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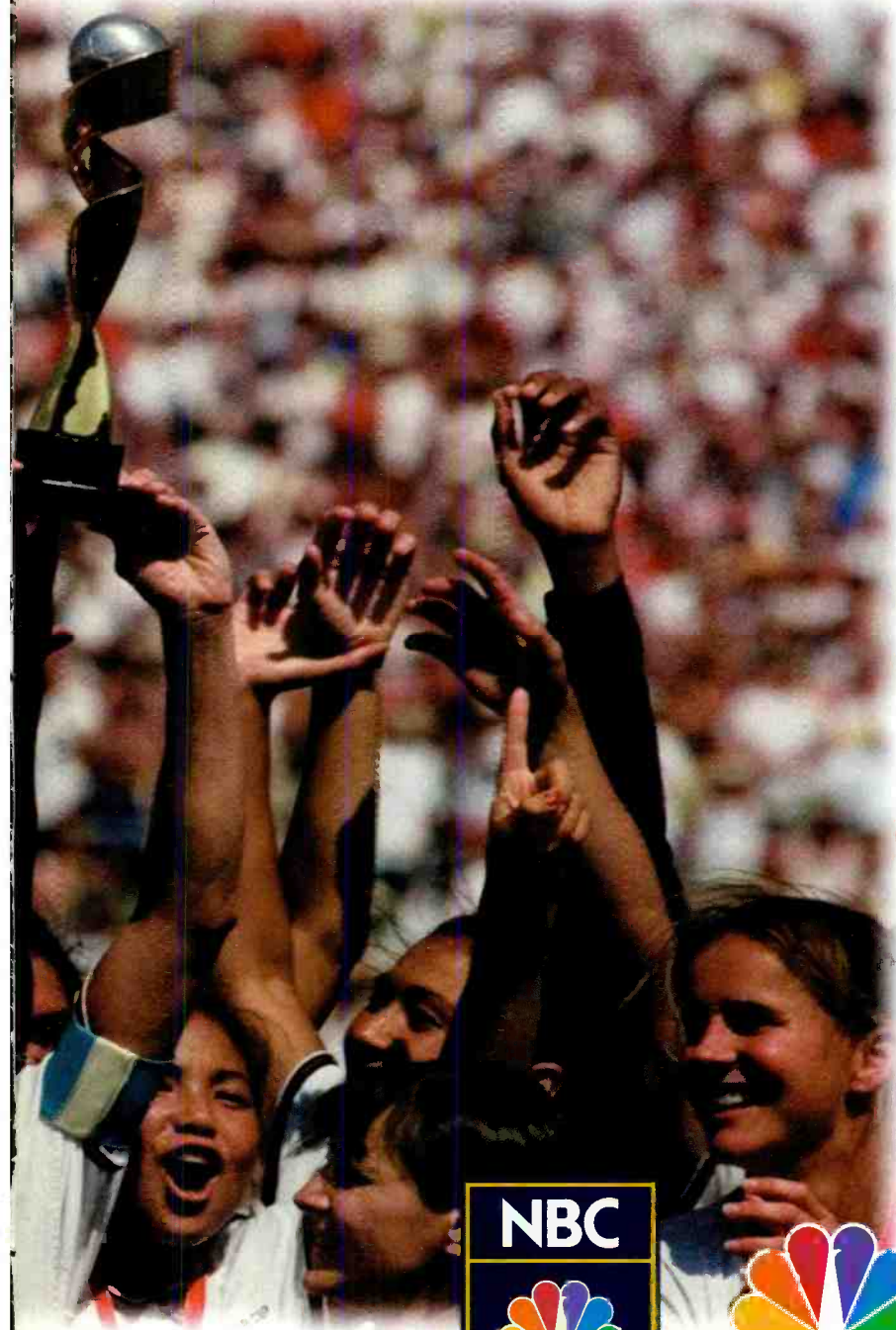
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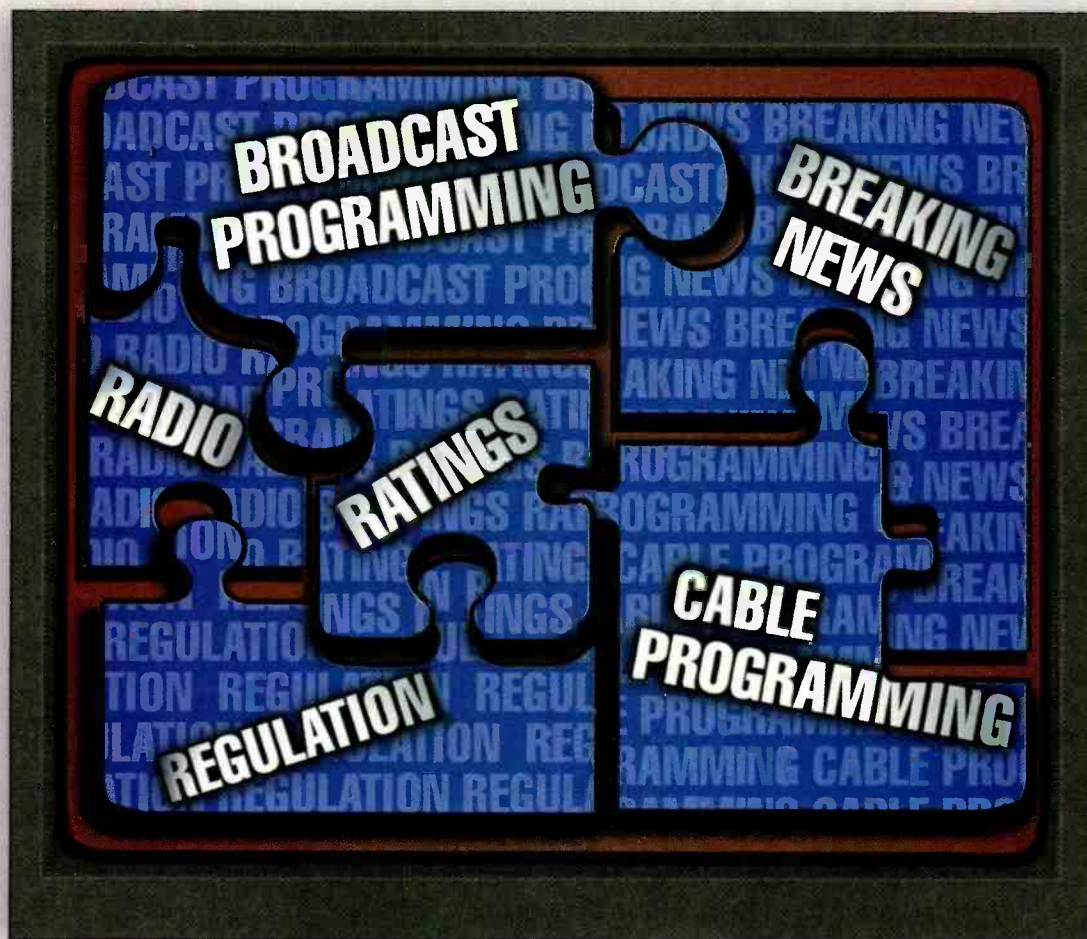
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- Dave Shaw, Madison Square Garden Networks



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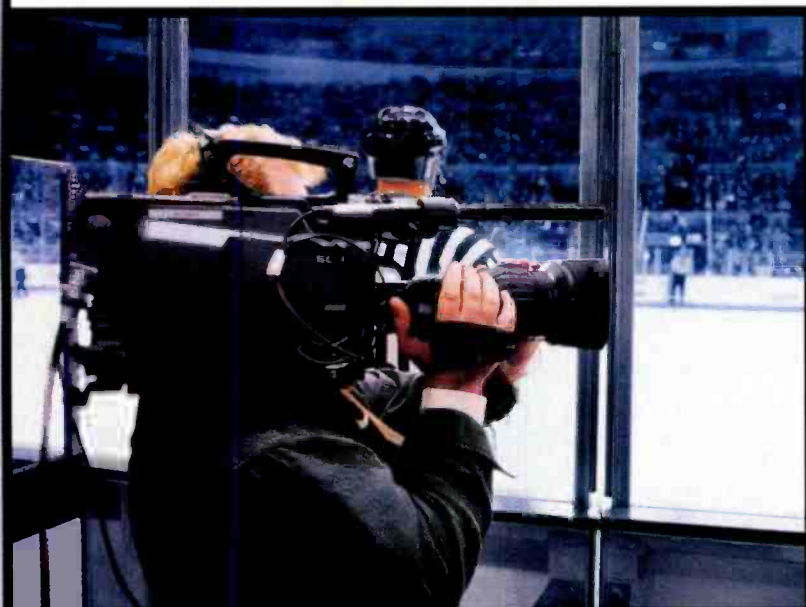
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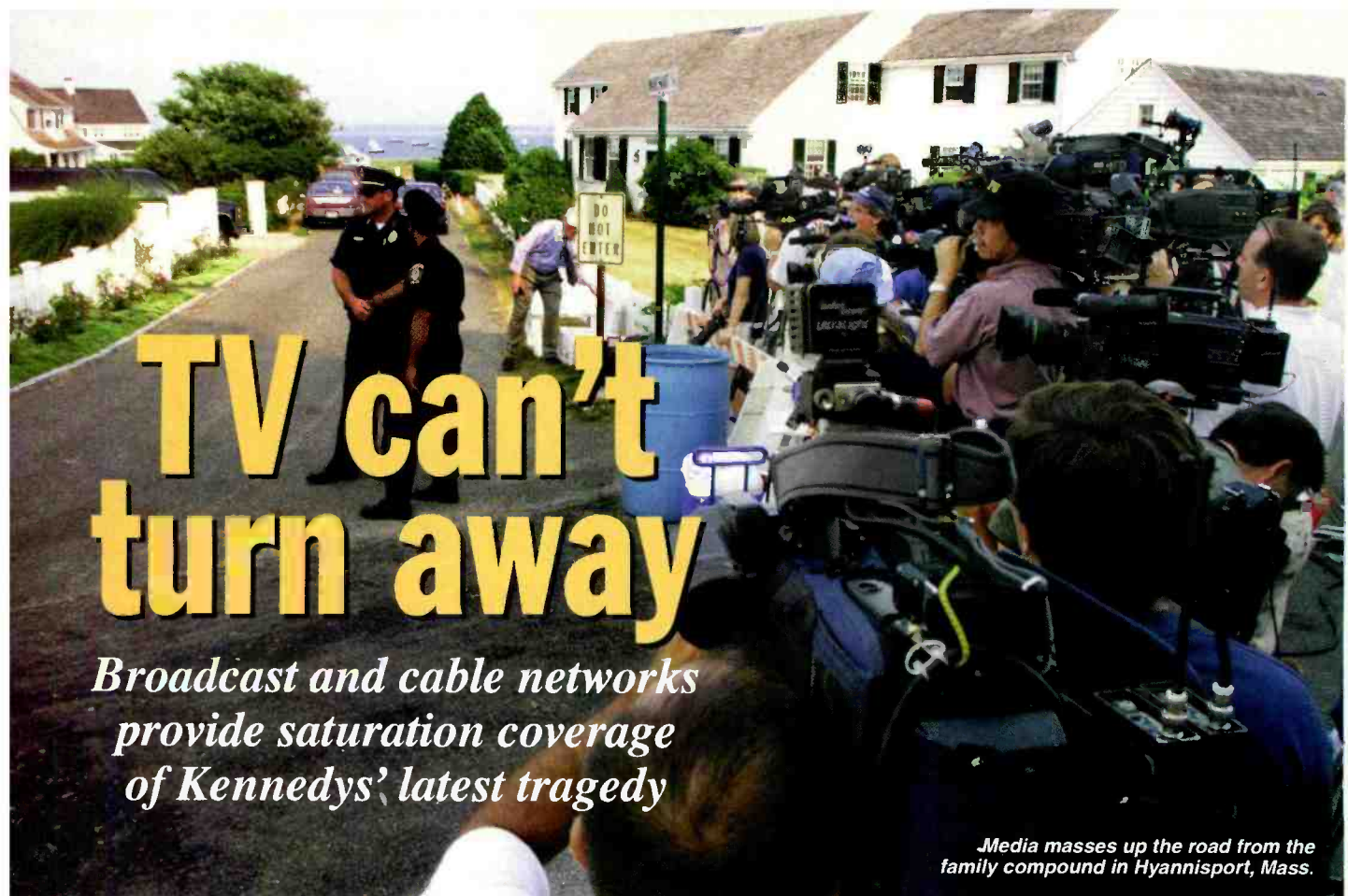
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TV can't turn away

Broadcast and cable networks provide saturation coverage of Kennedys' latest tragedy

Media masses up the road from the family compound in Hyannisport, Mass.

Photo: Reuters / Brian Snyder / Archive Photos

Last week, as the latest chapter of the Kennedy saga—the death of JFK Jr., his wife Carolyn and sister-in-law Lauren Bessette in a plane crash off Martha's Vineyard, Mass.—unfolded, the television coverage was nonstop, as it had been a generation earlier after the assassination of President John F. Kennedy.

And if there were some question about whether public appetite or competitive pressures drove wall-to-wall coverage that at times seemed to throw a lot of resources at only a little information, there was no question that much of the nation was riveted by it.

The Kennedys have starred in television's version of *The Truman Show* since the days of Camelot almost 40 years ago.

By Dan Trigoboff and Deborah D. McAdams

JFK was the first telegenic commander-in-chief. Many believe it was TV—specifically the televised debates with Richard Nixon—that catapulted him to the presidency. Ever since, the lives of the Kennedy clan—chapter and verse—have been grist for the media mill.

It all started again Saturday morning, July 17, when NBC first broke the news of JFK Jr.'s missing single-engine airplane, and lasted through Friday's memorial service in New York.

It was a story made for television.

The early hours had drama, tension and the genuine hope that the fallen trio would be found. But as hours, then days wore on and hope was diminished to prayers for a miracle, television helped

us record the realization that there could be no survivors. Still, there was more “drama” to come: the search-and-recovery mission and, finally, the memorial phase.

Television has greatly expanded since the Kennedy assassination. Then, the three networks brought the nation together for a long weekend of mourning. Last week, however, dozens of outlets were bringing word of developments, from the Big Three and cable news to a host of syndicated magazines and the Internet.

The major networks provided day-long, commercial-free coverage on Day One of the tragedy, followed by blocks of coverage and special reports throughout the week. The 24-hour cable news networks provided wall-to-

‘The most infuriating...and gripping kind of TV’

Newspaper critics on the nonstop coverage JFK Jr.'s death and burial

Tim Goodman, TV critic
San Francisco Examiner

We were back to tragedy as ratings. Another sad day in television journalism. An argument often made by the networks, tired of stinging rebukes of their

habits, is that newspapers are equally guilty, that the news often remains on the front page for days. But the equation doesn't hold up.... There aren't news articles that capture the same kind of vacant nothingness of cameras watching helicopters

watching rescue boats.

Joanne Ostrow, TV/radio critic
Denver Post

The obsessive coverage was both a case study of America's cult of celebrity and all that's

wrong with it, and an affecting if painfully slow-breaking news story. While it was, sadly, an example of the tabloidization of the news, it also was an important story of America with politics, sex, glamour and death embodied in one individual. An emotion-

wall coverage most of the week. But even networks like A&E and Court TV found Kennedy angles to tap. A&E's *Biography* ran Kennedy stories all week and Court TV had forensic and aviation experts galore.

Much of the coverage had little to do with the crash and recovery itself. Most of last Saturday's visual coverage consisted of endless shots of the beach and waters surrounding Martha's Vineyard, while various in-studio commentators and experts extensively, and repeatedly, recounted the Kennedy legacy.

'Irresponsible' not to cover

Some TV insiders criticized the medium for excessive coverage. On the defense, network officials say they constantly debate—internally—when enough is enough in terms of big-event coverage. Clearly their output last week demonstrated their belief that when it comes to the Kennedys, viewers couldn't be sated.

"You would be irresponsible not to run this because of what John Kennedy Jr. means to the United States," said Rick Kaplan, president of CNN/U.S. "If you know the public is amazingly interested in it, you cannot let your core audience down."

"The story was developing as we were on the air," added ABC News spokeswoman Eileen Murphy. "Staying on the air on Saturday was an obvious choice. There was never a question that this story warranted the kind of coverage we gave it. With any breaking news story, you don't know how it's going to turn out. By Sunday, we were in a position where we could go with regular programming and come back when we felt we needed to."

But the dictates of a highly competitive, multi-platform electronic news era also played a role in the editorial decisions. Networks and some local stations provided continuous coverage, even when the actual news came slowly. With little to report, news shows filled the time with repeated and often-sentimental

views from Kennedy friends—actual and purported—casual acquaintances, presidential historians, Kennedy historians, politicians, mainstream journalists—including the networks' top anchors—rank-and-file citizens, and even tabloid reporters.

'Much we wanted to know'

Not preempting regular programming for a story of this magnitude runs a big risk, said Marcy McGinnis, vice president for news coverage at CBS. "This is a huge story, and because there's so much we didn't know and so much we wanted to know, you can risk losing competitively if you don't stay on the air with it. If you go back to cartoons on Saturday morning when people are just waking up, if they turn on CBS and see cartoons instead of Dan Rather, they're going to switch.

"Sure it's frustrating when things are unfolding so slowly," McGinnis said. "It's hard to talk for nine hours in any situation, let alone one that's unfolding slowly. You have to use a lot of file tape; you have to get good guests."

The slow pace of actual developments led to a lot of on-air vamping. File footage of 3-year-old JFK Jr. saluting his slain father during the 1963 funeral procession ran and reran, as did far less-dramatic footage of the camera-friendly JFK Jr. graduating from college, attending social functions and rollerblading on the streets of New York.

Like the news people themselves, viewers saw hours turn to days without any definitive information on the fate of the three. But viewers were educated on the risks of small aircraft, and the Kennedy family's history of tragedy. And they heard speculation on what would have been Kennedy's personal and professional plans. Later, Americans saw sailors and priests describe

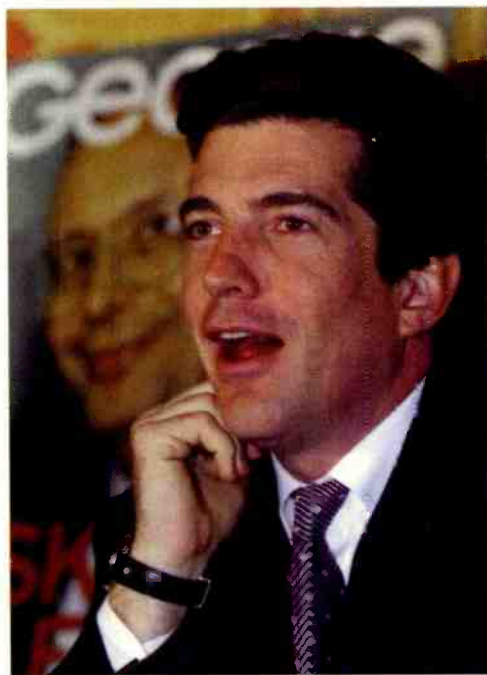


Photo: Reuters / Peter Morgan / Archive Photos

John F. Kennedy Jr. was one of the media's own. As founder and editor-in-chief of George, Kennedy hoped to find a readership by blending pop culture and politics. At a press conference last March (above), Kennedy introduced a new political advice columnist, former New York Sen. Alfonse D'Amato. After four years, the magazine claims more than 400,000 paying readers. In a statement last Monday, Jack Kliger, president and CEO of Hachette Filipacchi Magazines, which publishes George, said the company is 'committed to fulfilling John's vision for the magazine.'

the burial at sea that they were prevented from actually seeing out of respect for the privacy of one of the nation's most public families.

Throughout the story, the synergistic relationship between cable and broadcast networks evolved. NBC, which has two cable news networks in addition to the broadcast mothership, has recently used MSNBC for continuing news coverage of events like the fighting in Kosovo. This time, NBC shifted scheduled sports programming to business-oriented CNBC on Saturday, while continuing coverage of the Kennedy tragedy on both the broadcast network and news network MSNBC.

al shock' deserving of coverage and another low point in modern journalism.

Phil Rosenthal, TV critic *Chicago Sun-Times*

The scarcity of hard data, a hallmark of breaking news unfolding on TV, is at once the most infuriating kind of TV and the most gripping. The story unfolds like a mys-

tery novel—notwithstanding the occasional red herring or bad info, like the incorrect report of an instructor on Kennedy's flight—and we learn the solution at the same moment as the investigators.

John Carman, TV critic *San Francisco Chronicle*

The topic of recurring Kennedy tragedies was broached with the

greatest delicacy, at first, as Dan Rather, Tom Brokaw and eventually Peter Jennings made their way to their studios and went on the air Saturday. No one wanted to say that Kennedy was dead. It's not just bad luck, like pointing out a baseball no-hitter in the seventh inning. It's also bad taste. And maybe, we hoped, plain wrong...By nightfall, there was no holding back. Not on conclusions,

and not on the sort of curse speculation that practically carried news coverage into the realm of the occult. Expect more in the days ahead.

Ken Parish Perkins, TV critic *Fort Worth Star Telegram*

The outpouring of televised and printed grief in the wake of this tragedy can't be overstated but

ABC, for its part, lacks a cable news presence, but its strong cable sports presence allowed the network to shift two events to its ESPN and ESPN2. Without a suitable cable network to shift to, CBS cancelled its coverage of a golf tournament and stayed with the Kennedy story.

Some news executives even suggested that the absence of breaking information for long stretches added to the drama in which millions shared. Networks stayed with the search because elements of the tragedy surfaced with every piece of debris that washed ashore. Fox News Channel Vice President Brian Jones said viewers continued to tune in because there was at least a shred of hope until a body was found. "I'm sure that was part of what drove the story," he said. "We didn't know what went wrong with the flight. We didn't know exactly where the plane was, and for a long time, there was a lot of hope."

Viewers call in

"We thought from the beginning this was a unique American tragedy," he continued. "Viewers were calling in and wanting to know the latest. Whenever we opened the phone lines, they were flooded with calls. I believe this is part of people's mourning process. The cameras give them a front-row seat to the search."

Other journalists said that the unavoidable repetitiveness that comes with an important but slowly told event could be useful. "In the initial coverage, you can't assume that people are staying with you the whole time," said WHDH-TV Boston news director Mark Berryhill. "On a weekend, where people are dropping in and out, sometimes continuing coverage is like a headline service."

Berryhill said he got a call at his home Saturday morning telling him that his affiliated network, NBC, had gotten a tip that Kennedy's plane was missing. The call was more than a courtesy to the Sunbeam-owned affiliate, but an effort to get things rolling locally, to pool local and network resources for the cov-

Web masters national grief

Where the broadcast and cable networks left off with covering the Kennedy plane crash last week, their Web siblings became instant, often welcome, surrogates to the on-air coverage.

Clearly, a celebrity story involving tragedy obsesses Web surfers and couch potatoes alike. This time around, however, the Web provided a catharsis to tens of thousands of visitors mourning the death of John F. Kennedy Jr., his wife and sister-in-law. Visitors posted bulletin board messages, participated in chat sessions, or sought the latest developments in the continuing story.

And there was much original work for them to peruse. Each online news group included coverage from its own correspondents on Cape Cod, Mass., not just repackaged network reporting. As Scott Woelfel, CNN Interactive editor-in-chief and general manager, observed: "We can spread out very quickly and bring in a lot of material in a short amount of time."

While waiting for more developments to break early-on in last week's evolving news story, PC users could review the Kennedy family tree on the MSNBC site or read timelines of Kennedy tragedies through the decades on CNN.com, ABCNews.com, and FoxNews.com.

In all, each major broadcast and cable news site saw significant traffic milestones. For example, MSNBC.com claimed a record 2.4 million *different* users last Wednesday when the bodies of the three crash victims were recovered. It was that site's biggest single day since the release of special prosecutor Kenneth Starr's report last year.

Meanwhile, ABCNews.com reported 1.3 million different users that day, the second busiest day behind the Littleton, Colo., high school massacre in April.

CNN.com recorded its third-highest traffic day on Wednesday with 31.8 million page views after seeing 28 million page views on Monday. That followed its fifth-highest weekend of activity, at 24.7 million page views.

Fox News also claimed strong site usage last week, but didn't provide numbers.

—Richard Tedesco

erage. As big as the story was nationally, a Kennedy family tragedy that takes place in Massachusetts is an unparalleled local story.

Like the networks, local stations worried about keeping viewers glued to the screen. "In this age of 24-hour news you need to be there so that people don't go looking for the news somewhere else," said Boston's WCVB-TV News Director Candy Altman. "There's an appetite for information on the part of the public, and we're torn between that appetite and what we actually have to say. It's a dilemma of this wall-to-wall era. We've

struggled with this story; I hope we've handled it in a sensitive way."

Search spurs ratings

The coverage was a ratings bonanza. For example, ABC's daylong coverage on the first newscast of the plane's disappearance more than doubled the network's average viewership. Both NBC and ABC got 40% spikes for news specials for that Saturday coverage.

Fox News Channel and MSNBC had their highest 24-hour average ever on July 18, the second day of the search for Kennedys' downed plane. CNN was the

must be understood, since John Jr. grew up in front of us, in our living rooms, on our tube.

Howard Kurtz, columnist
The Washington Post

Since Kennedy, while a certified nice guy, was not a figure of major accomplishment, the explosion of coverage to Princess Di levels speaks more to the emotional con-

nection to his family and the images people have had of him since his John-John days in short pants.

Emilla Askari, columnist
Detroit Free Press

In many ways, we in the media are at our worst covering the Kennedys. Even when we intend to leave them in peace...we can easily amplify the excitement that

burbles in a Kennedy path. You may sneer, and you would be justified. But please understand. While you're complaining about the media coverage, you're tuning in to at least some of it. And talking about it. Millions of us are. In a better society, the Kennedys would be left alone while rescue crews search for remnants of the missing plane.... But we can't all be as classy as the Kennedys.

Mark Patinkin, columnist
The Providence Journal

For days, journalists kept trying to play a certain kind of "gotcha" with the Coast Guard. They did so by repeatedly asking: "Is this effort more than you would make for the average private plane crash and search?" I kept wishing the Coast Guard would respond by looking out at the huge throng

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Satellite trucks deliver the news from Hyannisport to a waiting nation.

most-watched cable network over the weekend, with more than 4 million people tuning in by Sunday afternoon. The news nets continued nonstop coverage of the ongoing search in the days that followed, leading to speculation about whether they were making the most of the ratings windfall.

A 'tie to John'

"This isn't done for cheap ratings," said CNN's Kaplan. Whether it was affinity for the little boy saluting his fallen father, or admiration for the man from extraordinary circumstances who endeavored to be ordinary, Kaplan observed, "everyone in this country has their own tie to John. Where do you separate doing what the public wants and when it becomes a crass grab for ratings? There is a point where it does become a crass grab for ratings, but we're nowhere near that with Kennedy."

Erik Sorenson, vice president and general manager, MSNBC, agreed. "We're well aware that we are often criticized for overcoverage and exploitation, and at the same time there's overwhelm-

ing evidence that Americans are exceedingly interested in every detail of this story, to a level that even surprised me. The audience seems to be as interested or more interested than the journalists that covered the story," he said.

JFK Jr.'s plane crash led to the longest ongoing coverage with the most resources devoted to a single story to date for Fox News Channel. The News Corp.-owned network sent a helicopter, six satellite trucks and had more than 30 people in the field during five critical days of the search.

After putting extra correspondents, producers and other resources to work, the syndicated magazines also garnered ratings payoffs last Monday through Wednesday (July 19-21). Ratings for *Inside Edition*, which

devoted all three programs during those days to the Kennedy story, shot up the most. The King World news magazine jumped 24% (from year-ago numbers) during the three-day span to a 4.2 rating, according to overnight figures compiled by Nielsen Media Research.

"We started at 6 a.m. on Saturday morning when our New York office called us here in Los Angeles saying that the plane was missing," said Sheila Sitomer, executive producer at *Extra*. "Within an hour we had a conference call going, and people have been working around the clock ever since."

It was pretty much the same scenario for the other syndicated news magazines, such as *Entertainment Tonight* and *Access Hollywood*. Marc Rosenweig, senior vice president, East Coast programming and production at King World, the distributor and producer of *Inside Edition*, said he was impressed by the professional coverage of the Kennedy tragedy by the syndicated news magazines "I think, overall, the

news magazines took the high road on this one," Rosenweig says. "Everyone seemed to come up with some of their best work and they offered the viewers good alternatives to what the networks were doing."

Extra's Sitomer said the story is far from over. "We will continue to monitor the story as news emerges," she noted. "I think there are still obviously many unanswered questions, like the specifics as to why the plane went down and what is going to happen to some of the projects John was involved with. We will continue to stay on top of the story, but not the same way we did at the outset."

—Joe Schlosser and Steve McClellan contributed to this story.

A poster hangs outside JFK Jr.'s Manhattan apartment.



of journalists and saying: 'I don't know, is your effort here more than you would make?'

Erik Mink, TV critic **New York Daily News**

In TV news terms, we all know what the tragic deaths of John F. Kennedy Jr., his wife, Carolyn, and his sister-in-law Lauren Besette mean: It is *the* story of the

summer, and for the 24-hour cable channels—CNBC, MSNBC, FNC—it is now the *only* story.

Clarence Page, columnist **The Salt Lake Tribune**

Like other baby boomers, I am old enough to remember the first story network television ever covered round-the-clock. It was his father's assassination in November 1963.

John Jr. didn't get as much time as his father had to achieve greatness, and that is part of the great sadness we feel nationally about his death. We won't have John-John around to spot anymore.

Alan Sepinwall, TV critic **The Star-Ledger, Newark, N.J.**

You know the drill by now: 24 hours, minimum, of the same

facts, footage and interviews being played over and over, with only minor variations and actual news slipped in as it comes. The 24-Hour News Cycle comes with its own theme music—varying by event and channel...If the subject is big enough—and few names in America are bigger than Kennedy—the 24-Hour News Cycle overrides everything else.

Photo: Reuters / Ray Stubblebine / Archive Photos

Fox keeps pushing envelope

Herzog defends content of new shows, points to broadcast/cable double standard

By Joe Schlosser

New Fox Entertainment President Doug Herzog last week pledged to keep taking chances.

"Pushing the envelope means a lot of things and that's what we are going to do," Herzog told an audience at the Television Critics Association tour in Los Angeles. "That's what we want to do to differentiate ourselves and that's what we want to do to support the [Fox] brand," Herzog said.

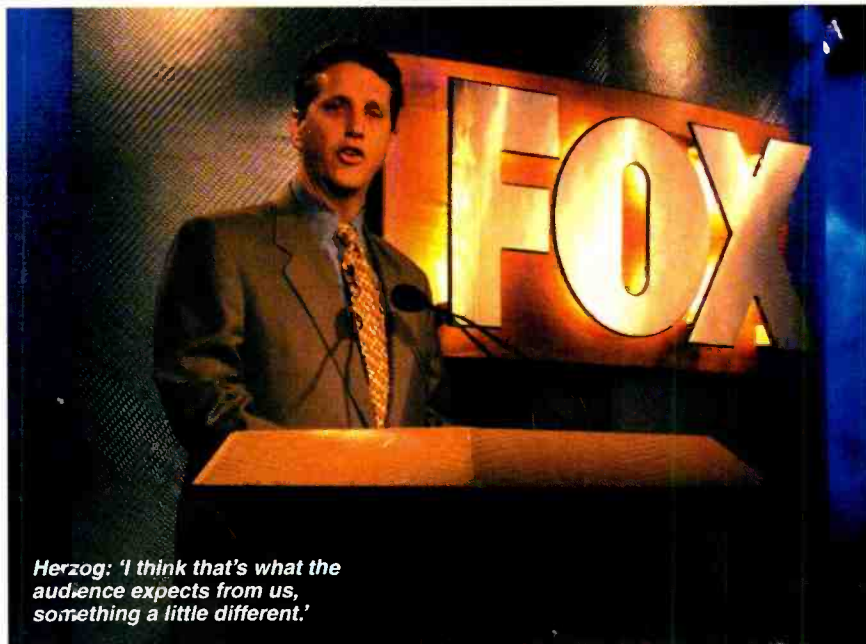
"And quite frankly, I think that's what the audience expects from us, something a little different. We don't do it in a calculated way; we're not out there going, 'Well, we need a show where they're going to bleep out the obscenities.'"

Herzog, who helped bring the controversial animated series *South Park* to Comedy Central during his tenure there, took his turn in front of the 200 or so national reporters, many with questions about programming content in light of recent criticisms from Washington. That group had earlier peppered his opposite numbers at competing networks on the same issues (see story, page 18).

Among Fox's new series is the controversial sitcom *Action*, which features bleeped-out expletives; the series *Get Real*, which depicts teen sex in one episode; and *Malcolm in the Middle*, which has scenes with a mother running around the house half-dressed and a father who gets his back shaved in the kitchen.

Action, which stars Jay Mohr as an unapologetic Hollywood hotshot, has been receiving the lion's share of Fox's press for the upcoming season, and Herzog said he's a little wary of the show getting too much hype.

"We were a little surprised by the amount of controversy it sort of stirred up," he said. "What we don't want to do is over-hype the show and have the audience believe, based on what they are reading, that they are going to see a different kind of show. Because, I think in the end, *Action* is going to be smart, it's going to have a certain amount of sophistication and it has very little to do with *South Park* or *American Pie* or



Herzog: 'I think that's what the audience expects from us, something a little different.'

some of the things it's been compared to in the press."

Only hours before HBO's Mafia drama *The Sopranos* was accorded 16 prime time Emmy nominations, the most of any show, Herzog brought up what he considers a double standard between cable and broadcast television. The same TV critics questioning the bleeps in *Action* have been praising *The Sopranos* (a show that features un-bleeped lan-

guage) for a year now, Herzog said.

"The interesting thing to me is how often we hear people talk about 'Cable doing this or cable doing that and HBO is taking all the chances and HBO is making the good shows,'" Herzog said. "And then, when a [broadcast network] comes out with something like *Action*, which was originally developed with HBO in mind, all of a sudden that becomes a bad thing." ■

Sinclair's Quicksilver joins Fox



Quicksilver will oversee affiliate relations.

Robert Quicksilver, vice president and general counsel, Sinclair Broadcast Group, has joined Fox Broadcasting Co. as executive vice president, network distribution. He replaces Lana Corbi, who joined the Odyssey Network three months ago.

In addition to affiliate relations, Quicksilver, along with Fox Television Network President Larry Jacobson, will oversee the network's transition to digital television. Quicksilver will also be the point person on network regulatory issues, working with Washington office head Peggy Binzel. Quicksilver will maintain his residence in Washington, dividing his work time between Washington and Los Angeles. Commenting on the hire last week, Jacobson said Quicksilver was

a good fit. "He brings multiple dimensions to the job, the first of which is local broadcasting. He also has a history with us, a deep understanding of Washington and a very good strategic head."

Nets plan meeting with NAACP

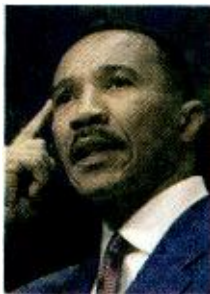
Broadcasters respond quickly to President Kweisi Mfume's casting-related criticisms

By Joe Schlosser

Two weeks after NAACP President Kweisi Mfume called the Big Four broadcast network's upcoming fall lineups a "virtual whitewash," top network executives said one-on-one meetings with the organization's executives are being lined up for the coming weeks.

Fox Entertainment President Doug Herzog said his office has been in contact with NAACP executives and a meeting with Mfume should be forthcoming. ABC executives are setting up a meeting with ABC Television President Pat Fili-Krushel, according to industry sources. Although not confirming those plans, an ABC spokesman said the network is looking to "exchange ideas with the NAACP and other groups to find lasting solutions to these issues." A CBS spokesman said CBS Television President Leslie Moonves plans to sit down with Mfume and other NAACP executives, perhaps within the next couple of weeks. NBC executives "have all intentions" of meeting with NAACP executives, said a spokesman.

Mfume made more headlines last week after appearing on cable channel BET's *Tonight with Tavis Smiley* with the announcement of some stock purchases. "Today we bought 100 shares of stock in ABC, NBC, CBS and Fox so we can go to the board meetings and raise the kind of hell and the issues that we think are necessary," Mfume said on the program.



Mfume: 'Today we bought 100 shares of stock in ABC, NBC, CBS and Fox so we can go to the board meetings and raise the kind of hell and the issues that we think are necessary.'

there is room for improvement.

"I do believe we want to put on the best shows possible and I don't care if the casts are blue, green, yellow, orange—I want to put on the best shows possible," Herzog told reporters. "I think the diversity problem is something that is widespread throughout the media, both behind the scenes and clearly on the camera.

"Now, the responsibility we have is that we come directly into people's homes every night. We're piped right in there, and so in that regard we have a big responsibility. So, should we be doing a better job of presenting a more diversified front in terms of programming? Absolutely. Is it going to be a

Three of six network chiefs discussed the diversity issue last week during the Television Critics Association's annual summer meetings in Los Angeles. Fox's Herzog, whose network was one of the four Mfume singled out for a lack of casting diversity, said he is "looking hard" at the issue and thinks

priority? Absolutely."

Executives from The WB and UPN, which the NAACP did not include in its blanket criticism of the networks, also addressed the issue.

"We continue to develop [ethnically diverse] programs, but are in no way either abandoning or increasing our interest in this area," said Jamie Kellner, The WB's CEO. Susanne Daniels, the president of entertainment at The WB, said her network casts actors and actresses on the basis of their individual talent, not skin color or ethnic background. "Ultimately, you may come to this day next year and see the same diversity you are seeing this year, because I really think the networks have to put on the strongest pilots in the end."

UPN President Dean Valentine, whose network has a pair of new sitcoms with African American lead actors, told reporters that it is "good business" to try and reflect the way the country looks in prime time programming. "Though, I'm very pleased that we have a number of shows with African American leads, with African American casts, that we've kept true to our word in that, I think there's a longer way to go for us in having Hispanics, Asians, Russian immigrants, a whole lot of other people, where I don't think we've done enough yet."

ABC, NBC and CBS will take their turns in the hot seat during their presentations to the Television Critics Association meetings this week. ■

FINANCIAL WRAP-UP

Week of July 19-23

WINNERS

	7/23 midday	% change
Big City Radio	\$4.00	7.41
TCI Music	\$28.13	4.63
Young Broad.	\$46.63	4.19
Granite Broad.	\$7.88	2.44
Media General	\$52.13	1.21

LOSERS

	7/23 midday	% change
Rogers Comm.	\$17.69	(14.24)
CD Radio	\$31.88	(10.68)
Echostar	\$74.69	(8.32)
Cablevision	\$70.88	(8.10)
Shop at Home	\$8.63	(8.00)

BROADCASTING & CABLE / BLOOMBERG STOCK INDEXES

BROADCAST TV (7/22/98-7/23/99)



Week ending 7/23
Close 248.26
High 252.25
Low 248.26

1.4%

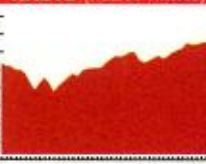
CABLE TV (7/22/98-7/23/99)



Week ending 7/23
Close 301.42
High 315.17
Low 301.42

3.3%

RADIO (7/22/98-7/23/99)



Week ending 7/23
Close 704.56
High 720.84
Low 704.56

2.8%

DOW JONES

Week ending 7/23
Close 10911.00
High 11187.70
Low 10911.00

2.7%

NASDAQ

Week ending 7/23
Close 2692.50
High 2864.48
Low 2684.44

6.0%

S&P 500

Week ending 7/23
Close 1356.94
High 1407.65
Low 1356.94

4.3%



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'Sopranos' hit Emmy high note

HBO series tops all shows with 16 nominations; NBC is network with the most (82)

By Deborah D. McAdams and
Joe Schlosser

HBO's dramatic series about modern-day mobsters, *The Sopranos*, last week grabbed 16 Emmy nominations, more than any other show and including one for outstanding dramatic series—a first for cable. All told, the Time Warner pay network received 74 nominations—not a record for HBO, but second only to NBC's 82. A spokesman for HBO said the pinnacle was 1997's 90 nominations, including 16 for *The Larry Sanders Show*.

Across cable, more networks received nominations than ever before, with 19 networks taking 134 nods, compared to 217 for the broadcast networks.

The 51st Annual Primetime Emmy Awards will be telecast by Fox on Sept. 12 from The Shrine Auditorium in Los Angeles.

A&E garnered 20, its highest total yet. *Dash & Lilly*, an original movie, received nine; *Horatio Hornblower*, an original miniseries, four; *The Farm*, a documentary, four; and *Biography*, the



'Sopranos' will return for a second season.

network franchise, three.

"The thing that is most appealing is that these are in so many categories that really relate to A&E, in all of our major genres," said Michael Cascio, senior vice president of programming at A&E. "The other thing is that we are an ad-supported cable network. We are competing for ratings while trying to put on quality programming."

That's not a shot at HBO, Cascio said. "They do a good job. It's television. It's all television. I'm not in that camp that says that's not fair."

Cascio is just glad to be in the game. "Five years ago, it would have been unheard of for us to get 20 nominations—the highest in basic cable," he said. "It's just another recognition we can play in the big leagues."

NBC, the only network to top HBO's take, pulled in the largest haul for the fourth straight year. The network's 82 nominations were 24 more than any other broadcast network. NBC's *Frasier* led the way with 10, including a sixth consecutive bid for best comedy series. *Law & Order* also received 10 nominations, including one for outstanding drama series. *Friends* and *ER* were both nominated six times, as were the NBC miniseries *The Temp-tations* and *Alice in Wonderland*.

"These nominations continue to reaffirm our goal to attract the top people in our industry to NBC, give them the freedom to do what they do best and then reward them for it," NBC West Coast President Scott Sassa said.

Trailing NBC and HBO in the nomination race was ABC, which landed 58. The network's critically acclaimed series from David Kelley, *The Practice*, landed 13 nominations, including one for outstanding drama series. *The Practice* took home the Emmy in that category last year. *NYPD Blue* was also nominated for outstanding drama series. The Steven Bochco series reaped a total of eight nominations.

CBS followed with 46 nominations, including 13 for the miniseries *Joan of Arc*. Actors Peter O'Toole, Jacqueline Bisset, Leelee Sobieski and Olympia Dukakis were all honored with individual nominations. The comedy *Everybody Loves Raymond* received six nominations.

Fox received 33 nominations, the second highest total in the network's history. *Ally McBeal* led the way with 13, the most ever for a Fox comedy.

"We would have liked to have more, but hey I come from cable, so 33 sounds like a lot to me," Fox Entertainment President Doug Herzog said with a laugh last week. Herzog was formerly president of cable network Comedy Central.

PBS racked up a total of 15 nominations, while UPN and The WB each received four.

Keeping open access at bay

With a vote set for today, San Francisco represents the biggest prize so far in the high-stakes assault on cable's control of its own pipeline.

Thus far, bandwidth-hungry invaders—led by America Online, GTE, various Baby Bells and Internet service providers—have triumphed twice in gaining access to the Internet via cable. Both Portland, Ore., and parts of Broward County, Fla., have sided with the outsiders. A win in San Francisco could boost their momentum markedly.

Conversely, a win by the AT&T-led cable forces would signify that the industry has devised an effective defense and, perhaps, turned the tide.

In San Francisco, where AT&T (formerly TCI) has about 160,000 subscribers, the stakes are far higher than a symbolic victory. The longer AT&T is delayed in offering local phone service or high-speed Internet access, the more time the entrenched players have to get a lock on customers.

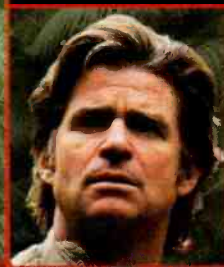
Slowing down AT&T in San Francisco "would be worth tens of millions of dollars to the local telephone company [SBC-owned Pacific Bell] and AOL," estimates AT&T spokesman Andrew Johnson.

How San Francisco's 11-member board of supervisors will vote today "is anybody's guess at this point," he says.

Officials in Los Angeles and Miami-Dade County, Fla., will be paying particular attention to San Francisco's decision. Those two municipalities were once headed for votes on open access this month—but each delayed action to better gauge the political and legal after-shocks from votes in other communities, including Broward County and San Francisco.

—Price Colman

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NETWORK

Source: NMR Galaxy Explorer, NH defined 2Q99. Primetime = Mon-Sun 8-11P. * Persons 2+.
** UPN. WVB program data as per Jan '96. Cable data based on time period. Subject to qualifiers supplied upon request

Congress eyes list-swap ban

All agree it's time public stations stop sharing donors with political organizations

By Paige Albiniak

Republicans, Democrats and public broadcasting executives last week said Congress should prohibit public TV and radio stations from exchanging donor lists with political organizations.

"We're going to make this illegal before we're through," said Rep. Billy Tauzin (R-La.), chairman of the House Telecommunications Subcommittee, as he opened a hearing on the matter.

The controversy ignited two weeks ago when House members became aware of a May 8 article in *The Boston Globe* that described how public TV station WGBH-TV Boston had been trading its donor lists with the Democratic National Committee. Later, public TV stations WETA-TV Washington, WNET-TV

New York, KQED-TV San Francisco and KCET-TV Los Angeles said that they too had traded lists with both liberal and conservative groups through list brokers.

Republican representatives, many of whom feel public broadcasting has a liberal tilt, blasted the stations involved and threatened to cut funding for all public TV and radio stations.

At the hearing, Corporation for Public Broadcasting CEO Robert Coonrod, Public Broadcasting Service President Ervin Duggan and National Public Radio President Kevin Klose said they do not condone the practice and will work with Congress to eliminate it.

"We blew it," Coonrod told the panel.

"There is nothing more embarrassing for people who try to maintain their integrity [than] to discover that we

have been involved in something unethical...and downright stupid," Duggan said.

Coonrod said that out of the top 75 public TV stations surveyed, 53 made their donor lists available to list brokers. Of those 53, approximately 26 worked with brokers who swap lists with political organizations. That makes it "probable" that lists from at least those 26 stations found their way into the hands of a partisan political group, Coonrod explained, although no station had directly provided its lists to political organizations. All had worked through brokers, making it harder for stations to track exactly who was using their lists.

Coonrod suggested establishing rules that would allow public broadcasting donors to shield their names from further distribution, forbid list trading with political organizations and bring in an outside group of auditors to determine which stations actually made the exchanges.

Rep. John Dingell (D-Mich.) said he wanted to find out whether "this absolutely magnificent display of public outrage by my Republican counterparts is directed at public broadcasting, at list exchanges or at list exchanges with Democrats."

The controversy eliminates any chance of public broadcasting receiving extra funds. Prior to it, Tauzin had supported reauthorizing the Corporation for Public Broadcasting—the system's funding arm—at levels much higher than even the Clinton administration had recommended, topping out at as much as \$475 million in 2002.

But since the revelations, Tauzin has backed off his plan and joined other Republicans favoring the administration-level funding. According to some sources, Tauzin was looking for an excuse to abandoned his plan, which had no Republican support.

Tauzin plans to work with Republicans to offer a new bill with lower funding, but his staff does not know when that bill will be ready. The controversy may have cost public broadcasting any hope of gaining funding at the higher levels Tauzin was pushing, but the system is likely to maintain its funding at levels the Clinton administration recommends. ■

AT&T wants caps redefined

To help its acquisition of MediaOne go smoothly, AT&T is pushing the FCC to relax cable ownership limits by exempting a multiple system operator's cable franchise investments from counting toward national ownership caps when the MSO does not control or supply programming.

The suggested rule change is important to AT&T because it currently exceeds the 30% cap on one company's share of total cable households. The FCC has stayed the rule pending a federal court challenge. Staffers have said that the pending court fight does not bar them from reinstating rules. The agency has said it also may raise the cap higher than 30%.

FCC officials won't commit to any specific changes, but last week Cable Services Bureau Chief Deborah Lathen indicated that a multiple system operator's control over programming choices may play an important role in the new rules. The agency wants to make sure no one company has "monopsony" power, or sufficient buying leverage to control cable industry content, she said.

The rules should be issued "in the next few months," she told the Strategic Research Institute last week.

The FCC Friday asked for public input on the proposed merger. Comments are due Aug. 23; replies Sept. 17.

It has been obvious that AT&T would need more lenient rules since it announced its merger plans May 1, but the specific changes it wants were spelled out in its merger application, which was released last week.

The company also wants the agency to base any national ownership cap on one firm's share of actual multichannel subscribers (including satellite and other providers) rather than homes passed, which measures potential cable households an entity is equipped to serve.

If the FCC gives AT&T all that it wants, the merged company would be below the ownership cap, landing at 23.7% after subtracting for several systems it plans to sell, according to company filings. The FCC has proposed to switch the cap rule to a company's share of multichannel subscribers, but AT&T's share would still be 41%. If the rules aren't eased to get the company under the allowable cap, AT&T says it will ask for a waiver.

—By Bill McConnell

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

HARTFORD

Tower trouble

At least one Hartford, Conn., TV station will miss the Nov. 1 FCC-mandated deadline to begin digital TV transmission as it fights to have its tower plans approved. WVIT-TV, the NBC O&O, is taking its appeal to build a new tower to the state's siting council after its initial proposal was denied by the town zoning board last January. The siting council has jurisdiction to override a town's decision. The station plans to disassemble its two towers on Rattlesnake Mountain—a 1,060-foot tower and a 100-foot tower—and put in their place a 1,005-foot tower that would house the station's NTSC and DTV antennas. The new tower could also house DTV antennas for the local CBS and PBS affiliates. "This is a significant issue," says WVIT Director of Engineering Dave Bondanza. "Our tower is structurally loaded to the max so there is nothing else we can hang on there and it's not like people have tower space available with the size of the [DTV] antennas." Rattlesnake Mountain is also home to a broadcast and communications tower owned by tower management company Chase Enterprises. The company has a competing proposal to build a new tower. In January the town struck down Chase's plans to construct a 1,700-foot tower that would replace its existing one. Chase has since submitted a new proposal to the town for a 1,300-foot tower. Both plans are opposed by local residents, sources say. WVIT-TV expects a hearing next month.

DENVER

Rift or not a rift

Rumors of a split between the cable industry and Excite@Home are just that, an Excite@Home spokesman says. Nonetheless, some folks on the cable side are aggravated by what they see as Excite@Home's unwillingness to work out a deal with America Online that could end the wrangling over outsiders'

access to cable plant. "Their attitude is, 'We've got the money, we've got the ownership, screw you guys,'" one cable executive says of Excite@Home. Nonsense, says Excite@Home spokesman Matt Wolfrom: "There is no rift. That's useless rumor and innuendo. Not only am I working closely with AT&T, we have folks working closely with the NCTA. This is a lockstep effort with the cable industry." Moreover, says Wolfrom, "We've been asking [AOL] if they want to do a deal with us for some time." Share prices for Excite@Home and AT&T, as well as other cable stocks, have suffered a spanking, in part because of the cable access issue. Excite@Home shares are trading around \$45, well off a 52-week high of \$99 in April.

CHARLOTTE

Of ABC and RTNDA

In an effort to keep costs down, ABC may curtail its delegation to this year's annual RTNDA convention in Charlotte, N.C. Sources say the network is trying to pare expenses and there is some uncertainty as to how many, if any, news directors from ABC's O&O's will go. RTNDA officials were unavailable for comment.

WASHINGTON

In danger: Courage

One of Washington's First Amendment elite will break into print on that subject next month, with Simon & Schuster's publication of *Don't Shoot the Messenger*, by Bruce Sanford, a partner with Baker & Hostetler. His thesis is the disintegration of trust between the public and the news media, and the courts' consequent curtailing of constitutional protections for the press. Sanford bases his book on more than 400 interviews with individuals in media and public life, concluding that a treasured national resource—journalists with the courage to take on corruption or abuse of power—is being endangered.

Military Channel hits casualty list

By Deborah D. McAdams

The Military Channel has gone dark and laid off half its employees.

The Louisville, Ky.-based network—which specializes in military programming and targets military personnel, veterans and retirees—has struggled financially almost since its inception in July 1998. Earlier this year, late paychecks triggered an investigation by the Labor Department. Military has also been sued at least 10 times this year in state courts for bills totaling \$574,000, according to published reports. Two weeks ago, its satellite-delivery service was dropped after Military failed to pay its bill and 52 of its 102 employees were laid off the next week.

Meanwhile, New York-based advertising and marketing agency PK Network Communications sued the company last month for more than \$150,000 owed for advertising that the agency placed on the network's behalf. "The principals of the company have not spoken to me since February," said agency president Pat Kehoe.

But a company spokesman remains hopeful that the channel will survive.

"It is our intent and desire to resolve these outstanding matters as soon as possible," said spokesman George Wright. He said that Leonard Krane, the Military Channel chairman, expects to obtain financing from a source in New York this week.

Wright maintained that Military's problems were purely financial and not related to a lack of enthusiasm for the channel concept.

"We had more than 8 million subs in 26 states in the first eight months," Wright said. "We had agreements in place yet to be consummated that would have given us access to more than 20 million homes by the end of June, and we were very confident that by the end of this year, we would have reached 30 million homes."

Markey cracks whip on chip

Complains that seven of eight major syndicators are slowpokes at encoding for V-Chip

By Bill McConnell

The father of the V-chip wants program distributors to pay more attention to his child.

Rep. Edward Markey (D-Mass.), who authored the law requiring TV makers to install V-chip circuitry that allows parents to block objectionable programming, complained last week that syndicators and some TV networks have been too slow to encode programs so they will activate the technology.

"Only an elementary school teacher has seen so many excuses for being tardy with or missing an assignment," he said at a press conference last week.

Several syndicators said they were still awaiting encoding equipment or still adding the codes to their program libraries, which according to Markey is an unacceptable delay. "Programming must be rated well and correctly and consistently across the board to be useful," he said. "Work overtime. Get into compliance."

But as program distributors see it, there is nothing with which to comply. Broadcasters' and program suppliers' participation in the program is strictly voluntary. What's more, the seven castigated syndicators all plan to have their shows encoded no later than September.

"We're moving as quickly as we can and should be on board with our obligations," said a spokesman for Studios USA. In fact, the company last week began encoding most of its reruns as well as new versions of *Hercules*, *Xena*, and *New York Undercover*. Only new shows originating out of New York and Chicago, such as *Jerry Springer*, await delivery of the encoding equipment.

Markey also reserved some wrath for Comedy Central, which airs much adult-oriented programming and does not plan to begin encoding until mid-2000 and, said Markey, "carries a special responsibility to lead, not follow." Comedy Central officials counter that they support the technology, but won't be equipped to encode programs until an "antiquated" program trafficking system is replaced.

Tempering Markey's harsh tone, FCC Commissioner Gloria Tristani

Better than never	
Sooner or later, most shows to get V-chip codes	
Program distributor	Target encoding date
Buena Vista	September
Columbia Tristar	First-run and library "in weeks"
King World	Awaiting equipment arrival
Studios USA	Most shows encoded, awaiting additional equipment
20th Century Fox	First-run and library in next two months
Warner Bros.	First-run and new library inventory by September
Worldvision	First-run and most library in three months
Paxnet	Fall
PBS	September
Univision	2000
Telemundo	2000
WB	September
Comedy Central	2nd quarter 2000
Food Network	October
BET	No plans
QVC	No plans
Home Shopping Net.	No plans
Encore	January 2000
Starz!	January 2000

Source: FCC

praised broadcast and top cable TV networks for their progress. "We're greatly encouraged by what we have found," Tristani said. The top four broadcast networks plus UPN are now transmitting encoded ratings while

PaxNet, PBS, Univision, Telemundo and The WB plan to begin encoding within the next year. All of the top 40 basic networks, save BET, QVC and the Home Shopping Channel, have or plan to encode. ■

TV cleanup, code pushed

Industry leaders seek ways to curb violence, sex in media

By Paige Albiniak

Prominent political and entertainment leaders last week renewed their call to top media executives to cut back on the sex and violence in TV shows, films, music, video games and Internet sites. That call included one for a "programming code of conduct."

"We are here today, with the memory of Littleton still in our minds, in hopes of breaking that unproductive cycle of negotiating a ceasefire in the culture war between Washington and Hollywood, and ultimately finding a way to better balance our love of freedom with

our longing for moral certainty," said Sen. Joseph Lieberman (D-Conn.) at a press conference last week.

Politicians have been searching for answers after two teenagers killed 15 persons, including themselves, at a Littleton, Colo., high school last April. President Clinton, Sen. Lieberman and others have blamed the media for promoting violence.

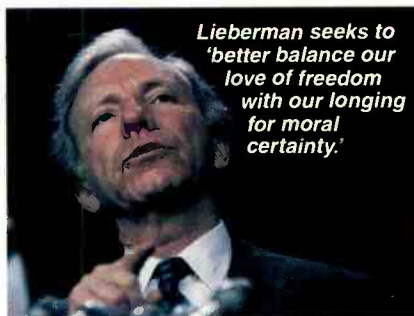
Lieberman and his fellow senators—John McCain (R-Ariz.), Sam Brownback (R-Kan.), Kent Conrad (D-N.D.) and Kay Bailey Hutchison (R-Texas)—also asked the entertainment industry to devise a "code of conduct" based on

one that the National Association of Broadcasters once used.

"This is a cultural problem which demands cultural solutions," Brownback said. As the "chief purveyor of our nation's stories," Brownback said program content and quality "will do much to shape the values, attitudes, and assumptions of the next generation. It is a tremendous power, and ought to be exercised responsibly."

The code the senators envision would establish minimum programming standards, commit the industry to reduce the violence they show, ban the targeting of violent and sexual material to children and require the industry to provide more information about the content of its products. The NAB discarded the code in 1982, when a federal court struck it down, citing antitrust violations.

NAB spokesman Dennis Wharton said association members abide by stat-



ed principals, which are "in many ways as tough as the old code." NAB recently re-sent that statement of principles to its members, "just to remind them that [it remains] in place," Wharton said.

Brownback and Lieberman have been trying to pass a bill for three years that would grant an antitrust exemption to the broadcast industry to reinstate the code. Such a measure is included in pending legislation on juvenile crime.

Recipients of the "appeal to Hollywood" included Disney Chairman Michael Eisner, Time Warner Chairman Gerald Levin, GE Chairman Jack Welch, CBS President Mel Karmazin, News Corp. Chairman Rupert Murdoch, Nintendo President Howard Lincoln, NAB President Eddie Fritts, incoming NCTA President Robert Sachs, MPAA President Jack Valenti and RIAA President Hilary Rosen.

The appeal was signed by former Presidents Jimmy Carter and Gerald Ford, retired Gen. Norman Schwarzkopf, former Joint Chiefs of Staff Chairman Colin Powell and former New York Gov. Mario Cuomo.

Orchestrating the effort are Empower America—founded by former Sen. William Bennett—and the Media Social Responsibility Project at George Washington University's Institute for Communitarian Policy Studies. ■



By Paige Albiniak and Bill McConnell

House panel wants FCC to move faster

Reps. Henry Hyde (R-Ill.), George Gekas (R-Pa.) and Bob Goodlatte (R-Va.) have introduced a bill (HR 2533) that would remove the FCC from the process of reviewing mergers, except to consider whether transferring the necessary licenses is in the public interest. The bill also would require the FCC to standardize license transfer procedures. Gekas, chairman of the House subcommittee on commercial and administrative law, was prompted to sponsor the bill because it has taken the FCC 18 months and counting to approve the proposed merger of regional phone companies SBC and Ameritech, says Jim Harper, subcommittee counsel. Sens. Orrin Hatch (R-Utah) and John McCain

(R-Ariz.) have introduced a similar bill in the Senate. The Senate Judiciary Committee, of which Hatch is chairman, last month approved a bill sponsored by Sens. Mike Dewine (R-Ohio) and Herb Kohl (D-Wis.) that would allow the FCC to review mergers, but would require it to complete reviews within six months.

Hands off Internet, FCC paper says

The FCC's tradition of not regulating the data market has helped the Internet succeed, according to an FCC working paper released last week. Jason Oxman, counsel in the commission's Office of Plans and Policy, wrote the paper, which does not necessarily represent the views of the commission or of any individual commissioner. Oxman recommends that the FCC

stick to three principles with regard to the Internet: Do not assume new services must be regulated like old ones; deregulate old services instead of regulating new ones, and keep watch to ensure that anti-competitive practices do not develop. The working paper is good news for cable companies, who are spending billions of dollars to develop broadband Internet networks and do not want the government to force them to open those networks to competitors.

Slings, arrows hit SBC/Ameritech deal

AT&T, MCI WorldCom, Sprint and other key telecommunications companies last week urged the FCC to reject the proposed merger of SBC and Ameritech. That merger will hurt competition for high-speed and local

phone services, the companies said, because a list of recommended conditions suggested by the agency's staff will not adequately address the deal's harmful effects. For example, the companies said one proposed condition would allow SBC to give preferential treatment to its advanced telecommunications subsidiary, and that could hurt competition for high-speed services. Furthermore, the proposed conditions do not force SBC to tell competitors which local lines are capable of handling high-speed traffic, they said. Many other conditions specified in the merger would do nothing more than force SBC to meet the 1996 Telecommunications Act requirement to open its local market to competitors, they argued. "Compliance [with the Act] is the minimum that should be expected of incumbent providers, not the maximum as reward for merger approval," said Jonathan Sallet, MCI WorldCom's vice president for policy and government affairs.

UPN, WB face the critics

Nunan stands up for 'Smackdown' (WWF); WB defends deferred 'Buffy' closing episode

By Joe Schlosser

Executives from UPN and The WB last week got their taste of a media corps searching for answers to the perceived dearth of diversity and overabundance of sex and violence on network television.

Both UPN CEO Dean Valentine and WB CEO Jamie Kellner looked relieved after being on the hot seat last week after fielding questions from the 200 or so reporters and critics gathered at the semi-annual Television Critics Association meetings in Los Angeles.

Valentine seemed to take the brunt of the media's criticism for his network's upcoming two-hour weekly block of WWF Wrestling, called *WWF Smackdown*. Valentine and UPN Entertainment President Tom Nunan strongly defended the network's decision to air the controversial—and highly rated—wrestling series. Similar series have become mainstays on cable.

"We have made a commitment this year to go after young men, and what young men are watching is WWF," Valentine told reporters. "We are really pleased to have it and it's only a part of the network. We don't want to be the WWF network, we don't want to have WWF five nights a week. We don't want to have anything five nights a week."

After being asked repeatedly if WWF broadcasts are sexist or too violent, Valentine replied, "I don't know how to say this any more clearly, but I will say once again: We don't believe there is anything sexist or violent about the WWF."

"You have to look at everything within the context of what's actually happening within society. There is nobody getting knifed on WWF. There are no guns going off. None of the real causes and real issues of crime in this country are part of this franchise [WWF] and I think it's unfair of you to insinuate it when there are so many shows and so many different movies and so many different social problems that do con-



After recent school shootings, WB execs Kellner (l) and Daniels have antiviolence programming in mind.

tribute to violence in this country."

Valentine said *WWF Smackdown*, which will air each Thursday night in prime time, will be "toned-down" from the WWF show USA Network airs on cable.

As for Kellner, he and WB Entertainment President Susanne Daniels fielded scores of questions about the network's lack of casting diversity as well as violence on television. The WB has moved all its minority-targeted series to Friday night this fall, a move that caused a number of critics to question whether that was the last stop for such programs before being dropped from the network.

"We continue to develop [ethnically diverse] programs, but we are in no way either abandoning or increasing our interest in this area," Kellner said.

In the aftermath of the recent Columbine High School killings and

other school shootings, The WB pulled the season finale of *Buffy The Vampire Slayer* in May because the episode contained a violent scene at the series' fictional high school. Earlier this month, the network aired that episode and attracted a large audience, aided by plenty of promotion. Kellner and Daniels defended the decision to air the episode and said they are looking to do some antiviolence programming on the network.

"One of the issues is the problem of teenage alienation and a sense of not being a part of the high school experience," Kellner noted. "We've discussed that with our producers and we are currently looking for this year's PSA campaign, and we're considering that as our focus."

What's the deal?

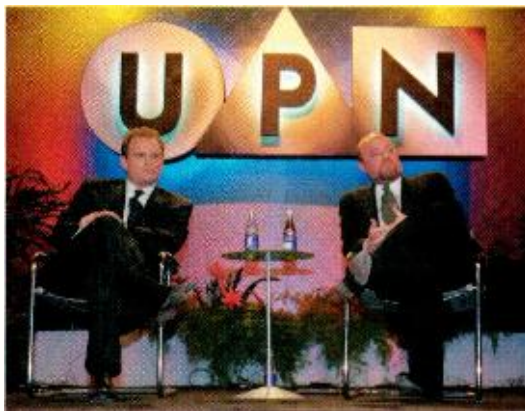
Both networks announced a number of programming and development deals, including UPN's news that the network will stagger the rollout of its new season this fall.

The network will start airing original series on Monday, Aug. 23, with fresh episodes of *Moesha* and the debut of Jaleel White's new sitcom, *Grown Ups*. And on Oct. 8, the network will round out its season debuts with the first original made-for-TV film under the new banner, Blockbuster Video's Shock-wave Cinema.

UPN executives also said that model/actress Cindy Margolis will have a recurring role on the new sitcom *Shasta McNasty* and that Verne Troyer (Mini-Me in *Austin Powers*) will guest star on the series' second episode, Oct. 5. That date will also mark the season premiere of animated series *Dilbert*.

In addition, UPN has ordered *I Dare You* from famed reality producer Bruce Nash as a midseason replacement series. The series will showcase professional stuntmen and stuntwomen.

UPN will also air *L'Oreal's Summer Music Mania '99* on



UPN's Nunan (l) and Valentine say they want young male viewers—and wrestling's the way to get them.

Tuesday, Aug. 31, a musical special featuring such acts as N'SYNC and teen sensation Britney Spears.

The WB unveiled plans for a new sitcom with former *Unhappily Ever After* star Nikki Cox. Bruce Helford, the producer of *The Drew Carey Show* and *The Norm Show* at ABC, is signed on to develop and produce a comedy series

with Cox for The WB. The network has ordered 13 episodes of the yet-to-be named sitcom for fall 2000.

The WB has also struck a deal with writer-producer Yvette Lee Bowser (*For Your Love*) to produce a one-hour series tentatively titled *The Miseducation of Piper Fein*. The series will focus on a young, African-American woman whose

parents have remarried to form multiethnic couples and extended families.

WB executives also outlined plans for their series with Will Smith and comedian Nick Cannon. The sitcom, produced by Smith, is *Loose Cannon* and will star Cannon as a bright kid who is sent to military school. The series will likely debut in fall 2000. ■

AMFM still tops, but Jammin' drops

Attempt to set up new format disappoints; stations plummet from high positions on lists to double digits

By Elizabeth A. Rathbun

The nation's largest radio group sits atop the Arbitron ratings so far, but AMFM Inc.'s highly touted effort to establish a new hit radio format appears to be floundering.

While AMFM has the No. 1-rated station among listeners ages 12 and older in three of the nation's top six radio markets, according to Arbitron's "spring book" released July 15, none of its "Jammin' Oldies" stations so far has found a solid home as a top-10 station. In fact, in several markets, Jammin' stations have sunk from the top of the charts into the double digits.

While the playlist varies by city, Jammin' Oldies generally comprises a mix of Motown, soul and disco. Stations use Arbitron's April-June book to help set their ad rates. Still to be released as of last Wednesday were markets 7-10: Dallas, Boston, Washington and Houston.

In New York, the nation's largest market, AMFM's "Jammin' 105" WTJM(FM) (WBIX until December 1998) dropped to No. 17 after tying for the No. 8 position in Arbitron's winter 1999 book. AMFM (then Chancellor Media Corp.) was targeting Infinity Broadcasting's oldies station, WCBS-FM. But WCBS-FM has rebounded from eighth this past winter to fifth this spring.

"Don't overreact to any of the Jammin' Oldies [12+ ratings]," says James E. de Castro, president of AMFM's Radio Group. "There's a

normal attrition where some of them are going to come down after they spike the first few months, but they tend to come back."

More importantly, WTJM was No. 9 among its target demographic, "the financial prize" of listeners ages 25-54, says David Lebow, chief operations officer of production and strategy for the Radio Group. As a result, the station's revenue should jump 200% this year, he says.

Meanwhile, AMFM boasts three of New York's top four stations. Light AC

WLTW(FM) is tied for first with Emmis Communication Corp.'s urban hits WQHT(FM) (WLTW had been the lone No. 1 last winter, while WQHT was No. 2). AMFM also owns No. 3-rated WHTZ(FM) (top 40) and No. 4 WKTU(FM) (rhythmic dance). Spanish Broadcasting System Inc. (SBS) slips in at No. 2 with WSKQ-FM (Spanish-language hit music).

Rounding out New York's top 10 are, in order, Infinity's WXRK(FM) (alternative rock) and its WINS(AM) (news); Inner City Broadcasting's WBLS(FM) (urban); Emmis' WRKS-FM (soul), and SBS' WPAT-FM (Spanish-language AC).

All told, AMFM has 20 stations that rank as top-10 stations in the country's six biggest radio markets, including three No. 1 stations and one No. 2. That tops Infinity's 19 top-10 stations, which include three at No. 2 but none at No. 1.

In No. 2 market Los Angeles, AMFM's Jammin' station, "Mega 100" KCMG(FM), slipped just one spot, to 12th place from No. 11 this past winter. But last fall, the station, which had

AMFM Rates

Radio giant AMFM Inc. tops Arbitron's spring rankings by a nose, with 20 stations placing among the top 10 in the nation's six largest radio markets. Infinity Broadcasting Corp. comes in second with 19 stations among the top 10. Rankings are computed by average quarter hour share, or the estimated average number of people 12 and older who listen to a station for at least five minutes between 6 a.m. and midnight, Monday-Sunday. Rather than showing stations by call letters, the chart notes where stations are ranked in each market.

Market	AMFM	Infinity	Hispanic	ABC	Emmis
New York	1T, 3, 4	5, 6, 7	—	—	1T, 9
Los Angeles	8, 9T	5, 10T, 10T	1, 2	—	4
Chicago	1T, 4, 5, 7, 9	2, 8T, 10	—	3	6
San Francisco	4, 6T, 6T	2, 9T, 9T, 10T	—	1, 7	—
Philadelphia	4, 5, 6T, 6T	2, 3, 7	—	—	—
Detroit	1, 2, 10	4, 6, 7	—	3, 9T	—

T=tie

Source: Arbitron

flipped from a rhythm mix in February 1998, was ranked No. 8.

The No. 1 and No. 2 slots in Los Angeles continue to be held by Hispanic Broadcasting Corp.'s Spanish-language stations, KSCA(FM) and KLVE(FM). The rest of the top 10 list is composed of Clear Channel Communications Inc.'s KHS-FM (CHR/pop); Emmis' KPWR(FM) (CHR/rhythmic); Infinity's KROQ-FM (alternative); Cox Radio Inc.'s KOST(FM) (soft AC, jumping four places from a 10th-place tie) and its KFI(AM) (talk); AMFM's KYSR(FM); SBS' KLAX-FM (regional Mexican) AMFM's KKBT(FM) (urban, falling five slots), tied for ninth, and Infinity's KTWV(FM) (smooth jazz) and its KRTH(FM) (oldies), tied for 10th.

In Chicago, AMFM owns an impressive five of the top nine stations. Its urban WGCI-FM is tied for first place with Tribune Co.'s news WGN(AM). AMFM also holds fourth place with smooth jazz WNUA(FM); fifth with urban AC WVAZ(FM); seventh with hot AC WLIT-FM, and ninth with its Jammin' outlet in the nation's third-largest market, WUBT(FM) (formerly WRX). WUBT, which debuted in November 1998, slipped two slots from the winter book.

Infinity owns three of Chicago's top 10 stations: No. 2 WBBM-FM (CHR/rhyth-

mic), No. 8 (tie) WUSN(FM) (country) and No. 10 WBBM(AM) (news/talk). ABC Inc.'s talker, WLS(AM), placed No. 3 this spring; Emmis' alternative rocker WKQX(FM) was sixth, and Bonneville International Corp.'s AC outlet, WTMX(FM), tied for eighth, completing the top 10 there.

With three stations among the top six in the nation's fourth-largest radio market, San Francisco, AMFM looks strong: KYLD(FM) kept the No. 4 slot with its CHR/rhythmic format, while KKSF(FM) (smooth jazz) still was tied for sixth with sister station, KMEL(FM) (urban).

But look beyond the top 10, where the company's Jammin' KISQ(FM) dropped seven slots, tied for 12th after being tied for fifth this past winter. AMFM introduced Jammin' Oldies at KISQ in September 1997.

Meanwhile, AMFM's KABL(AM) San Francisco, which airs nostalgia and the Oakland A's, also slid seven places, to No. 14.

ABC kept a strong hold on first place with talker KGO(AM), which broadcasts the San Francisco '49ers. Infinity's KCBS(AM) (news) is No. 2; Bonneville's KOIT-FM (AC) is No. 3 while its KDRC-FM (classical) is No. 5 and its KZQZ(FM) (CHR/pop) is No. 8; ABC's KSFO(AM) (talk) is No. 7. Tied for ninth place are

Susquehanna Radio Corp.'s KNBR(AM) (sports, including the San Francisco Giants) and Infinity's KITS(FM) (alternative) and KLLC(FM) (hot AC). Infinity's KFRC-FM (oldies) is tied for 10th with Inner City's KBLX-FM (urban AC).

Arbitron also reported the spring rankings for No. 5 market Philadelphia and No. 6 Detroit.

Here's the lineup for Philly, in order: WEAZ Radio Inc.'s WBEB(FM) (soft AC); Infinity's WYSP(FM) (rock) and KYW(AM) (news); AMFM's WDAS-FM (urban AC) and WJZZ(FM) (smooth jazz); AMFM's WUSL(FM) (urban) and its WIOQ(FM) (CHR/pop), tied for sixth; Infinity's WOGL-FM (oldies); Greater Media Inc.'s WPEN(AM) (nostalgia) and its WMGK(FM) (classic hits), and Beasley Broadcast Group's WXTU(FM) (country).

In Detroit, AMFM's WNIC(FM) (soft AC) and WJLB(FM) (urban) are again at No. 1 and No. 2, respectively, followed by ABC's WJR(AM) (talk); Infinity's WOMC(FM) (oldies); Greater Media's WRIF(FM) (rock); Infinity's WWJ(AM) (news) and its WVMV(FM) (smooth jazz); Greater Media's WCSX(FM) (classic rock); Radio One Inc.'s WDTJ(FM) (urban) and ABC's WDRQ(FM) (CHR/pop), tied for No. 9, and AMFM's WMXD(FM) (urban AC) came in at No. 10. ■



GET WITH THE PROGRAM

By Joe Schlosser

Dewine, or the Springer punch?

Talk show host Jerry Springer's people weren't commenting last week on a story in the *Cleveland Plain Dealer* that Springer had been approached by the Democratic party there to run for the Senate against Republican Mike Dewine. Springer is a former two-term mayor of Cincinnati.

CBS taps Taub as finance chief

Bruce Taub has been named senior vice president and

chief financial officer at the CBS Television Network. Taub was formerly vice president of financial planning at CBS Corp.

Schiavone exiting NBC

Nicholas P. Schiavone, senior vice president, research, at NBC, is leaving the network Oct. 1 after 26 years. Schiavone started with NBC in 1969 as a part-time desk assistant, joining the network full time in 1973. Schiavone had reported directly to the president of NBC-TV, but the network

hired Alan Wurtzel away from ABC as president, NBC research and media development, in May. "There comes a time for everything," Schiavone wrote in a memo to staffers and research clients last week. "We are about to start a new decade, a new century, a new millennium. Fortuitously, the time for change and challenge has come for me also, personally and professionally." Schiavone is chairman of the Committee on Nationwide Television Audience Measurement, which initiated

the development of the ratings laboratory, Systems for Measuring and Reporting Television (SMART). He is also a director of the Advertising Research Foundation.

All-Star Game helps Fox win 18-49s

Propelled by the Major League Baseball All-Star Game, Fox captured the overall adults 18-49 crown and total viewers title for the week of July 18. It was Fox's first win in total viewers since the week of Super Bowl XXXIII (Jan. 25, 1999). The MLB All-Star Game scored a 6.1 rating/19 share in adults 18-49. The game drew 17.6 million viewers, according to Nielsen Media Research.



STATION BREAK

By Dan Trigoboff

Plans for Scranton combo scrapped

Boston-based Abry Broadcast Partners has dropped plans to combine sales operations of WBRE-TV Wilkes-Barre, Pa., which it owns, with WYOU(TV) Scranton, with which it currently has a shared-services agreement for news and promotion. According to the Justice Department, WBRE-TV owner Abry "abandoned its efforts to enter into an agreement with Ohio-based Bastet Broadcasting Corp. (WYOU's owner) to sell advertising on competing television stations and ultimately to purchase Bastet after the Justice Department expressed concern over the competitive effects of the proposed deal."

Under the shared-services agreement, both stations' news departments are employed by WBRE-TV, share a news director and work in adjoining news-rooms in the overhauled Wilkes-Barre facility. Station officials said the attempt to join ad departments was prompted by the expiration of WYOU's Scranton lease and a desire to be more efficient. The stations had said the ads would not be bundled and that the two stations would maintain separate sales staffs, and would still compete with each other.

"If the transaction between Abry and Bastet had been consummated, the businesses that advertise on television in the Wilkes-Barre/Scranton market would likely have paid high prices to advertise on the

local broadcast television stations," said Joel Klein of Justice's antitrust division. "The abandonment of this transaction means that competition in the market will be maintained."

K.C. anchor talks about stalker

WDAF-TV Kansas City, Mo., anchor Harris Faulkner gave the keynote at a recent seminar on stalking awareness, held at a Kansas City church. Faulkner was a stalking victim in the early 1990s, and her complaint led to one of the first stalking convictions in Missouri. Faulkner, who said she is writing a book about her experiences, told the attendees to keep records if they believe they are being stalked, for use as evidence later.

The onetime friend convicted of stalking Faulkner still tracks her down when she travels outside of the state, she says. "I don't know how he keeps tabs on me," she said. "But he's always been able to get my phone number." The stalker, a former film editor with whom she'd worked, was given supervised probation for stalking Faulkner and could be prosecuted if he enters Missouri.

Early morning entry in Twin Cities

KMSP-TV hopes to trade kids for commuters as it drops its weekday early morning cartoons for a three-and-a-half-hour news-talk block. J.J. Murray, who left rival station KSTP-TV there to lead the new morning effort, says

he's been given no rules to follow other than: "Just go out and have fun." Murray says the show will be like a morning radio show on TV, and is hoping that the inaugural show late next month will include appearances by once and perhaps future wrestler Jesse "The Governor" Ventura and some local clergymen to bless the effort. Murray and news director Dana Benson say the UPN affiliate has the advantage in the crowded Twin Cities early morning TV marketplace by not being tied to network morning offerings.

As to the show's format, Murray likens it to being pregnant. "We're planning for this birth, trying to get all the right things in place, but once it's born it will be something else. We're willing to let it grow." Using another metaphor, he offered that "news and weather are the meat and potatoes, but there's going to be a whole lot of dressing and dessert."

Tampa anchor captures Fla. crown

WTVT(TV) Tampa, Fla., anchor Secily Wilson was named Mrs. Florida International, a title that honors married women who balance work, family, fitness and beauty. In fact, to demonstrate the pageant's emphasis on family, it was Wilson's husband, Eric Orr, who placed the winning crown on her head. Wilson's mother-in-law has run several beauty pageants, and was able to give some insider tips.

The 33-year-old mother



Anchor Secily Wilson, representing Tampa, is also the mother of a 9-year-old.

of a 9-year-old girl had competed in a contest once before, seeking the title Miss Valdosta High School in 1984 (She was first runner-up.). Wilson says she had met a former Mrs. Florida International at a fashion show and became interested in a possible run for the title. She sent in a standard head shot and an essay in which she discussed her involvement with domestic abuse-prevention, and from that, was selected Mrs. Tampa.

The state competition in Palm Beach Gardens was a bit more rigorous. Contestants sang and danced in a show-opening number, demonstrated their fitness by posing in workout clothes and were interviewed before judges and an audience. From 10 finalists, the winner and runners-up were chosen. "It was a shock," Wilson said about her win. It may not be another 15 years before she competes again, she said, and may look into entering a mother-daughter competition with her daughter.

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JULY 12-18

Broadcast network prime time ratings
according to Nielsen Media Research

PEOPLE'S CHOICE

Tuesday's Major League Baseball All-Star Game pulled down the
best prime time numbers since Game 3 of the NBA Finals on June 21.

Week 43	abc	CBS	NBC	FOX	U/P/N	WB		
	6.8/12	6.2/11	6.2/11	4.9/9	1.5/3	2.8/5		
MONDAY	8:00 29. 20/20 6.3/12	41. King of Queens 5.7/11	41. NBC Movie of the Week—Naomi & Wynnona, Part 2 5.7/10	70. That '70s Show 4.5/9	109. The Sentinel 1.6/3	85. 7th Heaven 3.4/6		
	8:30 29. King of Queens 6.3/11	66. That '70s Show 4.6/8						
	9:00 17. ABC Monday Night Movie—Frequent Flyer 7.1/12	12. Ev Lvs Raymd 7.6/13		53. Ally McBeal 5.2/9			113. 7 Days 1.3/2	89. Movie Stars 2.8/5
		16. Becker 7.3/12						
	10:00 53. 48 Hours 5.2/9	14. Dateline NBC 7.4/13						
TUESDAY	5.0/9	5.5/10	5.9/10	12.6/23	1.9/3	3.3/6		
	8:00 41. Home Imprvmt 5.7/11	46. JAG 5.5/10	77. 3rd Rock fr/Sun 4.3/8	2. Blockbuster All-Star Preview 10.5/20	102. Moesha 2.0/4	73. Buffy the Vampire Slayer 4.4/8		
	8:30 60. The Hughleys 4.9/9		73. NewsRadio 4.4/8		109. Clueless 1.6/3			
	9:00 48. Spin City 5.4/9	26. 60 Minutes II 6.6/11	53. Just Shoot Me 5.2/9	1. MLB All-Star Game 12.0/22	102. Malcolm & Eddie 2.0/3	100. Felicity 2.2/4		
	9:30 80. Sports Night 4.1/7		34. Will & Grace 6.1/10		104. Between Brothrs 1.9/3			
10:00 62. NYPD Blue 4.8/8	77. 48 Hours 4.3/7	13. Dateline NBC 7.5/13						
WEDNESDAY	7.5/14	6.8/13	6.9/13	4.6/9	1.6/3	2.8/5		
	8:00 17. Dharma & Greg 7.1/14	23. CBS Wednesday Movie—Streets of Laredo, Part 2 6.8/13	21. Dateline NBC 7.0/14	66. Fox Summer Movie Special—Dragonheart 4.6/9	111. 7 Days 1.5/3	99. Dawson's Creek 2.3/5		
	8:30 33. Two Guys, A Girl 6.2/12		24. World's Most Amazing Videos 6.7/12					
	9:00 24. Drew Carey 6.7/12		17. Law & Order 7.1/13		108. Star Trek: Voyager 1.7/3	87. Charmed 3.2/6		
	9:30 29. Whose Line Is It 6.3/11							
10:00 4. 20/20 9.3/17								
THURSDAY	5.9/11	6.1/12	7.3/14	3.9/7	0.8/2	2.5/5		
	8:00 38. ABC Big Picture Show—Bed of Roses 5.9/11	70. Promised Land 4.5/9	21. Friends 7.0/15	66. World's Wildest Police Videos 4.6/9	117. Mercy Point 0.8/2	94. Wayans Bros 2.5/5		
	8:30		34. Jesse 6.1/12					
	9:00	37. Diagnosis Murder 6.0/11	8. Frasier 8.0/15	85. The Family Guy 3.4/6	115. Mercy Point 0.9/2	94. Steve Harvey 2.5/5		
	9:30		9. Will & Grace 7.9/14	88. The PJs 2.9/5				
10:00 38. Vanished 5.9/11	9. 48 Hours 7.9/15	14. ER 7.4/14			94. For Your Love 2.5/4			
FRIDAY	6.2/13	5.4/11	6.5/13	3.1/7	0.8/2			
	8:00 70. Two of a Kind 4.5/10	49. Kids/Darndest 5.3/12	46. Providence 5.5/12	84. World's Funniest! 3.5/8	115. Legacy 0.9/2			
	8:30 49. Boy Meets Wrlld 5.3/11	53. Candid Camera 5.2/11						
	9:00 41. Sabrina/Witch 5.7/12	58. Magnificent Seven 5.0/10	11. Dateline NBC 7.8/16	91. Mad TV Primetime 2.7/5	117. Love Boat: The Next Wave 0.8/2			
	9:30 65. Brother's Kepr 4.7/9		48. Law & Order 6.3/12					
10:00 7. 20/20 8.4/17	38. Nash Bridges 5.9/12							
SATURDAY	4.7/10	5.2/11	4.3/9	4.8/10	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			
	8:00	66. 48 Hours Special Edition 4.6/10	62. NBC News Report: JFK Jr. 4.8/11	73. Cops 4.4/10				
	8:30 57. ABC News Special: JFK Jr. 5.1/11	62. Early Edition 4.8/10	80. NBC Saturday Night Movie—Silencing Mary 4.1/8	60. Cops 4.9/11				
	9:00			58. AMW: America Fights Back 5.0/10				
	9:30 82. The Practice 3.8/8	27. Walker, Texas Ranger 6.4/13						
SUNDAY	6.5/12	7.1/13	6.3/11	3.6/7				
	7:00 49. Wonderful World of Disney—Rudyard Kipling's The Jungle Book 5.3/10	3. 60 Minutes 9.9/19	72. Dateline NBC 6.1/12	92. World's Funniest! 2.6/5			111. The Parent 'Hood 1.5/3	
	7:30	17. Touched by an Angel 7.1/13	6. Dateline NBC 8.7/15	89. King of the Hill 2.8/5			104. Smart Guy 1.9/4	
	8:00			79. The Simpsons 4.2/8			98. Sister, Sister 2.4/4	
	8:30			73. Futurama 4.4/8			104. Zoe Dunc Jck Jn 1.9/3	
9:00 5. 20/20 9.0/15	45. CBS Sunday Movie—Harvey 5.6/10	49. NBC Sunday Night Movie—Witness to the Mob, Part 1 5.3/9	82. The X-Files 3.8/6	94. Movie Stars 2.5/4	100. Unhap Ever After 2.2/4			
9:30 27. The Practice 6.4/11								
10:00								
10:30								
WEEK AVG	6.1/11	6.1/11	6.3/12	5.7/11	1.3/2	2.7/5		
STD AVG	7.7/13	8.6/15	8.5/14	6.5/11	1.9/3	3.1/5		

Cable's identity crisis

Hindery stresses renaming; others promote services to rebuild tarnished reputations

By John M. Higgins

Cable's image is so bad that the consolidation wave sweeping it has a curious marketing benefit: It forces local systems to change their names and, hopefully, repair sullied reputations among customers.

That appraisal by AT&T Broadband & Internet Services President Leo Hindery proved a piercing moment at last week's annual convention of the Cable and Telecommunications Association for Marketing. After years of bragging about their marketing savvy, brand building and repaired reputations, cable marketers got a starker message. The CEO of the industry's largest cable unit believes that the opportunity to switch identities and start anew is a good thing.

Speaking at last week's opening session, Hindery said that one reason he moved to sell his old company, TeleCommunications Inc., to AT&T, is that TCI's image was irretrievably tarnished in subscribers' eyes. He needed another brand to successfully compete in the communications business, where quality is paramount in the eyes of consumers.

TCI systems get to change their names to AT&T next month. Hindery said other systems changing hands have the same opportunity to create new images.

"One of the positive consequences of consolidation is that fully a third to 45% of the industry this year is changing its name as well," Hindery said. "I would encourage everybody to take that opportunity and use it fully."

That focuses on the central issue facing many of the 2,600 cable marketers that gathered in San Francisco last week. For years, many operators got away with poor service and images because the brands of the products they deliver like HBO and MTV are so

strong. But as they move to compete in Internet and telephone services, where a reputation for quality is paramount, MSOs believe they will be trading much more heavily on their own images.

Hindery's comments startled some marketing executives in attendance. One Cox executive sniffed that "maybe he needs to change TCI's name, but our brand is fine with our customers." Another exec related a conversation with

the industry clearly share the excitement investors are expressing about the promise of new services. At the same time, sales tactics are far from clear.

Judi Allen, MediaOne Group Inc.'s senior vice president of video products, said there's some "confusion" among marketing executives, driven primarily by rapid consolidation. At the same time, she said executives are confident that many subscribers are hungry for the digital video, telephone and data products they're rolling out.

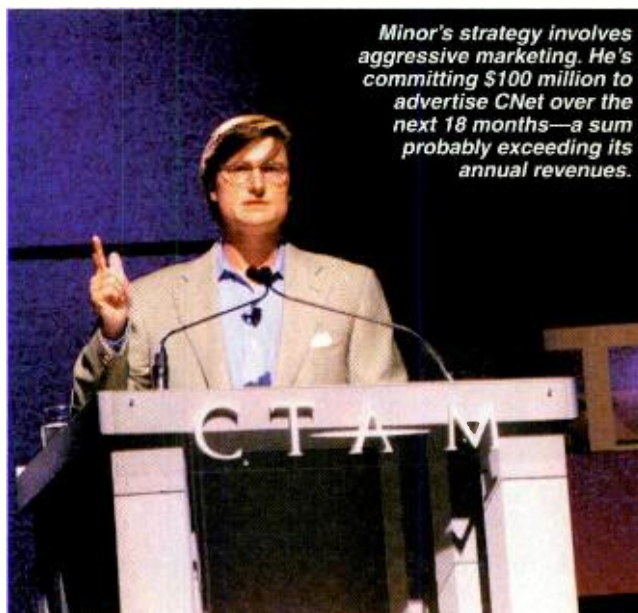
Doug Seserman, AT&T Broadband's executive vice president of marketing, concurred, saying, "There's plenty of evidence that consumers are taking to the new set of services."

Much of the conference was devoted to exploring tactics, with various MSO executives offering tips, for example, on penetrating urban markets more deeply (employ minority media, control cable theft). Other discussions ranged from pushing digital in small-town systems (emphasize movie packages) to what to avoid in seeking basic-cable customers (forget about buying back consumers' DBS dishes).

"That's what people are here for," said CTAM president Char Beals, who tries to emphasize training and education in crafting the conference. "They're really here to increase their skills."

Keeping with tradition, CTAM invited speakers from outside the cable business to try to drive home lessons from their marketing successes. Jill Barad, CEO of toymaker Mattel, thought her experiences—sometimes mixed—in selling Barbies held lessons for operators.

But some of her advice ran counter to what operators believe they need to accomplish in establishing a brand. Rather than focusing so heavily on branding themselves, operators should rely even more heavily on the brands of cable networks in hawking video serv-



Minor's strategy involves aggressive marketing. He's committing \$100 million to advertise CNet over the next 18 months—a sum probably exceeding its annual revenues.

an AT&T/TCI marketing manager who was irritated by Hindery's comments. The AT&T/TCI manager lamented that TCI has made great strides in repairing its customer image. The executive told the marketing manager that she was kidding herself. "I told her, 'Trust me, take AT&T,'" the executive said.

And as David Richards, partner in ad agency The Richards Group, put it simply: A catchy product or company name doesn't truly create a brand, no matter how heavily it's promoted.

"A brand is a promise," Richards said. "And like any promise, it has to be kept."

Still, Hindery's remark was far from the dominant theme of either his appearance or CTAM the conference. Marketing executives from all levels of

ices. "They should be promoting themselves as 'the home of Nickelodeon,'" Barad said in an interview.

Barad's meticulous segmented marketing and product development to make girls and women fall in love with Barbie dolls was alien enough to cable marketers. CNet Corp. CEO Halsey Minor's approach was even more so. Cable operators spend 2%-3% of their \$30 billion in annual revenues on marketing. Minor, who counts his revenues in the tens of millions, is making a dra-

matic plunge into marketing, allocating \$100 million for advertising over the next 18 months. That sum will probably exceed CNet's revenues for the year.

Minor's advice about marketing high-speed Internet service is similar to Barad's. He said that operators should hinge their promotion on the strong brands created by Internet sites like Yahoo, Lycos and, of course, CNet, and then emphasize how much more quickly they can get them. "Advertise Yahoo! but at high-speed," Minor said.

Minor said that such marketing would also help in operators' "open access" fight with America Online and telephone companies that are trying to force cable systems to open their high-speed networks, wholesaling access so other Internet providers can retail it. MSOs are allowing the dispute to create the impression that high-speed data subscribers can't access certain Internet sites and services. "I think this whole open-access issue is reinforcing the perception that it is closed," Minor said. ■

Nets parade pastiche at TCA

Movies, Mafiosi, cigarettes, snakes and unadulterated sex-sans-violence fill fall slots

By Deborah D. McAdams

New cable fare for the upcoming season includes a snake wrangler, an animated talk show, a lot of *Maude*, plenty of indecision and five hours of nothing but sex.

Among the shows unveiled at last week's Television Critics Association gathering in Pasadena, Calif., **The History Channel** rolled out *The History of Sex*, a five-hour special examining sex from ancient Sumer onward—all without the usual complement of violence.

"This is five hours of sex without violence and it's fascinating," said James Peterson, the program's author and commentator. It's also "carefully" explicit, added Charlie Maday, History's vice president of historical programming. "When you have a program called *The History of Sex*, you have to deliver a little bit," he said. *Sex* will be stripped in one-hour segments at 10 p.m., Aug. 16-20.

As for violence, a substantial helping will be delivered by the premium cable channels. **HBO** continues the bloody-and-grim Mafia saga *The Sopranos* and the prison drama *Oz* for another season. Showtime's original lineup includes titles like *Strange Justice*, *Execution of Justice*, *Brotherhood of Murder* and *Happy Face Murders*.

Also jumping onto the Mafia bandwagon, **Court TV** will focus on real-life organized crime figures during its *Mob Week* beginning Aug. 30. Conversely, Court will examine the causes of violence in *Virus of Violence*, a one-hour documentary hosted by Martin Sheen.

Here's what the other networks have in store:

■ **Turner Broadcasting System**



'Incognito,' the first of BET's 10-film series of romantic thrillers, stars Alison Dean (l) and Richard T. Jones.

named its embryonic women's network The Women's Network. Magazines from the Time, Inc. and Condé Nast collections will be mined for content for the channel, but no program lineup has been announced and the network is scheduled to debut in early 2000.

Turner also rolled out **Boomerang**, a new cartoon network intended to showcase Time Warner's Looney Tunes library, set to launch April 1, 1999.

MoneyTalks, an hour-long look at the top business stories of the day, will air at 11 a.m. and be simulcast on CNNfn. At 3:59 p.m., CNN's new *Street Sweep* will enter the lineup a minute before the closing bell, live from the floor of the New York Stock Exchange. Another two-hour business-news program will be slotted for 5 a.m. to 7 a.m. and will also be simulcast on CNNfn. The yet-to-be-named program will feature previews of domestic mar-

ket activity and reports on international markets. The new schedule becomes effective in September 1999.

TNT will invest \$800 million in original movies and miniseries over the next five years, in addition to aggressively snapping up theatrical rights. Two projects from director Robert Halmi Sr., *A Christmas Carol* and *Animal Farm*, are on the TNT docket for Dec. 5 and Oct. 3, respectively. TNT-sister **TBS** rolled out two more original movies for a total of four this year. *First Daughter*, with Mariel Hemingway as the president's daughter who is kidnapped on an Outward Bound trip, premieres Aug. 15 at 8 p.m. *The Timeshifters*, a sci-fi sleuth flick with Martin Sheen, debuts Oct. 17 at 8 p.m.

Here is an overview of what else is being offered:

■ **VH-1** is doing its first original movie in the form of *Sweetwater* on Aug. 8. The story follows the fate of the opening band at Woodstock. Another movie, *Ricky Nelson*, *Original Teen Idol*, is set for Aug. 22. Both will air at 9 p.m.

■ **MTV** the network overshadowed its own entry into original movies with *Web Riot*, an interactive music trivia show designed to draw more viewers to the potentially lucrative e-commerce of MTV.com.

■ **TV Land**, another MTV net and home of the retired sitcom, will resurrect *Maude* after a 20-year absence from television with a 40-episode *Maude-athon* at 8 p.m. beginning Aug. 2.

■ **Disney Channel** is declaring a three-day weekend beginning Friday afternoons at 3 p.m. with kid-popular series like *Bug Juice* and *Z Games*. Disney's new series, *The Jersey*, about a magic

shirt that transports its wearer into the bodies of famous athletes, premieres in September.

■ **Fox Family Channel's** digital offspring, **boyzChannel** and **girlzChannel**, will debut Oct. 31. Dr. T. Barry Brazelton will do a new original parenting series for the nets.

■ **CNBC** starts airing *National Geographic Explorer* in September on Saturdays at 8 p.m.

■ **E! Entertainment Network** will strip its popular *True Hollywood Stories* seven nights a week beginning Aug. 1. *Assignment E!* with Leeza Gibbons, a look at entertainment industry influences, premieres on Aug. 22 at 8 p.m. On deck for E! in 2000 is a half-hour weekly series, based on *Alfred Hitchcock Presents* and *Twilight Zone*, called *Hollywood Off-ramp*. E!'s first original movie, *Best Actress*, is also in the hopper for 2000.

■ **BET** unveils *Incognito*, the first of its Arabesque series of 10 original romantic-thriller films. It debuts in September. It will be followed by *Intimate Betrayal* in October.

■ **Comedy Central** will cover the presidential election as only it can with *Indecision 2000*, on that surreal mixture of news and reality called *The Daily Show with Jon Stewart*, beginning with the Iowa caucus and culminating on Nov. 7, 2000. Comedy franchise Ben Stein is also getting another series. In addition to *Win Ben Stein's Money*, he will host a new half-hour, weekly talk show called *Turn Ben Stein On*, scheduled for introduction this fall.

■ **Lifetime's** new original series, *Ruby*, starring the truly flip Ruby Wax, is slated for Saturdays at 10:30-11 p.m. beginning Aug. 21. *Beyond Chance*, the new strange-but-true, real-life one-hour weekly series hosted by Melissa Etheridge, will air Mondays at 8 p.m. beginning Aug. 16.

■ **Discovery Health Network** will bow Aug. 2 with a slate of informational and live-action medical programs. Meanwhile, Discovery daughter **The Learning Channel** examines a major origin of illness in *Tobacco Wars*, premiering Oct. 21 from 9 to 11 p.m., and Oct. 22 from 9 to 10 p.m. **Animal Planet**, another Discovery sibling, is launching nine new series in September, including *Mark O'Shea's Big Adventure*, featuring a death-defying herpetologist for whom the show is named. Journalist Geraldo Rivera will sail into Discovery's **Travel Channel** with two, one-hour specials document-



The Learning Channel will present 'Tobacco Wars' on Oct 21-22, examining the contribution of tobacco to disease.

ing his circumnavigation of the planet on a 70-foot aluminum ketch.

■ **USA** announced three one-hour series pilots under development for 2000: *Maternal Instinct*, from the author of *The Last Seduction*; *Under Contract*, based on the true story of an undercover cop who became an undercover hit man; and a third unnamed project produced by Shaun Cassidy. New fare for USA progeny **Sci-Fi Channel** includes a Short Film Series,

showcasing the likes of Breck Eisner's (son of Michael) college film and a renegade Internet take-off on *Star Wars* from director Devin Rubio.

■ **ESPN** is "opening up [the] tape vaults" for viewers with a three-hour special Sept. 7 at 7 p.m., celebrating the network's 20th anniversary.

■ **Food Network** adds home-front warrior-princess Martha Stewart in *From Martha's Kitchen*, a 30-minute weekday series beginning Sept. 13 at 6:30 p.m. Food also drew veteran *60 Minutes* correspondent Morley Safer to host a series of specials entitled *Legendary Hangouts*, premiering Labor Day at 10 p.m.

■ **FX's** new animated talk show, *The Dick & Paula Celebrity Special*, shows up Tuesdays at 10 p.m. Two new acquired series, *The Ben Stiller Show* and *Married...With Children*, premiere Aug. 1 at 6 p.m. and Sept 20, respectively, in prime time.

■ **AMC's** contribution is *The Lot*, a new, original series based on 1937 Hollywood, set to debut this fall. ■



Photo Courtesy: CNN/WCVB Boston

CABLE'S TOP 25

PEOPLE'S CHOICE

Coverage of John F. Kennedy Jr.'s missing plane netted strong ratings for CNN. It ranked No. 4 with a 5.3 rating last week.

Following are the top 25 basic cable programs for the week of July 12-18, 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	Home Run Derby	ESPN	Mon	8:00P	135	7.5	5.8	5718	12.8
2	WWF Sports Entertainment	USA	Mon	10:00P	65	6.5	5.0	4944	10.7
3	WWF Sports Entertainment	USA	Mon	9:00P	60	5.4	4.1	4107	8.5
4	JFK Jr. Plane Missing	CNN	Sun	4:18P	34	5.3	4.1	4027	12.4
5	Hitting Challenge	ESPN	Mon	10:15P	65	5.0	3.8	3779	8.4
6	Special Report: US Coast...	MSNBC	Sun	9:37P	23	4.4	2.2	2196	7.2
7	Press Conference: Clinton...	CNN	Sun	4:08P	10	4.3	3.3	3273	10.2
8	JFK Jr. Search Resumes	CNN	Sun	4:52P	38	4.1	3.2	3145	9.6
8	Real World VIII	MTV	Tue	10:00P	30	4.1	2.9	2910	6.5
10	JFK Jr. Plane Search ...	CNN	Sun	4:00P	8	4.0	3.1	3076	9.6
11	Press Conference: Coast...	CNN	Sun	9:07A	15	3.9	3.0	2964	13.4
11	Press Conference: Coast ...	CNN	Sun	1:00P	20	3.9	3.0	2956	9.8
11	Press Conference: Search...	CNN	Sun	9:38P	22	3.9	2.9	2929	6.3
11	WWF Sunday Night Heat	USA	Sun	7:00P	60	3.9	2.9	2926	7.1
15	WCW Monday Nitro Live!	TNT	Mon	10:00P	65	3.7	2.8	2820	6.1
16	CNN Late Edition	CNN	Sun	1:20P	10	3.5	2.7	2678	8.7
16	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.5	2.7	2675	6.1
16	Special Report: Search ...	MSNBC	Sun	9:00P	37	3.5	1.8	1757	5.9
19	JFK Jr. Plane Missing	CNN	Sat	10:00P	60	3.4	2.6	2612	6.6
19	South Park	CMDY	Wed	10:00P	30	3.4	2.0	2027	5.7
21	JFK Jr. Plane Search ...	CNN	Sun	2:08P	112	3.2	2.5	2464	7.6
22	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	3.1	2.4	2341	4.9
22	JFK Jr. Plane Missing	CNN	Sat	12:00P	240	3.1	2.3	2324	8.0
24	CNN Late Edition	CNN	Sun	12:00P	60	3.0	2.3	2295	7.8
24	JFK Jr. Plane Missing	CNN	Sat	4:00P	180	3.0	2.3	2288	7.1

DirecTV brings wrath of industry

Ergen blasts Hartenstein's NAB deal in keynote address at cable confab in Las Vegas

By Price Colman

What was supposed to be an annual lovefest for the direct broadcast satellite industry has become a fishbowl for internal conflict.

EchoStar Chairman-CEO Charlie Ergen used a keynote interview at the Satellite Broadcasting & Communications Association's annual conference in Las Vegas to attack rival DirecTV President-CEO Eddy Hartenstein.

Ergen, along with much of the DBS sector, is angry with Hartenstein for cutting a deal with the National Association of Broadcasters. Nor is Ergen alone. The National Rural Telecommunications Cooperative, the SBCA and even DirecTV dealers are unhappy with a deal they see benefiting DirecTV and hurting the rest of the industry.

"The message being delivered at the show is that this is and was a private deal between one very major player in the industry and the trade association for broadcasters and does not represent the industry position," says Harry

Thibedeau, spokesman for the NRTC.

The main complaints: The DirecTV-NAB deal, intended in part to restore distant-network signals cut off by a Miami court ruling, excludes much of rural and small-town America. Critics say the deal does little or nothing to improve the current definition of Grade B areas, where TV viewers who can receive even weak broadcast signals are prevented from receiving distant network signals via satellite. The deal also does nothing to encourage delivery of local signals into smaller markets, critics contend.

Ergen wasn't alone in lambasting Hartenstein. One of DirecTV's dealers interrupted Hartenstein's first-day keynote speech, coming onstage to turn in his DirecTV dealer pin. The dealer later said he was upset by the DirecTV-NAB deal, according to published reports.

Ironically, Ergen last year was debating whether to pay SBCA dues as he questioned whether the organization was effectively representing the entire

industry. (He ultimately paid up.) This year, DirecTV appears to have put itself in the pariah position.

Although the public divisiveness comes at an awkward time—as Congress is working on a revision of the Satellite Home Viewer Act—DBS industry experts say it's having little impact on DBS stocks. Share prices for EchoStar, DirecTV parent GM Hughes and Pegasus showed weakness throughout the show.

On another front, DBS subscriber growth may be showing the first signs of a slowdown despite a first-half record, says Bear Stearns analyst Vijay Jayant: "The growth for the whole industry in aggregate is not as good as everyone thinks."

Medium-power Primestar, which DirecTV acquired earlier this year, is losing subscribers faster than DirecTV can convert them to high-power, and a substantial portion of the growth in EchoStar's Dish Network is coming from DirecTV churn vs. new DBS customers, Jayant contends. ■



Discovery makes Bell rise

Liberty Bell 7 has risen intact. The Discovery Channel's Expedition crew succeeded in lifting the space capsule out of three-mile deep water Tuesday morning, July 20, at 2:15 a.m., one day short of the 38th anniversary of its sinking in the Atlantic moments after splash-down. The search for the capsule was initiated last May as part of Discovery's Expedition series, for "In Search of the Liberty Bell 7." Curt Newport, an underwater sal-

vage expert who helped locate the *Titanic*, led the team that found the space capsule, which once carried Virgil "Gus" Grisom, one of the first Americans in space. Newport's first effort at recovering *Liberty Bell 7* ended in frustration when a robotic submersible cable snapped in rough seas. The endeavor has cost Discovery in excess of \$1 million, according to executives at the network. The result of Discovery's investment and Newport's effort will be telecast on Discovery in December.

Cable outscores the Big Four

Basic cable viewership for the 42nd week in this year's TV season topped the combined audience of the four major broadcast networks, according to the Cabletelevision Advertising Bureau. The CAB's analysis of Nielsen data for the week of July 5-11 reports that ad-supported cable scored about 22.7 million in prime time delivery, generating a 22.8 rating and a 43.7 share. ABC, CBS, NBC and Fox combined scored 22.5 million households for a 22.5 rating and

a 43.3 share in prime time. For total day, cable delivered 12.9 million homes for a 13.0 rating and a 43.5 share, while the four broadcast networks did gross delivery of 12.4 million homes, for a 12.4 rating and a 41.8 share.

Showtime makes call for entries

Showtime Network Inc.'s Black Filmmaker Showcase, which was established to support up-and-coming African-American filmmakers, is seeking submissions. The program includes a \$30,000 grant to help the selected filmmaker produce an original short film to premiere on Showtime. Written requests for information must be received by Showtime no later than Aug. 31.

KTVT upgrades newsroom

CBS affiliate adds Avid NewsCutter, Tektronix NewStar automation, Profile servers

By Karen Anderson

KTVT(TV), the CBS affiliate in Dallas/Fort Worth, is upgrading its newsroom, replacing tape machines with video servers and linking them to a nonlinear editing system for production and playback.

The station is already using the Avid NewsCutter editing system in conjunction with Tektronix NewStar automation. It will soon add two Tektronix Profile Video servers.

"The idea is that the photographers and editors edit on Avid NewsCutters, push the file to the server when they're done and play it back by the control room personnel off the Profile video server," says Chief Engineer Tom Daniels.

The station now uses Sony Betacam

SX for acquisition and the NewsCutter for editing. When the Profiles go online within the next two months, the edited video will be transferred to the servers at "faster-than-real-time" transfer rates, Daniels says. In addition, he says, the material will be kept in its original digital format until it is broadcast, in order to preserve image quality.

"They can edit on the fly from the tape directly to the Avid NewsCutter," Daniels adds. "A big selling feature to us is that with most others you have to digitize it first."

KTVT will use Crispin NewStar Interface software, which allows the Profile servers to communicate with the automation system, and Crispin Rapid PlayX rundown control software with browser. The interface automatically updates the run-

down information from NewStar and makes changes to RapidPlayX software and browser. "[Choosing Crispin software] had to do with the economics of the situation," Daniels says. "It's much more cost effective than anyone else's software."

According to Crispin President and Co-founder Alan DeVaney, a complete Crispin newsroom software package, which includes a serial interface and rundown control software with browser, costs less than \$25,000.

KTVT has a history with both Tektronix and Crispin. It uses two Profile servers and Crispin control software for spot playback. "We have enough storage to put all of our spot inventory for 3,000 30-second spots and enough for a couple of hours of time-shifting," Daniels says. ■



CUTTING EDGE

By Glen Dickson

CBS follows Artel route for HD

CBS has selected Artel high-definition routing systems for its owned-and-operated TV stations and will use them to support the prime time slate of HDTV programming it will begin broadcasting this fall in partnership with underwriter Mitsubishi. Artel's UTAH 1500, a fully scalable 32x32 HDTV video routing switcher, will serve as the main router to distribute HDTV programming at each CBS station. The UTAH 1500 will be used in conjunction with Artel's Mini Master Control, a compact master control panel that interfaces with

CBS' existing automation systems and allows the 1500 to be integrated as an HDTV house router.

Sportvision scores 2nd round funds

Sports technology innovator Sportvision has completed a \$9.3 million second round of financing, including new investors Intel, Bay Partners, Orion Partners, Prospect Street Ventures, Prudential Securities and RRE Investors. All of Sportvision's first-round investors, including Sterling Equities and Shamrock Holdings, also participated in the second round. Sportvision got a boost last month when ABC agreed to use the

company's 1st & Ten football graphic for *Monday Night Football* and next year's Super Bowl. "The financing from Intel and our other new investors will enable Sportvision to increase its emphasis on innovative enhancements for the Internet, video games and new media generally," says Sportvision CEO Bill Squadron.

DirecTV's equity investment in Wink

DirecTV is making an equity investment in interactive technology firm Wink Communications. The more than 4% equity stake follows DirecTV's announcement in January that it would use Wink's

technology to deliver enhanced data to DirecTV subscribers. DirecTV plans to begin offering Wink-enhanced services in the first half of 2000.

Neve handles sound for Park Group

Park Group DC, a new post facility in Washington, has purchased a 96-input AMS Neve Libra digital audio console for its audio suite, where it will be paired with a 32-track AudioFile hard disk editor/recorder with new Version 2.5 software.



A Park Group technician works the AMS Neve Libra console in Washington.

Microsoft's savvy Sidewalk sale

Stock swap valued at about \$280 million as Microsoft retrenches online city guide biz

By Richard Tedesco

Microsoft shuffled out of the city guide business last week, selling the most entertaining pieces of its once-promising Sidewalk to Ticketmaster Online-CitySearch in a stock swap.

The \$280 million deal lets Microsoft save a modicum of face amid a tacit concession that it couldn't give Sidewalk financially sturdy legs to overtake USA Networks' CitySearch and America Online's Digital City.

The trio led a larger field of players pushing local entertainment and restaurant guides online to build traffic and a viable Internet business. Microsoft cut its losses, sold out to its leading competitor and retained a stake in the venture.

Already recognized as the preeminent player in the city guides space, Ticketmaster-CitySearch expects to increase traffic from 4.9 million to approximately 7 million monthly visitors. It picks up four key Sidewalk markets in Boston, Chicago, Minneapolis/St. Paul and Seattle, where it had no foothold as part of 77 communities served by Sidewalk.

Sidewalk sites will retain their look and feel while being folded into CitySearch, which currently serves 33 markets.

"Microsoft gets out of a very crowded space where it wasn't doing particularly well," says Lisa Allen, analyst with Cambridge, Mass.-based Forrester Research. "Clearly, they got a graceful exit from their city guide strategy." CitySearch, she says, has scrapped a big rival and inherited its editorial resources in those four major markets.

Microsoft realized MSN and CitySearch had a complementary approach in their respective Web strategies. "We just kind of recognized there was more synergy than we imagined there was, given that they had more and more focus on arts and leisure and we had less and less focus there" says Matt Kursh, business unit manager of



On the sunny side of the street: Sidewalk sites will retain their look and feel while being folded into CitySearch, which currently serves 33 markets.



Microsoft's MSN Web properties.

Microsoft is more than happy to back off from that part of the content business in exchange for 7 million shares of CitySearch and the option to pick up 4.5 million more. Microsoft has retreated from content creation over the last year, as it recast MSN as a practical service supported by Microsoft's CarPoint, Expedia and other commercial sites.

Microsoft will maintain MSN Yellow Pages, MSN Buying Guides and MSN shopping services, sticking to the kind of pedantic online services that draw PC users surfing with disposable

income. "I don't think it's our sole focus, but a prime focus is e-commerce," says Kursh.

Kursh credits MSN's addition of its yellow pages and buyer's guide with building usage from 1.2 million PC users in May 1998 to 7.3 million during May this year.

Originally conceived as a multifaceted entertainment portal, MSN has achieved a conceptual turnaround, touting practical Internet applications as a route to entice Web surfers.

Some observers see this as part of a trend that is redefining portals to target PC users. "The niche or vertical portal is starting to become more attractive to users than the jack-of-all-trades portals," says Emily Meehan, analyst with the Boston-based Yankee Group. "That's why portals are typically tacking on experts rather than creating their own content."

Meehan sees the Redmond, Wash.-based giant refocusing as it repositions MSN as the e-commerce portal it had been planning. "They're not washing their hands of it," says Meehan. "They're handing it off to another partner so Microsoft can focus on the e-commerce side."

In the process, Microsoft may be playing kingmaker, giving CitySearch a basis to surge further ahead of America Online's Digital City service—its prime competitor in the space. Digital City, which serves 58 markets, draws approximately 4 million users each month.

"That doesn't mean, by any stretch of the imagination, that the city guide game is over," says Lisa Allen. "But in the early innings, CitySearch has established a commanding lead."

She foresees CitySearch expanding itself, based on recent deals to acquire CityAuction and Match.com earlier this year. Match.com, an online dating and matchmaking service, was added to Ticketmaster after Ticketmaster-CitySearch parent USA Networks picked it up for \$50 million in May. CityAuction, a person-to-person online auction site, was recently linked to First Auction, a business-to-consumer auction site.

Broadcasting & Cable CLASSIFIEDS

RADIO

HELP WANTED MANAGEMENT

Help Wanted: General Manager AM/FM station combo in Sierra foothills of N. California. 20 FT. Employees. Fax resume to: 530/477-6473. Attn: Scott.

General Manager: Southeastern Louisiana University is seeking applicants for the position of General Manager for KSLU-FM in the Department of Communication & Theatre available September 1999. **Qualifications:** Bachelor's degree required; Master's degree preferred. Candidates with degree(s) in Mass Communication or related field will be given preference. Five years of broadcast experience, with significant supervisory responsibilities; preference given to those with prior experience in a CPB qualified station. Successful experience in community outreach and fundraising; familiarity with new and emerging communication technologies. Salary is commensurate with experience and qualifications. To guarantee review, application materials must be received by September 1, 1999. Position will remain open until a qualified candidate is identified. Send letter of application, resume, three current letters of reference and a copy of All transcripts (originals required upon employment) to: KSLU Search Committee, SLU 10451, Hammond, LA 70402. SLU is an AA/ADA/EEO employer.

General Manager wanted for southwestern market in growing area. Prior management and sales skills required. Multi station operation. We are an equal opportunity employer. Send confidential resume to Box 01580. EOE.

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TELEVISION

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Broadcasting & Cable

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Regional Sales Agent: Broadcasting's oldest promotion company, Community Club Awards, seeks aggressive sales agent for presentations to radio, television and cable executives. Draw against commission. Six figure potential. Independent contractor. No relocation required. Resume and picture to: Office Manager, CCA, PO Box 151, Westport, CT 06881.

WRAL-TV (CBS) in Raleigh, North Carolina--- Experienced *Account Executive* to handle regional and local business. Strong negotiating and presentation skills, familiarity with TV Scan, Scarborough, and computers, as well as the ability to sell promotional opportunities and develop new business consistently a must. A great station, and a great company in a dynamic market! If you can make a difference in representing the market leader, send your resume to Laura Stillman, Local Sales Manager, WRAL-TV, PO Box 12000, Raleigh, North Carolina, 27605. An Equal Opportunity Employer.

National Sales Manager: WISH-TV, a CBS affiliate in the 25th market, is currently seeking a *National Sales Manager*. Qualified candidates need a successful background in television sales for a minimum of 5 years. Prior television management in national sales is preferred. If you are qualified and want to join a winning team, send a letter and resume to Jeff White, General Sales Manager, WISH-TV, 1950 N. Meridian St., Indianapolis, IN 46202 M/F - Equal Opportunity Employer.

HELP WANTED SALES

Broadcasting & Cable International Group ADVERTISING SALES

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Local Sales Manager: Do you want to lead an experienced, aggressive, and eager sales team? WRGB-TV, the CBS affiliate in Albany, NY is seeking an LSM who is a team builder with excellent organizational and presentation skills. You will be managing multiple projects and sales promotions, job coaching, training and in the field on a daily basis. You must have 3-5 years of broadcast television sales experience, and possess excellent working knowledge of Nielsen ratings, TV Scan, Scarborough, CMR, Internet navigation and marketing, and creating spreadsheets. Send resume to: Matt Sames, GSM, WRGB-TV, 1400 Balltown Rd., Box 1400, Schenectady, NY 12301-1400. EOE.

Senior Account Executive: Do you recognize the potential of the rapidly growing Houston Hispanic market? There is an immediate opening in our Local Sales Department for an Account Executive who has the vision, professionalism, and motivation to capitalize on this opportunity. Candidates should have a minimum of three years of experience in broadcast sales with a proven track record and demonstrate the ability to develop new business. Bilingual skills (English/Spanish) required. Houston local sales and related field experience or education a plus, but not required. Must have good driving record. KXLN-TV is a Univision Television Group owned and operated station. Please apply at: A/E, KXLN-TV, 6440 Kirby Drive, Houston, TX 77054. EOE.

HELP WANTED SALES

GM/GSM - Small growing FOX affiliate in midwest has immediate opening for a take charge manager. Must have strong background in sales or sales management. Programming experience also desired. Good salary, benefits and bonus plan. We're looking for someone who can take our station to the next level. All inquiries confidential. Rush resume to Box 01578, c/o Broadcasting & Cable, 245 W. 17th St., New York, NY 10011.

Account Executive: Prefer at least five years major and/or local television sales experience. Strong communication skills, both oral and written, are required. Responsibilities include the development of new business and expanding existing business. Please send resumes only to: Scott Simensky, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

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General Sales Manager: KTRK-TV, the ABC, Inc. Owned Television Station in Houston, has a rare opening. Our long-time Manager is retiring. The market leader in revenues and ratings needs a leader who can motivate and position station in traditional, new business, web, and marketing initiatives. Mail or fax resume to: Henry Florsheim, President and General Manager, KTRK-TV, 3310 Bissonnet, Houston Texas, 77005. Fax: 713-663-4574. Equal Opportunity Employer. M/F/V/D

HELP WANTED CREATIVE SERVICES

Director of Creative Services, WSB-TV, Atlanta: Lead the marketing efforts of one of the top ABC affiliates in America. The combination of a great station - WSB-TV, a great company - Cox Broadcasting, and a great market - Atlanta, make this one of the finest opportunities of its kind in broadcasting. Depth of experience and a strong news orientation are necessary. For the right candidate with the right background, there could be a programming component to this position as well. Send resume and tape to Greg Stone, Vice President & General Manager, WSB-TV, 1601 W. Peachtree Street, N.E., Atlanta, Georgia 30309.

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HELP WANTED TECHNICAL

When Your Business Is People,

At WRAL-TV 5, we're in the business of enhancing people's lives—as an entertainment provider, information source and proactive employer. We begin by building community relationships, which not only helps us build trust, but inevitably helps us build the future.

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. **Job #99-106**

Here, you'll receive an excellent compensation package as well as professional development. Please send resume indicating job number to: **Corporate Human Resources, WRAL-TV, P.O. Box 12800, Raleigh, NC 27605; Fax (919) 890-6011. EOE**

Division of Capitol Broadcasting
Company, Inc.

Proud Gold Sponsor of the 1999
Special Olympics World Games

www.wral-tv.com



People Notice.

Television - Technical Director: Candidate must be able to efficiently perform switching duties for fast-paced newscasts and special programs. Candidate must be familiar with operation of Grass Valley 3000-3 Switcher, Abekas Devoous, Pinnacle DVE & Still Store, Chyron Infinit and Sony 370 studio cameras. Must be able to perform under pressure and meet deadlines. Creativity and communication skills required. Must be able to do some directing. Prefer a minimum of three years experience in a major market as a Technical Director doing newscasts. Degree in Communications or related field desired. Qualified applicants must be motivated, creative and able to meet strict deadlines. Please send resume and cover letters to: Jeff Jeandheur, Production Manager, KPRC-TV, PO Box 2222, Houston, Texas 77252.

Director: ABC affiliate seeks experienced technical director/supervisor. Knowledge of all studio operations and equipment (Grass Valley 250) and related news operations (AP NewsWire System). Strong leadership skills to train and motivate. Computer graphics a plus. Send tape and resume to: John Cannon, Operations Manager, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. WMDT-TV is an Equal Opportunity Employer.

Chief Engineer for new station startup. Ch.55 in upper midwest market. Excellent opportunity with good pay and fringe benefit package. Send resume to Brian Byrnes, 1340 N. Dearborn Pkwy., Suite 12-F, Chicago, IL 60601.

Telemundo Station Group is seeking an Assistant Director of Engineering. Duties include assisting TV stations' Chief Engineers in budgeting and planning facility upgrades. Provide technical assistance, and coordinate the purchases and deliveries of equipment for the stations. Candidate must be able to travel, have managerial and organizational skills, exp. with broadcast or electronic facility design/construction and a FCC general radiotelephone license and/or SBE certification. EOE. Send resumes and salary requirements to: Telemundo Network Group LLC, Human Resources, 2290 W. 8th Ave., Hialeah, FL 33010; Fax: 305-889-7079.

Chief Engineer, WCBD-TV Media General Broadcast Group. WCBD-TV2 in beautiful Charleston, SC is looking for a highly motivated Chief Engineer with 3-5 years experience as a Chief or Assistant Chief Engineer. Candidates should be thoroughly familiar with transmitter operations, FCC regulations and computer literacy is a must. Send resume to Human Resources Dept., 210 West Coleman Blvd., Mt. Pleasant, SC 29464. EOE M/F Drug Screening.

Assistant Director of Engineering: Engineering professional - major market television group broadcaster, "Univision", seeks a "hands-on" Assistant Director of Engineering for the group. You will be based in Los Angeles but will work with and travel to all our major market "O&O's". The ideal candidate will have 5-10 years experience as Chief or Assistant Chief Engineer working in UHF stations. Superior salary and benefits. Fax resume to (310) 348-3659. EEO.

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 Mediaserver 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 HDTV 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.



MAXIMUM EXPOSURE!
LOW COST!

When placing print ad, simply request to run on our website for an extra \$50/wk.

BROADCAST ENGINEERS

GLOBECAST AMERICA, a France Telecom Company & a major provider of transmission and production services for TV and radio broadcasts, seeks qualified candidates for the following openings.

Engineering Supervisor-RF Systems

Seeking individual with min. 2 yrs. Supervisory exp. + 3 yrs. Operations exp. Demonstrated ability of maintenance to component level, operations & installation/calibration of RF equip. inc. satellite/microwave transmitter & receivers. TV Broadcast Engineer Certification required. This position will be located in our Los Angeles office.

RF Systems Engineers

Resp. for maintenance to component level, installation, calibration and operation of RF equip. inc. satellite transmitters & receivers, satellite antenna systems, microwave transmitters, receivers & antenna systems. Min. 3 yrs. related exp. TV Broadcast Eng. Certification desirable. Positions are available in our Los Angeles, New York City area and Miami offices.

A/V Engineers

Strong knowledge of TV equipment & facilities construction. Must be capable of troubleshooting systems & the Maintenance, installation & support of broadcast equipment. Min. 3 yrs. related exp. TV Broadcast Eng. Certification desirable. Positions will be located in our Los Angeles office.

We offer competitive salaries & an excellent benefits package. Mail or fax your resume to T. Bruce at 10525 Washington Blvd., Culver City, CA 90232. Fax (310) 845-3905.

HELP WANTED NEWS

WXXA-TV FOX23 Seeks an experienced Newscast Producer to take charge of our 10pm show. Computer skills and the ability to make quick decisions under fire are essential. A minimum of two years of experience as a newscast producer is required. A degree in Communications or Journalism is strongly preferred. Resume and recent VHS Aircheck to: Personnel, WXXA-TV FOX23, 28 Corporate Circle, Albany, NY 12203. EOE.

News Photographer: KMBC-TV, Kansas City, MO is looking for a photojournalist who knows how to tell a story with pictures and natural sound. Here, photographers are as much a part of the creative process as the reporters and producers. We are an NPPA friendly shop with this year's NPPA National Photographer of the Year as part of our staff. Send resume, references and non-returnable tape to Assistant News Director, KMBC-TV, 1049 Central, Kansas City, MO 64105. Minorities and Women are encouraged to apply. No phone calls. EOE.

News Co-Ancor: WANE-TV is looking for an energetic 6:00 & 10:00 News Co-anchor who enjoys the streets as much as the anchor desk. If you are experienced and possess superior news judgement we want to hear from you. Send videotape, resume, and references to: Rick A. Moll, News Director, WANE-TV 2915 W. State Blvd., Ft. Wayne, IN 46808.

HELP WANTED NEWS

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

News Producer: WAVY News 10 has an immediate opening for a Newscast Producer. Candidate should have at least two years experience and a college degree. Please send non-returnable VHS tape and resume to Robin Freese, Assistant News Director, WAVY-TV, 300 St., Portsmouth, VA 23704. No beginners! No phone calls. EOE.

News Producer: Experience in news producing required, including coverage, editing, graphics and staff supervision. College degree in field, work ethic, strong leadership, helpful, and computer literate. Must possess creativity, initiative, the ability to work independently and also under direct supervision, and be able to learn and grow with critiquing. Flexible hours/schedule with nights, overnights, and/or weekends probable. This is an immediate opening and position will be filled as soon as possible. Letter, resume, and non-returnable tape of self-produced newscast to: News Director, WISH-TV, PO Box 7088, Indianapolis, IN 46207. WISH-TV is an equal opportunity employer. (EOE/MF).

Weekend Sports Anchor/Reporter: WANE-TV is looking for an energetic and creative Weekend Sports Anchor/Reporter. Ideal candidate will have one years experience. Send videotape, resume, and references to: Rick A. Moll, News Director, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

News Director: Want to make a difference? Are you a motivator with hands on experience who can deliver compelling newscasts? Great opportunity for the right person. Send resumes to: Box 01581. EOE.

News Director: Dominant, West Texas, CBS affiliate, looking for top notch News Director to manage aggressive 21-person department. Need strong journalistic and people skills. Responsible for 29 weekly newscasts in a very competitive, cable penetrated market. Previous news management experience essential. Prior on-air anchor experience helpful. Degree required. Send resume and salary history to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

KRDO TV 13 is hiring a FT Executive News Producer. College degree & 3 yrs. exp. in producing newscasts, writing scripts & editing video tape. Send resume & non-returnable tape to KRDO-TV, Attn: EEO Officer, PO Box 1457, Colorado Springs, CO 80901. EEO.

Assistant News Director: WVIT, an NBC O & O, is seeking an assistant news director. Exceptional leadership and management skills a must. Major market executive producers and managing editors encouraged to apply. News confidence level must match and exceed administrative skill level and ability to motivate others. Must possess ability to lead newsroom to embrace live, local, latebreaking news philosophy in competitive news market. Management experience and producing background required. Send resume and references to: Liz Grey, VP of News, WVIT/NBC 30, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

HELP WANTED NEWS

News Anchor/Report/Produce: in one of the America's best small market stations. Group-owned WGEM is looking for a self motivated news professional to assemble and anchor a daily news show. Must be a strong self starter who can work independently. Experience helps. Great attitude is a must. A solid growth opportunity. Please send tape and resume to: Personnel Director, "Anchor, Producer, Reporter", WGEM TV, 513 Hampshire, Quincy, IL 62301. EOE M/F No phone calls will be accepted.

News Anchor/Reporter: Applications are being accepted for experienced news anchor/reporter. Superior on-air anchor abilities and LIVE extemporaneous reporting skills essential. Seasoned news judgement, versatility, the flexibility to adjust to varied work schedules necessary. College degree in field, initiative, creativity, enterprise abilities, work ethic, and team philosophy required, as is the necessity to continue to learn and grow with critiquing. Qualified applicants only. Submit letter, resume, and non-returnable videotape of on-air work samples to: News Director, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. WISH-TV is an Equal Opportunity Employer. (EOE/MF)

Editor/Cameraman: Needed at once, must know FAST VM editing and exp. with video camera taping. Fax resume (310) 996-5555 or mail to: Attn: Controller, 1627 Pontius Ave., #100, W. Los Angeles, CA 90025.

Co-Producers/Co-Hosts: For national bi-weekly career recruiting show. Immediate positions. "One person band" ability to handle multiple tasks, share job duties, team divide and conquer. Format supervisor, live conversational storyteller writing, must enjoy street, travel as segment line producer, anchor experience and news/feature background, live-to-tape studio supervision, shoot and cuts edit, supervise all aspects of post, Photoshop and Illustrator helpful. Demanding positions at growing, dynamic company for those passionate about hard work who want national on-camera exposure. Send demo reel of on-camera work to Leslie Draper, Avid Neo Geo, 4390 35th St., Orlando, FL 32811; ldraper@avid-neogeo.com.

Associate News Producer - Wisconsin Public Television: Are you looking for an opportunity to excel in an organization committed to news excellence? WPT is seeking an idea generator to produce lively, engaging news and public affairs programming. Requires: bachelor's degree; 18 months experience in TV news production; journalism skills; strong written and oral communication skills and more. Simple show stackers need not apply. See our posting at www.wpt.org. For application contact Carol Gensch, UW Extension Communications, 432 N. Lake Street, Rm 533, Madison, WI 53706; gensch@admin.uwex.edu. WPT is an Equal Opportunity Employer
Deadline 8/25/99.

News Director: Dominant Midwest CBS affiliate with #1 News looking for News Director. Willing to consider experienced Senior News Producer. Become part of the expanding Emmis Broadcast Group. Position requires hands-on candidate willing to direct, teach and motivate on daily basis. Will work with proven/established anchors and staff of 30. Excellent leadership and people skills essential. Position includes full administrative and budgeting responsibilities. Salary based on experience. Send resume to Gary Crowder, Director of Personnel, WTHI-TV, P.O. Boxes 1486. Terre Haute, IN 47808. Emmis Communications is an Equal Opportunity Employer.

HELP WANTED NEWS

News Reporter: Department: News, Status: Full-time, WHAS11 is looking for a general assignment reporter with a minimum of 5 years reporting experience and 3 years anchoring experience. Strong story telling skills are critical using copy and video, ability to do live breaking news and use of creativity in your show is necessary. College degree preferred. Interested candidates forward resume, tape and cover letter to: Cindy Vaughan, Human Resources Director, HR #926, WHAS 11, 520 West Chestnut Street, Louisville, KY 40202. EOE.

TV Station in mountain region is hiring a FT Broadcast Meteorologist. Meteorology degree & 1 yr. exp in general assignment reporting and forecasting skills req. Send resume & non-returnable tape to: Box 01582, Broadcasting & Cable, 245 W. 17th St., 7th fl NY NY 10011.

Producer: This position demands a creative person. The producer must be able to conceive and develop a news program, direct and supervise staff. We are looking for innovative, results-oriented leader with two years experience. Minorities and women are urged to apply. Candidates should send a non-returnable tape and resume to: PRD2-B&C, Box 44227, Shreveport, LA 71134-4227. EOE.

HELP WANTED NEWS

Weekend Anchor: WSIL-TV in the 77th market is looking for a weekend anchor. We do 5:00 & 10:00 Saturday & Sunday. Anchor the weekend and report three days during the week. Send non-returnable 3/4" or vhs tape to Don Brown, News Director, 1416 Country Aire Dr., Carterville, IL 62918. EOE. No beginners. No calls.

Photojournalist: Immediate opening for an excellent storyteller with the ability to shoot, edit and gather information. Candidate will be responsible for operating eng equipment and working out of the only SNG truck in the market. Two years of experience required. Minorities and women are urged to apply. Send non-returnable VHS tape and resume to: PHJ1-B&C, Box 44227, Shreveport, LA 71134-4227. EOE.

Want to report sports for the NBC affiliate owned by Notre Dame? WNDU-TV in South Bend, Indiana, the number one station in town, has an immediate opening for a weekend sports anchor/weekday sports reporter. If you want to cover the most watched college football team up close and personal every year - if you want to cover local high school sports better than most top markets - if you're smart, energetic, creative sportscaster - then apply to: WNDU-TV, Attention: Human Resources, Position #00254, PO Box 1616, South Bend, IN 46634. WNDU-TV is an Equal Opportunity Employer.

HELP WANTED MARKETING

UNIVISION COMMUNICATIONS, INC.

The #1 Spanish-language television broadcaster, Univision, has immediate openings in its New York office for entry level and experienced research professionals in support of National Spot Sales. Candidates must be analytical, able to meet strict deadlines, like to work with numbers and be proficient in MS Office. Fluent in Spanish helpful but not required.

Senior Marketing Research Associate

Ideal candidate would utilize research tools (Simmons, Scarborough, CMR and MarketQuest) to build marketing presentations which communicate the strength of the hispanic market, as well as the power of Univision. Candidate should have 4-6 years experience in media (broadcast, cable or agency) along with knowledge of Nielsen, command of Excel and PowerPoint, and strong writing and presentation skills.

Media Research Analyst

Candidate would utilize NSI/NHSI ratings data to assist local and national Univision sales. Job includes collecting and analyzing of data, creating sales positioning pieces and customized pitches as well as inventory maintenance and estimates. Exposure to various research tools helpful (Nielsen, Donovan, Simmons, CMR, Scarborough).

Interested persons should send resume and salary requirements to
212-455-5224

HELP WANTED MARKETING

Media General Broadcast Group, WNCT-TV, has an immediate opening for a hands-on *Marketing Director* to market and brand the station. Managing a department of four, this key position will execute all station promotion. Responsibilities include maintaining a high quality on-air look while building ratings, and working closely with the News department to develop compelling news series, topical, and image promotions. If you have at least two years of television promotion experience and are a highly creative writer/producer, send your resume, tape, and salary history to: WNCT-TV, 3221 South Evans St., Greenville, NC 27834. EOE M/F. Pre-employment drug test required.

Marketing Writer/Producer, WCBF-TV Media General Broadcast Group. WCBF-TV NBC 2 in Charleston South Carolina is looking for a marketing writer/producer with a strong creative sense and good writing skills. We are looking for a highly motivated team player with the ability to handle multiple tasks. Non-linear editing skills are a plus. Please include a demo tape. Send resume to Human Resources Dept., 210 West Coleman Blvd., Mt. Pleasant, SC 29464. EOE M/F Drug Screening.

HELP WANTED PROMOTION

News Promotion Writer/Producer/Editor: CLTV News is looking for an experienced, self-motivated and highly creative on-air promo producer to add to our team. Part of Tribune Company, CLTV is an Emmy Award-winning news, sports, weather and information channel located in Oak Brook, Illinois. We are ChicagoLand's only 24 hour source for news and we're on the lookout for someone who can produce original, creative, high quality work. If you have strong team skills and the ability to craft compelling news image, non-news promos, radio spots and print ads, then you're the person we want to talk with! This position is responsible for writing, producing and editing promos in a fast-paced news environment. Strong writing skills are a must, as are linear and non-linear editing experience. Send your resume and non-returnable tape to CLTV News, 2000 York, Suite 114, Oak Brook, IL 60523, Attention Human Resources.

Assistant Promotion Manager: If you're the best on-air writer/producer in your market, then this could be the ideal opportunity for you! WGAL, the #1 rated Network Affiliate in the top 50 markets, is looking for highly motivated writer/producer with 3-5 years of experience to fill the number two position in the Creative Services Department. This is an opportunity to join the America's Fastest Growing Television Company, Hearst-Argyle Television! The ideal candidate has a keen understanding of branding, and a significant background in producing news topical and image promotion. We're looking for a strong writer/producer with AVID editing experience to lead our promo team. Interested candidates should send their resume and reel to: John Baldwin, Creative Services Director, WGAL, 1300 Columbia Avenue, Lancaster, PA 17604. WGAL 8 is an Equal Opportunity Employer. M/F/H.

HELP WANTED ALL POSITIONS

WB33/KWCV-TV WB33 is the exciting new WB affiliate in Wichita, Kansas that will sign on the air in August! We are looking for an aggressive and innovative staff committed to becoming the market leader in Wichita. The following positions are available: **General Manager:** Responsible for all strategic and operational efforts of the station including meeting or exceeding WB33's revenue and cost objectives; acquisition and execution of effective programming and promotion; preparation and management of all departmental budgets and goals and hiring and training of department heads. The General Manager will also be involved in all aspects of WB33's new studio, office and transmitter site construction. Requirements include 3-5 years of media management experience with a proven track record of success. Sales and startup station experience a plus. **General Sales Manager:** Responsible for the maximization of Local, National and Regional station revenues. The GSM will hire, train and lead an innovative sales and support staff. 3-5 years of television or radio sales management preferred. Candidate must have a proven track record of developing new and non-traditional revenues and creative sales promotions as well as maximizing traditional revenues. **Chief Engineer:** Responsible for overseeing the buildout of WB33's new transmission, studio and office facilities. Other responsibilities include inspect, direct and perform tests, maintenance and repairs of studio and broadcast equipment; maintain FCC compliance for the facility; prepare and execute annual operational and capital budgets and hire and manage all technical personnel. Candidate should have FCC Radiotelephone General Class and/or SBE Certificate; strong RF and UHF transmitter background. Experience with digital video and DTV integration a plus. Candidate must also have a minimum 3-5 years of television broadcast engineering experience. **Assistant Chief Engineer:** This part-time position will assist the Chief Engineer in all aspects of the technical operation and management of the station including inspect, direct and perform tests, maintenance and repairs of studio and broadcast equipment; maintain FCC compliance for the facility. Candidate should have FCC Radiotelephone General Class and/or SBE Certificate; strong RF and UHF transmitter background. Candidate must also have a minimum 2-4 years of television broadcast engineering experience. **Traffic Manager:** Primary responsibilities include preparing commercial logs; inventory management; order clearances; programming formatting and hiring and managing of support staff. Candidate must have knowledge of CIDS, BIAS or VCI and excellent computer skills. Candidate must also work well under deadline pressure. Three years experience in traffic supervision or management preferred. High School diploma or some college preferred. For all positions, college degree in related fields preferred. Replies will be held in confidence. Please send resume or inquiries to the address below. No phone calls please. WB33, KWCV-TV, Turner Communications, Inc., PO Box 1100, Wichita, Kansas 67202. Equal Opportunity Employer.

HELP WANTED PRODUCERS

Family Friendly Writer/Producers wanted at the Family Friendly Network - PAX.

If you are a top-notch writer/producer with 3 to 5 years of experience...PAX Network is looking for you.

We have job openings for seasoned **Writer/Producers** who know how to write motivating copy and cut exciting, compelling promos. Come work in a creative environment for a family-oriented company in a city that is family-terrific, West Palm Beach, Florida.

Send your resume and VHS reel to:

Lee Minard
PAX-TV
500 Clearwater Park Road, Suite 501
West Palm Beach, FL 33401
(No phone calls please) EOE

Producer: KTRK-TV's live morning talk show *Debra Duncan* has an immediate opening for a Producer. Looking for a creative genius, who can consistently recognize and generate compelling and promotable show content and guests. Must be able to work on multiple projects as well as possess strong writing, research and production skills. Special event field producing, news projects or assignments-desk experience a plus. Three years television producing experience preferred. Qualified applicants should send tapes and resumes to: Ms. Wendy Granato, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. No phone calls please. Equal Opportunity Employer.

SITUATIONS WANTED RESEARCH

Experienced Researcher: Seeking documentary/series work. Full time or freelance. Writing, editing and photo research experience. Credits include PBS interview series (Wynton Marsalis; Michael Flatley; Sen. Daniel Patrick Moynihan et al.), and A&E profiles (Pres. George Bush; Lauren Bacall et al.). E-mail: researchmaven@hotmail.com.

SITUATIONS WANTED TECHNICAL

Broadcast Engineering veteran with 29 years experience, and DTV, seeks opportunity with group broadcaster as corporate DOE or GM. Reply to Box 01583.

CABLE**HELP WANTED NEWS**

Executive Producer - Travel Channel: Join us in creating the programming vision for the fastest-growing network in the Discovery Family. We're looking for innovative thinkers to reinvent travel and adventure programming. The opportunity includes editorial and creative supervision of ongoing production, as well as the opportunity to develop new programming ideas. Needed: 5 years' experience producing and writing in documentary, reality, travel or general entertainment programming. Strong motivational, leadership and communication skills are essential. Send your resume to the attention of Doug DePriest, Director of Production and Development, Discovery Communications, Inc., 7700 Wisconsin Avenue, Bethesda, MD 20814; E-mail: explore_careers@discovery.com; Fax: (301) 986-4827. EOE.

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HELP WANTED NEWS

Assignment Manager: 24-hour local cable news station is seeking an Assignment Manager to supervise desk operations in a dynamic, heavy news environment. Visit our job link at www.newschannel8.net for more information. Please send cover letter and resume to NewsChannel 8, HR, 7600 D Boston Blvd., Springfield, VA 22153. No telephone calls. EOE.

HELP WANTED TECHNICAL



The Home & Garden Television Network, a fast growing cable network owned by The E.W. Scripps Company seeks qualified candidates for the following position:

Network Engineering Supervisor

5 years experience in broadcast television engineering or network television engineering including 2 years in a supervisory role. Satellite or related RF experience is a must. Experience in a digital video and audio systems important, particularly relating to a video server and archive systems. Extensive computer experience required. Familiarity with UNIX, VMS, & Windows NT preferred. Experience with digital compression and scrambling systems a plus.

Network/Transmission Engineers

Minimum of 3 years experience in broadcast or network television engineering. Qualified candidates should be proficient in the areas of satellite uplink, downlink, digital & analog transmission, video servers, and automation systems. Superior computer skills required. VideoCipher/DigiCipher experience a plus. HGTV offers a comprehensive salary and benefits package. Qualified candidates should send a confidential resume with salary requirements to:

HGTV Human Resources
P.O. Box 50970
Knoxville, TN 37950
(No phone calls please)

Visit our website at: www.hgtv.com

The E.W. Scripps Company is an Equal Opportunity Employer providing a drug free workplace through preemployment screening.

HELP WANTED SALES



USA Broadcasting, a division of USA Networks, Inc., and the 5th largest station group, is looking for key sales & business executives to help launch USAB's local stations in Dallas & Atlanta. This is a unique opportunity to help build truly local independent television stations, which are fully integrated with our original programming & Internet properties. We're seeking individuals to join our team:

Sales Managers: Seeking creative candidates with successful track records in television sales management. Your goal will be to grow traditional billings and develop innovative new business opportunities, which will include packaging our Internet & original programming assets. Local sports will be your edge, as we have successful sports franchises in each of these markets. We're looking for team builders, capable of marketing a unique effort in a crowded marketplace.

Account Executives: Successful candidates will be aggressive self-starters with media experience who know how to work with agencies and generate new business. This will be a fast pace environment; where a person with excellent presentation skills and commitment to teamwork will excel. We encourage people with all forms of media background to apply.

Business Managers: This individual will be responsible for all accounting, financial reporting and human resource area of the station. Ideal background should include 3-5 years of financial media management experience.

For immediate consideration, fax your resume and salary history indicating position desired to K. Featherstone (310) 360-2517. EOE.

Women and minorities encouraged applying.

ALLIED FIELDS

CAPTIONING SERVICES

Closed Captioning For Less!
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800-822-3566
CAPTIONMAX

HELP WANTED RESEARCH

Adcom Information Services, provider of custom viewership ratings and research services for cable TV industry, has immediate career opportunities for Manager, Advertiser and Agency Services, in both Dallas and San Francisco.

Responsibilities include assisting MSO clients' ad sales team obtain higher revenues using ADcom's ratings and qualitative research. Candidates should have media or media related sales experience, and be creative using research in the sales process. Excellent presentation skills essential.

Send your resume to:

Richard Spooner, EVP
ADcom Information Services
700 W. Hillsboro Blvd., Bldg. 4, Suite 201
Deerfield Beach, FL 33441

FOR SALE EQUIPMENT

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

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fax your classified
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Broadcasting & Cable
at (212)206-8327.**

HELP WANTED TECHNICAL

Video Engineer for Burbank, CA Entertainment Company. Computer/Digital experience a must. Fax resume/salary history 818-567-4699.

FOR SALE EQUIPMENT

CLEARLY PRUDENT.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

(800)238-4300 **CARPEL VIDEO**

UHF TRANSMITTER AND ANTENNA**FOR SALE**

RCA TTU-55 UHF Transmitter, dual RCA TTUE-44 exciters, one ITS exciter, and RCA TFU-28 DAS channel 51 pylon antenna. Great for service or parts, still in operation at this time.

Contact: Richard Large 619-505-5150

FOR SALE STATIONS

Radio Station for Sale: 1000 watt AM station licensed to operate 24 hours per day under call letters WVKZ in Schenectady, New York. Call (518) 344-5320 for details and information package.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

INTERNET**SERVICES****Parrot Media Network (www.parrotmedia.com)**

offers online databases of over 70,000 media executives with extensive up-to-date info on thousands of media outlets. U.S. and international TV Stations, Networks, Groups, Reps, Cable Systems, MSOs, Cable Networks, Satellite Operators, Radio, Press/Publicity, Newspapers, Advertising Agencies, Movie Chains and Movie Theatres. \$49.95/month. Call for FREE one day password. All information also available in directory and computer disk formats. 1-800-PARROT



Broadcasting & Cable

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are \$218 per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (text only) are \$2.50 per word with a minimum charge of \$50 per advertisement. Situations Wanted rates are \$1.35 per word with a minimum charge of \$27 per advertisement.

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

Blind Boxes: Add \$35.00 per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: _____

Line ad ☐

Display ☐

Online: _____

1 Week ☐

2 Weeks ☐

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Phone: _____ Fax: _____

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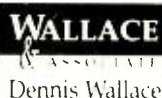
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CHANGING HANDS

The week's tabulation of station sales

COMBOS

WZUR(AM)-WZAR(FM) and WLEO(AM) Ponce, WLEY(AM) Cayey/Ponce and WKFE(AM) Yauco, P.R.

Price: \$10.75 million for stock
Buyer: Uno Radio of Ponce Inc., Caguas, P.R. (Jesus M. Soto, chairman). Soto and family own two AMs and four FMs, including WRIO(FM) Ponce

Sellers: Ponce Broadcasting Corp. (Janero G. Scarano Sr., Julio C. Braum, Luis F. Sala, Catalina Scarano and Sala Buisness Corp., shareholders), Ponce; no other broadcast interests

Facilities: WZUR: 1170 khz, 250 w; WZAR: 101.9 mhz, 14 kw, ant. 2,580 ft.; WLEO: 1490 khz, 5 kw day, 1 kw night; WLEY: 1080 khz, 250 w; WKFE: 1550 khz, 250 w

Formats: WZUR, WLEO: Spanish/news/talk; WZAR: AC; WLEY: Latin; WKFE: Spanish contemporary

WADK(AM) Newport and WERI-FM Block Island/Westerly, R.I.

Price: \$1.8 million

Buyer: Addelco Corp., Needham, Mass. (Maurice B. Polayes, president); no other broadcast interests
Seller: Bear Broadcasting Co., Westerly (Natale L. Urso, owner); no other broadcast interests

Facilities: AM: 1540 khz, 1 kw day; FM: 99.3 mhz, 4.6 kw, ant. 177 ft.

Formats: AM: talk; FM: album rock

KOZI-AM-FM Chelan and KLVH(FM) Leavenworth, Wash.

Price: \$1.737 million

Buyer: Icicle Broadcasting Inc., Leavenworth (Harriet Bullitt, president/owner); no other broadcast interests

Sellers: KOZI-AM-FM: Northcentral Broadcasting Co., Chelan; KLVH: Leavenworth Broadcasting Co. LLC, Leavenworth (Jerald E. Isenhardt, principal, both sellers); no other broadcast interests

Facilities: KOZI(AM): 1230 khz, 1 kw; KOZI-FM: 93.5 mhz, 590 w, ant. 1,040 ft.; KLVH: 101.1 mhz, 6 kw, ant. -872 ft.

Formats: KOZI(AM): AC; KOZI-FM: AC; KLVH: new AC

KUVR(AM)-KMTY(FM) Holdrege, Neb.

Price: \$600,000

Buyer: John C. Mitchell, Omaha, Neb.; owns five AMs and six FMs

Seller: High Plains Broadcasting Inc., Holdrege (Peggy J. Goth, president);

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 ■ \$14,887,000 ■ 4

FMs ■ \$18,450,000 ■ 9

AMs ■ \$1,891,000 ■ 7

Total ■ \$35,228,000 ■ 20

SO FAR IN 1999

TVs ■ \$2,458,034,005 ■ 46

Combos ■ \$913,474,435 ■ 99

FMs ■ \$932,963,189 ■ 157

AMs ■ \$126,015,689 ■ 115

Total ■ \$4,430,487,318 ■ 417

no other broadcast interests

Facilities: AM: 1380 khz, 500 w day, 62 w night; FM: 97.7 mhz, 55 kw, ant. 262 ft.

Formats: AM: MOR; FM: hot AC

Broker: Patrick Communications

FMS

KKDM(FM) Des Moines, Iowa

Price: \$7.35 million

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, chairman); owns/is buying 22 TVs, 158 AMs and 286 other FMs, including KASI(AM)-KCCQ(FM) Ames/Des Moines, Iowa, and WYJS(FM) Pickens/Jackson, Miss. (see item, below)

Seller: Midwest Radio Inc., Des Moines (Rich Eychaner, chief executive); no other broadcast interests

Facilities: 107.5 mhz, 100 kw, ant. 705 ft.

Format: New rock

WKXS(FM) Jackson, Miss.

Price: \$5 million

Buyer: New South Communications Inc., Meridian, Miss. (Frank E. Holladay, president); no other broadcast interests

Seller: Boswell Broadcasting Inc., Kosciusko, Miss. (H. Mims Boswell Jr., 51% owner); owns WLIN-FM Durant and WKOZ(AM) Kosciusko,

C L O S E D

SAGA BROADCASTING CORPORATION

Edward K. Christian, President and CEO

has agreed to acquire

WXVT-TV

Greenville, Mississippi

for

\$5,200,000

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*Patrick Communications was proud to serve
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Miss.

Facilities: 96.3 mhz, 100 kw, ant. 1,450 ft.

Format: AC

WYJS(FM) Pickens/Jackson, Miss.

Price: \$3.4 million

Buyer: Clear Channel Communications; is buying KELI(FM) San Angelo, Texas (see item, above)

Seller: Adonai LP, Sapulpa, Okla. (Michael P. Stephens, general partner). Stephens owns two AMs, six FMs and construction permit to build KTFR(FM) Claremore/Tulsa, Okla.

Facilities: 105.9 mhz, 22.5 mhz, 22.5 kw

Format: AC

KKJW(FM) Stanton/Midland/Odessa, Texas

Price: \$700,000

Buyer: NIA Broadcasting Inc., Wichita, Kan. (Neal Ardman, president); no other broadcast interests

Seller: Unique Broadcasting LLC, Stanton (John Wiggins, president). Wiggins owns construction permit for FM in Panama City, Fla.

Facilities: 105.9 mhz, 32 kw, 540 ft.

Format: Country

KMXJ(FM) Sallisaw, Okla./Fort Smith, Ark.

Price: \$600,000

Buyer: AMFM Inc., Dallas (Thomas O. Hicks, chairman/also chairman, Hicks, Muse, Tate & Furst Inc.); owns/is buying 91 AMs and 225 other FMs

Seller: Teddy Bear Communications Inc, Sallisaw (Ted Hite, president); owns KKUZ(AM) Sallisaw/Fort Smith

Facilities: 95.9 mhz, 30 kw, ant. 600 ft.

Format: AC

Broker: Media Services Group Inc.

KREW-FM Naches/Yakima, Wash.

Price: \$568,000

Buyer: Butterfield Broadcasting Corp., Yakima (Sol M. Tacher, president); owns KREW(AM)-KZTB(FM) Sunnyside, KZTA(FM) Yakima and KYXE(AM) Selah/Yakima, Wash. Tacher also owns KXLE-AM-FM Ellensburg, Wash.

Seller: Thomas D. Hodgins, Walla Walla, Wash.; owns KUJ(AM) and 51% of KUJ-FM, both Walla Walla

Facilities: 99.3 mhz, .79 kw, ant. 822 ft.

Format: Not available

KELI-FM San Angelo, Texas

Price: \$517,000

Buyer: KGKL Inc., San Angelo (Reba K. Gloger, president); owns KGKL-AM-FM San Angelo

Seller: Earshot Broadcasting, San

Angelo (Greg Thomas, president); no other broadcast interests

Facilities: 98.7 mhz, 100 kw, ant. 1,290 ft.

Format: AC

WJSZ(FM) Ashley/Owosso, Mich.

Price: \$250,000

Buyer: Curwood Broadcasting Co. Inc., Owosso (Michael J. Gaylord, president); no other broadcast interests

Seller: Owosso Broadcasting Co. Inc., Owosso (Michael Flores, owner); no other broadcast interests

Facilities: 92.5 mhz, 3 kw, ant. 328 ft.

Format: AC

51% of construction permit for FM in North Kingsville, Ohio

Price: \$65,000 for stock

Buyers: David C. and Richard D. Rowley, Ashtabula, Ohio; already own 24.5% each of CP. Rowleys also own 50% each of WZOO-FM Edgewood/Ashtabula and 33.3% each of WFUN(AM)-WREO(FM) Ashtabula, Ohio

Seller: Emily Chismar, Ashtabula; no other broadcast interests

Facilities: 107.5 mhz, 6 kw, 300 ft.

AMS

KYNO(AM) Fresno, Calif.

Price: \$800,000

Buyer: Spanish Catholic Radio of Fresno LLC, San Francisco (Alan Nappelton, president); other interests not available

Seller: Mesosphere Broadcasting LP, Fresno (Clifford N. Burnstein and Peter D. Mersch, principals); owns three AMs and 11 FMs, including KJFX(FM) Fresno

Facilities: 1300 khz, 5 kw day, 1 kw night

Format: Sports

Broker: Media Services Group Inc.

WMSX(AM) Brockton/Boston, Mass.

Price: \$421,000

Buyer: Willow Farm Inc., Hamilton, Mass. (Keating Willcox, president); owns five AMs

Seller: Metro South Broadcasting Inc., Brockton (Donald A. Sandler, president); no other broadcast interests

Facilities: 1410 khz, 1 kw day

Format: Talk

WLNR(AM) Kinston, N.C.

Price: \$250,000

Buyer: Pellowski Republic Inc., Minneapolis (Timothy S. Hicks, executor); no other broadcast interests

Seller: Conner Media Corp.,

Statesville, N.C. (Ronald Benfield, president); owns WEGG(AM)-WBSY(FM) Rose Hill, N.C. Benfield also owns 51% of WSTK(AM) Jacksonville, WAZO(FM)

Shallotte/Statesville and construction permit for FM in Bayboro, all N.C.

Facilities: 1230 khz, 1 kw

Format: Adult standards

KLLU(AM) Reedsport/Eugene, Ore.

Price: \$200,000

Buyer: F&L Broadcast Development Corp., Arroyo Grande, Calif. (Jerry J. Collins, president); no other broadcast interests

Seller: Shae Partners LLC, Reed-sport (Robert Ratter, managing member); owns WFIR(AM) Sweet Home, Ore.

Facilities: 1030 khz, 10 kw day

Format: Traditional country

Broker: Exline Co.

WZPQ(AM) Jasper/Birmingham, Ala.

Price: \$100,000

Buyer: James T. Lee, Robertsedale, Ala.; no other broadcast interests

Seller: Sis Sound Inc., Jasper (Walter P. Grant, president); no other broadcast interests

Facilities: 1360 khz, 1 kw day, 42 w night

Format: Sports

KOMH(AM) Pawhuska/Bartlesville, Okla.

Price: \$75,000

Buyer: Oklahoma Area Radio Group Inc., Loganville, Ga. (Linda J. McCarter, president); no other broadcast interests

Seller: McCaslin Media Inc., Tulsa, Okla. (Jay McCaslin, president); no other broadcast interests

Facilities: 1500 khz, 500 w day

Format: Oldies

WQST(AM) Forest, Miss.

Price: \$45,000

Buyer: Ace Broadcasting Inc., Jackson, Miss. (Howard Clark, principal); no other broadcast interests

Seller: Eddie L. Smith, Griffin, Ga.; no other broadcast interests

Facilities: 850 khz, 10 kw day

Format: American family

—Compiled by Alisa Holmes

CORRECTION

The broadcast interests of the buyer of WSLD(FM) Whitewater, Wis. (B&C, July 12), were reported incorrectly. WPW Broadcasting Inc., Monmouth, Ill., owns five AMs and five other FMs.

Mission most mind-boggling

A tough job has gotten a lot tougher for Robert Coonrod, president and CEO of the Corporation for Public Broadcasting.

Just a month ago, CPB, in its quest to substantially increase its funding, finally seemed to be on the path of GOP least resistance. Over the years, public broadcasting had started to fare better under Coonrod's watch. It had slowly rebounded from limited appropriations that were doled out by a conservative Congress under the leadership of then-House Speaker House Newt Gingrich (R-Ga.). During those slim times, CPB had adopted creative ways to raise money and become less dependent on federal handouts.

Now Coonrod is fighting to maintain public broadcasting's reputation as well as its funding. Life got rougher after the House Telecommunications Subcommittee, which oversees public broadcasting, learned this month and a day before the vote on CPB's funding that public TV station WGBH in Boston had traded its donor list with the Democratic National Committee. Soon thereafter, other public stations said they also had swapped their lists with political organizations. What ensued was a GOP threat to pull or severely cut CPB's funding; Democrats, meanwhile, agreed that such list trades should be made illegal.

Another challenge for Coonrod is to gain consensus from the disparate communities he serves: CPB's board of political appointees, public TV and radio station CEOs, and Public Broadcasting System and National Public Radio execs.

"It's a very difficult job," says Sheila Tate, a partner in the Washington law firm of Powell Tate and a former CPB board member. "There are no psychic rewards."

Adds Dick Carlson, who headed CPB prior to Coonrod's appointment and was instrumental in bringing Coonrod to CPB: "He's a remarkably competent guy. He's smart and very able, and he exerts a calming influence and terrific judgment."

Coonrod began his professional career as a diplomat. He entered the foreign service in the late 1960s, working for the U.S. Information Agency in Rome. There he worked in the embassy's press office, handling relations with Italian media. He stayed in Rome for four years and then moved on to Ljubljana, Slovenia for two years to set up an American cultural center.

After spending six years abroad, Coon-



"...we are asking how do we go back to public broadcasting's fundamental educational mission and bring that forward..."

Robert Tully Coonrod

President and CEO, Corporation for Public Broadcasting, Washington; b. Nov. 21, 1944, Cohoes, N.Y.; attended Fordham University, Bronx, N.Y., BA in Economics, 1966; Albany Law School, Albany, N.Y., 1967; foreign service with the United States Information Agency, Rome, 1967-72; Ljubljana, Slovenia, 1972-74; USIA, Washington, 1974-76; USIA Jefferson Fellow, George Washington University, Washington, 1976-78; director of American studies, USIA, Washington, 1978-84; deputy managing director, Voice of America, Washington, 1984-92; chief operating officer, Corporation for Public Broadcasting, 1992-97; current job since 1997; divorced; one child: Alex, 22.

rod returned to the U.S. to work in Washington.

He took a two-year break from USIA to study foreign languages, economics and American studies at George Washington University on a fellowship. He returned in 1978 as director of American studies.

In 1984 Coonrod moved to the Voice of America, a government-sponsored organization that broadcasts American programming into 19 countries in 48 languages. At VOA he met Carlson, who was the director.

At VOA, Coonrod handled many day-to-day management tasks while also negotiating with different nations about using their broadcast facilities. Meanwhile, Carlson left VOA to head the Corporation for Public Broadcasting. He brought Coonrod over as his chief operating officer in 1992.

Carlson left CPB and Coonrod was appointed the organization's acting president in April 1997 while a committee conducted a nationwide search for a new president. In October 1997, they decided that in Coonrod they already had the president they sought.

Since then, public broadcasting has fared well under Coonrod's watch.

But those creative money-makers, such as swapping donor lists, are today at the crux of public broadcasting's woes.

Through it all, public broadcasting has been far ahead of the commercial networks in showing the world how digital television is going to look. In its view of the digital world, programming will be a mix of TV show, Web site and CD-ROM. For example, while watching a program on violinist Itzhak Perlman, a viewer would be able to go through an interactive master lesson on playing the violin.

Creating the programming is one thing, Coonrod says, but making sure that it's available to everyone is another.

"There should be free, high-quality, over-the-air service available to everybody in this country that has the kind of programming we associate with public broadcasting.

"On the one hand," he continued, "we are looking at how we make programming for the new media, including television and radio, that has the feel and the taste of public broadcasting programming. On the other hand, we are asking how do we go back to public broadcasting's fundamental educational mission and bring that forward by redefining universal access."

—Paige Albinak

FATES & FORTUNES

BROADCAST TV

Rich Pegram, VP/general manager, WTHR-TV Columbus, Ohio, named senior VP/general manager.

Beth Meese, sales assistant, WSYX-TV and WTTE-TV Columbus, Ohio, named sales research and promotion coordinator.

Perry Chester, VP/general manager, WBNS-TV Columbus, Ohio, joins WCIA-TV Champaign, Ill., and WCFN(TV) Springfield, Ill., as VP/general manager.

John McThompson, business manager, WOFL(TV) and WOGX-TV Orlando, Fla., joins KVUE(TV) Austin, Texas, as controller/business manager.

Diana Cipriani, general sales manager, WFOR-TV Miami, joins WPLG-TV there in same capacity.

Daryl Smith, associate director, operations/planning, Public Broadcasting Service, Alexandria, Va., named director, station relations.

Michael C. Labonia, acting general manager, WGNO-TV New Orleans, named VP/general manager.

Albert (Bud) Brown, creative services director, KHOU-TV Houston, joins KOTV Tulsa, Okla., as VP/general manager.

Appointments, KWGN-TV Denver: **John Manz**, national sales manager, WUPL(TV) New Orleans, joins in same capacity; **Dan Oliver**, account executive, KREX-TV and KGJT(TV) Grand Junction, Colo., joins as sales research director.

Adrianne Anderson, director, design and promotion, WCAU-TV Philadelphia, joins KYW(TV) there as creative services director.



Chu

Vernon G. Chu, director, business/legal affairs, BBC Worldwide Americas, New York, named VP business/legal affairs.

Claudia Wagner, director, Latin America media distribution,

Bloomberg Radio and Television for the Americas, New York, named director, syndication.

Appointments, Fox Channels Group,

New York: **Ray Hopkins**, VP, national accounts, named senior VP, affiliate sales; **Michael Hopkins**, director, national accounts, named VP, national accounts; **Sean Riley**, director, national accounts, named VP, field operations.

Dan Donovan, local account executive, WABC-TV New York, named local sales manager.

PROGRAMMING

Renee Mascara, director, marketing and program development, Children's Television Workshop, New York, named VP, international television.

Sam Fuller, manager, Southeast region, Tribune Entertainment, Los



Underhill

Angeles, named director, Southeast region, Atlanta.

Jill Underhill, director, comedy promotion, NBC, New York, named VP, comedy, movies and miniseries.

JOURNALISM



Fleece

Larry Fleece, line producer, *Entertainment Tonight*, Los Angeles, joins *Real TV* there as executive producer.

Mia Toschi, anchor/reporter, WMBC-TV Newton, N.J., joins News 12 Connecticut,

Norwalk, Conn., in same capacity.

Brad Goode, host, *Extra*, Los Angeles, joins KIRO-TV Seattle as co-anchor and reporter.



Caples

Jenna Wolfe, weekend sports anchor, WUHF-TV Rochester, N.Y., joins WPHL-TV Philadelphia in same capacity.

Amy Caples, weekend anchor, KYW(TV) Philadelphia, named co-

anchor, *Eyewitness News This Morning*.

Kim Bridger, executive producer, McAllen Cable Network, McAllen, Texas, joins KMEG-TV Sioux City, Iowa, as news director and anchor.

Lisa Carberg, weekend anchor, WVIT (TV) Hartford, Conn., joins Fox News, New York, as daytime news anchor.

Gary Gelfand, sports anchor and feature reporter, KMAX (TV) Sacramento, Calif., joins CNN/SI there as sports anchor.

Cathy Ballou, weather anchor WXIA-TV Atlanta, joins The Food Network as co-host, *Calling All Cooks*, a weekly prime time series.

Amy Freeze, host, *Good Day Oregon*, KPTV(TV) Portland, Ore., joins KWGN-TV Denver, as weekend weather anchor.

Appointments, Buena Vista Television, Burbank, Calif.: **Howard Levy**, VP, advertising sales, named executive VP, advertising sales; **Jim Engleman**, VP advertising sales, Midwest region, named senior VP.

RADIO

Appointments, Greater Media, East Brunswick, N.J.: **Frank Kabala**, president, named chief executive officer; **Barbara Burns**, VP and general counsel, named senior VP, law and administration, and chief administration officer; **Edward Nolan**, VP, finance, Greater Media Cable, named VP, business operations.

Dennis Lamme, VP/general manager, Clear Channel Communications, Albany, N. Y., named VP/market manager.

Dan Shelley, news director, WTMJ(AM) Milwaukee, named assistant program director. He will continue his current duties.

CABLE

Appointments, Bravo Networks/Independent Film Channel, New York: **Jonathan Sehring**, senior VP, programming and production, named president; **Ed Carroll**, VP/general manager, named executive VP and manager, programming, marketing, advertising/sales.

Appointments, Millennium Digital

Media, St. Louis: **Steven Cochran**, VP, controller, named senior VP, finance and accounting; **Steven Bross**, assistant controller, named director and controller; **Donna Wagner**, human resources specialist, named manager, human resources.



Pomerantz



Mesloh

Ron Pomerantz, director, Area 21, Fox, Los Angeles, joins TV Guide Sneak Prevue, Tulsa, Okla., as vice president and creative director. He will continue to be based in Los Angeles.

Lisa Mesloh, western regional manager, affiliate sales/marketing, The Golf Channel, Orlando, Fla., named director of tour relations.



Hanrahan



Hinnant

Appointments, Jones Network Sales, Englewood, Colo.: **Gayle Hanrahan**, regional trainer, Home Box Office Inc., New York, joins as regional manager of affiliate sales, Northeast region; **Carol Hinnant**, manager, Northeast region, named director, Eastern region.

Evan Sternschein, VP, ad sales, ESPN, Bristol, Conn., named head, national advertising sales department.



Keller

Eytan Keller, senior VP, Fox Family Channel, Los Angeles, named executive VP, reality programming and specials.

Robert B. Clasen, president/CEO, Comstream, San

Diego, joins Multichannel Communications there as chairman of the board.

Appointments, HBO Ole, Los Angeles: **Jose Manuel Pagani**, president and CEO, named executive director of the board; **Ele Juarez**, managing director, named president and CEO.



Pumo



Ibarra

Angela Pumo, president/CEO, Popcorn Channel, New York, joins NewsNet Central Networks there as executive VP.

Lara Ibarra, manager, on-air promotions, The Golf Channel, Orlando, Fla., named director, on-air promotions.



Hunter

Laura Hunter, VP, programming, Nickelodeon, New York, named VP, current series. She will relocate to Los Angeles.

Brent Chapman, counsel, Rainbow Media Holdings Inc., New York, named VP, business operations, sports.

INTERNET



Sylvester



Dunlea

Appointments, E! Online, Los Angeles: **Doug Sylvester**, VP, new business development, named senior VP, new business development, strategy and online operations; **Laurel Wyner Dunlea**, VP, marketing, Bizbuyer.com, Santa Monica, Calif., joins as VP, marketing.

ASSOCIATIONS/LAW FIRMS

Sam Schroeder, senior VP, programming/operations, Comcast SportsNet, Philadelphia, named President, National Academy of Television Arts and Sciences there.



Brailsford

Glynn Brailsford, controller, creative services, Channel 5, London, joins Promax & BDA, Los Angeles, as president and chief executive officer.

DEATHS

Anthony W. Marshall, 93, producer of some of the most successful comedies of the 1970s and 1980s died on July 12, at his home in Toluca Lake, Calif. He formed a family-owned business, the Henderson Production Company, which became a force in the television division at Paramount Studios.

Notable long-running comedy shows at ABC, including *The Odd Couple*, *Happy Days*, and *Laverne and Shirley* were among his productions. He is survived by three children, two of whom are luminaries in the business. His son Garry Marshall is a veteran show creator and comedy writer. His daughter Penny Marshall is an actress and director. He also leaves seven grandchildren and three great-grandchildren.

Everett Greenbaum, 79, writer, who collaborated with Jim Fritzell on the 1950s television sitcom *Mr. Peepers* and other series including *The Andy Griffith Show* and *M*A*S*H*, died July 11 of brain cancer.

After World War II, where he served as a navy pilot, he wrote, produced and starred in a Boston radio show called *Greenbaum's Gallery*.

Greenbaum and Fritzell earned a Peabody Award, four Emmy nominations, three Writers Guild comedy awards and the Paddy Chayefsky Laurel Award. They wrote eight feature films, including *Good Neighbor Sam* and *The Shakiest Gun in the West*.

On his own, Greenbaum wrote two books, one of which was *The Goldenberg Who Couldn't Dance*. In addition he worked on *The George Gobel Show*. He also appeared in brief roles on the *Matlock* series and other programs.

—Compiled by Marion A. Eccleston
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Studios USA has locked up 'Law & Order' producer Dick Wolf through May 2003. The Barry Diller-owned studio re-signed its top network producer, Wolf, to a new four-year development deal. Wolf is producing two new network series this season: *D.C.* (The WB) and *Law & Order: Special Victims Unit* (NBC/USA Networks). The Emmy Award-winning producer has been with Studios USA and its predecessor Universal TV since 1986.

Rep. Ernest Istook Jr. (R-Okla.) last week introduced legislation that would require all schools and libraries that use federal funds to subsidize Internet access to install filtering software to protect kids from objectionable material. The bill is co-sponsored by Reps. Jay Dickey (R-Ariz.), Bob Franks (R-N.J.), Ronnie Shows (D-Miss.), Mark Souder (R-Ind.) and Lee Terry (R-Neb.). The bill was referred to the House Committee on Education and the Workforce. Sens.

John McCain (R-Ariz.), Ernest Hollings (D-S.C.) and Kay Bailey Hutchison (R-Texas) have introduced a similar bill in the Senate.

Meetings between House and Senate conferees on satellite TV reform legislation remain stalled, although Senate staffers are meeting regularly to develop a uniform position on the Senate bill. Once Senate staffers are sure of their position, sources say, Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) will call a meeting with House conferees. Sources hope that meeting will occur this week, but don't expect a final bill to be completed until September at the earliest. Sources also say that the Senate plans to push to grandfather all distant-signal subscribers who live in the outer contour—or Grade B—of broadcasters' local signals. House staffers are not meeting, staffers say, and are waiting for the Senate to call the first meeting before beginning work on recon-

ciling the House and Senate bills. Meanwhile, conferees are lukewarm about the legislative deal agreed to by the National Association of Broadcasters and DirecTV, sources say.

Cable and entertainment company Viacom appears as a top donor to the presidential campaigns of both Vice President Al Gore and Sen. John McCain (R-Ariz.), reports the Center for Responsive Politics, a nonpartisan political research firm in Washington. Viacom did not give the money as a corporate entity, CRP says; instead, money came from individuals and political action committees related to Viacom. Gore received \$69,250 in contributions from the entertainment giant, while McCain received \$48,750. Viacom was McCain's top donor, followed by US West with \$45,600 and BellSouth with \$24,750. Viacom was Gore's second-highest donor, with accounting firm Ernst & Young heading the pack at \$114,200. Bell-

South gave \$66,750 to Gore, making the Southern phone company his third biggest contributor. The numbers represent giving for the first six months of 1999.

Presidential hopeful Democrat Bill Bradley supports broadcasters offering free airtime to political candidates, he said last week during a speech at the National Press Club. "As long as Americans get most of their information from television—another way to reduce the role of money in politics is by offering free time to candidates," Bradley said. "Television broadcasters have been granted one of the most valuable public trusts in the history of our nation. Its asset value is as much a windfall as giving away Yellowstone National Park to timber companies for free. With the new digital spectrum, it could be worth \$20 billion-\$30 billion. With a public trust like that comes public obligations, and no obligation is greater than that of citizenship."

Viacom Inc. reported double-digit increases in cash flow (EBITDA) and operating income for the second quarter ended June 30, driven by strength in its network, video and publishing divisions. Excluding Blockbuster's second-quarter 1998 charge of \$424 million, Viacom saw EBITDA climb 23% to \$482 million, while operating income jumped 42% to \$282 million. The increases came on revenues of \$3 billion, up 8%, with the 1998 Blockbuster charge factored out. Net earnings rose to \$59 million, or 8 cents per diluted common share, vs. a net loss of

'Cooking Across America' offers hot stuff for charity

Some of the world's greatest chefs were in New York for Food Network's "Cooking Across America Tour" charity event, which helped raise more than \$15,000 for Citimeals-On-Wheels USA, a service that provides hot meals to shut-ins. Hosted by celebrity chat guru Bill Boggs, the culinary extravaganza featured demonstrations by Curtis Aikens, Mario Batali, Bobby Flay and David Rosengarten and a cooking game show, *Ready... Set... Cook*. More than 1,300 guests attended the event held at Chelsea Piers. In addition to New York, "Cooking Across America" is scheduled to visit: Los Angeles; Chicago; Philadelphia; East Hampton, N.Y.; Atlanta; Denver; Sacramento, Calif.; Honolulu; Newport Beach, Calif.; Phoenix; Tampa, Fla.; Miami; Indianapolis; Detroit and Boston.



Pictured (l-r) Preston Tisch, chairman of Citimeals-on-Wheels, Marcia Stein, president of Citimeals, and Bill Boggs.

\$267 million, or 40 cents per diluted share. Viacom said it will conduct an initial public offering of 31 million shares of Blockbuster stock priced at \$16 to \$18 per share. The IPO represents about 17.7% of Viacom's Blockbuster holdings. Salomon Smith Barney and Bear, Stearns & Co. are handling the IPO.

Chris Carter, the executive producer of 'The X-Files,' says he is preparing for the coming 1999-2000 season to be the last for the hit Fox drama. Carter, speaking to reporters in Los Angeles at the Television Critics Association meetings, said, "My contract expires at the end of the year, David's (Duchovny) expires after this year, so we are looking at the last 22 episodes as a wrap-up." Carter, who is behind the upcoming Fox drama *Harsh Realm*, said he is open to talking with Fox executives about keeping the show going but added, "not if it's only a commercial vehicle." Fox Entertainment President Doug Herzog said he is planning to sit down with Carter and top cast members in the coming weeks. "We don't want to lose *The X-Files*. It's still working, isn't it?" Herzog asked. "We have a long way to go but we're going to talk with them. A lot of this has to do with what Chris wants to do."

Only days after Paramount Network Television signed producer Steven Bochco to a five-year development deal,

the studio added Bochco's *NYPD Blue* partner, David Milch, to the payroll. Milch, a five-time Emmy-winning producer/writer on *Hill Street Blues* and *NYPD Blue*, agreed to a four-year deal with Paramount Network TV that is reportedly worth more than \$15 million. Milch is obligated to do one more season with *NYPD Blue* and then he says he'll develop projects for the studio. Over the last month, Paramount has gone on a major development spending spree, signing both Bochco and Milch, along with John Sacret Young (*China Beach*) and Glenn Gordon Caron (*Moonlighting*).

Howard Levy has been named executive vice president of advertising sales at Buena Vista Television. The studio also announced that Jim Engleman has been named senior vice president of advertising sales. Levy was formerly vice president of ad sales at Buena Vista, while Engleman was formerly vice president of ad sales for Buena Vista's Midwest Region.

Media Access Project has hired Harold Feld as associate director. Feld joins the public advocacy group from Washington-based Covington & Burling, where he specialized in Internet-related communications law. He also co-chairs the Federal Communications Bar Association's online committee. At MAP, Feld will spearhead the group's

push for both federal and local rules that will prevent cable monopolies from dominating the market for broadband services.

"Harold will help us make sure that the public's First Amendment access rights will be protected in the years to come," said MAP president Andrew Schwartzman. Feld said he enjoyed private practice, but wanted to concentrate on public advocacy. "The work we're doing is important," he said. "It's an excellent opportunity."

The Federal Trade Commission is urging lawmakers to ban cigar advertising by broadcasters and require that other forms of cigar ads and product labels carry health warnings. The FTC is alarmed at the increased popularity of cigars in recent years and said the new restrictions are necessary to stem any related rise in tobacco-related health problems. The FTC also says cigar advertising rules should be consistent with laws for cigarettes, smokeless tobacco and "little cigars." Broadcast ads for those products were outlawed in the early 1970s. The agency's recommendations were included with a study of cigar advertising practices released Wednesday. The FTC acknowledged that the amount of broadcast advertising by cigar makers is quite small—\$325,000 in 1997—but reasoned that the ban is necessary because radio and TV ads were the form

most likely to affect children. Total cigar advertising in 1997 was \$41 million. The FTC study also found that individual cigar shops are airing broadcast ads but did not measure their expenditures. Spurred by the FTC report, Rep. Edward Markey (D-Mass.) reintroduced his legislation to prohibit the sale of cigars to minors, curb cigar marketing aimed at teenagers and ban electronic advertising.

CBS will air the final weekend of the U.S. Open Tennis Championships in high definition, thanks to a new underwriting deal with Mitsubishi Digital Electronics America. Mitsubishi will cover the costs of producing the U.S. Open semifinals and finals in HDTV—18 hours in total that will air from Friday Sept. 10 through Sunday Sept. 12. Mitsubishi will receive a sponsorship mention in CBS' NTSC coverage, similar to the deal it has already struck with CBS to underwrite prime time HDTV programming this fall. According to CBS Senior VP Martin D. Franks, Mitsubishi execs were "always interested in other possibilities" besides prime time series, and "jumped at the chance" to underwrite hi-def coverage of the U.S. Open when CBS approached them with the idea last month. CBS' U.S. Open hi-def coverage will be produced separately from the network's NTSC broadcast using a new National Mobile Television high-def truck.

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TV returns the salute

Early Saturday morning, when TV began to give itself over fully to coverage of the search for John F. Kennedy Jr.'s plane, our response was anxious interest. As it became clear that the story was going wall-to-wall everywhere, it began to seem excessive: Never have so many tried to say so much about so little. Not little in human terms, of course, but in terms of the information available. The plane is missing. A search is under way. What more is there to say? At that point, an editorial was already writing itself about feeding the beast and coverage out of proportion to the story.

But as we watched, we went through a process somewhat like grieving. Denial: They can't have dropped all their regular programming on all the major networks on a story that can be done with periodic updates and prime time wrap ups. Anger: Where is my British Open? (On ESPN, it turned out.) Acceptance: It is a big story in a complicated way that goes beyond three people to the hopes and dreams of millions. John F. Kennedy Jr.'s salute of his father's coffin was the image that established him in our TV consciousness. In a way, last week's coverage returned that salute.

In that coverage, TV was conducting a search that paralleled the one off the coast of Martha's Vineyard. In addition to tracking the news story, TV was searching for just what, and how much, the man and the symbol meant to its audience. In the process there was some embarrassing stretching to fill the gaps in real information. There were also grounds for criticism that the networks—broadcast and cable—were exploiting a celebrity death to boost the ratings. At some moments, all of TV seemed to be scrambling to get into the act.

While it is a fair and useful exercise to analyze how TV acquitted itself during the marathon coverage, why it paid so much attention seems to us to have been answered by the very personal outpouring of grief that has followed and the

national interest that continued through the discovery of the bodies and memorial services. People cared and were affected on a personal level, and they were informed, comforted and brought together by TV in one of those moments that have come to define the medium.

Code red

Codes seemed to be much in the news last week in Washington. First there was Congressman Ed Markey (D-Mass.) lamenting that syndicators weren't coding their programs for the V-chip fast enough to suit him. Then there was another meeting of the High Dudgeon Club, with politicians and some others "encouraging" self-censorship by the media via creation of a programming standard similar to the old NAB code that the courts properly nullified as an antitrust violation. Not to worry. Those same politicians will "encourage" the passage of an antitrust exemption if broadcasters will just play ball. We were glad to hear the NAB wasn't in a ball-playing mood, saying its members already had their own guidelines, thank you.

As we recall, the vaunted V-chip was sold as an alternative to continuing content-regulation pressure from Washington, but that scenario—government leaving broadcasters alone to program for their audience—was unlikely from the outset. That TV's critics in Washington continue to badger the industry about content confirms that government cannot be trusted to stay away from programming no matter what kind of deal is cut.

P.S. We were pleased to see that *Consumer Reports* raised a collective eyebrow at the V-chip. In a review of the progress of implementation in the August issue, it included ACLU criticism of the chip and concluded, "Parents can't always count on a TV circuit to filter sex, violence or coarse language. Parental vigilance may be a better bet." We give that suggestion our highest rating.

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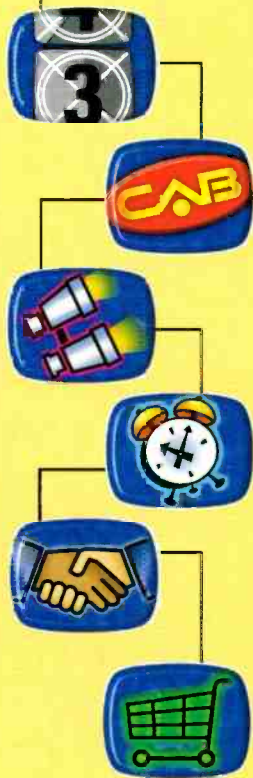


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