II, C/Ku-band, 113 degrees west longitude; and SatMex 5, C/Ku-band, 116.8 degrees west longitude.

Loral Skynet's customers include a mix of broadcast and cable networks. ABC holds significant C- and Ku-band capacity on Telstar 5, Fox has C-band space on Telstar 4, and CBS has just signed up for both C-band and Ku-band capacity on Telstar 6 and C-band capacity on Telstar 4. Cable customers include Time Warner, Viewer's Choice and Fox News Channel with C-band capacity on Telstar 5, and CNN for occasional-use Ku-band capacity. CNN also uses Orion 1 for transatlantic transmissions.



GE Americom



John Connelly, CEO

GE Americom

Princeton, N.J.

Total satellites: 13 (12 domestic, 1 international)

Domestic birds/locations: Satcom C1, C-band, 137 degrees west longitude; Satcom, C3, C-band, 131 degrees west longitude; Satcom C4, C-band, 135 degrees west longitude; Satcom C5, C-band, 139 degrees west longitude; GE-1, C/Ku-band, 103 degrees west longitude; GE-2, C/Ku-band, 85 degrees west longitude; GE-3, C/Ku-band, 87 degrees west longitude; GE-5, Ku-band, 79 degrees west longitude; GS4 Ku-band, 105 degrees west longitude; K2, Ku-band, 81 degrees west longitude; SN3, C/Ku-band, 83 degrees west longitude; SN4, C/Ku-band 101 degrees west longitude.

International bird/locations: GE-1E Ku-band 5 degrees east longitude

GE Americom operates a strong domestic fleet with U.S. broadcast and cable customers including Time Warner, Turner, Viacom, Primestar, PBS, and CNN. Making its first moves into international coverage, GE Americom has launched GE-1E, its first European bird. It is also expanding its global coverage GE-4 South American bird and GE-1A Asian bird, both scheduled to be launched later this year.



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GE Americom's **Cable2** continues to grow with these latest cable programmers.



demand, some say digital compression is the only reason occasional-use prices have been kept to a reasonable level. In fact, many experts say pricing is getting better despite delays and failures. Experts estimate that C-band capacity costs about \$650 to \$800 per hour and Ku-band costs about \$750 to \$900 per hour.

The cable industry has been particularly aggressive in the development of digital networks, reducing the amount of transponder space needed to facilitate the growing number of cable network start-ups. "There is a slight oversupply of cable transponders and a softening of prices in the full-time market," Grace Leone, president of capacity reseller EFC Satellite.

Most news operations have begun instituting digital satellite newsgathering systems to better use their full-time Ku-band capacity. "On a typical day there's never enough space," says CBS' Olinsky. "If the news weren't migrating to Ku digital it would be more of a problem."

CNN's Davis adds, "We've been doing entirely digital feeds from the Balkans since the [Kosovo] story started. I can't remember the last time we booked a transportable earth station that wasn't equipped with a digital encoder. It's absolutely standard in Europe."

New worries, new competition

While digital compression can help alleviate the capacity crunch and stabilize prices, some industry experts fear recent satellite failures of the past year may have caused customer confidence in the industry to wane. "I believe satellite disruptions and failure to complete launches has damaged the reputation for reliability which satellites have enjoyed for years," says EFC's Leone. "But I think over time satellites will regain their position as one of the most reliable transmission modes."

Coudert Brothers' Logue is more pessimistic. He is afraid customers will start to question the industry and ask, "How much can I rely on satellites?"

Considering the tight-capacity market and new concerns about satellite reliability, it's not surprising that fiber networks are starting to give satellites a run for their money in applications where only point-to-point transmissions are needed. Fox and NBC were among several broadcasters that used fiber to backhaul some feeds for coverage from Kosovo. European satellites were used to move traffic from war

Anywhere in the world

In May, NBC's *Today* show broadcast Matt Lauer reporting from a cloudy 10,000 feet on Mt. Everest as part of the program's continent-hopping series, "Where in the World is Matt Lauer?" During the show Katie Couric, in New York, made a point of reminding viewers that the video was provided courtesy of the wonders of satellite technology, which enabled NBC to broadcast from Nepal. According to PanAmSat, which provided transponder capacity for the broadcast, it was all in a day's work. "It's pretty much the regular mom-and-pop transmission equipment we use every day," says Mike Antonovich, PanAmSat's senior vice president, broadcast services. NBC used a "typical Ku-band flyaway" with a 1.5-meter antenna. NBC transmitted the signal via PAS-4 Indian Ocean Region satellite to Israel, Antonovich says. From there it was retransmitted to New York.



Matt Lauer via satellite from Mt. Everest

—Karen Anderson

zones back to broadcast headquarters in London, and the signals were then routed to New York bureaus via Teleglobe's transatlantic fiber.

"There's actually much more fiber capacity in the Atlantic Ocean and soon the Pacific Ocean than the equivalent number of satellite transponders by far," says Tom Fabian, director of global broadcast marketing for fiber provider Teleglobe. "Any point-to-point service between major cities will migrate to fiber optics, primarily ATM-based fiber optics for video. The quality is better and on point-to-point services. The economics are very strong to use fiber optic-based services."

Teleglobe's transatlantic fiber services are priced per 10-minute segments. It costs about \$160 for the first ten minutes with \$12.50 for each additional 10-minute segment, Fabian says.

But, he notes, fiber can also complement satellite. "We combine the two for access out of far-flung, remote regions," Fabian says.

Wes Hanemeyer, VP of operations and engineering for Vyvx, predicts that combinations of fiber and satellite will become more popular as more fiber is put in the ground.

"Not everything can be facilitated on fiber and not everything can be facilitated by satellite," he says. "I think for the purposes of disseminating and gathering information people are driving to a more symbiotic relationship where [satellite and fiber] will be mutually beneficial even more so than

they currently are."

As competition increases, prices should begin to drop in both platforms, Hanemeyer says. "Theoretically all the costs will go down as competition increases between platforms and between suppliers of individual platforms. Those companies that are most efficient in how they manage their assets and costs will be those that hopefully can obtain higher market share and remain profitable."

A wake-up call

Despite the recent downturn in satellites' fortunes, experts don't view the failures as a permanent trend. Many believe the rash of problems has been a wake-up call to the industry.

Satellite operators say they hope that the launch providers will be able to prevent future disasters as a result of their investigations.

"Despite advances in launch technology during the years, putting a satellite in orbit is very complex, and launches are often delayed and sometimes fail," Loral Vice President of Sales and Marketing Joan Byrnes said following the Orion 3 failure. "Satellite operators are aware of this and build contingencies for such events into every satellite's planning."

Vyvx's Hanemeyer also isn't fazed by the launch delays.

"It's just the latest twist in staying on top of what's going on," he says. "I don't think we're in a do-or-die, life-or-death scenario right now."

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DSNG gets ready to roll

Networks embrace compression's cost efficiencies with digital satellite newsgathering

By Karen Anderson

In late March, ABC affiliate KOMO-TV Seattle hit the streets with its SNG truck, newly equipped for digital transmission, allowing for more live shots and better-quality feeds back to the station. This is the first of many SNG vehicles slated to go digital this year and part of a growing trend toward using compression technology for newsgathering.

Loral has been working with ABC for over a year, first testing the limits of the digital satellite newsgathering (DSNG) system with rigorous trials and now helping get the system up and running. The company has also worked with CBS on the development of its DSNG system and has just signed a contract with the network for service on Telstar 6 for CBS Newspath, the network's affiliate news service.

"We've experienced the satellite newsgathering effort and how competitive it has become amongst broadcasters to get a story," says John Capadona, director of marketing for Skynet's Telstar and Orion fleets. "If they can get in there with more channels and more efficiencies, more up-and-down contribution feeds on fast-breaking stories, they are the ones who are going to get the story and they are the ones that will be watched."

CNN has also begun its DSNG efforts. It acquired two 55 watt, 54 mhz Ku-band transponders on GE-5. One will be used exclusively to backhaul CNN news feeds, while the other will transport CNN Newsbeam material and provide SNG capacity for CNN's domestic affiliates. The GE-5 capacity replaces old Ku-band capacity on GE Americom's G-Star 4. The higher power and wider bandwidth of the GE-5 transponders will allow CNN to increase the number of digital signals per transponder from six to eight.

NBC has just begun equipping its news trucks with DSNG technology. "It's very limited; they're just starting," says NBC Vice President of Broadcast and Network Engineering Charles Jablonski. Adding DSNG is the latest move in NBC news operations' migra-

CBS San Diego affiliate KFMB-TV is one of a growing number of stations with DSNG systems and an uplink truck (below) equipped with encoders to digitally compress feeds.



tion to digital. About two years ago the network began installing Wegener compression equipment and now has about 60 sites equipped for digital downlinks, including sites at MSNBC, at the NBC Newschannel affiliate newsgathering service and some stations. NBC's digital news distribution is on its GE-1 Ku-band transponders.

Instituting a DSNG system involves equipping affiliate uplink trucks with encoders to digitally compress feeds and an IRD (integrated receiver/decoder) to supply confidence return feeds, as well as installing an IRD at each station's downlink site. ABC and CBS both use

Tiernan compression equipment.

ABC ran into some problems with the Tiernan encoders when the network began upgrading its latest round of trucks in April. According to Mike Hewitt, director of ABC's ABSAT Ku-band newsgathering service, ABC engineers discovered some software bugs—not an unusual problem when working with new technology. "It took [Tiernan] about a month or so to rewrite the software [and] do the testing of the new software," Hewitt says. "They seem to have the problem solved now."

As ABC began testing the boxes at several affiliates, it ran into another



David Zempster,
Investor on
Black Monday.

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"hardware-software" problem. If a camera operator were to unplug a camera, "which happens quite often," Hewitt explains, the encoder would not be able to decipher which video it was receiving. This would cause the modulator—the system that puts the signal up on the satellite—to drop the signal from the satellite and shut down.

Tiernan engineers worked over this past Memorial Day weekend to find the source of the problem and the company is working with ABC now to upgrade the defective software and hardware. A satellite technician at KOMO-TV says the station hasn't experienced any encoder problems.

Aside from being labor-intensive, adding DSNG compression equipment is a costly investment. ABC is spending \$45,000 to \$50,000 per truck (including the IRD at the station) to modify newer trucks for digital transmission. But older trucks will require additional equipment—low-noise blockers (LNBs) and low-noise amplifiers (LNAs)—to accept the digital signals, so each DSNG truck upgrade can cost as much as \$60,000.

CBS Executive Director of Affiliate Services Mel Olinsky estimates it will cost \$30,000 to \$45,000 to modify each truck for DSNG. That cost does not include the station's IRD, since CBS has already equipped many of its stations with the digital receivers.

There is another impediment to DSNG. As a new technology, there are no official transmission or equipment standards, leaving many questions for users. But ABC and CBS, as well as Loral, have worked together to try to find some common ground.

One area of DSNG agreement is the encoding bit rate being used by the networks. ABC is utilizing a 7.148 Mb/s transport bit stream rate that allows it to put eight signals on one of its Telstar 4 transponders—the same compression rate that CBS uses. CNN also will run the eight digital carriers at an average encoding rate of 7.1 Mb/s each.

"We've matched what CBS is using in hopes of setting some sort of DSNG standard in the United States," ABSAT's Hewitt says. "Right now there really isn't one. At least between

CBS and ABC stations when we need to pool material," he says, "we should be able to share back and forth."

CBS's Olinsky says there are also benefits of having an equipment standard. "With vendor trucks, they're reluctant to go digital because they're not sure which equipment to go with," he says. "If ABC and CBS at least standardize on some equipment, then they're more apt to go out and buy digital equipment because they can rent their truck to us and know that we can receive it and ABC can receive it."

While building DSNG platforms isn't easy, the benefits are evident. "In space costs," Olinsky says, the upfront investment "is made up very quickly."

ABC was able to convert one-half of its analog Telstar 4 transponder to four digital paths. That leaves ABC with excess satellite capacity that it will use for special events, "instead of going out and buying expensive occasional transponders like we were having to do now," Hewitt says. "Those savings are then passed onto the affiliates in cheaper satellite time." ■

BT goes to bat for U.S. pastime

Joins InSight to transmit MLB games to Asia, South America and Europe from Washington

By Karen Anderson

InSight Telecommunications and BT North America Broadcast Services have teamed up to bring America's pastime to the rest of the world.

InSight, a newly created broadcast services firm, has contracted with satellite reseller BT North America Broadcast Services to transmit the 1999 Major League Baseball games to Europe, South America and Asia.

BT is transmitting regular season games and selected 30-minute highlight packages, the All-Star Game, the American and National League playoffs, and the World Series from its Washington, D.C. facilities.

While 1999 is the third season in a row that BT will transmit Major League Baseball to Europe, it is the first year that BT has been contracted to carry the games to South America and Asia.

This year is also the first for InSight, a broadcast manage-

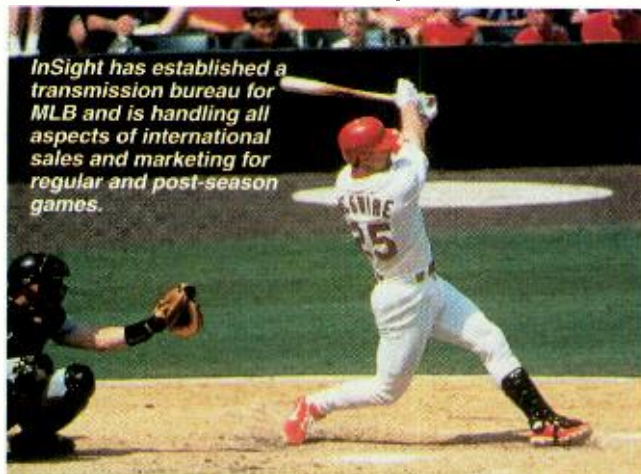
ment and consulting firm based in Darien, Conn. InSight—founded by former Global Access [now Vyvx] and Globecast North America executive Keith Buckley—offers a range of outsourcing services including product development, implementation and management across program operations; technical operations management; sales and marketing development and support.

"MLB tells us who rights-holders

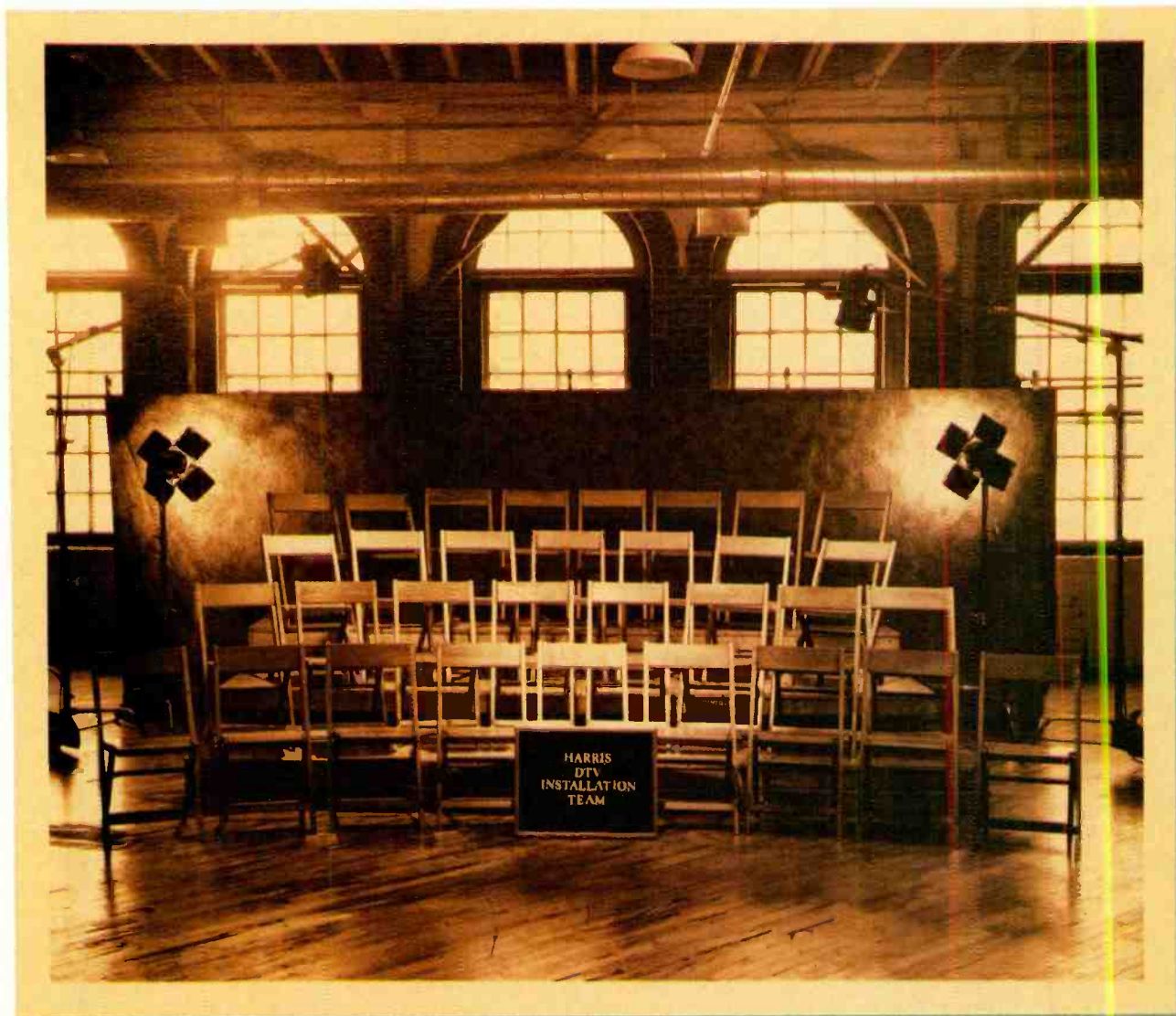
are for a particular game internationally," says Buckley, InSight's president. "InSight takes that information and determines the best way to pick up the production of the game."

"Each country has its own unique distribution problem." InSight's job was to "go out and research the most effective way for them to receive baseball via satellite and provide comprehensive distribution," he adds.

Through BT, InSight is utilizing various birds for the global distribution of the games. For European transmission, BT will receive the feed by fiber into the Washington D.C. teleport and then digitally transmit the signal to Europe on the New Skies Satellite K. For broadcasts to South America, BT will uplink the games in Washington and transmit them on PanAmSat's Galaxy III-R. The transmission to Asia will be carried on PanAmSat's PAS-2. ■



InSight has established a transmission bureau for MLB and is handling all aspects of international sales and marketing for regular and post-season games.



*As of November 16, 1998.

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New modems ease Net access

Digital set-top boxes bring downloadable interactive functionality to Web surfing

By Richard Tedesco

The path to the Web for cable subscribers is easing through digital set-tops and universal cable modems.

Modem producers are pushing the transition to the Data Over Cable Service Interface Specification (DOCSIS) that will transform those boxes into affordable consumer electronics products capable of operating in any cable system. And set-top makers are enabling varied means of Net access in the latest generation of digital set-tops, delivering Net content to TV screens as an alternative—or with modem capability built in to advanced models.

A broad array of interactive functionality can be downloaded from headend platforms. Both General Instrument and Scientific-Atlanta demonstrated Internet-enabled digital boxes in Chicago last week, but the distance between interactive services seen on the cable show floor and consumers' living rooms could be considerable.

"This is going to take some time. They're not going to be in consumer homes overnight," says Bruce Leichtman, director of media and entertainment strategies for The Yankee Group.

On its latest DCT-5000 digital model, GI demonstrated video-on-demand Web services such as DIVA and Intertainer and WorldGate's Channel HyperLinking Net service, along with the new Microsoft TV software, which includes WebTV. It also demonstrated interactive TV from ACTV and Wink and the VCR functionality of TiVo and Replay TV.

GI's MSO customers are demanding higher levels of interactivity, according to Denton Karnouff, GI vice president of marketing for digital network systems, who says the \$400 DCT-5000

boxes will start shipping in the fourth quarter among 3 million digital boxes GI expects to send to major MSOs this year. "The consumer acceptance is very high out there," he says.

As the 14 MB memory capacity and built-in DOCSIS modems in the DCT 5000 ups the ante on functionality, the

700,000 boxes, according to Wall, who says S-A expects to ship 2 million digital boxes next year.

While digital boxes drive Net access from atop the TV sets, DOCSIS modems are eventually expected to hype high-speed Net services such as @Home and Road Runner.

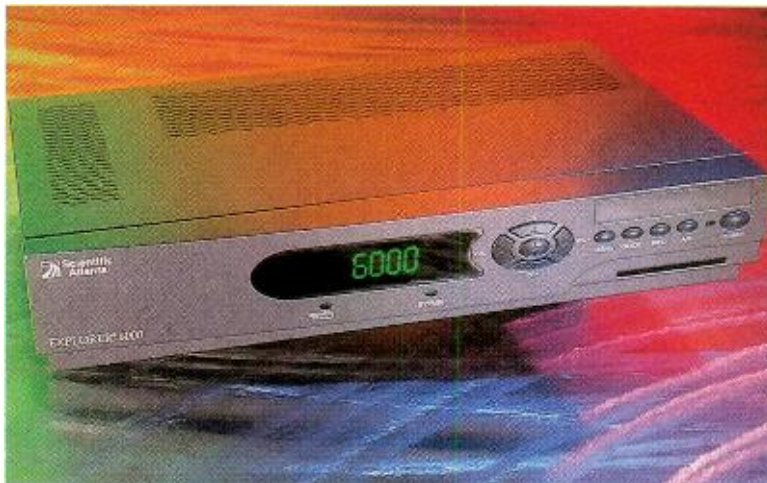
3Com struck a deal last week to provide its universal modems to Time Warner Cable for its Los Angeles and Orange Counties systems, with 625,000 homes passed. 3Com has already shipped 100,000 DOCSIS modems to AT&T, Insight and Charter, according to Steven Tucci, 3Com product manager in cable access. Tucci says its cable modems will be in retail stores within nine to 12 months at a street price of \$260.

GI expects targeted launches of its Surfboard SB3100 DOCSIS model in some markets this year, according to Lindsay Allen, GI director of marketing for advanced network and telecom systems. This smaller version of the Surfboard bearing a condensed chipset will sell in the \$200 range when GI figures they'll fit in the retail pipeline. "It depends on when retailers are ready for them," says Allen.

"That's the million-dollar question," says Jeff Walker, director of marketing and business development for Motorola.

The leading cable modem producer currently claiming 750,000 units planted in North America, Motorola has two universal models on the drawing board. Its DOCSIS 1.0 product is just starting to ship to MSOs now as it awaits certification by CableLabs, according to Walker, who says a second model will be submitted for review next month.

Other modem makers are poised to produce their respective universal modems in a time frame that would land them in consumer electronics outlets sometime next year. ■



S-A's Explorer 6000 is its top-flight vehicle for enabling Net access and other interactive functions. It supports a range of Microsoft software.

number of GI digital boxes shipped will peak at 5 or 6 million by year's end, according to Karnouff. That primarily represents the lower functioning DCT-2000 boxes in the high \$200 range.

S-A is incorporating comparable high-end functionality into its latest generations of Explorer set-tops, with its top-line 6000 model offering DOCSIS modem capability. All of S-A's digital boxes are Internet capable; the Explorer 6000 can support Microsoft's Windows CE and Microsoft TV software.

But all S-A set-tops, including a new economy Explorer 2000s priced at 10% less than the standard model, can run all S-A platform applications, including PowerTV e-mail and Net browsing from Liberate now in development, according to Bill Wall, S-A technical director for subscriber networks. "It's something that really increases the capability of the set-top," says Wall.

And S-A expects that will help increase its digital deployments with Time Warner, Comcast, Adelphia and other MSOs to between 600,000 and

SITE OF THE WEEK

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Site launched: September 1997; relaunched September 1998

Site director: Daniel Greenberg, vice president, Fox Sports Online

Number of employees: N/A

Design: in-house

Streaming technology: RealVideo, Windows Media

Traffic generated: averaging 60 million page views monthly

Advertising: banners

Revenue: N/A

Highlights: NBA draft coverage was a big draw; video clips continue to be among most popular features on the site; detailed daily pitching match-ups also provide game conditions for Major League Baseball contests

Coming soon: Baseball game tracker, animated games in progress, with situational stats of batter-pitcher match-ups; enables following four games at once and users can download fantasy teams to track individual player stats

—Richard Tedesco

Intertainer adds Disney *Dog, Juice*

By Richard Tedesco

Intertainer is heightening its video-on-demand profile with original content from Disney Channel.

The online VOD service struck a deal last week for rights to Disney's popular *Bug Juice*, a series about kids in summer camp, the animated preschool *PB&J Otter* and *Your Lucky Dog*, an original Disney movie.

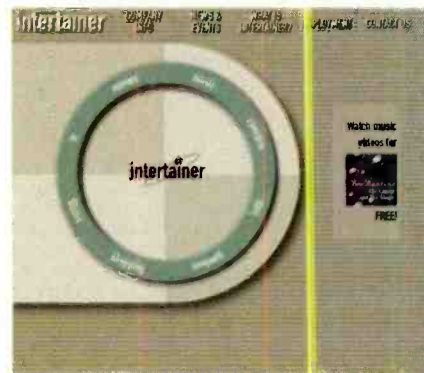
The deal broadens the appeal of Intertainer, which already has a strong roster of programming for on-demand streaming from its site (www.intertainer.com). "This agreement enables us to provide our subscribers with quality programming especially created for kids and families," says Bob Kaminsky, Intertainer senior vice president of programming.

Intertainer has content deals in place with Sony Pictures, Warner Bros.,

Columbia TriStar, Twentieth Century Fox, Troma, PBS and National Geographic.

Intertainer's strategic partners include Sony, Intel Corp., NBC, Comcast and US West.

Intertainer's new programming strengthens its strong roster



WebTV's new box

Net-on-TV capability enters AT&T set-tops

By Richard Tedesco

Microsoft is building a new launching pad for WebTV, aiming to weave the service into as many as 10 million AT&T cable boxes next year.

Those boxes will carry WebTV as part of a Microsoft TV software package, including a browser and an electronic program guide that Microsoft will encourage cable operators to use, according to Bill Keating, WebTV co-general manager. "We're just a humble service provider," says Keating.

But Microsoft's bold \$5 billion investment in AT&T has clearly provided leverage to give new digital life to the fledgling Internet TV service. Embedding Microsoft TV in what Keating projects at 7 million to 10 million AT&T digital boxes could give WebTV a big lift.

"It's another one of those services that starts out small," says Rich Bilotti, principal analyst for Morgan Stanley of the digital piggyback play. "There's

definitely a market out there for that."

WebTV currently claims 800,000 takers.

"We have ambitious plans for deploying advanced digital set-tops and services in showcase cities with the Microsoft TV platform," says Laurie Schwartz-Priddy, AT&T executive vice president of advanced technology.

Keating says he expects it to be marketed as a standalone service and on digital tiers.

Hardware partners supporting the project include General Instrument, Scientific-Atlanta, Thomson Multimedia, Philips Electronics, Sony and Matsushita Corp.

Some of the digital boxes deployed with the WebTV software will have hard drives, a feature WebTV is deleting from its next generation of premium service WebTV boxes. Echostar will be deploying WebTV boxes with a 6.8-gigabyte hard drive to enable downloading video content.

Broadcasting & Cable
CLASSIFIEDS

RADIO

HELP WANTED NEWS

Membership Assistant: KUNR-FM, Public Radio for Northern Nevada and Northeastern California, has an immediate opening for a Membership Assistant. This full-time position is responsible for the coordination of all aspects of KUNR's membership program including management of all membership records; development of all communications with members; development of membership programs; volunteer recruitment, training and supervision; production of the KUNR program guide and web page; and organization of the membership aspects of the station's on-air fund-raisers. The successful candidate must have a bachelor's degree in appropriate field and one year of experience in a service-oriented organization, preferably in a membership related position. Public broadcasting experience desirable; computing skills including records management and word processing essential; experience in a Microsoft Windows 95 environment is necessary; excellent organizational and interpersonal skills; experience in fiscal management and record-keeping; strong writing ability. Salary \$22,390 plus benefits. To assure full consideration, applications should be received by July 23, 1999. Send letter of application and resume: Membership Assistant Search Committee, KUNR-FM, University of Nevada, Reno, Mail Stop 294, Reno, NV 89557. EOE/AA.

HELP WANTED MARKETING

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

Clear Channel - San Diego Sales Group is seeking a *Research Director* to develop multi-station presentations, provides sales staff training, and Arbitron rating book breakdowns. Skills required include: Arbitron, Tapscan, Maximizer, Media Audit, Scarborough, computer graphics and PowerPoint. Fax resume by 7/31/99 to 619-543-8077, Attn: HR#AE1099. EOE.

HELP WANTED FINANCIAL & ACCOUNTING

Controller: Entercom Seattle, the leading 8-station cluster in the nation's 13th ranked market has an excellent opportunity for an experienced controller. This high level position requires "big picture" conceptual thinking, advanced computer skills and experience in all aspects of accounting functions, fiscal analysis and budgeting process/management. This position oversees a 9-employee department that includes a business mgr. who supervises day-to-day operation. Accounting degree required. CPA/MBA and broadcasting experience preferred. Send resume/cover letter to: HR Department, ENTERCOM SEATTLE, 1820 Eastlake Ave E, Seattle, WA 98102. Fax (206) 726-6864 EOE.

LEASED PROGRAMMING

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

TELEVISION

HELP WANTED MANAGEMENT

Sr. Vice President and Chief Content Officer

Additional position to join our newly formed senior management team. Will lead the production development and exploitation of our content related activities such as broadcast, interactive media, education, out-reach as well as our vital national and regional productions.

This exciting opportunity sets the "philosophical rudder" for the content of our productions, as well as online and outreach projects. We are a six station network and are committed to ensuring that our activities meet the needs and interests of our viewers within Maryland and beyond.

Requires at least a Bachelor's degree in an appropriate major. We require a minimum of ten years experience, three at a senior management level, in content specialization, product development, production of television programs and multi media elements as well as the syndication and licensing of these products. The ideal candidate will also have experience in the administration of educational telecommunications programming.

Submit resume and cover letter, including salary requirements, to:



Maryland Public Television
Human Resources Department
11767 Owings Mills Blvd.
Owings Mills, Maryland 21117
Fax # (410) 581-4382
email: mpt.org

Maryland Public Television is an Equal Opportunity Employer

WIAT-TV - A Media General Station is looking for a *General Sales Manager*. WIAT-TV is a CBS affiliate in the 39th market. 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 your resume, references and salary requirements to: Human Resources, WIAT-TV, PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F; drug screening.

HELP WANTED SALES

National Sales Manager, WFTX-TV, Ft. Myers/Naples Fox 4, an EMMIS Communications station in beautiful Ft. Myers/Naples, FL is searching for an exceptional, highly motivated individual to aggressively market our station at the national level. Candidates must possess top-notch negotiating skills, the ability to package and price inventory effectively and maintain strong working relationships with the national market place. 2-3 years national experience at the station or rep level preferred. Please forward resume to: Donita Todd, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. No calls please. EMMIS Communications is an equal opportunity employer.

HELP WANTED SALES

Marketing Consultant: WFXG-TV FOX 54 is currently seeking a Marketing Consultant. Minimum of 2 years previous sales experience, willingness to develop new accounts and maintain present account list. Candidates should possess excellent organizational skills and be computer literate. Previous broadcast experience is preferred. Send resume to WFXG-TV FOX 54, 3933 Washington Road, Martinez, Georgia 30907. Attention: Sales Assistant. No phone calls. EEO.

General Sales Manager: FOX23 WXXA-TV in Albany, NY, a Clear Channel Television station, is seeking a General Sales Manager to lead our aggressive local and national sales efforts. FOX-23 has a successful 10pm newscast and is in high growth mode. Among the qualifications will be: strong leadership ability, a skilled sales trainer, solid administration and computer skills, effective inventory management and 3 years minimum television sales management experience. This position offers challenge and great opportunity with a rapidly growing industry leader. Send resume to: General Manager, FOX23 WXXA-TV, 28 Corporate Circle, Albany, NY 12203. EOE.

HELP WANTED SALES

Local Sales Manager (99-21): K-EYE TV, the soon-to-be CBS O&O in Austin, TX, one of America's fastest growing markets, is seeking a Local Sales Manager. Minimum of 3-5 years broadcast management experience preferred with a successful track record in achieving billing and now business development goals. A team builder is needed with strong organizational, negotiation and presentation skills. The position calls for directing the daily activities of the local sales staff, managing multiple sales and promotional projects, and developing marketing strategies to achieve goals and maximize revenue. An excellent working knowledge of inventory management, Nielsen ratings, TV Scan, CMR, and marketing research is required. Send resume to: Tom Heston, VP Sales, Keye-TV, 10700 Metric Blvd., Austin, TX 78758. EOE.

Internet Account Executive (99-22): K-EYE TV, the soon-to-be CBS O&O, in Austin, TX is seeking an Internet Account Executive. Need a highly motivated, well-organized self-starter willing to take the initiative to manage, market and sell one of the country's most successful local television web sites (www.keye.com). Requirements include a thorough hands-on knowledge of the Internet, web browsing, e-mail, FTP, Telnet and other protocols as well as web site development, including site functionality with links, graphics and layout. Proficient in using File Maker Pro, Power Point, Excel and Word. Excellent writing and presentation skills with a minimum of 2-3 years successful selling experience in Internet sales preferred (web development or consulting). Knowledge of TV, marketing or media advertising sales a big plus. College degree required. Send resume to: Tom Heston, VP Sales, KEYE-TV, 10700 Metric Blvd., Austin, TX 78758. EOE.

General Sales Manager: The Kansas State Network (KSNW-TV), an NBC affiliate in Wichita, is looking for a strong leader to manage sales for the four KSN stations, the network's on-line product and MSNBC cable. Must have a track record for developing new business and demonstrated ability to generate revenue from non-traditional sources. Fax your resume to 316-292-1197, attention Al Buch, General Manager. KSNW is an equal opportunity employer.

Account Executive: New York State NBC affiliate in a medium sized market is looking for individuals interested in an exciting and rewarding career in broadcast advertising sales. A great opportunity for self-starter who is looking for more than just a sales position. The right candidate will be part of a growing team of professionals participating in a competitive compensation package with great benefits. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug test required. Send resumes to: Box 01567 EOE.

KUTV-TV, the CBS O&O in Salt Lake City, Utah, is seeking a *Senior Account Executive*. Minimum 2 years experience with successful track record in achieving billing and new business development goals. Call or fax our Local Sales Manager: Phone: 801-973-3109, Fax: 801-973-3369. EEO.

FUEL, an award winning broadcast design company seeks strategic minded, results oriented, self-starter to be its *Director of New Business Development*. Successful candidate will have experience in broadcast promotions, creative services, or advertising with proven track record in sales and marketing. If you want to put your outrageous sales expertise to work in a fun, fast-paced, entrepreneurial environment, please fax your resume and salary history to (310) 314-1640.

HELP WANTED SALES

Account Executive: Must see TV and a must take opportunity! NBC 6/WCNC-TV (28th market), a Belo subsidiary located in Charlotte, is currently recruiting for a local Account Executive. This is a great opportunity to be part of a winning sales team and work for one of the best companies in the industry. Charlotte is one of the fastest growing markets in the SE and a great place to live. Position requires a minimum of 1+ year's experience in media sales. Must develop new business, co-op & vendor, and sell special projects. Strong negotiation skills essential. Candidates also need to have strong computer skills. Qualified applicants need to send your resume and salary history to: (No phone calls please) NBC 6, Human Resources Department, Re:99-20, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

HELP WANTED TECHNICAL

AMERICAN TOWER

CORPORATION

American Tower Corporation the leading owner and operator of broadcast towers in the United States is growing rapidly and seeks to make some key additions to its Broadcast Tower Group

Broadcast Construction and Operations Manager

Experienced broadcast-engineering professional to build and manage tall towers. This is a senior management role with extensive client contact.

Project Development Manager

Join the development team identifying sites and working with broadcaster to build tall towers. Sales and technical skills required.

Broadcast Tower Group Account Executive

Sales to senior level management at radio and television stations and group executives. Customer focused professional sales skills required.

Broadcasting Tower Group Technical Support Specialist

Provide support services to the development team. Must have RF engineering experience and the ability to prepare marketing presentations.

Please respond to:
American Tower Corporation
Broadcast Tower Group
20 Park Plaza, Suite 432
Boston, MA 02116
Fax: 617-948-2537

E-mail: jgoldthwaite@americantower.com
American Tower Corporation is an equal opportunity employer

FAX YOUR CLASSIFIED AD TO B & C
(212) 206-8327

HELP WANTED TECHNICAL

Broadcast Engineers

STUDIO MAINTENANCE ENGINEER-

Must be able to perform the following duties: install and maintain studio transmission equipment including video switchers, audio consoles, DVE, CG, SS cameras and robotics. Familiarity with automation systems and master control environment. Should possess a general computer/networking systems and master control environment. Must be able to work on a rotating shift schedule. **Position Code SME**

IT ENGINEER- Must be able to install and maintain broadcast computer based equipment. Applicants should have a basic knowledge of video/audio systems in a television environment. Experience working with Tektronix Profiles, Avid Media Composer and HP Mediasystem systems is essential. Must be proficient with PC hardware, server and network architecture. Possess knowledge of Newsroom computer systems and non-linear editing. Expertise in various operating systems for MAC and PC based platforms. Please include salary history/requirements. **Position Code ITE**

RF MAINTENANCE ENGINEER-

Must be able to perform the following duties: install and maintain RF related equipment in a studio, transmitter and remote site environment. Must be able to work on VHF/UHF solid state transmitters and all associated transmitter equipment. Ability to align and repair microwave TX/RX and all wireless equipment such as microphones and IFB. Knowledge of FCC rules and regulations. You must possess knowledge of analog/digital systems and a minimum of five years broadcast television experience. Applicants must be able to do component level repair and work well under pressure. **Position Code RFM**

Candidates should have an engineering degree or equivalent technical training. SBE/FCC certification is a plus. If you want to be a part of the exciting transition to HDIV in the most exciting city in the world, please send your resume and cover letter (with position code) to Kurt Hanson, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.



STOP!

And check out our website:
www.broadcastingcable.com

HELP WANTED TECHNICAL

Technical Director/Master Control Operator KNTV, the ABC television affiliate in San Jose, California, has an immediate opening in the engineering department for a full-time Technical Director/Master Control Operator. Qualified applicants must have experience with live, on-air switching of newscasts, plus two years of advanced schooling. Applicants must have experience in master control operations. The majority of work performed will be as a technical director. Candidate must be available to work night and weekend shifts. This person must be self-starting and highly motivated, with a high level of interest in broadcast television. Responsibilities include operation of a Sony 7000 Digital Switcher, Abekus DVE, one inch, Sony D-2, and Beta tape formats. Experience using a Sony 9100 Editor or other equivalent editors is highly desirable. Send resume to KNTV, 645 Park Ave., San Jose, CA 95110. No phone calls please. EOE.

KNVA-TV seeks highly motivated Master Control Operator to fill overnight position. Experience in Television is preferred, computer experience is a must. Applications will be accepted until June 27, 1999. Send your current resume to 908 West MLK, Austin, Texas 78701. E.O.E., no phone calls please.

Chyron Max Operator: Wanted for staff position with benefits in New York City for cable music channel. Must have 3 years experience with excellent creative working knowledge of transform applications. Please send resumes to: Ken, 847-A Second Avenue, P.O. Box 125, New York, NY 10017 or Fax: 212-245-5911.

Chief Engineer - UHF CBS Affiliate with AM/FM seeks a leader with strong management skills to manage the station's engineering staff. This is a terrific opportunity to be part of a highly aggressive management team at a progressive, innovative television station. We are looking for a candidate who has extensive experience in transmitter and microwave systems maintenance, including at least three years of experience in broadcast television engineering management. AM directional experience a plus. This individual will prepare and administer capital and operating budgets, and plan equipment purchases and installation. Send cover letter and resume to: Sue Sylvester, WMBD-TV, 3131N. University Street, Peoria, IL 61604. EOE M/F.

Chief Engineer: WWHO-UPN53 has an immediate opening for a hands on Chief Engineer for our 1 year old studio and transmitter facility. Must have 3 years experience with maintenance and installation of broadcast TV equipment and 2 years in a supervisory role. Knowledge of FCC, R&R and UHF transmitter a must. Send resume to WWHO-UPN53, Asst. to the GM, 1160 Dublin Road, Columbus, Ohio 43215. EOE & Smoke Free Environment.

Assistant Chief Engineer: Experienced individual with complete knowledge of broadcast TV and up-to-date knowledge of High Definition TV to accept the challenge of Assistant Chief Engineer. Successful candidate will be experienced and effective in project management and managing others. Must be a team player and dedicated to excellence and integrity. SBE certification, FCC First Class/General Class license is preferred. Send resume to WRAL-TV, PO Box 12800, Raleigh, NC 27605. EOE M/F.

HELP WANTED TECHNICAL

Audio Director: KNTV, the ABC television affiliate in San Jose, California, has an immediate opening in the engineering department for a take charge full-time Control Room Audio Director/Operator. The person filling this position must be experienced with live, on-air news audio board operation, plus two years of college education in television production or the equivalent of advanced schooling. Responsibilities include audio switching and mix during 3 hours of live newscasts nightly. This candidate must have vision, dedication, enthusiasm, and must be able to work closely with the newscast director, producer and technical director to achieve a cooperative effort. Applicant must take a proactive roll in achieving error free newscasts. A positive attitude is a must. Pro Tools Audio knowledge a plus. Send resume to: KNTV, 645 Park Ave., San Jose, CA 95110. No phone calls please. EOE.

HELP WANTED NEWS

Wanted: Ellis Island/Statue of Liberty National Monument needs information/footage from the Bontempi Cooking show. Please call Eric Byron at 212-363-5803.

TRIBUNE BROADCASTING

KSWB 5/69, San Diego's Warner Bros. affiliate is launching a 10PM news. We're seeking the following talented persons to join our new news team:

News Designer: Skilled individual with strong broadcast design sense, fluent in Adobe Photoshop, Illustrator and Quantel paint systems. Will create nightly news and programming graphics.

Promo Producer: Skilled individual with good news and promotion judgment, exceptional writing and producing skills and proficient in non-linear editing. Will write, produce and edit nightly news topicals, image and entertainment promos.

Successful candidates will have creative skills and a winning attitude, backed up with a college degree and 3 years in broadcast television. Interested and ready? Send resume and non-returnable VHS tape to: Will Givens, Creative Services Director • KSWB 5/69 • 7191 Engineer Road • San Diego, CA 92111. Refer to ad BCNC2-01. KSWB is a Tribune subsidiary and an equal opportunity employer. Women and minorities encouraged to apply. No beginners, telephone calls or emails please.

HELP WANTED NEWS

On-air Personality: What we want is off the cuff (or off the wall), occasionally irreverent, frequently unpredictable, non-stop attention-getter. Can you believe this is an ad for someone to do weather? ACME Television is looking for an outstanding on-air personality who will double as primary TV station spokesperson in Rocky Mountain Top-50 market. Meteorologist preferred, not necessary. Computer literacy a must, sanity optional. EOE-women, minorities and Vietnam veterans encouraged to apply. Send resume, aircheck, and list of 5 favorite Pauly Shore movies to: ACME Weather c/o ACME Television PO Box 202 St. Louis, MO 63141.

Weekend Sports Anchor: FOX 4, Fort Myers/Naples is looking for an energized and creative weekend sports anchor/reporter. Must have at least 2 years exp and be willing to shoot and edit. Send resume and non-returnable tape to: FOX 4, Len Jennings, Sports Director, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. Emmis Communications is an equal opportunity employer.

Traffic Manager: WCNC-TV/NBC6, a subsidiary of Belo located in Charlotte, NC, is looking for a Broadcast TV Traffic Manager. Bias traffic system experience is essential. We want a team player with several years' experience in commercial broadcast Traffic or as a Bias TV consultant. We are looking for a person who is a progressive forward thinker with good analytical instincts and excellent leadership skills. Must be able to train and develop personnel. Attention to detail and multi-tasking are a must. Qualified individuals please forward your resumes, salary history and cover letter to: (No phone calls please) NBC 6, Re: 99-18, Human Resources Department, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

Television Chief Photographer: KMTV, Omaha's CBS affiliate, has an exciting opportunity for a Chief Photographer. Duties include setting high visual and journalistic standards, providing constant feedback and critiques, and motivating the photography team to shoot energetic and exciting taped and live reports. The ability to function under deadline pressure, while meeting customers' needs and expectations is required. Qualifications include possession of a college degree, along with superior communication and organizational skills. Five years experience in shooting and editing television news and two years of management experience is preferred. Send resume and tape to: Janet Tidwell, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127. KMTV is an Equal Opportunity Employer.

Photojournalist: The shop that won two consecutive Emmys for Collaborative Photography (the best team) is looking for its newest member. If you live for great photojournalism, come join the shop where great pix rule! You must bring at least one year of experience with you. A college degree is preferred. Send resume/tape to WYFF-TV, Human Resources Manager, 505 Rutherford Street, Greenville, South Carolina 29602. Equal Opportunity Employer.

News Photographer WTVD-TV, an ABC owned station has an immediate opening for an experienced photographer/live tech. We are looking for a creative storyteller. The successful candidate will work on our top rated morning and noon shows. If you are a team player, rush your resume and tape (no music pieces) to: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

HELP WANTED NEWS

Research Director: Must see TV and a must take job! NBC 6/WNCN-TV (28th market), a Belo subsidiary located in Charlotte, is currently recruiting for a *Research Director*. This highly organized person will provide support for a growing Sales staff, as well as the News and Programming/Promotion departments. You must be able to handle a number of jobs and a number of "supervisors" successfully and timely. Qualified candidates must demonstrate proficiency in evaluation NSI+ Studies, rating trends and in creating sales presentations. Will use Leigh Stowell Research, TV Works, Nielsen Galaxy Navigator, CMR, Audience Analyst and Microsoft Word/Excel/PowerPoint. Successful candidates must be detail oriented and proficient in analyzing statistical data. Candidates also need to be computer literate. Qualified applicants need to send your resume and salary history to: NBC 6, Human Resources Department, Re: 98-40, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

Ohio Valley, Regional Manager: Conus Communications is looking for an energetic and experienced news professional to manage the Conus Ohio Valley region from Columbus, Ohio. Applicants need a strong background in news and management. You must be able to effectively interact with everyone at our cooperative stations from the newest desk assistant to the general manager. Your news skills and judgment must be first rate. We're looking for someone who knows how to produce breaking news, plan events and provide outstanding customer service. Submit resume & cover letter to Human Resources, Ref. Job #54-99, Conus, 3415 University Ave., St. Paul, MN 55114. EOE.

News Director: Clear Channel's WXXA-TV, Albany's FOX affiliate, seeks dynamic, aggressive, innovative News Director to lead expansion of successful news operation into new dayparts. Position requires 5+ years senior news management experience plus ability to oversee personnel, financial and day-to-day operations. If you welcome challenges and want to join one of broadcasting's top station groups, send resume and non-returnable VHS tape of your news product to: General Manager, WXXA-TV, 28 Corporate Circle, Albany, NY 12203. No phone calls, please. EOE.

Morning and Noon Co-Ancor needed for top 100 network affiliate in Central Texas. Opportunity to be part of a growing news organization. If you have the work ethics along with a natural conversational style, send resume and VHS tape to: Box 01566. Equal Opportunity Employer.

Meteorologist & Weather Producers. Join Atlanta based team to produce innovative weather programming for delivery into Europe. Use the latest systems to produce the next generation of weather programming. Previous forecasting or graphics experience required and knowledge of European geography, climate and culture a plus. Rush Qualifications to Box 01555. EOE.

Video Production Manager: This position is responsible for overseeing all video production including live and taped programming for UPN affiliate station and commercial spot production for CableRep Advertising in Omaha, Nebraska. Total staff includes approximately 25 employees including production, technical, master control and scheduling. BA with four years experience or six years related experience required. If this position interests you and you would like to work side-by-side with smart and innovative professionals please mail your resume to 5011 Capitol Ave., Omaha, NE 68132.

HELP WANTED NEWS

Meteorologist: Want the challenge of predicting snow storms and thunderstorms? Join our team of meteorologists and learn from the best people with the best equipment. We are a mid-sized market looking for a weekend meteorologist who can report 3 days a week. This meteorologist must have a minimum of 1 year television weather forecasting/reporting experience. Experience with Weather Central Genesis and Baron Stormtracker preferred. Qualified candidates should submit resume and tape to: Box 01565 Equal Opportunity Employer.

Lockwood Broadcast Group is growing! We are now offering the following employment opportunities at our station, KTEN-TV, an NBC affiliate in the Sherman, TX/Ada market, located just North of Dallas. Production Manager; Creative Services Director; Assistant Chief Engineer, Production Assistants; Account Executives; Sports Director; Anchor/Reporters (news and sports); master control operators. Please send your Resume and tape (if applicable) to: Station Manager, KTEN-TV, PO Box 1068, Denison, TX 75021. KTEN-TV is an Equal Opportunity Employer.

KCEN-TV is looking for a Weekend News Anchor: Must have reporting, producing, and editing background as well as anchoring experience. Must have good work ethics along with a natural conversational style. Must have a good driving record. Applications accepted through June 24, 1999. Send resume to: KCEN-TV Personnel Dept. 24, P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

Howard County Government has openings for a Producer and a Videographer/Editor. The Producer will research and write specials and documentaries. Will serve as talent/host for programs. The Videographer/Editor will shoot and edit specials, documentaries, and PSA's; troubleshoot equipment failures; create computer graphics; direct multi-camera productions. Salary range: \$34,590-\$51,014/yr. Associate's degree or equivalent and two years of relevant experience required. Non-linear editing experience essential. Must send a 3/4" Beta or VHS demo tape and completed application. Applications must be received or postmarked by July 2, 1999. Applications are available on our website at <http://www.co.ho.md.us/jobs.html> or by sending a self-addressed business size envelope to: Howard County Office of Human Resources, 3430 Court House Drive, Ellicott City, MD 21043. Job Line: 410-313-4460; TTD: 410-313-2323. EEO/AA.

General Assignment Reporter: WTVD-TV, the ABC owned station in Raleigh-Durham, North Carolina seeks a General Assignment Reporter. The reporter is responsible for producing hard news stories and will go live multiple times in our highly successful morning broadcast. Live experience is required. 2-3 years experience is preferred. Candidates must work extremely efficiently to meet tight deadlines. Send non-returnable tapes and resumes to Rob Elmore, News Director, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

KFWD/Telemundo, Dallas is searching for exp. Reporter, Spanish verbal/writing skills are important, with 3 yrs. of prior reporter exp. required. Resumes/demo tapes to Gen. Mgr., 3000 W. Story Rd., Irving, TX 75038. No telephone inquiries. Perfect situation for energetic, aggressive reporter in smaller market.

HELP WANTED NEWS

Editor/Photographer: WISH-TV (Top 25-market CBS affiliate in Indianapolis) is looking for an overnight editor/photographer. Applicants should have a college degree and some broadcast news experience. This is an entry-level position and will involve working overnights and possibly weekends. Applicants should be able to edit and shoot. Winners of the NPPA Clip Contest and graduates of NewsVideo workshop are encouraged to apply. A good driving record is a must. Applicants should submit a resume and resume tape demonstrating their editing and photography skills. Send a resume and resume tape* to: Steve Sweitzer, News Operations Manager, WISH-TV, 1950 North Meridian, Indianapolis, IN 46202. WISH-TV is an equal opportunity employer. No phone calls please (EOE/MF) *Tapes will not be returned unless a self addressed, stamped envelope with return postage is supplied.

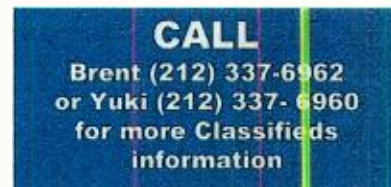
Carolina News Link Coordinator: The Carolinas News Link (CNL), an organization of eight affiliated stations based at WTVD-TV Raleigh-Durham, seeks a Newsfeed Coordinator to manage daily feeds. The CNL Coordinator's daily task include conducting assignment desk conference calls, switching video feeds, managing spot news and events coverage; interfacing with national network news operations; and supervising technical operations. Experience in SNG and ENG required. Experience in producing or assigning in local television news is preferred. Send non-returnable tapes and resumes to Rob Elmore, News Director, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

Anchor/Reporter/Photographer: Deliver weather & news on air during early morning regularly-scheduled newscasts. 1-2 years experience weather anchoring & reporting required. Only experienced need to apply. Send resume & non-returnable tape to Harvey Cox, KAIT-TV, P.O. Box 790, Jonesboro, AR 72403. EOE.

Feature writer needed for NASCAR related program. On-air experience not necessary. Television writing skills and team attitude a must. Send resume to: Street & Smith's Productions, Attn: Production Manager, 4205-K Stuart Andrew Blvd., Charlotte, NC 28217.

HELP WANTED PROMOTION

Promotion Manager: Aggressive NBC affiliate seeks a creative leader to take a growing station even higher. Qualifications include proven creative skills with extensive experience in writing and producing on-air promos, particularly news image and topical promos. Non-linear editing experience a plus. Responsibilities also include overall station look, managing station events, co-op experience, publicity, public service, sales promotion and external advertising. At least three years experience in television promotion and a college degree preferred. Send resume and tape to: Sharon Quackenbush, EEO Officer, WEYI-TV NBC 25, 2225 West Willard Road, Clio, MI 48420. EOE. M/F. No phone calls please.



CLASSIFIEDS

HELP WANTED BROADCAST DESIGN

Broadcast Designer: Major Market CBS Owned Television Station is in search of an experienced graphic designer. The person will work with a group of artists to design and produce graphics for news, programming and advertising/promotion. There is also some print and set work. The Designer must be able to work in a fast pace quick turnaround environment, and be available for varying work schedules. He or she must possess a working knowledge of the following: Hal, Harriet or Express, Adobe After Effects, Photoshop & Illustrator Chyron Infiniti and Newsmaker a plus! Send letter, resume and tape of work to: Karen Dahlquist, Art Director WCCO-TV, 90 So 11th Street, Minneapolis, MN 55403. No phone calls please.

HELP WANTED CREATIVE SERVICES

Art Director: needed at major market NBC affiliate. Join the creative team at Tampa Bay's leading station as we prepare to move into an all-new digital facility. Previous supervisory experience required. A strong background in both broadcast and print design with an emphasis on news is a must, familiarity with Quantel Paintbox and Chyron Liberty is a plus. Rush resume and VHS reel to: Personnel Department, WFLA-TV, P.O. Box 1410, Tampa, Florida 33601. EOE, M/F, Pre-employment drug testing required.

HELP WANTED PRODUCER

Sr. News Producer: KSTU, the Fox O&O in Salt Lake City, has an immediate opening for a Senior AM News Producer to oversee and produce its two-hour morning newscast. We need a creative and organized producer who can work well with a great morning news team. You must have a four-year degree and some previous experience as a newscast producer, be willing to work an overnight shift and demonstrate the ability to put together a fast-paced, informative newscast. Strong writing skills are a must. Salt Lake City is an extremely competitive news market, where the eyes of the world will focus on the 2002 Winter Olympics. Be part of the best news team in town! If interested, please send resume and non-returnable VHS tape of a newscast you produced and a cover letter explaining your news philosophy to: KSTU Fox 13 Television Human Resources, 5020 West Amelia Earhart Drive, Salt Lake City, UT 84116. Equal Opportunity Employer.

Senior Writer/Producer WVEC-TV, Norfolk, Virginia Ok...You've survived May and now you're wondering, "What's next?"...Well, how about a job where you can produce killer promos AND live at the beach to boot?! Interested? Then listen up...we need a really good senior producer and we need you now! If you have 2-3 years promotion experience and can concept and write copy that will blow the competition away...then this just may be the job you're looking for! We're a Belo station in market 40...We shoot and edit digital, work with best graphics team in the region and just got a Quantel Edit Box...We've got the tools, we've got the potential...we just need the right person to help bring it all together. If you're that person...Send a non-returnable VHS tape and resume by July 5, 1999 to Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. WVEC Television, Inc. is an Equal Opportunity Employer.

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HELP WANTED PRODUCER

Producer: Do you have what it takes to be a producer in the most competitive news market in the country? Can you take control of a crisis in the breaking news capital of the world? The Miami news market is all that you've heard about and more! We just sent a couple of talented producers off to the network. We are looking for our next success story. Miami's NBC-owned station is looking for a creative and energetic producer to take control of a high-profile newscast. If you react quickly to breaking news, create innovative rundowns, and write sizzling scripts, send your tape now! Aggressiveness, communication, and leadership qualities are a must. Prior producing experience is required. Send resume and tape, which describes your experience to: Employee relations, WTVJ/NBC 6, 316 North Miami Avenue, Miami, FL 33128. WTVJ/NBC 6 is an equal opportunity employer. Note that resume tapes will not be returned.

HELP WANTED MARKETING

Telemundo Network Group LLC, a Spanish Language television network seeks an *Audience Research Analyst* for their NY office. Responsibilities include analyzing and maintaining Nielsen audience data via Donovan Systems and Galaxy software. Position will interact strongly with sales offices, stations and/or ad agencies. Strong media/rep/agency exp. is required, along w/ excellent verbal/written communication and computer skills (MS Excel and MS PowerPoint) a must. EOE. For consideration, please forward your resume with salary requirements to: Telemundo Network Group LLC, Human Resources, 2290 W. 8th Ave., Hialeah, FL 33010 Fax 305-889-7079.

HELP WANTED PROGRAMMING

Programming Assistant: WISH-TV (Top 25-market CBS affiliate in Indianapolis) is looking for a Programming Assistant with interpersonal skills and an attention to detail. Will be responsible for the clerical and administrative duties incumbent upon the Programming Department both within the station and with the general public. Assistant is also responsible for maintaining programming clearance communications with network, syndicates, and other program sources. Experience with Microsoft Office applications desired. Send resume to: Program Manager, WISH-TV, PO Box 7088, Indianapolis, IN 46207. No phone calls please. WISH-TV is an equal opportunity employer. (EOE/MF.)

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All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Brent Newmoyer at (212) 337-6962 or Yuki Atsumi at (212)337-6960.

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

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

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

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

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

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

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

Color Classified Rates

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

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

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

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

HELP WANTED NEWS

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Oversee development of content for Discovery Health Channel. Work with Sr. Management, programming, production, interactive and research teams to establish creative strategies for DHM. Maintain consistency between Discovery Health and Discoveryhealth.com through: co-managing DHM editorial team; regular attendance at Discoveryhealth.com editorial meetings; the establishment of regular DHM development meetings; and the creation of quarterly DHM development reports. Work closely with DHM health advisory consultant and strategic partners in the health industry and medical field to generate program ideas. Attend programing markets and health industry conferences and symposia. Oversee Discovery Health's development and acquisition submission and review process through ensuring that producers and other partners understand and are applying editorial guidelines for Discovery Health; working with DH programming and production teams to make prudent and timely development and acquisition decisions; and following projects from submission through the DCI buy-in process. Serve as development point-person for DHM, working with other DHM divisions to develop appropriate extensions of DHM content. Provide support and feedback for DHM content development team, evaluate performance and conduct management planning and develop and execute special projects for Senior Management as assigned. Job Code: DHMMCD

Discovery Communications offers an outstanding benefits package and convenient access to the Bethesda Metro. For immediate consideration, please send your resume to: Discovery Communications, Inc., Attn: Human Resources, 7700 Wisconsin Ave., Bethesda, MD 20814. FAX: (301) 986-1889. Please reference Job Code on all correspondence. Only candidates selected for interviews will be contacted. No phone calls please. EOE.



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Reports to VP of Engineering for Turner Studios. Responsible for technical readiness of Turner Studios. Must have proven engineering management skills and ability to consolidate varied Turner Studios Engineering departments and activities. Ability to manage an overview of Turner Studios Engineering global needs, and present strategic and unified solutions. Must have the ability to create engineering project budgets and timelines, and track related accounting details. Experience in the television systems design/installation, and television systems engineering/maintenance a must.

Minimum of five years experience at network level television engineering or post-production engineering, with a minimum of a two-year associate degree in electronic technology or equivalent. Must be a resourceful self-starter with ability to make decisions. Must have ability to find creative solutions to television problems. Must possess good organizational skills and be capable of reviewing and supervising management-level engineers.

Please send all contact information to:

Kevin B. Shorter
Vice President of Engineering
Turner Studios
1050 Techwood Drive NW
Atlanta, GA 30318

ALLIED FIELDS

HELP WANTED INSTRUCTION

Augusta State University's Department of Languages, Literature and Communications invites applications for a one year temporary position to begin August 1999. The successful applicant will be eligible to compete for a full-time, tenure-track position to begin August 2000. Candidate should hold a Master's degree or higher and should possess outstanding professional experience in telecommunications, especially production aspects of radio and television. Professional experience in broadcasting and other venues of mass communications required. University teaching experience preferred. Duties include teaching undergraduate courses in Mass Media and Society, Introduction to Electronic Media, Radio and Television Production, and Advanced Television Production. The successful applicant will advise students and participate in a range of university and community projects. Applicants should send a letter of application, a detailed vita, and three letters of recommendation to Lillie B. Johnson, Chair, Department of Languages, Literature, and Communications; 2500 Walton Way; Augusta, GA 30904. Review of applications begins immediately and continues until position is filled. Deadline for receipt of applications is July 8th. Augusta State University is an Equal Opportunity/Affirmative Action Employer.

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Wisconsin: FM station in growing 220,000 population market. Excellent billing. Excellent cash flow. \$1,200,000 price is less than 6.7X trailing cash flow. Includes all real estate. Call Don Roberts 804-244-2653.

Owner/Operator opportunities: 6kw FM. Single station market. Modern, attractive facilities. Cash flow, Memphis ADL. Asking \$650,000. Two Southeast AM's. Full-time. \$190,000 & \$265,000. Small and medium markets. Owner financing. Limited competition. Snowden Associates, 252-355-0327.

Ideal Mom/Pop AM Radio station in city of 150,000 heart of Florida resort near Disney. \$500,000, possible terms right party. Discuss at 813-968-8165.

For Sale: UHF Television Station CP. Medium Southeast market, network availability; \$2 million. Contact: Norman Fischer & Associates, Inc., P.O. Box 5308, Austin, TX 78763. norman@nfainc.com (512) 476-9457.

FOR SALE STATIONS

Massachusetts AM's. Small city fulltime 1kw AM, owner retired - 150K. Great dual-city signal 5kwD/2500wN - 500K. Sales Group 781-848-4201.

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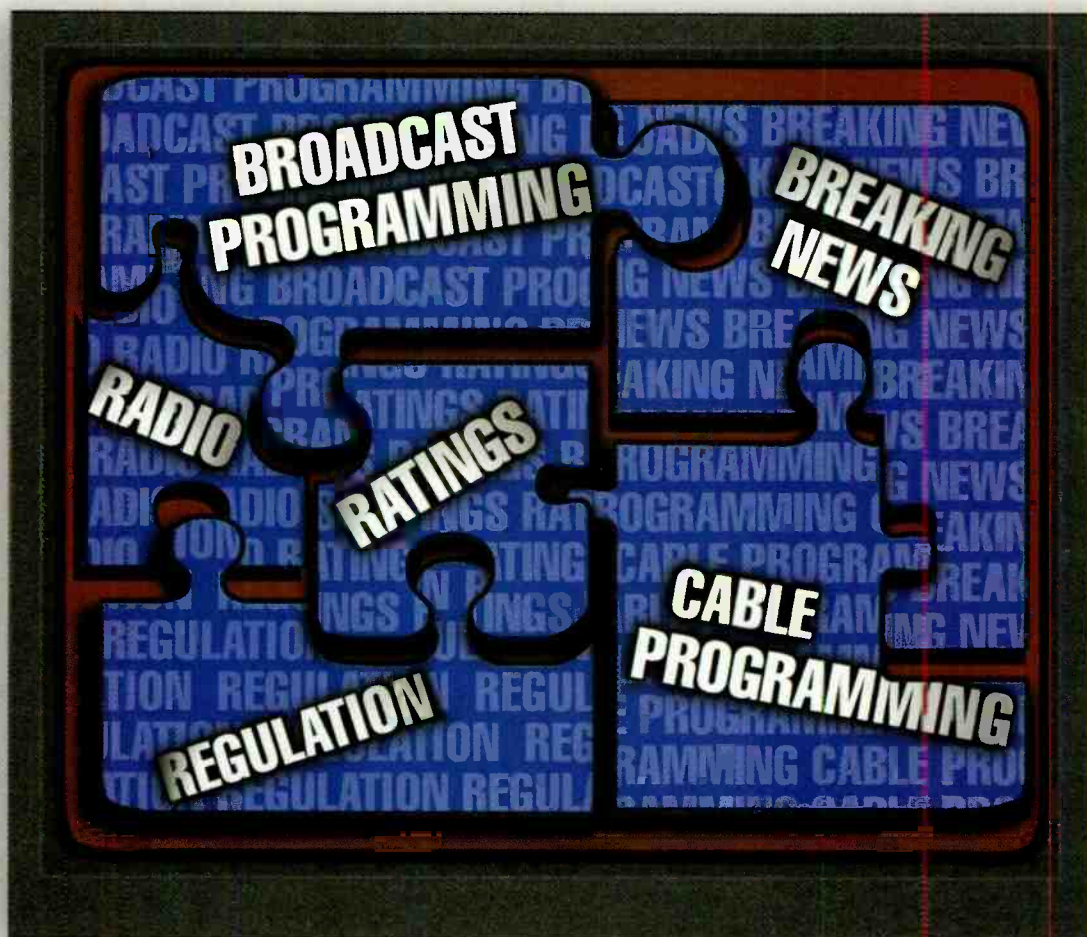
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MAJOR MEETINGS

Aug. 31-Sept. 3—*National Association of Broadcasters* Radio Show. Orlando Hilton Hotel, Orlando, Fla. Contact: (202) 775-3527.

Sept. 27—*Interface XIII*. Ronald Reagan International Trade Center, Washington. Contact: Steve Labunski (212) 337-7158.

Sept. 29-Oct. 2—*Radio-Television News Directors Association* Conference and Exhibition. Charlotte Convention Center, Charlotte, N. C. Contact: Rick Osmanski (202) 467-5200.

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

June 18-20—TV Producers Workshop for Minorities and Women, *Radio-Television News Directors Foundation*. Syracuse, N. Y. Contact: Michelle Thibodeau Loesch, (202) 467-5206.

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

June 20-22—*Oregon Cable Telecommunications Association* Annual Convention. Portland Hilton Hotel, Portland, Ore. Contact: Mike Dewey, (503) 362-8838.

June 20-23—*Cable Telecommunications Association of Maryland, Delaware and Washington* Annual Conference. Sheraton Fontainebleau Hotel, Ocean City, Md. Contact: Wayne O'Dell (410) 266-9111.

June 21—*National Association of Broadcasters* Service to America Summit and Gala Dinner. Ronald Reagan Building and International Trade Center, Washington. Contact: (815) 455-9590.

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

June 23—*National Association of Broadcasters* Board of Directors Meeting. Arlington, Va. Contact: (202) 775-3527.

June 25-26—*Radio and Television News Directors* Newsroom Ethics: Decision-Making for Quality Coverage Workshop. Nashville, Tenn. Contact: Avni Patel, (202) 467-5215.

June 26—*Broadcast Concepts and Ideas*. Nurnberger Halle, Nurnberg, Germany. Contact: Michael Beyer, 49 911 95 35 310.

JUNE

June 27-29—38th annual Executive Conference *New York State Broadcasters Association*. Sagamore Resort Hotel, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

June 27-29—*Inspo '99* Conference for Broadcasters of Inspirational Music. Northwestern College, St. Paul, Minn. Contact: Dale Davis, (651) 631-5032.

June 29—*North American Broadcasters Association* News and Operations Committee Meeting. Teleglobe USA, Washington. Contact: Paul Ferreira, (416) 598-9877.

JULY

July 7-11—*Unity 1999* Minority Journalists Convention. Seattle Hilton, Seattle. Contact: Sandra Michioku, (415) 346-2051.

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

July 12-14—11th annual *Wireless Communications Association International* convention. Ernest N. Morial Convention Center, New Orleans.

Contact: Jenna Dahlgren, (202) 452-7823.

July 13-16—*SMPTTE '99* conference. Sydney Exhibition and Convention Centre, Sydney, Australia. Contact: Expertise Events, +612 9977 0888.

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

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

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

July 23-25—*Radio-Television News Directors Foundation* Gearing up for the 2000 Elections Workshop. Chicago. Contact: Avni Patel, (202) 467-5215.

July 24—*Television News Center* Anchor Training. Reuters TV, Washington. Contact: Herb Brubaker, (301) 340-6160.

July 24-27—*National Association of Broadcasters* Executive Development Seminar for Radio Broadcasters. Georgetown University, Washington. Contact: Chris Suever, (202) 775-3511.

AUGUST

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

Aug. 25-27—*National Association of Broadcasters/Latin America* Annual Conference. Delano Hotel, Miami Beach, Fla. Contact: (202) 775-3527.

Aug. 31-Sept. 3—*National Association of Broadcasters* Radio Show. Orlando Hilton Hotel, Orlando, Fla. Contact: (202) 775-3527.

SEPTEMBER

Sept. 8-10—*Women in Cable and Telecommunications* Executive Development Seminar. Hilton Hotel, Loveland, Colo. Contact: Pamela Williams, (312) 634-2330.

Sept. 9-12—*Michigan Association of Broadcasters* Annual Conference. Mackinac Island Hotel, Mackinac Island, Mich. Contact: Mike Steger, (517) 484-7444.

Sept. 10-14—*International Broadcasting Convention* Annual Conference. Savoy House, Amsterdam, Netherlands. Contact: Hilary Robinson, 44-171-240-3839.

Sept. 20-23—*National Association of Broadcasters* TV Hundred Plus Conference. Marriott Hotel, Nashville, Tenn. Contact: Mike Steger, (202) 775-3527.

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

WEVV-TV
Evansville, Indiana
to
Communications
Corporation
of America
Stephen Murblo,
President
from
WEVV, Inc.
Skip Simms, President
for
\$27,500,000.

Brian E. Cobb
Broker

GEORGE I. OTWELL
941-929-0445

BRIAN E. COBB
202-478-3757

CHARLES E. GIDDENS
941-514-3375

ELLIOT B. EVERS
415-391-4877

RADIO and TELEVISION
BROKERAGE • APPRAISALS



MEDIA VENTURE
PARTNERS

CHANGING HANDS

The week's tabulation of station sales

COMBOS

WINE(AM)-WRKI(FM) Brookfield/Danbury, Conn., and WPUT(AM)-WAXB(FM) Patterson, N.Y./Brookfield
Price: \$11.25 million

Buyer: Aurora Communications LLC, New Canaan, Conn. (Frank D. Osborn, president/7.3% owner; Frank G. Washington, board member/3.6% owner; Aurora Management Inc., 72.9% owner [Osborn owns 80% of Aurora Management; Washington owns 20%]); is buying WZZN(FM) Mount Kisco and WFAS(AM) White Plains, N.Y., and WICC(AM) Bridgeport-WEBE(FM) Westport/Bridgeport, Conn.

Washington owns 89% of WJBR-FM Wilmington, Del.; 33.3% of KBCB(TV) Bellingham/Seattle, Wash., and 20% of WHTV(TV) Jackson/Lansing, Mich.

Seller: Capstar Broadcasting Corp., Austin, Texas (R. Steven Hicks, chairman/3.2% owner; Thomas O. Hicks, principal owner/chairman, Hicks, Muse, Tate & Furst Inc.); owns/is buying 89 AMs and 222 FMs. Note: Capstar is being bought by Hicks' Chancellor Media Corp.

Facilities: WINE: 940 khz, 1 kw day, 4 w night; WRKI: 95.1 mhz, 50 kw, ant. 500 ft.; WPUT: 1510 khz, 1 kw day; WAXB: 105.5 mhz, 1.5 kw, ant. 460 ft.
Format: WINE: country; WRKI: classic rock; WPUT: country; WAXB: oldies

KFAR(AM)-KWLF(FM) and KCBF(AM)-KXLR(FM) Fairbanks and KUWL(FM) College/Fairbanks, Alaska

Price: \$4.25 million (\$3.5 million for KFAR-KWLF and KUWL; \$750,000 for KCBF-KXLR)

Buyer: New Northwest Broadcasters Inc., Yakima, Wash. (Ivan Braiker, president); owns two other AMs and four other FMs and is buying KKRO(FM) Anchorage and KQEZ(FM) Houston/Anchorage, Alaska

Sellers: KFAR-KWLF and KUWL: Borealis Broadcasting, Fairbanks (L.F. Delong, president); no other broadcast interests; KCBF-KXLR: Northern Radio and Television Inc., Anchorage (Robert Gottstein, president); owns KBYR(AM)-KNIK-FM Anchorage, KFSH(AM) Seward/Anchorage and KTVF(TV) Fairbanks, all Alaska

Facilities: KFAR: 660 khz, 10 kw; KWLF: 98.1 mhz, 25 kw, ant. -7 ft.; KCBF: 820 khz, 10 kw; KXLR: 95.9 mhz, 25 kw, ant. 7 ft.; KUWL: 103.9 mhz, 3 kw, ant. 120 ft.
Formats: KFAR: news/talk; KWLF: CHR; KCBF: oldies; KXLR: classic rock; KUWL: country

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$0 ■ 0
 Combos ■ \$15,950,000 ■ 3
 FMs ■ \$1,675,000 ■ 4
 AMs ■ \$550,000 ■ 2
 Total ■ \$18,175,000 ■ 9

SO FAR IN 1999

TVs ■ \$2,052,659,005 ■ 43
 Combos ■ \$799,843,602 ■ 74
 FMs ■ \$822,468,188 ■ 130
 AMs ■ \$110,766,429 ■ 95
 Total ■ \$3,785,737,882 ■ 342

Broker: Media Services Group Inc. (Borealis)

WPLB(AM) Greenville/Grand Rapids and WPLB-FM Lakeview/Grand Rapids, Mich.

Price: \$450,000

Buyer: Stafford Broadcasting LLC, Greenville (John B. Stafford, owner); no other broadcast interests

Seller: Kortess Communications Inc., Greenville (Jeff Kortess, president); no other broadcast interests

Facilities: AM: 1380 khz, 1 kw day, 500 w night; FM: 106.3 mhz, 3 kw, ant. 328 ft.

Formats: AM: MOR; FM: country

FMS

WRLD-FM Valley, Ala./Columbus, Ga.

Price: \$780,000

Buyer: McClure Broadcasting Inc., Columbus, Ga. (Charles A. McClure Jr., president/33.3% owner); no other broadcast interests. Charles McClure owns 33.3% of WCHK(AM)-WGST-FM Canton/Atlanta and WRCG(AM)-WCGQ(FM) Columbus and 25.7% of WVCN(FM) Lumpkin/Columbus, Ga.

Seller: Pearce Broadcasting Co. Inc., Valley (Charles Reeves, president); no other broadcast interests

Facilities: 95.3 mhz, 6 kw, ant. 328 ft.
Format: Classic oldies

WKHW(FM) Pocomoke City, Md., and WKHI(FM) Exmore/Onancock, Va.

Price: \$700,000

Buyer: Great Scott Broadcasting, Pottstown, Pa. (Faye Scott, 7% owner); owns seven FMs and four AMs. Scott owns 49% of WFNN(FM) Villas, N.J.

Sellers: William E. Esham Sr., James Layton and Klein G. Lesiter, owners;

Pocomoke City; no other broadcast interests

Facilities: WKHW: 106.5 mhz, 1.8 kw, ant. 341 ft.; WKHI: 107.5 mhz, 50 kw, ant. 259 ft.

Formats: WKHW: oldies; WKHI: AC

WNFK(FM) Perry, Fla.

Price: \$135,000

Buyer: Power Country Inc., Lake City, Fla. (Louis D. Bolton II, president/50% owner); owns WGRO(AM) Lake City and WQLC(FM) Watertown, Fla.

Seller: RAHU Broadcasting Co., Perry (Amy Crain, vice president); owns WNFK(FM) Perry

Facilities: 92.1 mhz, 2.45 kw, ant. 345 ft.
Format: Country

Construction permit for KAYF(FM) Starbuck, Minn.

Price: \$60,000

Buyer: Digital Broadcasting Co. LLC, Minneapolis (Terrance W. Moore, managing member); no other broadcast interests

Seller: Jerry Papenfuss, Winona, Minn.; owns KBEW-AM-FM Blue Earth; KBRF-AM-FM and KJJK-AM-FM Fergus Falls; KPRW(FM) Perham; KAGE-AM-FM and KWNO(AM) Winona, and KWNO-FM Rushford/Winona, all Minn.

Facilities: 97.3 mhz, 50 kw, ant. 492 ft.

AMS

WSTT(AM) Thomasville, Ga., and WONG(AM) Canton, Miss.

Price: \$350,000 (\$300,000 for WSTT; \$50,000 for WONG)

Buyer: Marion R. Williams, Gary, Ind.; owns WMSK-FM Buchanan, Mich.

Seller: John H. Pembroke, Tallahassee; no other broadcast interests

Facilities: WSTT: 730 khz, 5 kw day, 27 w night; WONG: 1150 khz, 500 w day
Formats: WSTT: gospel; WONG: AC

KHND(AM) Harvey, N.D.

Price: \$200,000

Buyer: Two Guys Broadcasting Inc., Harvey (Dick Knaup, president); no other broadcast interests

Seller: Two Rivers Broadcasting Inc., Valley City, N.D. (Robert J. Ingstad, president); owns two AMs and five FMs. Ingstad also owns 15% of two AMs and one FM and 5% of two AMs and three FMs

Facilities: 1470 khz, 1 kw day, 160 w night

Format: Country

—Compiled by Alisa Holmes
 and Elizabeth Rathbun

Keeper of 'a national treasure'

For all that National Public Radio has accomplished in a quarter century—13 million weekly listeners, 604 member stations and a reputation as the barometer for news, information and cultural programming—Kevin Klose has an even more ambitious game plan.

The new president and chief executive officer of NPR, six months on the job, has already sealed two major deals that will “produce new streams of programming that will enhance listenership,” he says.

One such example is the June 8 agreement with CD Radio, a satellite-to-car broadcaster, to provide programming for two channels—one news/talk, the other an “eclectic mix”—on its national digital satellite radio service. As part of the alliance, NPR will also have a presence on CD Radio’s 50 commercial-free music channels through classical and jazz features and interviews. The alliance, which will bow at the end of fourth quarter 2000, will enable NPR, its member stations and independent producers to develop innovative programs for CD Radio.

The agreement will also help NPR expand its audience—to encompass the elusive 20-somethings Klose craves.

In addition, he hopes to reach them through the power of the Internet. NPR’s Web site, www.npr.org, includes breaking news and a look inside NPR programs. And the network recently announced a partnership with Minnesota public radio to create eXploreRadio.net, a “super” Web site Klose hopes will “build an identity and attract new kinds of audiences.”

The goal, he says, is “to create the highest quality of radio in partnership with our stations. We look at that every minute of every day.”

Radio is in Klose’s blood. His parents, Woody and Virginia Taylor Klose, were radio producers, on-air personalities and writers during the Golden Age of Radio in the 1930s and 1940s. His brother, Woody, was a news director in Poughkeepsie, N.Y., and his sister, Deborah, is an independent radio producer in Santa Monica, Calif.

But before Klose found his way around a microphone, he found his way around a typewriter.

Klose’s maternal grandfather was a reporter for the now-defunct *St. Louis Star Times*, and he grew up enthralled by his grandfather’s exciting stories of reporting in the Roaring ’20s. In the late 1960s, Klose followed his grandfather’s foot-



NPR “brings informed, civil dialogue and discourse to Americans in a way unmatched by any mass media.”

Kevin Klose

President and Chief Executive Officer, NPR, Washington; b. Sept. 1, 1940, Toronto; BA, English Literature, Harvard University, Cambridge, Mass., 1962; staff reporter, *The Washington Post*, Washington, 1967; Moscow Bureau Chief, Moscow, 1977-1981; Midwest correspondent, Chicago, 1983-1987; Deputy National Editor, Washington, 1987-1991; director, Radio Free Europe/Radio Liberty Inc., Munich, Germany 1992-1994; president, Radio Free Europe/Radio Liberty, Prague, Czech Republic, 1994-1997; director, U.S. International Broadcasting Bureau, Washington, 1997-1998; associate director, U.S. Information Agency, Washington, 1997-1998; current position since Dec. 8, 1998; m. Eliza Kellogg, Sept. 1964; children: Nina, 31; Brennan, 30; Chandler, 27.

steps, joining *The Washington Post*. He held various jobs at the *Post* for 25 years, including Moscow bureau chief during the Cold War, Midwest correspondent and deputy national editor.

In 1992, Klose succumbed to radio’s siren call. He left the *Post* to become director of Radio Free Europe/Radio Liberty, a private, nonprofit multinational radio news organization based in Munich that broadcast to Central Europe and the former Soviet Union. Klose oversaw the broadcasts and ensured that they met the Western standards of objective, well-sourced news and information unavailable to those countries prior to communism’s collapse.

Almost two years later, the board of directors and Congress elected to move the headquarters to Prague, Czech Republic—“an astonishing city to live in.” Klose became president and stayed in Prague until 1997.

He was soon tapped to become director of the International Broadcasting Bureau, the Washington-based U.S. global, non-military radio and television system. In his 18-month tenure, Klose coordinated broadcasting activities of studios and stations worldwide, including Voice of America, Radio Free Europe/Radio Liberty and Radio Free Asia.

Then in August 1998, when Delano Lewis resigned as president/CEO at NPR, board member Susan King nominated Klose to succeed him. He was among 200 candidates and was interviewed by the search committee in September. He was selected in November.

NPR “is beyond a public service—it’s a national treasure,” Klose says. “It brings informed, civil dialogue and discourse to Americans in a way unmatched by any mass media. It’s an amalgam of local voices...intertwined with national programming that brings national perspectives to specific communities across the nation. It’s an amazing mosaic.”

Bob Davis, vice chairman of the NPR Board and member of the seven-person selection committee, lauds Klose’s leadership. Klose was appealing for two reasons, he says. “He is a broadcaster and a journalist. He understands the power of the broadcasting medium, and as a journalist he understands the importance of personal integrity and noncommercial natures. It’s a passion that’s unrivaled.” —Mara Reinstein

FATES & FORTUNES

BROADCAST TV



Manze

Appointments, NBC, Burbank, Calif.: **John Miller**, executive VP, advertising, promotion and event programming, NBC entertainment, named president; **Vince Manze**, senior VP, advertising and

promotion, NBC entertainment, named executive VP.



Jones

Janine Jones, VP, prime time series, The WB, Burbank, Calif., named director, current programming.

Barry Drake, chief executive officer, Sinclair radio division, Baltimore, named

CEO, TV and radio divisions, for parent company Sinclair Broadcast Group.

Appointments, UPN, Los Angeles: **David England**, chief financial officer, Western International Media, Los Angeles, joins in same capacity; **Bob Bouknight**, senior VP, on-air promotion, Fox, Los Angeles, joins as senior VP, creative advertising.

Robin Li, senior VP, human resources, Star TV, Hong Kong, joins News Corp.-China there as senior VP, finance and administration.

Bill Bacigalupi, general sales manager, KGO(AM) San Francisco, named general sales manager for sister station KGO-TV.

Appointments, WETA(TV) Washington: **Valerie Mullen Pletcher**, PBS sponsorship liaison, named national program marketing manager; **Jeff Epreman**, VP, program marketing, named senior VP.

Lee Minard, director, creative services, WMAR-TV Baltimore, joins Paxson Communications Corp., West Palm Beach, Fla., as senior VP, advertising and promotion.

Patricia Buchert, accounting supervisor, WGNO-TV New Orleans, named controller/chief financial officer.

Appointments, WUPV(TV) Richmond, Va.: **Gerald Walsh**, director, programming, KSTW(TV) Seattle, joins as general manager; **Ryan Harris**, account executive, named national sales manager.

Appointments, KTXL(TV) Sacramento, Calif.: **Elyse Dietrich**, community relations director, named community affairs/public relations director; **Lori Marvin**, account executive, KHNL-TV/KFVE-TV Honolulu, joins in same capacity; **Eva Espinoza**, human resources coordinator, named human resources director.

George DeGonzague, regional account executive, WNYT(TV) Albany, N.Y., named local sales manager.

Brian Mayfield, account executive, WCTP(TV) Nashville, Tenn., named national sales manager.



Kelley

Susan Kelley, news director, WWMT-TV Grand Rapids/Kalamazoo, Mich., joins KTVL-TV Medford, Ore., as VP and general manager.

Alan Cartwright, general manager, WCSH-TV Portland, Maine, joins

WGME-TV there in same capacity.

PROGRAMMING

David LaFontaine, head, Telekinesis, Los Angeles, joins Paramount Domestic Television, Hollywood, as senior VP, advertising and promotion.

JOURNALISM

Nannette Wilson, executive producer, WRC-TV Washington, named assistant news director.

Jamie Foster, executive producer, KNBC-TV Los Angeles, named assistant news director.

Heather Dubbs, anchor/assistant news director, *TCI 10 News*, New York, joins foreignTV.com there as anchor, *Worldcast*.

Sean Hiller, executive producer, WHBQ-TV Memphis, Tenn., joins WFSB-TV Hartford, Conn., in same capacity.

Appointments, KLFY(TV) Lafayette, La.: **Lori Meaux**, part-time reporter, named general assignment reporter;

Mike Iscovitz, on-camera meteorologist, Florida State University, Tallahassee, Fla., joins in same capacity.

RADIO



Stirland

Kirk Stirland, VP, sales, DG Systems, New York, joins WOR Radio Network, Greenwich, Conn., as president.

Bryan Mitchell, account executive, The Wall Street Journal Radio Network, New

York, joins Westwood One there as manager, new business development.

Markus Garvey, director, market development, ABC Radio Network, Los Angeles, joins Westwood One there as Los Angeles sales manager.

Ken Fearnow, VP/general manager, WOW-AM/FM, Omaha, Neb., joins Journal Broadcasting Group, Milwaukee, as VP and market manager, Wichita, Kan., operations.

Tom Sheridan, local sales manager, WTMJ(AM) Milwaukee, named general sales manager.

Drew Rashbaum, VP/general manager, Entercom, Tampa, Fla., joins WWMI(AM) there as general manager.

Maria Rivero, senior account executive, WRTO-FM Miami, joins WNMA-AM there as general sales manager.

CABLE

Appointments, USA Broadcasting, New York/Los Angeles: **Rick Feldman**, president and general manager, KCOP-TV Los Angeles, joins as chief operating officer. He will continue to be based in Los Angeles. **Tim Peterman**, director of finance, Sinclair Communications, Los Angeles, joins as chief financial officer. He will continue to be based in Los Angeles. **Adrienne Becker**, director of communications, CBS New Media and CBS 2/CBS Television Stations, New York, joins as director, corporate communications. She will continue to be based in New York.

Amy Doyle, operations manager, WXDG(FM) Detroit, joins MTV, New York, as director, music programming.



Cardenas

Jennifer Cardenas, senior area manager, Showtime Networks Inc., Los Angeles, joins Lifetime Television there as VP, affiliate relations, Western region.

Mary Silverman, senior VP, programming, The Odyssey Channel, New York, joins Court TV there as VP, scheduling and acquisitions.



Ehrlich

Ed Hersh, senior producer, program development, ABC News, New York, joins A&E Network there as VP, documentary programming.

Phyllis Ehrlich, VP, marketing, licensed promotions, Cartoon Net-

work Sales & Marketing, New York, named VP, promotions marketing.



Herman

Tara Herman, VP, consumer promotion and planning, Showtime Networks, New York, joins CMT: Country Music Television there as director, marketing.

Gene Cooper, director, program scheduling, Your

Choice TV, Denver, joins CNN News Group, Atlanta, as VP, audience and marketing research.

Al Ulozas, VP, affiliate sales and marketing, QVC, West Chester, Pa., named senior VP.

Fred Bell, project manager, Comcast Online, Baltimore, named operations manager.

ADVERTISING/MARKETING/ PUBLIC RELATIONS

Stacey Luchs, account supervisor, Showcase Entertainment, Los Angeles, joins PMK Public Relations there as senior account supervisor.

INTERNET

Colleen Coffey, assignment editor,

WNYW(TV) New York, joins News Broadcast Network, a producer and distributor of electronic media content, New York, as director, media relations.

Appointments, CenterSeat, which develops original broadband programming for the Internet, New York: **Terry Baker**, senior producer, news, *Good Morning America*, ABC, New York, joins as VP, news and information programming; **Dave Levine**, New York bureau manager, *Access Hollywood*, joins as VP, entertainment.

TECHNOLOGY

Howard Tigerman, director, accounting, Cox Communications, Atlanta, named controller.

Jay Ziegler, assistant U.S. Trade Representative, public affairs, Washington, joins Comsat, Bethesda, Md., as VP, corporate communications.

Douglas Rasmussen, VP, general manager, Honeywell Optoelectronics, Richardson, Texas, joins CTS Corp., which manufactures electronic components and custom assemblies, in same capacity.

ASSOCIATIONS

Meyer Gottlieb, president and chief operating officer, Samuel Goldwyn Films, Los Angeles, named to board of directors of The Harvey Entertainment Co., which manages and exploits its proprietary branded characters through merchandising and filmed entertainment.

James Risser, director, John Knight Fellowships for professional journalists, Stanford University, Palo Alto, Calif., will retire at the end of the year.

ALLIED FIELDS



Luperella

Frank Luperella, senior VP, Atlantic Satellite Communications, Northvale, N.J., named general manager.

Appointments, Imagistic Media Studios, Venice, Calif.: **Sharon Eisenberg**, director, creative and business development, Philippe Mounier Marketing Production, Paris, joins as business development executive; **Tim Stanton**, media producer,

North Communications, Marina Del Rey, Calif., joins as producer; **Matthew Gilbert**, technical liaison, BowieNet, Los Angeles, joins as associate producer.

DEATHS

Dan Stonebraker, 42, advertising sales manager for Comcast in Fort Wayne, Ind., died May 23 of complications from diabetes. Stonebraker began his 12-year advertising career as an account executive with radio stations WBTU-FM and WBYR-FM in Fort Wayne before joining Comcast in 1990. He won many awards with Comcast, most notably the company's Highest Biller-Platinum Medallion Award in 1996 and 1997. He was promoted to senior account executive in 1997 and advertising sales manager later that same year. He is survived by his wife and two children.

Joseph Wells, 61, media broker, died June 5 of a stroke. Wells was president of J.N. Wells & Co., an international media broker and consulting firm in Lombard, Ill. The firm began negotiating the newspaper sale of the *Gastonia Gazette* in North Carolina in 1967, and expanded into broadcasting with the sale of WTWO-TV Terre Haute, Ind. In 1971, the firm branched into CATV and radio. He is survived by a brother and a son.

DeForest Kelley, 79, actor, died June 11 of a lingering illness. From 1966 to 1969, Kelley played Dr. Leonard "Bones" McCoy—the skeptical country doctor and Dr. Spock's sparring partner—on the NBC series *Star Trek*. Though the series lasted only three seasons, Kelley's famous role continues to be seen on television today thanks to endless syndicated reruns. He also portrayed "Bones" in all six *Star Trek* movies that featured the original television cast, the last being *Star Trek: The Undiscovered Country* in 1991. Kelley, who once dreamed of becoming a doctor, was discovered by a talent scout for Paramount Pictures while appearing in a stage play in Long Beach, Calif. After serving in the armed forces in World War II, he appeared in his first film, 1947's *Fear in the Night*. He later appeared in a number of Paramount westerns, including *Gunfight at the O.K. Corral* in 1957. He is survived by his wife, Carolyn.

—Compiled by Mara Reinstein
mreinstein@cahners.com

The House is stalled on selecting conferees for a joint House-Senate meeting to reconcile differing versions of satellite TV reform legislation.

Sources say House Commerce Committee Chairman Tom Bliley (R-Va.) wants to have eight members on the conference to the House Judiciary Committee's five. Sources also say it is unlikely that House Judiciary Committee Chairman Henry Hyde (R-Ill.) or the House Republican leadership will agree to Bliley's demands. During the last jurisdictional skirmish over the bill, when Bliley and Hyde could not agree to who would present the bill on the House floor before the vote, House Majority Leader Dick Armey (R-Texas) stepped in and offered the bill. Republican leadership also agreed earlier this year that the bill's jurisdiction would be equally

shared by both committees, the first time leadership has allowed that since 1994, one source says. The Senate chose its members two weeks ago.

The Senate Judiciary Committee last week postponed a vote on a bill, sponsored by Sens. Mike DeWine (R-Ohio) and Herb Kohl (D-Wis.) that would limit the amount of time the FCC could spend reviewing telecommunications mergers.

Senate Judiciary Committee Chairman Orrin Hatch (R-Utah), along with Senate Commerce Committee Chairman John McCain (R-Ariz.), has introduced a rival bill that would forbid the FCC from reviewing any mergers unless the Justice Department or Federal Trade Commission had a problem with a particular proposal. Hatch says he is trying to work out a compromise with

DeWine and Kohl, but Democrats say the administration is unlikely to approve Hatch's bill because it throws the FCC out of merger reviews altogether. Many telecommunications and broadcasting companies are lobbying for the DeWine/Kohl measure, because they want the agency to approve mergers faster.

The Senate Judiciary Committee last week approved 16-1 a bill, sponsored by Sen. Jon Kyl (R-Ariz.), that would forbid most gambling on the Internet.

Kyl's bill would allow legal fantasy sports leagues to continue, a provision for which Disney and NBC have lobbied because their Web sites ESPN.com and MSNBC.com run fantasy sports games.

The city of Los Angeles should refrain from imposing open-access requirements on the

cable operators, according to a just-released report by the staff of the city's Information Technology Agency, which oversees cable regulation. The recommendation is one of 10 in the report. Other recommendations include: The city should monitor the issue over the next three years to gauge whether an open-access provision should be part of franchise transfers; cable modem services should permit a single click-through to any competing Internet service provider (ISP); cable modem customers should not be required to use the cable data service as the home page; the city should require cable companies to provide universal access within a franchise area; and consumer service standards that apply to video should be applied to cable modem service. The agency's board is scheduled to vote next week.

Fox has named David Hill, chairman and CEO of Fox Sports Television Group, to a new position from which he will oversee all of the company's sports media properties worldwide.

Hill won't be replaced—at least not in the near term—and the network's key managers will now report directly to Peter Chernin and Chase Carey, the top two executives at the Fox Entertainment Group.

The NCTA last week elected Cox Communications President James Robbins chairman of its board for 1999-2000

during the association's national convention in Chicago. Other officers elected were Time Warner Cable Chairman

Bressler new boss at TV new media

Time Warner has tapped its chief financial officer, Richard Bressler, to lead its new media unit.

Bressler, 41, executive vice president and CFO, was named chairman and CEO of Time Warner Digital Media last week, overseeing Time Warner's Internet hubs, the e-commerce infrastructure to be built to support them, and its Road Runner high-speed cable Internet service.

Bressler faces the immediate task of reorganizing the valuable Time, Inc. magazine properties, including *Time*, *Sports Illustrated* and *People*, into a vertical portal strategy. That's Time Warner's "Plan B" after abandoning its strategy to aggregate the titles in Pathfinder, its failed pay portal.

In announcing Bressler's appointment, Time Warner Chairman and CEO Gerald Levin called digital media the company's "single most-important growth area."

Bressler says he intends to foster a "higher level of focus" on all of Time Warner's digital ventures, including digital cable, digital music and DVD, to drive revenue. But his prime mission is shepherding the creation of the hubs in news, sports, financial news, entertainment and lifestyles, with e-commerce capabilities. That rollout starts this year, based primarily on Time periodicals. "They're an integral part of our company," Bressler says.

Bressler has held the CFO title since 1995; he was named executive vice president last year.



Bressler will oversee Time Warner's Internet ventures

—Richard Tedesco

Joseph Collins to vice chairman, Charter Communications Vice Chairman Bruce Babcock to secretary, and Insight Communications President Michael Willner to treasurer. Serving on the executive committee will be A&E Television Networks President Nickolas Davatzes, Cablevision President James Dolan, AT&T Broadband & Internet Services President Leo Hindery, Advance/Newhouse Communications President Bob Miron, Comcast President Brian Roberts and Time Warner Vice Chairman Ted Turner.

The first game of the NBA finals between the San Antonio Spurs and New York Knicks bombed on NBC, drawing 38 million viewers for an 11.5 rating and a 21 share. That paled in comparison to last year's record 18 rating and 32 share translating into 53 million viewers for the initial game of the final series between the Chicago Bulls and Utah Jazz.

The flap over an unattended, suspicious piece of luggage left at Port Columbus International Airport for a March story by WCMH-TV Columbus, Ohio, will not lead to federal charges. U.S. Attorney Sharon Zealey said last week the government would not seek charges against the woman who left the bag, airline safety advocate Mary Schiavo. Working about the station on a story about airline safety as she

has with numerous stations and networks, Schiavo checked a suitcase at a ticket counter in order to show how easy it was to get a piece of luggage on a plane without boarding the plane. The bag, which contained a tape recorder, wire and hair spray, was harmless, but intended to look suspicious, suggesting the need for X-raying luggage. Later, the runway was closed for four hours due to the suspicious bag. Zealey said that although Schiavo's act was "extremely disruptive," it lacked the requisite criminal intent for prosecution.

The Rosie O'Donnell Show will have a new executive producer when it returns in the fall, Warner Bros. executives announced Thursday. Roni Selig, who took over the executive producer reins at the start of last season, has left the show to "take care of her two young children," Warner Bros. executives say. The syndicated talk show is on hiatus and, sources say, O'Donnell's longtime supervising producer Bernie Young is the leading candidate to take over as executive producer.

The WB has ordered eight episodes of the Touchstone TV comedy *Brutally Normal* for midseason. The series, which is about three high school friends and their teen-age anxieties, will air in a half-hour format instead of the one-hour show Touchstone TV executives were pitching. *Brutally Normal* is the first single-camera comedy that The WB has ordered.

NBC's top engineer resigns

Fifteen-year NBC veteran Charles Jablonski is leaving the network—where he has served as vice president of engineering since 1993—to join a new data broadcasting company, he told BROADCASTING & CABLE. Geocast, the Menlo Park, Calif.-based start-up company, will work with television stations, satellite and digital terrestrial broadcasters to help them use the digital broadcast spectrum to provide "broad, media-rich and localized content directly to PCs," Jablonski says. Jablonski, 43, will serve as vice president, network operations and engineering for the new company starting in mid-July.



Jablonski will start at Geocast in July.

—Karen Anderson

CBS is reaching for baby boomers with its latest Web acquisition. CBS Corp. picked up a 30% equity stake in ThirdAge Media for \$54 million in advertising and promotion for ThirdAge.com, a site aimed at the boomer generation. CBS paid a small portion of that in cash. It's angling toward assembling a portfolio of Internet properties it can spin out in an IPO later this year.

The controversial season finale of *Buff* *The Vampire Slayer* will air on The WB on Tuesday, July 13. Originally scheduled to air on the network on May 25, the episode, titled "Graduation Day, Part Two," was pulled by WB executives at the

last minute out of respect for victims of recent high school shootings. The episode features a violent scene during graduation ceremonies at the show's Sunnydale High School. WB CEO Jamie Kellner said, "We have received both praise and criticism for our decision. To all of our loyal fans of *Buff*, please accept my sincere apology for the delay. If we erred, it was on the side of caution."

Looking at an imminent spinout of its Internet holdings, NBC last week increased its equity stake in Xoom.com by \$25 million. It had already invested \$30 million in the online community service as part of a deal to merge it with Snap.com and its other Internet assets. Shares of Xoom.com will be converted to shares of NBCi.

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Reason vs. reaction

The Constitution won out over posturing last week when the House defeated two media violence amendments that would have criminalized some speech and stigmatized more. The representatives who voted against the measures were as horrified by the Littleton crime as those who tried to ride their high horses over everyone in their race either to find an easy answer or look as though they had. In the end, though, holding up the First Amendment proved more important than knocking down scapegoats.

Like Motion Picture Association of America's Jack Valenti, we're encouraged, but we're also still somewhat concerned that media-targeted provisions could emerge from the House-Senate conference on the juvenile crime bill. The Senate version is still loaded with them. Nonetheless, the defeats seemed to signal a lessening of the frenzy over the issue of youth violence. What passed on the House side were the no brainers: calls for a study and a resolution of condemnation. Both are ways to vent or to keep busy without having to legislate rash judgments into law. The resolution condemning "pointless brutality" in the media doesn't sound good on a resume, but it has no effect other than as a public rebuke, and should be taken as such only by those to whom it applies. The majority who don't traffic in pointless brutality can breathe a little easier. Until the next witch hunt, of course.

Bag the gag

The Supreme Court struck another blow for commercial speech with last week's unanimous decision that the Communications Act's ban on the broadcast of casino gambling ads is unconstitutional. In doing so, it was placing its bets on the free exchange between the media and its audience and

declaring the government the odd man out. It also puts an end to the government's hypocrisy. The states could promote their lotteries until the last dollar of this month's rent was gone, while the feds made sure private gaming operations (translation: the competition) were kept off the airwaves.

Taken together with the High Court's ruling in the *Liquormart* case, in which it held that banning truthful commercial speech is more restrictive, not less, than banning conduct, the court has spoken loudly on the issue of regulating truthful speech. At a time when speech, commercial and otherwise, is being assailed from various fronts, including the post-mortems on Littleton and renewed assaults on alcohol advertising, the Court is an important voice in the debate. Says the Court: Those who would restrict commercial speech cannot overcome the presumption that "the speaker and the audience, not the Government, should be left to assess the value of accurate and non-misleading information about lawful conduct."

Their kind of town

The big shoulders in Chicago last week belonged to the new cable guys. The Malones, Levins and Turners were there, but, perhaps significantly, they were all being inducted into the National Cable Television Center and Museum Hall of Fame. That's not to suggest they were being put out to pasture, but there were a couple of new bulls in town.

It was a telephone guy (Michael Armstrong) and a computer whiz (Paul Allen) who set the tone of the meeting as cable gets wired and digitized and Internet-accessed for the new millennium. The talk was all about how cable was going to harness those new technologies. The faces may have been different, but the messages were familiar: Don't overpromise and try to keep the regulators out of the way of growth and innovation. Sounds like there were good heads on those shoulders.

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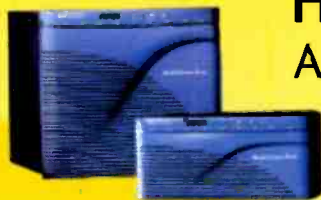
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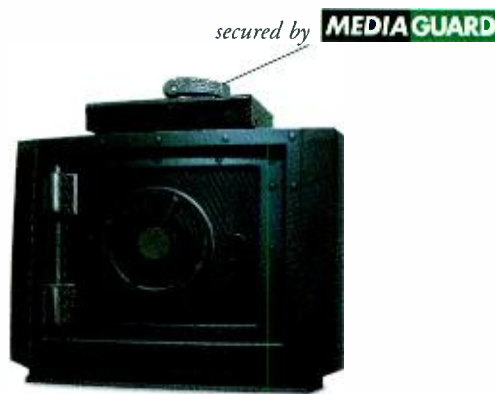
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