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in at \$250M

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Sinclair says

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TOP OF THE WEEK / 4
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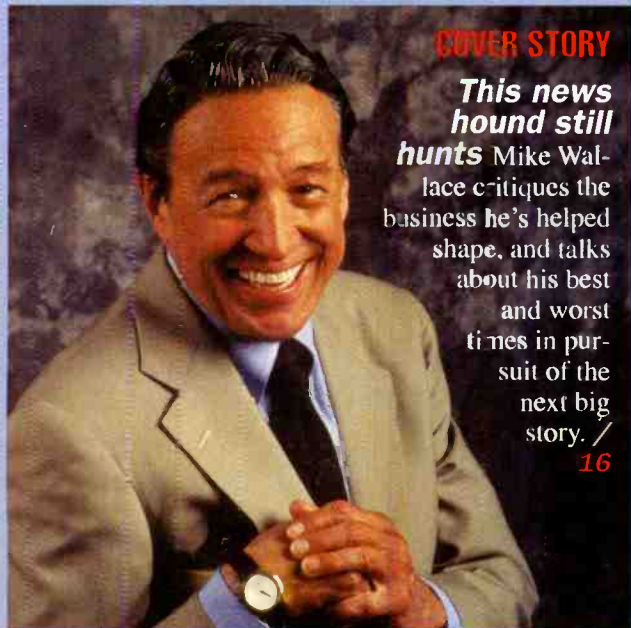
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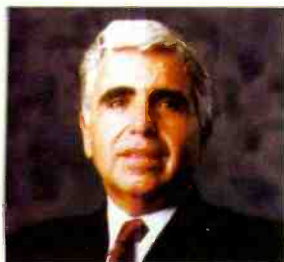
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Ready, set...duopoly

TV deals expected to take off following FCC vote approving two stations per market

By Elizabeth A. Rathbun

It isn't expected to match the gold rush inspired by radio deregulation, but a new wave of TV station consolidation is expected in the wake of the FCC's newly relaxed ownership rules. But as in radio, TV owners should be prepared to dig deep as station prices escalate in response to pent-up demand.

There was a lot of speculation on Wall Street that Paxson Communications, which continues to pump a lot of money into start-up Pax TV, will sell out to someone like NBC or CBS. One analyst last week said Paxson might go for as much as \$25 per share, about \$11 higher than it was trading at last Friday. The new rules also make it easier for USA Inc. to do a joint venture, or merge with NBC, as the parties had talked about doing last year.

Wall Street sources last week also counted Granite, Scripps Howard and Post-Newsweek as possible station sellers. Another possibility, they said, was the merger of one of the

Change of rules will spawn more dual stations like that of Sinclair in San Antonio.



major networks and Univision or Telemundo, the U.S.-based Spanish language networks.

"This changes the whole arena," broker Brian Cobb says of last week's FCC action. "I see a major upswing in activity [and] prices are going to be measurably higher.... We're going to see a flurry of activity at least for the next few years."

And expect that flurry to begin "immediately," broker Ben La Rue says. "The big markets are where it's going to happen. The traditional networks are going to have to fill in [their holdings], mainly to prevent other people from doing it."

Almost exactly three and a half years after radio ownership was deregulated, the FCC last Thursday (Aug. 5) relaxed local TV ownership rules to allow a broadcaster to own two TV stations in a market, within some limits (see story, page 8).

The FCC also ruled that stations with overlapping signals may be owned as long as they are in separate Nielsen designated market areas, such as San Francisco and San Jose, where Granite Broadcasting had been ordered to sell one of two stations. Now, Granite plans to "build

Make mine a double

The FCC now allows TV duopolies and radio/TV crossownership under certain conditions. Here's a quick look at the rules:

Duopolies—A company may now own two TV stations in a market if the second outlet is

- 1) financially troubled,
- 2) a startup, or
- 3) is not among the market's four top-rated stations at the time of the purchase and eight independently owned TV stations remain. One owner also may control two stations with overlapping signals as long as they are based in different designated market areas (stations in both Baltimore and Washington, for example).

Local marketing agreements—Existing agreements not meeting the new duopoly criteria (above) and established prior to Nov. 5, 1996, will be grandfathered until 2004, when the FCC will review their fate. Nonconforming LMAs established after Nov. 5, 1996 (when the FCC put broadcasters on notice that they were considering eliminating LMAs), will have to be divested within two years. LMAs may also be sold during the grandfather period.

Radio/TV crossownership—A company with two TVs may also own up to six radio stations in a market if the market has at least 20 separately owned broadcast, newspaper and cable "voices." In those markets one TV and seven radios are also permitted. Two TVs and four radios are allowed when 10 voices remain. One TV and one radio station are allowed regardless of remaining voices. Any company that now exceeds the new cap under an FCC waiver may keep the stations until 2004 when the agency will reconsider their fate.

Attribution—For purposes of the ownership rules, the threshold for counting passive investments increases from 10% of total assets to 20%. The commission rejected a proposal to increase the threshold for active investments from 5% to 10%. The commission also tightened its minority investment threshold. Formerly, if a single entity held a majority interest, minority stakes up to and including 49% did not count toward attributable interest. Under the new rules, all debt and/or equity investments totaling 33% or more of a station's assets count toward ownership if the owner holds another station in the same market or supplies programming to that station.

—Bill McConnell

The big prizes?

Calling himself "the prettiest girl [at the] duopoly dance," Bud Paxson said he's been fielding calls for weeks from broadcasters interested in his 50 stations, including those in each of the top 10 markets.

Along with Paxson's stations, USA Broadcasting's 13 major-market stations are considered primary targets for other broadcasters seeking to own second stations in the same market under the FCC just-liberalized ownership rules.

No sooner had the FCC acted than Paxson was on the phone to reporters making sure everyone knew he was entertaining bids. "It's a great day for us," Paxson said, adding that he would consider selling his entire company, but that "strategic partnerships" are looking increasingly attractive.

A year ago, Paxson launched a new family-oriented

network on the back of his station group, the nation's third largest, according to BROADCASTING & CABLE's latest accounting (B&C, April 19). But Pax TV has struggled, failing to achieve even the modest ratings goals Paxson set out.

Barry Diller's USA Broadcasting is the 10th-largest group, with stations in seven of the top 10 markets. USA plans to convert all the stations from outlets for its Home Shopping Network to old-fashioned independent TV stations heavy with sports and local programming. But USA's concept has not fared well at WAMI-TV Miami, which was to have served as the model for the other stations.

"We're open to all the possibilities," a USA spokeswoman said last Friday. "The company's opportunistic. Barry Diller's said that from day one."

—Elizabeth A. Rathbun

this duopoly into the premier model for other markets across the nation," Chairman W. Don Cornwell said.

Sinclair Broadcast Group also is positioned to immediately take advantage of the new rules. Sinclair, with 17 local marketing agreements (LMAs), has more than any other broadcaster.

"It's been a very good day," Sinclair Treasurer Patrick Talamantes said last Thursday. Sinclair will look "to convert some of our LMAs into duopolies. [And] we'll certainly look around for duopoly opportunities."

Observers say other big winners should be Paxson and Barry Diller's USA Broadcasting. With lower-ranking stations in significant markets, they are in prime positions as possible takeover candidates or merger partners.

Young Broadcasting's flagship KCAL(TV) Los Angeles is also seen as a prime sale candidate, says Victor Miller of Bear Stearns. "The duopoly rules could likely lead to an increased valuation of KCAL, given the station's massive sports rights, news franchise and solid cash flow generation," he wrote in a report dated last Friday. Young has been looking for a buyer for the entire company. Others said KCAL could fetch as much as \$700 million and that it will probably be bid on by all four major networks, all of which already own stations in the market.

Also in strong positions are owners of individual and failing stations. "The independent stations without a lot of ratings become very valuable," Cobb says.

Look for the major TV groups and the Big Four networks, which have only one LMA among them (Fox), to start bulking up, brokers and analysts say. They can do so in their current markets without adding to their household coverage numbers, the FCC ruled.

"It's incredibly valuable to acquire a second station if you're a network affiliate in a major market," investment banker Steve Pruett says. "It leverages your media power" to acquire programming, raise ad rates and cross-promote. Another advantage of having a second station in a market is being able to take advantage of a second HDTV signal, several sources said.

"The same thing radio duopolies [allowed in 1992] did to increase radio values, this is going to do for TV values," Pruett says. However, he predicts that a duopoly will end up being worth more than the combined value of the first station and the price paid for the second.

The new rule "certainly gives us options for growth that we didn't have before," CBS spokesman Gil Schwartz says. He declined to comment on specific plans.

ABC declined comment on its plans, saying only, "We are pleased with the [FCC] decision. It recognizes that many of the requirements imposed on broadcasters are outdated and that our competition has increased dramatically." NBC said it was too early to comment on its plans, as did Fox.

The FCC action "will not do to television what the telecommunications bill did for radio," says Harry J. DeMott, an analyst with CS First Boston. For one reason, there aren't as many TV stations as radios. But

Fertile duopoly ground

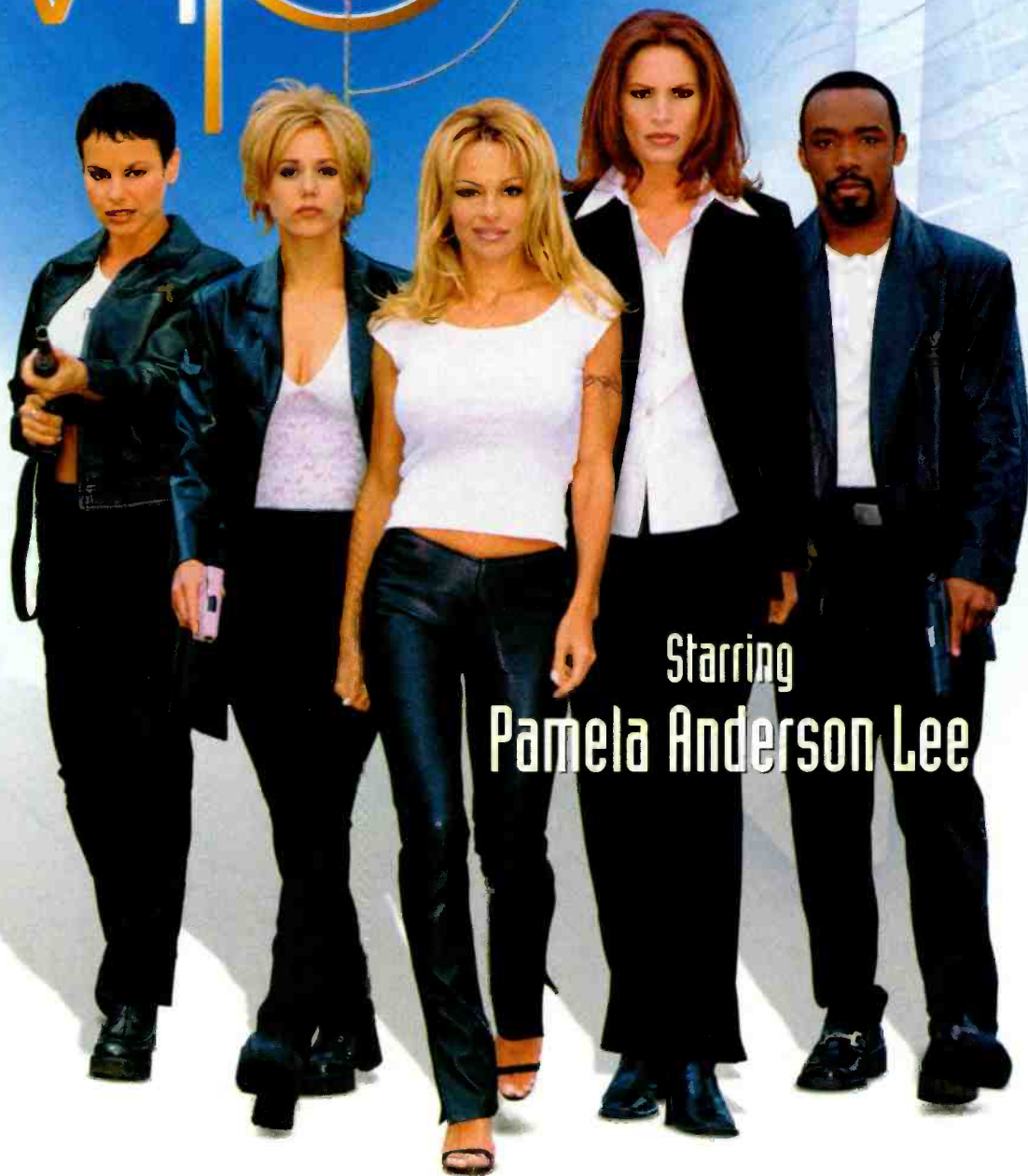
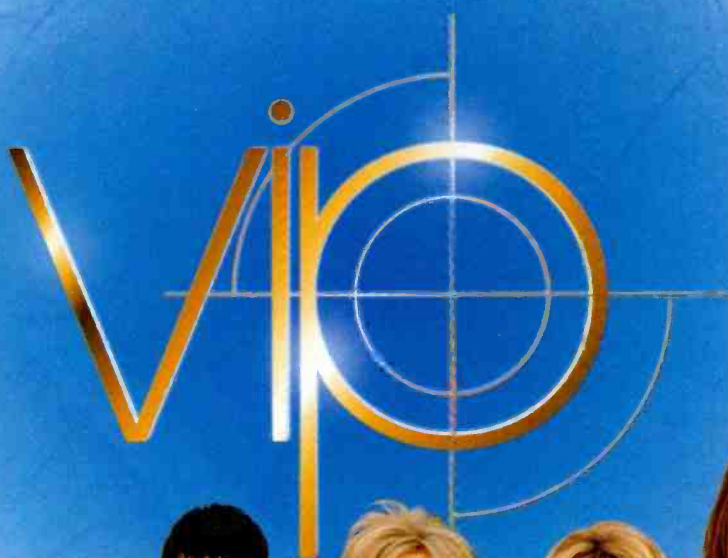
Common ownership of two TVs is now permissible in 24 of 25 top markets

JMA rank	Market	No. unique owners	Stations in mkt.
1.	New York	21	29
2.	Los Angeles	25	25
3.	Chicago	16	15
4.	Philadelphia	19	20
5.	San Francisco-Oakland	21	22
6.	Boston	16	21
7.	Dallas-Ft. Worth*	16	18
8.	Washington, D.C.	16	18
9.	Detroit	9	9
10.	Atlanta	13	13
11.	Houston	17	17
12.	Seattle-Tacoma*	14	18
13.	Cleveland*	13	14
14.	Tampa-St. Petersburg	14	14
15.	Minneapolis-St. Paul	11	17
16.	Miami-Ft. Lauderdale	15	16
17.	Phoenix*	14	15
18.	Denver	16	16
19.	Pittsburgh*	8	8
20.	Sacramento-Stockton*	10	11
21.	St. Louis	9	9
22.	Orlando-Daytona Beach	15	16
23.	Portland, Ore.	9	10
24.	Baltimore*	6	8
25.	Indianapolis	13	14

Markets where LMAs exist

Source: BIA's Media Access Pro

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ly First-Run Hour!

For the **FIRST TIME** in Three Years, a
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Rank	Program	HH Rtg.
#1	V.I.P.	3.4
#2	Xena	3.3
#3	Hercules	3.2
#4	Star Trek: DS9	3.0
#5	Entertainment Tonight: - Wkd.	2.8
#6	Baywatch	2.6
#6	Stargate: SG-1	2.6
#8	Extra - Wkd.	2.3
#8	Wild! Life Adventures	2.3
#10	Earth: Final Conflict	2.2
#11	Wild Things	2.1
#11	Mortal Kombat	2.1

Text Source: The last time another program was the #1 weekly first-run hour was week of 8/12/96
Chart Source: NSS, Dailies Plus, GAA HH Rtg week of 8/2/99

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Theme Music

it should boost the TV business as well as broadcasters' stock prices, he said.

One of the reasons for broadcast TV's decline has been the questions surrounding LMAs since the FCC said in November 1996 it might eliminate them. That is why Clear Channel hasn't bought a TV station since then, CFO Randall Mays says. Without LMAs, "we weren't able to earn the types of returns we could [by] investing in other areas like radio and outdoor." Until he gets the details of the ruling, however, "it's hard to say" whether Clear Chan-

nel will buy its six LMAs.

LIN Television hopes to own "most, if not all [its four LMAs]," General Counsel Greg Schmidt says. LIN's LMAs include purchase options with set prices, so station prices will not inflate, he says.

Broker Jim Blackburn, for one, doesn't foresee a lot of dealing among non-LMA stations. "If a station would make a good duopoly partner, it probably already would be an LMA, he says.

"I don't think there will be a rush on stations," said Vinton Vickers, analyst

with ING Baring, Furman, Selz. "The broadcasters did not get an increase in the national ownership cap. Without that, there will be no massive consolidation."

Whether they are taken advantage of or not, there appear to be plenty of duopoly opportunities in the top 50 markets. According to an analysis by Bear Stearns' Miller, 35 of the top 50 markets, or 70%, have nine or more non-LMA stations. ■

Staff writer Dan Trigoboff contributed to this report.

FCC sings new duop tune

Agency recognizes growth in media outlets in justifying relaxation of TV ownership rules

By Bill McConnell

Regulators last week reversed the 50-year-old ban on TV duopolies and eliminated the patchwork of waiver policies and controversial marketing agreements that let broadcasters circumvent government rules for years.

As expected, the FCC decided for the first time to allow one company to own two TV outlets in many of the country's biggest markets. The change, one of several broadcast rule revisions, goes in the opposite direction of a plan Kennard floated last fall. But Kennard said he's happy with last week's compromise.

"We are cleaning up our rules and providing certainty the market needs," Kennard said during the commission's Aug. 5 meeting.

"But more than that, we are adopting commonsense rules that recognize the dramatic changes that the media marketplace has undergone since our broadcast ownership rules were adopted 30 years ago," Kennard said.

The FCC also voted to forbid new in-market local marketing agreements that don't meet the new duopoly rules test (see chart, page 4.) FCC officials estimated that more than 40 of the 70-plus in-market LMAs will meet the duopoly rules going forward.

Bear Stearns analyst Victor Miller estimated that only six or seven LMAs would be forced to divest in two years.

Public advocacy groups are resigned to the deregulatory package as the price for reining in LMAs.

"I'm very happy they took a hard line in favor of strict definition of rules

and making them enforceable," said Andrew Schwartzman, president of Media Access Project.

The industry and government now have a greater obligation to create opportunities for those locked out of the business, insisted David Honig, executive director of the Minority Media & Telecommunications Council.

The industry's big players already are acknowledging their duty, said CBS lobbyist Martin Franks, who noted that by September CBS plans to create a venture fund with "hundreds of millions" to help new people get into the business.

In another plus for broadcasters, the FCC ruled neither the second station in a duopoly nor the grandfathered LMAs will be double-counted toward an owner's 35% national household-reach cap.

Also, the FCC decided to officially allow in-market radio/TV crossownership rather than relying on waiver policy that had allowed roughly 30 owners to get around the "one to a market" rule. Now, an owner may hold two TVs and up to six radio stations depending



Kennard: 'We are adopting commonsense rules that recognize the dramatic changes that the media marketplace has undergone since our broadcast ownership rules were adopted 30 years ago.'

on the number of broadcast, cable and newspaper "voices" remaining.

Broadcasters were thrilled with the overall changes.

"This is terrific for CBS," said Franks, whose network has made extensive use of radio/TV ownership waivers.

Commissioner Harold Furchtgott-Roth, however, vehemently opposed any voice test at all. "How on God's earth as a government do we decide what a voice is?" he asked while banging his palm on the hearing room dais. "The industry has been regulated so long that it does not understand the meaning of liberty."

Republican lawmakers are taking a less emotional view, while pushing for more changes.

"Sen. [John] McCain believes this goes in the right direction. However, he feels all ownership restrictions should be loosened," said a spokeswoman for the head of the Senate Commerce Committee.

FCC officials noted that other rules are under review, including the 35% national audience reach cap and the ban on newspaper/broadcast crossownership. ■

Rosenblum to run Warner TV

New Chairman/CEO Barry Meyer designates former right-hand man as top TV guy

By Steve McClellan

Now that Barry Meyer has been promoted to chairman of Warner Bros., who will succeed him as head of the studio's television operations? In an interview last week, Meyer told BROADCASTING & CABLE that, for all practical purposes, it's Bruce Rosenblum, senior vice president, TV business management, and the No. 2 TV executive under Meyer for the past five years.

There has been no official pronouncement naming Rosenblum head of TV activity for the company, but Meyer says Rosenblum will take on expanded responsibilities. "Bruce has been kind of in the middle of it as my colleague working to coordinate activities of the television company," Meyer says. "And I expect that role to expand more as I get more involved in other aspects of the company."

Meyer says he believes television operations under the Warner umbrella are in working order. "Our television company is very well managed. We have strong division heads who have worked with each other and with me for many years. They know each other well and deal with each other in shorthand."

TV division heads include Dick Robertson, president of Warner Bros. Domestic Television Distribution; Peter Roth, president, Warner Bros. Television, the network production arm; Edward Bleier, president, Warner Bros. Domestic Pay-TV, Cable & Network Features Distribution; Jeffrey Schlesinger, president, Warner Bros. International Television; and Jamie Kellner, chief executive of The WB. (The WB is a joint venture controlled by Warner Bros. with Tribune and Kellner as minority shareholders.)

But Rosenblum will be the executive in charge of "coordinating the whole picture of our television activities," Meyer says. "He will play a big role in making sure that television continues to function at the high level at which it has been functioning."

Meyer was named chairman and



Meyer (r) will run Warner Bros. with Alan Horn (l), who was named president/COO. Both say they hope to have a successful long-term partnership like that of their predecessors, Robert Daly and Terry Semel.

CEO of Warner Bros. Inc. last week, after current co-chief executives, Robert Daly and Terry Semel, announced they will step down to pursue entrepreneurial opportunities. Meyer's No. 2 will be Alan Horn, chairman of Warner subsidiary Castle Rock Entertainment, who was named president and chief operating officer of Warner Bros. The changes are effective Oct. 4.

With the appointments comes a new reporting structure. Meyer will report to Time Warner President Richard Parsons, whereas Daly and Semel reported to Time Warner Chairman Gerald Levin. The music division, which reported to Daly and Semel, now will report to Parsons as well.

Meyer says the new reporting line doesn't change things much. "As a practical matter, on a day-to-day basis, I've been talking to Dick Parsons about a lot of the things that we wind up doing, especially where we have had to interact with other areas within Time Warner, such as the cable company and the Turner Networks."

"We still have to develop our own style," Meyer says. "But we've known each other for 25 years, and we've dealt with each other closely over the last

four or five years since Castle Rock became part of the Warner Bros. family [with the Turner acquisition]."

As president and COO, Horn will focus on the film side of the business, Meyer says. "That will be the primary focus, but hopefully, we will be able to collaborate on all the running of the company. My primary responsibility as CEO is to develop a plan and deliver that plan to my bosses at Time Warner."

Key challenges include maintaining momentum and managing change, according to Meyer. Warner Bros. is one of the most prolific producers and distributors of television programming. Frequently, the studio is the top supplier of prime time shows to the networks, although for the upcoming season, bragging rights belong to Twentieth Television. Still, Warner is tied for second with 14 new and returning shows, including NBC hit *ER*.

Peter Roth took the helm of Warner Bros. Television earlier this year. According to Meyer, one relationship that has improved greatly is that between Roth's unit and The WB. "The relationship now between the studio and The WB is in very good shape," he says. "Hopefully, that will yield some very strong programming." Earlier, The WB had been critical of the types of projects the co-owned studio was delivering, although Meyer notes that two shows from the studio, *Parent'hood* and *The Wayans Bros.*, have developed into syndicable assets.

Horn's Castle Rock (he was co-founder in the 1980s) produced *Seinfeld*, one of the biggest TV hits of the '90s. Horn will not be replaced at Castle Rock. Instead, Glenn Padnick, president, and also a co-founder of the company, will report to Meyer.

Meyer, 55, has been executive vice president and chief operating officer of Warner Bros. since 1994. A 28-year veteran of the company, he has overseen all the company's television operations since 1984. Horn co-founded Castle Rock (with director Rob Reiner, Padnick and others) in 1987. Earlier in his career, Meyer was president of Norman Lear's Tandem Productions. ■

AAP pooh-poohs TV for toddlers

Pediatrician group urges electronic media-free rooms, recommends tracking media use

By Richard Tedesco

Keeptoddlers clear of TV screens. That was the strongest of the recommendations the American Academy of Pediatrics issued last week about children's TV viewing. The AAP report also advocates that parents create "electronic media-free" environments in children's rooms and that pediatricians track their young patients' media habits in their medical profiles.

Advising against the "use of media as electronic babysitter," the AAP was particularly adamant about TV exposure for infants or toddlers under the age of two. "Research on early brain development shows that babies and toddlers have a critical need for direct interactions with parents and other significant caregivers for healthy brain growth and the development of appropriate social, emotional

and cognitive skills."

TV programmers who produce shows for pre-schoolers are generally supportive of the AAP position. "Nick Jr. programs to pre-school children ages two to five, but we are aware that children younger than two may be watching television. We welcome a study of this kind because it encourages parents to spend more time bonding and playing with their children," says Brown Johnson, senior vice president of Nick Jr.

"Part of being a good parent today is paying attention to what your kids are watching and interacting with," says Gary

'Teletubbies' is a series that appeals to children two and younger.



Knell, executive vice president of Children's Television Workshop. Knell says CTW considers keeping TVs in common rooms for parents to monitor viewing a "common-sense approach."

Harry Forbes, a PBS spokesman, points out that the public TV network's *Ready To Learn* pre-school shows are intended to encourage co-viewing between young children and parents. "We really help parents and caregivers put these programs in their proper perspective."

Aletha Huston, professor of child development at the University of Texas, lauds the AAP for calling attention to the TV viewing issues. But she points out that toddlers typically are interacting with family members when they're watching TV. "This sort of prohibition against kids under two watching TV means turning the TV off. The problem is whether the programming is oriented toward the parents or the children."

A spokeswoman for itsy bitsy Entertainment, which distributes *Teletubbies*, a series that targets pre-schoolers but appeals to the two and younger set, suggests AAP's position is extreme. "We understand what they're saying, but we think it's a bit ludicrous," says Eileen Potrock, spokeswoman for itsy bitsy. "TV has been one of the most innovative inventions of the 20th century. It's not going to go away. We'd better learn how to use it for the youngest."

She points out *Teletubbies* teaches basic skills and satisfies a need borne of parental habit. "*Teletubbies* was created with the intention of satisfying the emotional and development skills of younger children because they were put there in front of the TV." ■

B&C names top sales executives



Larry Oliver

William McGorry, group vice president, Cahners' Broadcast, Cable and Communications Group, last week announced the following appointments at BROADCASTING & CABLE:

Larry Oliver, named group publisher. Oliver will continue as group publisher for *Multichannel News* and *Cablevision*. Oliver will oversee sales, marketing and strategic planning for BROADCASTING & CABLE as he has for the two cable magazines for the past five years. Before joining *Multichannel News* in 1994, Oliver was ad director and associate publisher for BROADCASTING & CABLE.



Denise O'Connor

Denise O'Connor, named associate publisher, ad director. O'Connor joins the magazine from *Electronic Media*, where she was sales development director. Prior to her six years at *EM*, O'Connor held various sales position at The Monitor Channel, The Disney Channel and Katz Television.

Marcia Orcutt, named advertising director/syndication. Orcutt, who served as Western sales director at *Electronic Media* for six years, has extensive television media experience. She was an account manager at *TV Guide* and *Advertising Age* and was program director for Gaylord Broadcasting.



Marcia Orcutt

Chuck Bolkcom, promoted from senior account executive to director of technology advertising. Bolkcom represents BROADCASTING & CABLE and *Digital Television*. Bolkcom is the former sales manager of KXTV(TV) Sacramento, Calif.

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FINANCIAL WRAP-UP

Week of August 2-6

WINNERS

	8/6 midday	% change
Paxon	\$13.06	18.74
Granite	\$8.69	8.63
dick clark	\$15.00	6.16
Chris-Craft	\$49.25	5.30
CBS	\$46.75	4.17

LOSERS

	8/6 midday	% change
ValueVision	\$21.88	(22.26)
Salem	\$23.38	(13.34)
Liberty	\$33.06	(10.19)
Entercom	\$36.50	(9.95)
Telewest	\$39.00	(8.67)

BROADCASTING & CABLE/BLOOMBERG STOCK INDEXES

BROADCAST TV (8/05/98-8/06/99)



Week ending 8/06	
Close	252.61
High	252.61
Low	247.74

1.2%

CABLE TV (8/05/98-8/06/99)



Week ending 8/06	
Close	284.65
High	296.01
Low	295.14

3.8%

RADIO (8/05/98-8/06/99)



Week ending 8/06	
Close	653.30
High	683.47
Low	653.30

4.4%

DOW JONES

Week ending 8/06	
Close	10714.00
High	10793.80
Low	10646.00

0.6%

NASDAQ

Week ending 8/06	
Close	2547.97
High	2638.49
Low	2540.00

3.4%

S&P 500

Week ending 8/06	
Close	1300.29
High	1328.72
Low	1300.29

2.1%

Masters takes tournament

Billionaire or mere millionaire? Liberty Digital chairman pricks cablers curiosity

By John M. Higgins

The buzz is incorrect. Lee Masters is not a billionaire, never was a billionaire, even on paper. But briefly he came close.

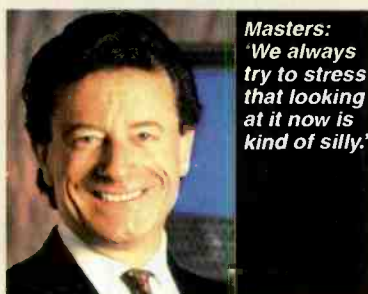
For months Liberty Digital Chairman Masters' wealth has been one of the hotter topics of gossip among cable executives. Masters surprised many in the industry by quitting as head of network E! Entertainment Television and joining Liberty Digital, a new unit of Liberty Media Corp. designed to marshal the company's various Internet and interactive TV investments.

But even more startling was when a stock tied to Liberty Digital soared tenfold in early April. Few outsiders knew much about Masters' pay deal, but it quickly became apparent that he was worth a lot more than the \$20 million payoff he got when leaving E!. Speculation quickly emerged that after just three months on the job, his stock incentives were worth \$1 billion-\$2 billion.

Last week, however, details of Masters' compensation package emerged in a securities filing related to Liberty Digital's planned merger into another publicly traded Liberty Media affiliate, TCI Music Inc. The filing shows that just eight months after joining Liberty Digital, Masters has a five-year package that Friday morning was worth some \$330 million, and for several weeks had been worth more than \$800 million.

The only other executive of Liberty Digital, Executive Vice President

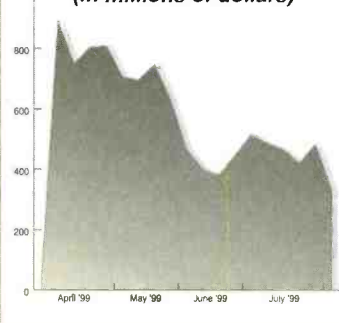
Lee's wild ride



Masters:
'We always try to stress that looking at it now is kind of silly.'

Value of options

(in millions of dollars)



Bruce Ravenel, has a similar package worth \$88 million.

Despite the amount of Internet-spawned wealth, Masters' package surprised even wealthy cable executives. "We were all teasing him about it," said the CEO of one cable operator.

Masters noted that he has to keep the stock strong for years to make anything

"We always try to stress that looking at it now is kind of silly."

When Masters moved in, Liberty Digital's portfolio of investments in companies like iVillage, ACTV and a venture capital fund was worth roughly \$500 million. The filing shows he agreed to accept just half the \$1.5 million he got at E!, but in exchange he wanted 7.5% of the increase in the company's equity above \$500 million, but only if he increased the company's value more than 61% over five years.

The big surge came in April when Liberty Media decided to take Liberty Digital public in a "reverse merger" with publicly traded TCI Music, which was composed primarily of long-sluggish music-video-service The Box and loss-ridden cable digital-audio-service DMX.

Internet-addled investors pumped TCI Music from \$5 per share to \$61 in a few days, ballooning TCI Music's value from \$300 million or so to \$13 billion for the combined companies. The stock since has slid and traded at \$24 last Friday. Masters' and Ravenel's options will be priced at \$2.46 per share. The pay packages are so rich that they became a major point of contention with TCI Music's advisers insisting that Liberty Media, not TCI Music, pick up the tab.

Liberty Media President Dob Bennett considers it a "sweetheart deal" for TCI Music shareholders. "They get this great executive talent, and we're paying for it." Further, "he will only get anything if the stock performs, and all the shareholders benefit."

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

MIAMI

IPO for SBS

Perhaps following the lead of recent "niche" radio broadcasters who have gone public, Spanish Broadcasting System Inc. is said to be preparing to file an initial public offering next month. Miami-based SBS owns eight Spanish-language FMs in New York, Los Angeles, Chicago, Miami and San Antonio. Wall Street has been good to radio, with urban programmer Radio One Inc. and religious broadcaster Salem Communications Corp. recently—and successfully—going public. SBS is led by President Raul Alarcon Jr., the son of a Cuban expatriate who formed the company. The company's WSKQ-FM was ranked No. 2 in New York (behind two stations that tied for first) in Arbitron's spring ratings book.

DENVER

Trouble in the Heartland

The last couple of years have been tough on wireless cable operator Heartland Wireless Communications, now a subsidiary of Nucentrix. Declines in its video business and debt burdens led to a Chapter 11 bankruptcy reorganization filing, which prompted shareholder suits. One bright spot during the dark days was a co-marketing agreement with DBS powerhouse DirecTV. You can hardly blame officials at Nucentrix and DirecTV, then, for being surprised and a bit disturbed when AT&T's Headend In The Sky (HITS) operation announced that Heartland Cable Inc. was one of several cable operators signing up for the new HITS2Home satellite overlay service, a competitor to DirecTV. Turns out there are two Heartlands, the other being a small, Illinois-based cable operator. End of story? Not quite. Nucentrix executives say they're looking into the name duplication issue and may ask for a cease-and-desist order to protect Heartland Wireless' trademark.

WASHINGTON

Sinclair lobbies up

Sinclair Broadcasting has added a second lobbyist to its government-relations team as the company gears up to convince regulators to switch the digital TV transmission standard from 8-VSB to COFDM. Last week the Baltimore-based company hired Troup Coronado as its full-time staffer in the Capital. Coronado most recently was an attorney for Riggs Bank in Washington and previously served four years as a Senate Judiciary Committee staffer. Sinclair also gave government relations chief Mark Hyman the added duty of director of communications.

WEST PALM BEACH

And then there were seven

Beginning Aug. 24, newest of networks PAX TV will see its prime time lineup right up there alongside the other six networks in Nielsen's overnights, Pocketpiece and weekly rankings reports, and everywhere else the networks are rated, according to Nielsen Media Research. PAX TV's stripped repeats of off-network shows will now get nightly ratings numbers just the same as shows on other networks. In response to a question from the network as to whether there would now be any difference in the way its numbers were reported from the numbers of the other networks, Nielsen said: "Following implementation of the...changes, there will be consistent reporting for all broadcast networks." PAX TV is checkerboarding original programming (a different show each night) in its prime time lineup at 8-9 p.m. as it increasingly weans itself from stripped repeats (the same series five nights a week). For now, however, it will continue to strip *Touched by an Angel* at 9 and *Diagnosis Murder* at 10. Previously, PAX TV's stripped shows were assigned a weekly average rating rather than individual night ratings.

USA Digital Radio begins field tests

Trials are slated for stations in five markets

By Karen Anderson

USA Digital Radio is entering what should be the final phase in the development of technology aimed at bringing commercial radio into the digital age.

Last week, the industry-based company said this month it will begin testing its in-band, on-channel (IBOC) digital radio service over radio stations in five markets. If proved, the IBOC technology would allow each radio station to broadcast digital signals without disrupting their regular AM or FM services.

The test stations: in New York, WCBS(AM) and WNEW(FM); in Washington, WETA(FM), WHFS(FM), WJFK-FM, and WTOP(AM); in San Francisco, KLLC(FM), and KYCY(AM); in Baltimore, WPOC(FM); and in Cincinnati, WNOP(AM).

USA Digital, which is backed by CBS and Gannett, among others, is also broadcasting test signals from the roof of its headquarters in Columbia, Md., and from a facility in Cincinnati. All tests are being conducted under experimental FCC licenses.

The company is installing prototype digital excitors at each station. Vans equipped with prototype receivers, signal analyzers and other electronic equipment to measure environmental conditions will be driven throughout each market to test reception.

The goal is "to make sure the radio works everywhere," said USA Digital President and CEO Robert Strubel, who hopes the system will be ready for market in 12-18 months.

The prototype digital receiver, which also picks up AM and FM, cost about \$30,000. But Strubel expects the first consumer units to bear price tags of around \$1,000. USA Digital is working with Texas Instruments to develop receiver chips to bring down the price of the radios.

Lucent Technologies and Digital Radio Express are developing competing IBOC systems. ■

Low power yeas and nays

Studies show new FM stations would, or wouldn't, cause unacceptable interference

By Bill McConnell

FCC Chairman William Kennard last week was looking for indisputable data on the viability of creating a low-power FM service. The agency can keep looking.

Proponents and adversaries of low-power radio submitted conflicting technical studies measuring the interference that would be created by launching the service. The National Association of Broadcasters and the Consumer Electronics Manufacturers Association said their studies show an unacceptable level of interference would be created if the FCC relaxes interference protections. Such a rule change is necessary if any significant number of 100-watt and 1,000-watt stations are to be launched.

"Our test data clearly show that the alleged 'vast improvements in receiver technology cited by the commission...are, in fact, a myth,' the NAB said.

On the other side, low-power advocates said their data shows creating the service will not lead to significant increases in interference for existing stations. Broadcast Signal Labs subjected 10 radio receivers to increasing levels of potentially conflicting signals to simulate the presence of low-power stations. The BSL researchers found that current interference rules can be relaxed to make room for the new stations without creating more than "minimal" interference within several hundred feet of the transmitters. The small degree of interference can be remedied with low-cost filters, according to the BSL study.

As of late last week the FCC had received more than 1,200 comments on its low-power plan. Among the those weighing in:

■ The Corporation for Public Broadcasting complained that low-power FM would "compromise what radio does best—broadcast to sizeable populations with signals that can be received easily and over large distances by both

target and general population."

■ Minnesota Public Radio and the State of Oregon oppose dropping interference protections because of potential harm to translators used in rural states.

■ Prometheus Radio Project, whose members include illegal "pirate" broadcasters wants the FCC to establish only a noncommercial service. "The right to make a buck on local radio, while perhaps important and commendable in creating economic opportunities, is not protected by the Constitution."

■ The Communications Workers of America said low-power outlets would provide training grounds needed to replace jobs eliminated by radio industry consolidation.

■ Solveig Singleton, the Cato Institute's director of information studies said the FCC plan is too broad and urged the agency to instead use its forbearance authority and decline to bring enforcement action against low-power operators that do not cause interference problems. ■



WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

Lining up the locals

A company that plans to provide the local TV signals to satellite broadcasters to include in their channel lineups says it has signed more than 400 deals with stations around the country. Local Television on Satellite (LTVS), a subsidiary of Capitol Broadcasting, which plans to offer signals of 800 broadcasters, says it will not be ready to do so until approximately early 2002. LTVS Vice President Jeff McIntyre says his company cannot begin to implement its

business plan, which includes launching two spot-beam satellites to beam local TV signals to 68 TV markets, until Congress passes legislation allowing satellite TV providers to carry local signals. Bills have passed both the Senate and the House and await a conference between the two. LTVS also says it is willing to partner with broadcasters and satellite companies to serve the remaining 142 medium and small TV markets, but can't afford to offer universal service to small and rural markets on its own.

Ness names new legal aide

Mark Schneider has been named senior legal adviser to FCC Commissioner Susan Ness. Schneider joins her office Sept. 1 and will focus on wireless and international issues. He currently is a partner with the Washington office of law firm Sidley & Austin, where he has been since 1984. Schneider has co-chaired the Federal Communications Bar Association's Wireless Telecommunications Practice Committee for the past two years. He earned his law degree at

Georgetown in 1984.

Nets ask to keep kids' TV exemptions

The Big Three networks have asked the FCC to continue local stations' limited flexibility to preempt children's programming into the 1999-2000 season. The government requires local broadcast stations to air three hours of regularly scheduled kids' TV programs each week. On a season-by-season basis the FCC has permitted stations to preempt the shows for breaking news or live sports. Before extending permission to bump shows from their time slots, the FCC is asking for comments on networks' preemption, rescheduling, and notification practices. Comments are due Sept. 24; replies Oct. 8.



Interactive Television

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Mike Wallace of '60 Minutes'

This News Hound Still Hunts

It was 60 years ago that Mike Wallace received his first paycheck as a broadcaster—from WOOD(AM) Grand Rapids, Mich. Wallace has the framed receipt from that payday hanging at his summer home in Martha's Vineyard, Mass. His weekly salary back then, as an announcer, was a cool \$20. No wonder station profit margins were high. Not to worry though, he got a huge increase—25%—the following March. Of course, the cost of living was a little less back then, too. Wallace recalls being able to get a steak dinner “with all the fixings” for \$1.29. A short time later he was off to WXYZ and the big city of Detroit. Since its debut in 1968, just over half his career, Wallace, 81, has been co-editor of CBS ‘60 Minutes.’ In the following interview with B&C Deputy Editor Steve McClellan, Wallace critiques the business he’s helped shape, and talks about his best and worst times in pursuit of the next big story.

What attracted you to the business?

At the University of Michigan where I was going to school, they had a radio workshop and a couple of times a week we would feed programs to WJR or WWJ Detroit. I knew as soon as I started to do it that that was what I wanted to do. I had no idea about news at that point. All I wanted to be was a radio announcer.

Did you expect to spend your entire career in broadcasting at that point?

Well yes. I mean, who knew? This was back in 1939 and it was still Depression time and jobs were hard to come by and I didn’t want to go back to my home in Brookline, Mass., with my tail between my legs because I couldn’t get a job. So I auditioned up in Muskegon, Mich., and they turned me down. Luckily I got a job at the National Music Camp in Interlochen, Mich. The fellow in charge of the radio department at the camp was Jerome Wiesner, who went on to run

MIT and then became Jack Kennedy’s science adviser. I worked with Jerry and then three or four weeks after I got there I received a telegram from one of my professors about a job opening at WOOD. I auditioned and got the job.

Careers often take a toll on a person, even taking years off their life. But your career seems to have had the opposite effect.

I’ve just enjoyed it immensely. I can’t think of a better way to make a living.

You’ve seen the TV news business evolve first hand. Do you like what you see today and what if anything disturbs you about that evolution?

If you edit your TV news viewing the way that you edit your newspaper or

news magazine reading, there is first-rate news coverage on each of the three major news networks. Perhaps not to such a degree on Fox. Then you have CNN and the Lehrer broadcast on PBS. There is plenty of good news coverage.

How has cable impacted TV news?

Cable, to a degree, because it's on 24 hours a day and has to be filled, diminishes TV news because it frequently becomes rumor, speculation and irresponsibility.

And that's largely driven by feed-the-beast mentality?

That's exactly right. You've got 24 hours a day and you can't feed it dead air. So you fill, occasionally, with deadly talk.

How do you feel about pioneering one of the most popular genres in prime time TV today—the news magazine?

We were fortunate. In 1956, my late colleague Ted Yates and I began a local broadcast on ch. 5 in New York called *Night Beat*. It was a late-night interview broadcast that Ted came up with. This kind of interview broadcast really had not been done in television before.

This was where you honed your no-holds-barred interview style?

That's right. We did genuine research. We asked the questions the audience wanted asked. And with the kind of answers we got, it suddenly came to life. It was one of those kind of New York phenomena. Everybody in town began to watch. I'd walk down the street and a month before, nobody knew who the hell I was, and all of a sudden, it was, "Hey Mike, give em hell."

A decade later the same thing happened with '60 Minutes,' didn't it?

Yes. Don Hewitt was at CBS but out of a job basically [Hewitt had been removed from the executive producer slot at the *CBS Evening News*]. He was given one aide and told to come up with an idea for a broadcast. And on a Sunday afternoon in 1968 he came over with an idea for this unnamed broadcast. But it simply struck a nerve with America.

You've said that there are too many magazines on the air. Why shouldn't the market dictate when and if that is the case?

I think there probably are too many magazines, but the market is going to dictate.

You more than anyone are synonymous with the art of the ambush interview. How do you feel about that?

It's fine with me. The ambush interview is when you have telephoned, written letters, every which way to get the object of your scrutiny to talk to you and he or she won't do it. I began to worry about it when a lot of people just used it indiscriminately.

Why did you curtail your use of such interviews?

Because there was so much attention being paid to it and we decided we were going to become a caricature of ourselves. Others were using it purely for drama. You have to ask yourself if you're using it for heat, not light. If so, it gets tired very quickly.

What makes a great interview?

Preparation. Listening. When I do a major interview, I do as much research as I can and then write perhaps 40 questions. These are

The Wallace file

■ **Born:** Myron Leon Wallace, May, 9, 1918, Brookline, Mass. But he's gone by Mike for more than 50 years. Grew up on the same block as John F. Kennedy, who was born one year earlier.

■ **Education:** BA., University of Michigan, 1939.

■ **First job in the business:** announcer, wood(AM) July 1939.

■ **Current residences:** New York City and Martha's Vineyard, Mass.

■ **Wartime service:** Communications officer in the U.S. Navy, serving in the Pacific, 1943-46.

■ **Marriages:** four in all. Current better-half is Mary Yates, widow of Ted Yates, Wallace's colleague and producer in the 1950s. Yates was killed covering the Middle East Six Day War in 1967. Wife number one was Norma Kaphan, with whom Wallace had two sons, Peter, who died in a hiking accident in Greece in 1962, and Chris, now chief investigative correspondent at *20/20*. The second Mrs. Wallace was the actress Euff Cobb. The pair hosted a chat show, *Mike and Buff*, which started locally in Chicago, before migrating to the CBS Television Network in New York. Not long after, both the marriage and the show were canceled. Wife number three was Lorraine. That one lasted 28 years, and brought stepchildren Pauline and Anthony.

■ **Current burr under his saddle:** Soon to be released film, *The Insider*, starring Al Pacino and Christopher Plummer (as Wallace), directed by Michael Mann. Script has Wallace caving to pressure by CBS management to quash exclusive interview with former Brown & Williamson Tobacco executive Jeffrey Wigand for fear of a multibillion dollar lawsuit. Wallace says it's "utter bullshit." Conventional wisdom: Flick will be taken with a grain of salt.

■ **Most "eloquent" query ever put to an interview subject:** To John Ehrlichman, who had recently resigned as senior White House adviser to President Nixon during Watergate. Wallace peppered him with a litany of misdeeds (15 in all) committed "by the law-and-order administration of Richard Nixon." Ehrlichman pauses, then responds: "Is there a question in there somewhere?"

■ **Career lowlight:** The Westmoreland trial. CBS won, after a grueling five-month trial that left Wallace hospitalized with clinical depression.

■ **Unrealized ambition:** Working with son Chris. It almost happened. The younger Wallace had a deal to jump to *60 Minutes II* last year, but at the last minute ABC decided not to let him out of his contract. Wallace says both he and Chris were "heartbreaker."



Wallace in the mid-'50s

for myself. Because the more I know going in, the more respect and attention I will get from the interviewee. You can almost always throw away those questions because they're an aid to understanding the sense of the interview and what it is you're after. And it establishes a kind of confidentiality between the interviewer and the interviewee.

In the early years you straddled news and entertainment. How did you get into the game show business? And do you have any regrets about that?

No regrets at all. In 1939 when I got out of college and went to work at Grand Rapids, I would do rip-and-read news, a little color for athletic events and so forth, as well as announcing. Then I went to WXYZ in Detroit where Douglas Edwards and I were the Cunningham News Aces. The Cunningham Drug Store sponsored the news. Back in those days you could do it all. No one worried if I did commercials. I used to narrate *The Green Hornet* and do commercials. I moved to Chicago and did the same kinds of things down there. You learned to do everything.

Nowadays it's unacceptable for journalists to do commercial work. Is that appropriate?

It's absolutely dead right. It's a conflict of interest. Not just the facts but the perception.

On the cigarette front you traveled in an ironic full circle, doing Parliament commercials early on and hard-hitting tobacco-company stories later.

That's correct.

How did you feel and how did you react when CBS initially



Wallace in the early '60s when TV journalism involved heavy lifting.

killed your 1995 story with whistle-blowing tobacco executive Jeffrey Wigand, for fear of a lawsuit?

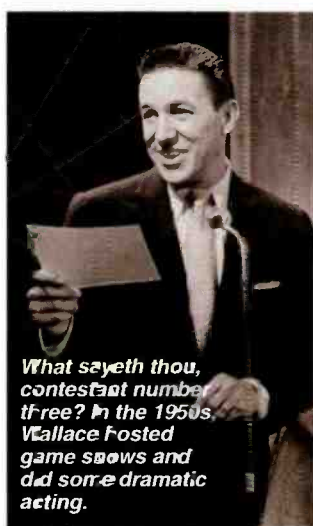
Just yesterday [July 19] I talked to Eric Ober and to Peter Lund a couple of days before that. Peter Lund was running CBS at the time and Eric Ober was the president of CBS News. Peter told me he was concerned that I was going to resign. Eric told me, "Mike, what I remember most is what a pain in the ass you were." Eric and I were friends, but I thought he was dead wrong [to bow to the corporate interests and quash the piece] and I made that very clear.

Ultimately was it then-CBS owner Larry Tisch who killed the piece, for fear it would cancel his deal to sell the network to Westinghouse?

No one really knew that was so. Lund told me that Larry Tisch, who was in the hospital for part of this, was not involved. There's no reason why, all these many years later, Peter would keep saying that unless it happened that way. I would be happy to tag Tisch with it because I think he did a bad job at CBS and with CBS News in particular. But in this case, apparently not.

A movie due out soon, 'The Insider,' from director Michael Mann, portrays you as caving on the subject. You say that's not true and unfair. Have you gotten any satisfaction from Mann?

I have asked to see the film and they won't let me see it, up to now. The manuscript I saw has me caving in to management and only finding my moral compass two or three months later. That was utter bullshit. There



What sayeth thou, contestant number three? In the 1950s, Wallace hosted game shows and did some dramatic acting.

1918 Born May 9, Brookline, Mass.

1940 Joins WXYZ(AM) Detroit as a "Cunningham [drug store] News Ace," or rip-and-read news announcer, to be more precise. Also serves as announcer for radio dramas *The Green Hornet* and *The Lone Ranger*.

1950. Still known as Myron, hosts the ABC game show *Majority Rules*.

1946 Joins WMAQ(AM) Chicago as a reporter and talk show host.

Pop-up Wallace

1939 Graduates from University of Michigan (BA, liberal arts). Begins broadcasting career as announcer at WOOD(AM) Grand Rapids, Mich.

1943 Joins the U.S. Navy and serves as a communications officer in the Pacific.

1949 Debuts on network TV as an actor, playing the role of a young cop in *Stand By for Crime* on ABC. It's the first show transmitted from Chicago to the East Coast, but fizzles after eight months. Also that year, launches local Chicago talk radio show with his wife at the time, Buff Cobb.



was never any doubt in anybody's mind about where I was. And I resented being used that way in this morality play.

Can network news do its job unfettered in an age when huge parent corporations and their interests have to be served?

This [the Wigand story] was the only time there was any pressure of that nature brought to bear on us. There has been none since. I get the feeling that at NBC the same is true. GE, as far as I can make out, has been scrupulous in butting out. In the case of Disney I do not know. It seems apparent that ABC caved to the Phillip Morris Tobacco Co. There's no doubt about it that they did on that *Day One* broadcast. They paid the legal fees and apologized—an apology that I understand was written by Floyd Abrams, who is a fine First Amendment attorney but he was working for the tobacco company at the time.

Has news suffered in an era when it's been forced to toe the bottom line?

I suppose to some degree, yes. But you have to be realistic about it. You don't have the same kind of money. Therefore, bureaus close. The kind of on-the-spot coverage you used to get is too expensive. The market today is no longer what it used to be. We did a 9 or a 10 rating this past Sunday, with a 20 share. That would have gotten us thrown off the air 10 or 15 years ago.

CBS used to be the name in news. What's the name in news now?

I don't think there is one. It's up for grabs. But still, the most popular broadcast in television today is the evening news, when you

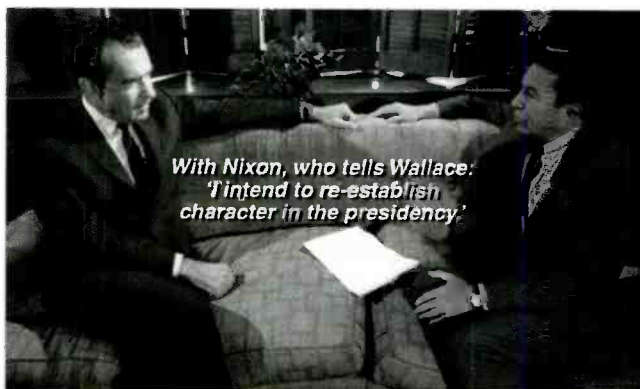
combine the ratings of all three. They're basically the same broadcast with a different cast of characters. And it's still where America gets its news. The Cronkite news was the measuring stick against which everybody measured themselves in TV news. We will never have the same clout that we used to have when we were the three pictures that everybody in America watched. The most trusted man in America was Walter Cronkite, no doubt about it. You're not going to have that anymore.

You're son Peter died in 1962 in a hiking accident in Greece. After his death you rededicated your career to serious journalism, in his memory. No more commercials, no more game shows. But you had already developed your in-your-face, no-holds-barred interview style, hadn't you?

That's correct. I'd been doing it from the mid-'50s on the evening and late newscast and *Night Beat* on ch. 5. Then over to ABC [where he brought *Night Beat* for a brief time]. And then over to ch. 13 where we did the first half-hour newscast in New York. I had been doing serious news, but it wasn't until '62 that I said nothing else, just this. So I quit everything till I could find a way to make a living just doing news.

The newscast on ch. 13, then commercial station WNTA-TV, aired before any of the networks tried a half-hour newscast, correct?

That's right. We had such a good time with that. We were at 42nd St. and Broadway and my colleague Ted Yates and I ran that operation. We had a budget to bring in commentators, which was unheard of at the time. We brought in Harry Schwartz, the Soviet



1954 Panelist, CBS game show *What's in a Word?*

1957 *Night Beat* moves to ABC-TV and premieres as *The Mike Wallace Interview*.

1959 Named news director at WNTA-TV New York, ch. 13, in its pre-PBS days. With Yates, produces and anchors what is believed to be the first regularly scheduled half-hour evening newscast. Also anchors *Biography*, a Peabody Award-winning documentary series from producers David Wolper and Jack Haley Jr. Also anchors short-lived NBC game show, *Who Pays?*

1951 Mike and Buff take their show to New York, and TV, where it debuts on CB 3 as *All Around the Town*. It's the network's first show produced in color.

1960 Joins Westinghouse Broadcasting as a reporter and anchors the company's election coverage that year.

1958 Co-creates (with producer Ted Yates) and hosts *Night Beat*, for WNEW-TV New York, where he hones his skills as a tough, probing interviewer. Replaces Jack Barry as host of NBC quiz show, *The Big Surprise*.

1961 Reports and anchors David Wolper's documentary, *Race for Space*.



With Dr. Death after last year's '60 Minutes' segment showing Kevorkian killing a terminally ill man.

specialist at *The New York Times*. We had Jim Shepley from *Time* magazine and Cleveland Amory who did a nightly segment on "the beautiful people." Marty Glickman was our sports guy. Faye Emerson did a women's fashion segment. We had one camera crew and one editor and we filled a half-hour live every night at 7 p.m.

When '60 Minutes II' was being developed,

the network talked to your son, '20/20' correspondent Chris Wallace, about joining the program, which would have allowed you to work together. Will that ever happen?

We wanted very much to, because we never had. We thought it was a done deal and indeed it was. Everything was together and we were led to believe that ABC was going to go along with it. But at the last minute they said no.

It was probably a wise business decision on ABC's part.

Probably it was. It was a heartbreaker for the two of us. Chris' stepfather was Bill Leonard, who ran CBS News when *60 Minutes* began.

How many stories have you done for '60 Minutes' since it began 31 years ago?

Somewhere between 700 and a thousand.

So give me the top 5 all-time great Mike Wallace '60 Minutes' stories.

My lord. Well, two in particular, one was the interview with the Ayatollah Khomeini, at the time the hostages were taken. I had to negotiate the questions. Otherwise, he wouldn't do the interview. Finally I gave him the question, which had not been OK'd, where I told him Anwar Sadat had called him a lunatic. He proceeded to emasculate Sadat on the air. I thought I was going to get thrown out on my ear. And he

made it quite apparent that the hostages were not going to go free as long as we did not send the Shah back to Iran. The other is Vladimir Horowitz. He had never done one before and it remains, he said immodestly, a classic. Of all the investigative pieces, [producer] Barry Landau and I worked with the *Chicago Sun* and together we did a story on corruption and payoffs in Chicago. A bar was established, we had cameras all over the place and you could see people from the sanitation, fire departments and so forth come in and get their payoffs. It was a classic of its kind. Then there was Richard Nixon telling me, that "I intend to re-establish character in the presidency."

When it comes to credibility, why are journalists so far down on the food chain?

Part of it is they don't like the messenger. All reporters are not trusted as much as we used to be. But when we so baldly play for circulation—in newspapers and TV—that's one thing. The public begins to understand. We find fault, we find fault and find fault, with others. And we don't like it when people look down our own throats. And we're loath to acknowledge mistakes. For awhile I tried to revive the News Council that [Former CBS News President] Dick Salant oversaw. I was laughed at.

You and other CBS veterans expressed some concerns about '60 Minutes II' going into it. After seven months on the air, give me a progress report.

I think it's made immense progress. It's done a remarkable job in half a year. It took us five years to find our way. We didn't want it

The camera crew keeps its distance while filming an early '60 Minutes' piece on germ warfare.



1962 Son Peter dies in a hiking accident in Greece. In memory of his son, Wallace vows to devote the rest of his career to serious journalism—no more quiz shows, Parliament commercials or the like. Reports from Vietnam for Westinghouse.

1966 Leaves the *CBS Morning News*.

1973 Profiles Vietnam veteran Lt. Col. Anthony Herbert, who sues. After 13 years, CBS and Wallace win. Along the way, U.S. Supreme Court rules a public figure claiming libel has the right to inquire about a journalist's state of mind while reporting.

1978 *60 Minutes* reaches the top-10 ranked network shows during the 1977-78 season. Hasn't left since.

1963 Joins CBS News, where he anchors *CBS Morning News* with Mike Wallace, and contributes to other broadcasts, including *CBS Evening News*.

1967 Reports from Vietnam for CBS.

1968 Is arrested on the floor of the Democratic National Convention in Chicago. *60 Minutes* premieres on Sept. 24, with Wallace and co-correspondent Harry Reasoner.

1982 Anchors CBS News Documentary *The Uncounted Enemy: A Vietnam Deception*, which alleges General William Westmoreland suppressed the true number of enemy troops. Westy sues.

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9:15 AM	KEYNOTE ADDRESS Mark Cuban			
10:15 AM	CABLE SUPERPANEL Decker Anstrom Leo Hindery Lee Masters Judith McHale	12:00 PM	LUNCHEON Sam Donaldson & Cokie Roberts - Featured Speakers	

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on the air. We were afraid it would go downmarket in search of circulation. Well it didn't. And we 'succumbed,' if you will, to management, when they put Jeff Fager in charge, who came out of *60 Minutes* and has proven to be an absolutely first-rate producer.

How do you think the major network news organizations handled the Clinton scandal? Their finest hour?

No. That goes to some of the things I said earlier about insufficiently sourced material and rumor and speculation. Overcoverage. The bad driving out the good. Pure and simple, it was a circulation war.

The Clinton-Lewinsky affair was in many respects a crass and vulgar news story to cover and therefore sort of a wicked curve ball for the networks to handle, wasn't it?

That's exactly right. Who in the world would ever think that the president of the United States, that you'd be telling the story of the president of the United States. ...

Doing what he did.

Thank you. It's a tough one to cover. However, you got to source it. And give it what it's worth but no more than what it's worth. The pattern was set with O.J., and the mistakes [covering] O.J. were repeated, it seems to me, in the overcoverage that we gave this case.

Question about Tailwind and Peter Arnett, the correspondent on that subsequently recanted story. Arnett said he was only involved to the point of doing a couple of quick on-camera interviews and wraparounds. As a correspondent who juggles a lot of stories at one time, do you ever find yourself so stretched as to not be fully engaged in a story?

Indeed I did, in the case of Westmoreland, [a CBS News documentary, *The Uncounted Enemy: A Vietnam Deception*]. George Crile was the producer. George did most of the interviews. I did Westmoreland and a few others. But I was up to my hips trying to turn out a piece every week on *60 Minutes*. So we're sued. I really had



Good morning, Vietnam. Wallace, in his second tour of duty, but the first for CBS, in 1967

no idea about certain things that had taken place. At *60 Minutes* I work with the producer all the time. I know what's going on. With this one, I barely knew the editor. I found out after the fact about a lot of the breaking of guidelines, re-interviewing people and so forth. But the fact of the matter was the broadcast was dead-on. Crile had the story right. There was an artificial ceiling imposed by General Westmoreland on the troops we were facing in Vietnam.

Richard Nixon offered you the job of press secretary during his presidential campaign in 1968. How seriously did you consider it?

Very seriously. I'd never lived or worked in Washington. And I thought to myself, what a way to get an education. I wasn't from the Washington crowd and was not a captive of the conventional wisdom about Richard Nixon. I discussed it with a number of CBS colleagues and the head of the company, Frank Stanton. In the middle of it, along came Hewitt with his siren song about a new broadcast. Thank God I zipped instead of zigged.

Excluding the incumbent, who is the best CBS president you've served under and why?

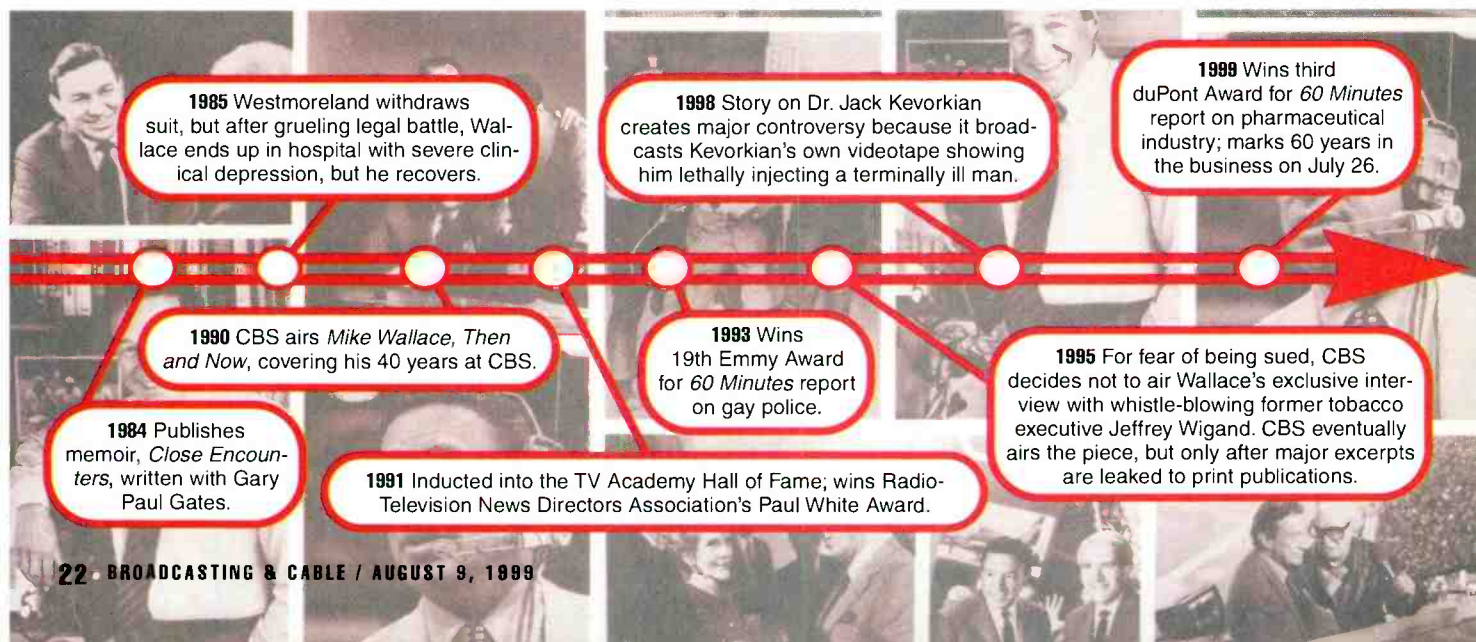
Dick Salant. Granite honest. So much wouldn't have happened that has taken place at CBS News, if Salant hadn't been on the scene. He insulated us from management. He got loyalty up and gave us loyalty down. He was as honorable a man as I've ever known in my life.

Would Wigand have been spiked?

Never. We did a story on the Ford Pinto and the gas tank at a time when they were spending \$5 million a year on *60 Minutes* as sponsor. Not a whimper [from management]. And to the credit of Ford, they were not our sponsor for a full two weeks and then came back.

When do you re-up?

When I'm 83 years old, so I have a year-and-a-half to two years to go.

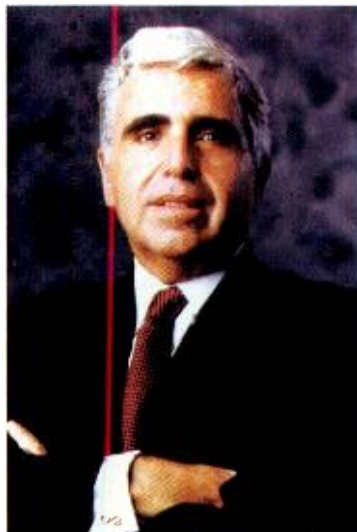


CBS posts broad gains

However, president/CEO sees financial future resting on Internet growth

By Steve McClellan

With sales and profit gains in all major sectors, CBS last week reported a 13% increase in revenue in the second quarter, to almost \$1.7 billion, on a 55% operating cash flow rise to \$427 million. Although the gains were broad-based, CBS Corp. President and Chief Executive Mel Karmazin said the Internet will be the key to continued performance.



Karmazin says millennium marketing not in the cards.

Company executives told Wall Street analysts last week that advertising demand remains strong across the board in scatter, while inventory for National Football League games is almost sold out—two months earlier than last year. The network sold 80% of its inventory for next season in the upfront market.

As usual, CBS did not break out sales and profits for the owned-TV-stations division. But analysts said the group held its own in the quarter, which has been tough on local stations due to softness in the national spot market. The CBS-owned stations showed a 1%-2% gain in sales for the second quarter, with roughly flat operating profits, sources said.

CBS said total TV sales (both network and owned stations) were up 5% to \$927 million, with operating profits of \$119 million, compared to \$21 million for the second quarter of 1998.

Karmazin told analysts that Internet assets and advertising would be the big driver of CBS' growth going forward. He said Internet advertising in the second quarter drove revenue growth at the company's big-market radio and TV stations.

Karmazin said the company expects to appoint a chief executive officer to oversee the company's Internet assets

by Labor Day. Still to be determined, he said, is the corporate vehicle (i.e., tracking stock) in which those assets would be held going forward. But whatever form it takes, CBS will have a separate Internet operating company that will create platforms to drive the company's TV and radio audiences to Web sites, he said.

One area that Karmazin said the company was not counting on is Millennium marketing—which some industry prog-

nosticators have said will provide great ad sales growth in 1999 and 2000. "We have not really seen any Millennium spending," Karmazin told analysts. "Our revenue that we're doing so well with is really unrelated to that. Right now, it's hard for us to identify any Millennium advertisers. But we're not counting on it either."

CBS' net income was \$95 million, compared to \$4 million for second

quarter 1998. The company reported growth in all major sectors: TV, radio, cable and outdoor advertising. For the first six months, companywide revenues were up slightly (0.4%) to \$3.45 billion, with a 56% gain in operating profit to \$412 million. Six-month TV revenue was down 12% to \$2.09 billion, with an operating-profit gain of 16% to \$167 million. Analysts said the six-month revenue dip was due to comparisons with last year's Winter Olympics.

CBS broke out cable revenues and earnings for the first time in about two years, reporting a revenue gain of 4%, to \$156 million, while operating profits were up 83% to \$44 million. For the first six months, cable revenues were up 4% to \$286 million, with a 146% gain in operating profits, to \$69 million.

Infinity Broadcasting, the radio and outdoor advertising company (82% owned by CBS), had another big quarter, with sales of \$597 million, up 31%. (Pro forma radio station revenue growth was 15%, the company said). Operating profit was up 35% to \$191 million. For the first half of the year, Infinity revenues were up 36.3% to \$1.07 billion, with a 41% operating-profit gain to \$289 million. ■

Study projects steady net growth

There's good news and bad news for those involved with network TV advertising. The bad news is that the rate of growth will slow between now and 2003. The good news is there will still be growth. That's according to Veronis Suhler & Associates, the New York investment banker and media consultant, which will shortly publish its 13th annual Communications Industry Forecast. The forecast will show network ad spending growing at a compound annual rate of 5.5% between 1998 and 2003. That's 1.3 percentage points less than the 6.8% growth rate the networks garnered between 1993 and 1997. And the future growth will come despite continuing audience erosion. VS&A projects that the total-day share of audience for the major networks (ABC, CBS, NBC and Fox) will drop another 2 points, to roughly 12% by 2003. Last year, ad revenue totaled \$14.2 billion for the major networks, up nearly 7%, according to VS&A's calculations. That figure will climb to \$18.5 billion by 2003, for a total six-year increase of more than 30%. The report concludes that "the ability of the networks to attract advertising has not diminished in the last four years," and it characterizes the 5.5% growth projection as a "healthy, moderate clip."

—Steve McClellan

Internet ads drive AMFM

Help push top radio owner to record revenue; Citadel, Cumulus report rises

By Elizabeth A. Rathbun

Internet companies are proving to be top advertising providers for AMFM Inc.

The nation's largest radio company last Monday reported that its Internet business was up 154% in the second quarter of the year, compared with the second quarter of 1998. When Internet companies go public or want to try to drive more people to their Web sites, "radio is the top avenue for those dollars," AMFM Radio President James E. de Castro said. He added that he expects this to be the case "for years to come."

Meanwhile, the entertainment and movies ad category was up 135%; fast food rose 39%; household products grew 18%; consumer products increased 16%, and the automotive category was up 15%.

The ad growth helped AMFM increase its second-quarter revenue to a record \$431.1 million, a 35% increase compared with \$321.7 million in the same quarter a year ago. For the first six months of the year, revenue was up 41.3%, to \$784.4 million, compared to the first six months of 1998. Broadcast cash flow was up 15%. AMFM's cash-

flow margin has grown to 46.5%, compared with 44.9% for all of last year, with 50% the goal. Second-quarter growth was especially strong in New York, Los Angeles, San Francisco and Dallas, according to Chief Operating Officer Kenneth J. O'Keefe.

"The company's never had better numbers," said Thomas O. Hicks, chairman of AMFM, formerly Chancellor Media Corp. "We're very proud of the quarter. ... We've accomplished everything on our list of internal, aggressive goals."

However, AMFM posted a \$22.5 million loss in the second quarter, in contrast to earnings of \$2.1 million a year ago. For the first six months of the year, the Dallas-based company's loss has mounted to \$132.4 million, compared with a \$72.9 million loss attributable to common stock a year ago. The loss was blamed on acquisition expenses. AMFM's biggest acquisition, its \$4.8 billion merger with radio company Capstar Broadcasting Corp., won't



Hicks: 'The company's never had better numbers. We're very proud of the quarter. We've accomplished everything on our list of internal, aggressive goals.'

be reflected until the third quarter. AMFM owns or operates about 465 radio stations in 105 markets.

De Castro called the second quarter "a transitional period," with AMFM laying off 27 corporate employees to save \$55 million, cutting budgeted corporate overhead by 50% and selling its outdoor advertising business in a transaction valued at about \$1.75 billion. To encourage its managers, AMFM has started an incentive program that is linked to the growth of the company's stock price to \$100. Last

Thursday, AMFM was trading at \$48.9375, down 7% from Monday's \$52.375 close.

In other company results, Citadel Communications Corp. announced second-quarter revenue of \$42.4 million, up 22% from the same period a year ago. Meanwhile, broadcast cash flow grew 36.7%, to \$15.4 million. The net loss applicable to common shares was \$3.3 million, compared to a loss of \$5.3 million in same '98 period. The loss was partly blamed on acquisitions.

"With over 77 stations in development, there is plenty of room to improve on that performance," Citadel Chairman Larry Wilson said in a statement. Citadel owns or operates 119 radio stations in 22 mid-sized markets.

Small-market operator Cumulus Media Inc.'s net loss attributable to common stock grew to \$8.1 million from a \$3.5 million loss a year ago; again, acquisitions were blamed. However, broadcast cash flow skyrocketed 145.6%, to \$13.5 million, while net revenue was up 109.3%, to \$45.8 million.

"We believe the second quarter of 1999 marks the first reporting period that validates the size and scale of our company and the cash-flow potential of our assets," Chairman Richard Weening said in a statement. Cumulus, which was formed in May 1997, owns or operates 246 radio stations. Though it is usually the leading media company in its 45 markets, there is "considerable room for internal growth," Weening said. ■

Clinton praises antidrug messages

President Clinton last week launched the third and final phase of the administration's antidrug media campaign targeted at youth. The campaign sports a new brand: "Truth. The Anti-Drug." The President said the campaign to date has exceeded expectations and cited The Ad Council, The Partnership for a Drug-Free America, Ogilvy & Mather and Fleishman-Hilliard among others for their efforts. He praised The Ad Council's PSA campaign, calling the spots "effective and honest," which he said were the keys to their success. According to the president, a study of the campaign's effectiveness showed that awareness of the new campaign had increased (by 14%) and that the percentage of youth who said the ads "made them stay away from drugs" had increased (from 61% to 69%). The media element of the campaign features paid antidrug advertisements matched by donated media time, which has more than met the match (107% of federal dollars spent).

Ad Council President Peggy Conlon pointed to the Council's effort during World War II when, with the help of President Roosevelt, everything from Victory Gardens to War Bonds was promoted in an effort to win the war. Today, she said, another president has galvanized support to fight the war against drugs. In announcing the third phase, which includes a more targeted media campaign and expanded Web elements and outreach, the Office of National Drug Control Policy also praised entertainment industry efforts to show the consequences of drug use, calling broadcast TV "particularly responsive."

—John Eggerton



STATION BREAK

By Dan Trigoboff

Wages down, billboards up in KC

Some of the technical wizards of Kansas City, Mo., TV are turning to a different medium to get out their message regarding what they say is an unacceptable offer from local PAX Network station KPXE(TV): billboards. The International Brotherhood of Electrical Workers Local 53 has put up four outdoor messages around Kansas City, alleging differences between the network's stated commitment to family values, and to the workers' families. One sign says: "You can't afford to raise a family on PAX TV wages!"

Wages for new master-control operators at the Paxson station would top out at under \$9 per hour under Paxson's last offer. Current employees earn a little less than half those at

other stations, topping out at about \$10.50 per hour. Since the contract will involve only a handful of employees, said IBEW business representative Tarry Youngmans, "it would be asinine to take them out on strike."

Station general manager Mark St. Clair acknowledged the pay disparity with other stations, but said that Paxson stations seek considerably less in both qualifications and job responsibility.

"Our system is automated," said St. Clair. "We could run without master-control operators." The job will be primarily monitoring, rather than operating, equipment, St. Clair says. "Anyone who is a master-control operator with a lot of experience need not apply at Paxson TV. Your talents will be best served at other stations."

The dispute in Kansas

City could be among the first of several that highlight the effects of automation on the technical work force. The heavily automated Paxson stations are likely to be early battlegrounds, and Paxson executives have been handling the negotiations with IBEW. Station management executives across the country have said automation and the conversion to digital equipment will shrink their labor needs (*B&C*, Dec. 14, 1998, p. 28).

N.Y. lawmaker backs TV trials

New York State Assemblyman Mark Weprin (D-Queens) has introduced a bill that would restore that state's program of televising trials. New York is one of only a handful of states that now prohibits cameras in the courtroom, an apparent casualty of the

O.J. Simpson criminal trial (*BROADCASTING & CABLE*, June 23, 1997). New York's ban on cameras was upheld in the spring when WXXA-TV Albany and other news organizations tried to go inside the courtroom for a racially charged police-brutality trial. Although the judge in the case called the 1952 statute banning cameras in court "hopelessly

anachronistic," he found it a matter for the legislature. Weprin's bill to reinstate exceptions to the 1952 ban could fall short, however, unless he gains the support of Assembly leadership, which so far has not jumped on board.

Texas anchor strikes it rich

Weslaco, Texas, anchor Peter Torgerson may have found the best formula for riches for a TV newsman. He won the lottery. The 20-year KRGV-TV veteran and a friend split a \$19.4 million jackpot on a ticket they'd purchased together. Torgerson was on vacation last week and there was no word on whether he plans to continue in TV news at the nation's 102nd largest market now that he's got the kind of money it takes network anchors nearly two years to earn.

Colleges eye California station

Two Southern California colleges are trying to buy Orange County, Calif., public television station KOCE-TV Huntington Beach. The holder of the station's license, the Coast Community College District, recently had the station appraised. The assessment put the station in the \$30 million range. The station is currently headquartered at Golden West College. KOCE-TV's budget is about \$5.5 million a year, a fraction of the dominant area PBS station KCET(TV) Los Angeles. The college district board is scheduled to discuss a possible sale later this month.

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



A news crew from WTVJ(TV) Miami was credited with helping save a mother and daughter who were adrift in the ocean after a boating accident. While covering a search by Coast Guard and National Park Service rangers for the missing pair, photographer John Lang and pilot Reuben Rivera were the first to spot the mother and daughter in the water, wearing life jackets and hanging on to a floating cooler. They signaled the rescue crews, and broadcast the event live on NBC6 News Midday. The four later appeared on the 'Today Show' and were interviewed by Katie Couric (above left).

JULY 26–AUGUST 1

Broadcast network prime time ratings
according to Nielsen Media Research

PEOPLE'S CHOICE

NBC had six of Week 45's top ten shows, including Thursday's two episodes of 'Frasier' (#6 and #1, respectively), but CBS still won the week.

Week 45	abc	CBS	NBC	FOX	U/PN	WB
	7.0/12	7.1/12	5.5/10	5.5/10	1.4/2	2.7/5
MONDAY	8:00 14. 20/20 7.6/14	38. King of Queens 5.9/11	79. Suddenly Susan 3.8/7	67. That '70s Show 4.9/9	112. The Sentinel 1.5/3	86. 7th Heaven 3.2/6
	8:30	24. Ev Lvs Raymd 6.6/12	88. Veronica's Closet 3.0/5	45. That '70s Show 5.5/10		
	9:00 32. ABC Monday Night Movie—A Kidnapping in the Family 6.7/12	2. Ev Lvs Raymd 8.5/15	40. Law & Order 5.8/10	40. Ally McBeal 5.8/10	117. 7 Days 1.2/2	97. Movie Stars 2.4/4
	9:30	12. Becker 7.8/13				102. For Your Love 2.0/3
	10:00	21. 48 Hours 7.0/12	17. Dateline NBC 7.2/13			
	10:30					
TUESDAY	8:00 5.4/10	6.4/11	6.7/12	4.4/8	1.7/3	1.8/3
	8:30 31. Spin City 6.4/12	31. JAG 6.4/12	49. Just Shoot Me 5.2/10	86. Guinness World Records 4.2/8	103. Moesha 1.9/4	103. Buffy the Vampire Slayer 1.9/4
	9:00 45. It's Like, Y Knw 5.5/10		51. 3rd Rock fr/Sun 5.4/10		107. Clueless 1.7/3	
	9:30 43. Dharma & Greg 5.6/10	17. 60 Minutes II 7.2/13	36. Just Shoot Me 6.0/11	69. Fox Files 4.7/8	111. Malcolm & Eddie 1.6/3	107. Felicity 1.7/3
	10:00 72. Sports Night 4.4/7		17. Will & Grace 7.2/12		107. Between Brothers 1.7/3	
	10:30 55. NYPD Blue 5.3/10	51. 60 Minutes II 5.4/10	7. Dateline NBC 8.1/15			
WEDNESDAY	8:00 6.2/11	6.5/12	7.3/13	5.3/10	1.6/3	2.7/5
	8:30 60. Two Guys, A Girl 5.2/10	60. Cosby 5.2/10	9. Dateline NBC 8.0/15		112. 7 Days 1.5/3	95. Dawson's Creek 2.6/5
	9:00 72. The Norm Show 4.4/8	38. Becker 5.9/11		55. Signs from God 5.3/10		
	9:30 33. Drew Carey 6.3/11		24. World's Most Amazing Videos 6.6/12		107. Star Trek: Voyager 1.7/3	90. Charmed 2.8/5
	10:00 33. Whose Line Is It 6.3/11	21. CBS Wednesday Movie—The Rockford Files 6.8/13	16. Law & Order 7.3/13			
	10:30 15. 20/20 7.5/13					
THURSDAY	8:00 3.8/7	6.3/12	8.0/15	5.5/10	1.3/2	2.2/4
	8:30 82. American Celebration at Ford's Theatre 3.5/7	36. Diagnosis Murder 6.0/12	9. Friends 8.0/16		115. Teen Files: Sex 1.4/3	103. Wayans Bros 1.9/4
	9:00 79. Paris Fashion Collections 3.8/7	27. Diagnosis Murder 6.5/12	20. Jesse 7.1/13	45. Fox Movie Special—Bad Boys 5.5/10	101. Jamie Foxx 2.1/4	97. Steve Harvey 2.4/4
	9:30		6. Frasier 8.2/15		117. Teen Files: Hate 1.2/2	99. For Your Love 2.3/4
	10:00 76. Nightline in Primetime* 4.2/8	33. 48 Hours 6.3/12	1. Frasier 8.6/15			
	10:30		7. ER 8.1/15			
FRIDAY	8:00 6.4/13	5.6/11	5.4/11	3.0/6	0.9/2	
	8:30 43. Home Imprvmnt 5.6/12	63. Kids/Darndest 5.1/11	45. Providence 5.5/12	85. World's Funniest! 3.3/7	120. Legacy 1.0/2	
	9:00 63. The Hughleys 5.1/11	66. Candid Camera 5.0/10				
	9:30 45. Sabrina/Witch 5.5/11	55. Unsolved Mysteries 5.3/11	27. Dateline NBC 6.5/13	92. Mad TV Primetime 2.7/5	122. Love Boat: The Next Wave 0.9/2	
	10:00 51. Boy Meets Wrlld 5.4/11					
	10:30 2. 20/20 8.5/17	27. Nash Bridges 6.5/13	75. Homicide: Life on the Streets 4.3/8			
SATURDAY	8:00 3.4/7	4.8/10	4.7/10	5.2/11	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	8:30 88. Amer Fun Hm Vid 3.0/7	79. Early Edition 3.8/9	86. The Pretender 3.2/7	70. Cops 4.6/11		
				45. Cops 5.5/12		
	9:00 82. ABC Saturday Night Movie—The War 3.5/7	68. Martial Law 4.8/10	51. NBC Saturday Night Movie—Milk Money 5.4/11	55. AMW: America Fights Back 5.3/11		
	10:00	40. Walker, Texas Ranger 5.8/12				
	10:30					
SUNDAY	7:00 6.1/12	7.9/15	5.1/1	3.7/7		2.2/4
	7:30 63. Wonderful World of Disney—Date with the President's Daughter 5.1/10	5. 60 Minutes 8.4/17	70. Dateline NBC 4.6/10	92. World's Funniest! 2.7/6		112. Iron Giant Special 1.5/3
	8:00			90. King of the Hill 2.8/6		115. Sister, Sister 1.4/3
	8:30	11. Touched by an Angel 7.9/15	55. You Asked for It* 5.3/10	72. The Simpsons 4.4/9		103. Sister, Sister 1.9/4
	9:00			76. Futurama 4.2/8		96. Smart Guy 2.5/5
	9:30 13. 20/20 7.7/14	2. CBS Sunday Movie—Undue Influence, Part 1 8.5/15	27. NBC Sunday Night Movie—Judge Dredd 6.5/11	84. The X-Files 3.4/6		92. Movie Stars 2.7/5
	10:00					99. Unhap Ever After 2.3/4
	10:30 24. The Practice 6.6/12					
WEEK AVG	5.5/11	6.5/12	6.2/12	4.6/9	1.4/3	2.3/4
STD AVG	7.6/13	8.5/15	8.4/14	6.4/11	1.9/3	3.0/5

Men central to Comedy

'The Man Show': Where men are men, women are 'bouncy' and beer is beer

By Deborah D. McAdams

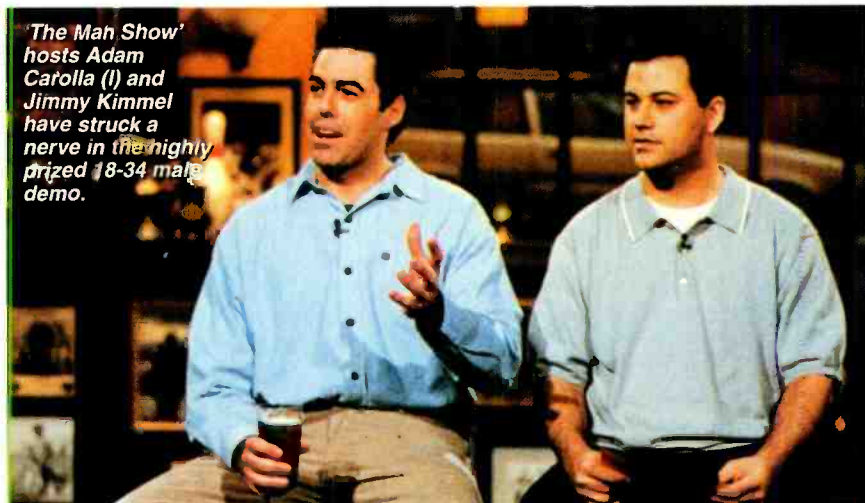
Girls on trampolines delivered the demo from Mars this summer. Out of at least three original cable programs targeting males 18-34 that launched during the summer, Comedy Central's *The Man Show* is consistently bringing home the bacon.

The weekly half-hour, which debuted June 16, is averaging about a 2.5 household rating, nearly a 70% improvement over the time slot last year. Among males 18 to 34, *The Man Show* is generating more than 4.0, a 116% improvement. Meanwhile, the season's other male lures, USA Network's *Happy Hour* and FX's *The X-Show*, are generating far less than half *The Man Show*'s numbers in the same demo.

The success of *The Man Show*, which follows *South Park* at 10:30 p.m. on Wednesdays, is a double bonus for Comedy Central. First, after several lackluster attempts to hold onto the *South Park* crowd, *The Man Show* seems to be working. Second, *The Man Show*'s numbers show it is drawing one of cable's most sought-after groups of consumers—young men.

"It's a lucrative demo because it's hard to reach," said one cable sales executive. Advertisers targeting men 18-34 are generally stuck with sports, a more expensive prospect than most entertainment offerings, he said.

For example, advertising rates for this



'The Man Show' hosts Adam Carolla (l) and Jimmy Kimmel have struck a nerve in the highly prized 18-34 male demo.

year's high-profile NASCAR races and NBA Playoff games ranged between \$35,000 and \$69,000 per 30-second spot, the most expensive time on cable. The same piece of time may cost about \$6,000 in a comedy/variety series, according to Competitive Media Reporting data.

"It is one of the most affluent demographics and traditionally elusive," said Comedy Central Senior Vice President of Programming Eileen Katz. "... that's been the demo we've historically been successful with."

That's not to say that Comedy Central's shows are created with 18-34-year-old men in mind, she said.

"At the time *The Man Show* walked in the door a year-and-a-half ago, it wasn't, 'What a great male show to capture the demo.' It was a unique comedy we could own."

The premise of *The Man Show*, if there is one, is real guys drinking beer and extolling their manhood while scantily clad babes adore them. USA's *Happy Hour* is more like a free-for-all variety show that pits girls against guys in games of witlessness, all with the requisite jiggling flesh. The show, introduced April

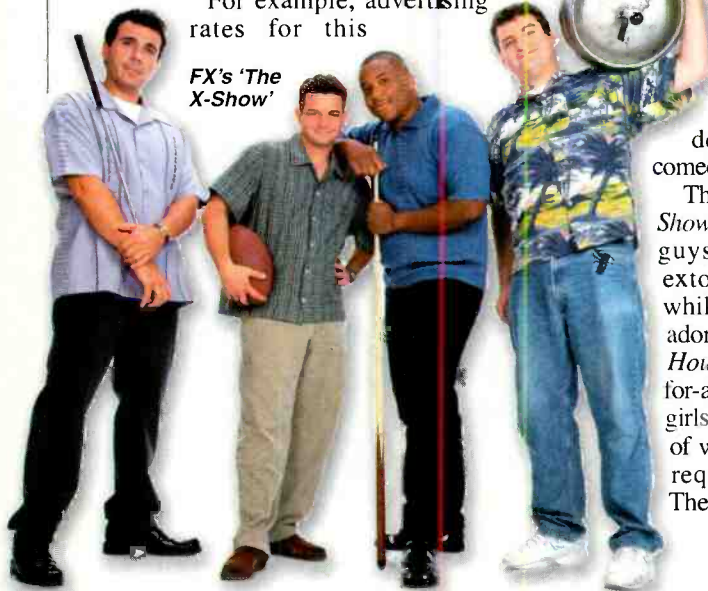
5, actually does better on repeat nights. *Happy Hour* gets about a 1.0 on Saturdays at 9 p.m. when episodes premiere. The rating doubles when the show is rerun Monday at 11 p.m.

"It follows wrestling, which is the perfect lead-in," especially for keeping males 18-34, said Tim Brooks, USA Network's senior vice president of research. The demo makes up about 80% of *Happy Hour*'s audience on Mondays compared to about 50% on Saturdays when the lead-in is a movie.

FX has fared less well with *The X Show*, a tongue-in-cheek guy talk show. Debuting in mid-June and stripped week nights at 11 p.m. to midnight, *The X Show* has yielded on average of around a 0.5.

Tough Man, FX's new real-guys-boxing show, is helping *The X Show* by leading into it with an average overall rating of about 1.3, Liguori said.

Comedy Central, owned by Time Warner and Viacom, spends in excess of \$100,000 per episode for 22 episodes of *The Man Show*. Katz said the number was "on the high end" of what the network spends on a typical half-hour. The question now is whether the ratings momentum can be sustained. "That is the challenge with the show," Katz said. "How do you make sure that season No. 2 isn't the same one-note dick joke. That's what we're working on now." ■



FX's 'The X-Show'

And now, weighing in at \$250 million

WWF reveals revenue in move to raise \$173M via IPO

By John M. Higgins

In another move to capitalize on "guy" demos, World Wrestling Federation Entertainment Inc. last week filed to go public, hoping that its stock price will follow its climbing Nielsen ratings.

The Stamford, Conn.-based wrestling ringmaster is seeking to raise at least \$172.5 million to fund ongoing operations.

The WWF and Time Warner Inc.'s World Championship Wrestling have become cornerstones of cable, with their various wrestling programs regularly scoring as the most heavily watched programs on basic cable each week, primarily by men 18-34 and boys 12-17.

In the past year, WWF has been the clear victor with its increasingly ribald antics pushing it well ahead of the WCW's shows on TNT and TBS.

Since full disclosure is required in securities filings, WWF acknowledges that wrestling competitions are faked. The document refers to them as "soap operas," not sport.

However, last Tuesday's filing with the Securities and Exchange Commission omitted many key details about the wrestling business, including how many shares the WWF expects to sell and what percentage of the company the public would own. In filings yet to come, media executives and analysts will be looking for exactly how much ad revenue the WWF generates from its shows on cable and syndication and the promoter's precise financial relationship with USA Network.

While USA Network gets credit for wrestling's champion ratings, the basic cable network does not control all the revenues coming in. A 1998 contract allows WWF chairman and owner Vince McMahon to sell "the substantial majority" of the advertising time on two weekly prime time slots and two additional morning magazine programs. "That's what I'm looking for," said one money manager heavily

invested in media stocks. "What is USA really getting from all this?"

The WWF registration statement states that it will disclose its contract with USA in a future filing.

However, the preliminary filing does give the first glimpse of the wrestling promoter's financial success. While the WWF was losing money as recently as 1997, that's no longer the case. Revenue doubled last year to \$251.5 million, with 68% coming from television and events and the remainder from license fees for branded merchandise like T-shirts and action figures.

There are a few other interesting relations. For example, despite the ratings surge, pay-per-view revenues are growing faster than ad revenue. The company said that PPV events grew \$37.1 million during fiscal 1999 ended April, double the \$17.9 million growth in advertising. Buys of monthly PPV events grew from an average of 216,000 units in 1998 to 416,000 in 1999. Ad sales were outpaced by ticket sales to live events. Ticket revenue increased \$20.8 million.

The filing also shows that ad growth was even outpaced by licensing.

Licensing revenue jumped 143% to \$81.5 million, a \$47.9 million increase.

After bragging that it would open a wrestling-themed casino/hotel in Las Vegas, the company is backtracking, saying that it plans to sell a 193-room facility bought last year.

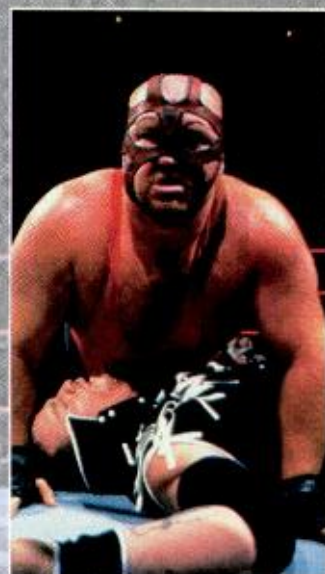
Another cloudy point is exactly what the money from the stock sale will be used for. The registration statement said only that the cash will go for general corporate purposes, such as expanding the WWF Internet site, perhaps developing "new genres" of television programming and perhaps buying complementary businesses.

Chairman Vince McMahon isn't taking any cash out in the offering, but he's already taken plenty. McMahon and his wife, Linda, currently own all the company's stock and will own all the supervoting Class B shares even after the IPO, ensuring that they have total management control. Just a month ago, the company handed \$25.5 million in cash to McMahon. He pulls down a salary of \$250,000, while Linda McMahon, WWF president and CEO, earns \$190,000.

But the couple has additional ways of pulling money out, notably through a series of related-party transactions between McMahon-owned companies and the WWF. Linda McMahon, for example, runs an agency that handles travel of all of the WWF's wrestlers and employees. Vince McMahon controls a company that helps produce wrestling events that will not be included in the IPO.

WWF financial slam (in millions of dollars)

	1997	1998	1999
REVENUES			
Live and TV	63.9	92.6	170.0
Merchandise	17.9	33.6	81.4
Total	81.9	126.2	251.5
OPERATING INCOME			
Live & TV	9.3	19.4	61.9
Merchandise	3.6	11.2	26.2
Corp. expense	(19.6)	(20.1)	(30.7)
Total	(6.7)	10.5	57.4



AT&T forms interactive unit

Headed by former Cable Labs exec, unit will focus mostly on 'TV-centric' services

By Price Colman

AT&T Broadband & Internet Services is creating a new division to coordinate the development and deployment of interactive TV content and services.

Laurie Priddy, who also heads AT&T's National Digital Television Center, is president of the newly established Interactive Offerings Group. She'll oversee efforts by AT&T BIS' programming and advertising arms in developing interactive applications with outside companies.

While the focus will be "TV-centric," it will go well beyond interactive advertising and Internet-over-TV, says Priddy, who headed Cable Television Laboratories' OpenCable efforts until she moved to AT&T earlier this year.

"We're trying to bridge the gap between the PC and the TV by slowly introducing the lean-forward experience with the TV," says Priddy. "We think this will cater to a broad range of customers who want to start going interactive but in a safer way."

The biggest bump on the revenue side likely will come from advertisers newly enabled to measure just how effectively they're reaching consumers. Priddy declined to discuss what the studies show on potential ad revenue, but said that "it's impressive."

Beyond advertising and Internet-like features, other features typically linked to interactive TV include local information delivery, high-tech home shopping, sports stats and isolation cameras and game playing. Priddy declined to specify where the division will focus, but past initiatives and the growing holdings in TCI Music (soon to be Liberty Digital) hint that the list will be large.

AT&T sees the two-way Internet protocol-based DOCSIS cable modem platform and advanced digital set-tops as fundamental building blocks, Priddy says.

With commercial availability of General Instrument's DCT-5000 set-top to come this fall, early interactive TV tests should come in 2000's first quarter with commercial launches later

in the year, Priddy notes.

An early iteration of the business model shows the consumer paying for the set-top box and receiving most services without additional service charge. "We'd like to make it as low cost as possible, if not free, to the customer," she says.

The group will grow from about 10 staffers—including Priddy—at startup to between 30 and 50 by the end of this year, according to Priddy. AT&T BIS also is setting aside funds for "seed"

investments but Interactive Offerings doesn't plan on owning big stakes in content suppliers. It does intend to make the interactive features it develops available on as many AT&T delivery vehicles as possible.

AT&T BIS President-CEO "Leo [Hindery] talks about the four legs of the stool—data, telephony, video, and this is the fourth," says Priddy.

"We spend a lot of time talking to people in the other three legs. This has to interact in a very elegant way." ■



CABLE'S TOP 25

PEOPLE'S CHOICE

The latest installment of MTV's 'Real World VIII' shot to No. 5 in last week's ratings. More than two million viewers tuned in, earning the show a 3.6 rating.

Following are the top 25 basic cable programs for the week of July 26 - August 1, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	WWF Sports Entertainment	USA	Mon	10:00P	66	7.3	5.6	5544	12.1
2	WWF Sports Entertainment	USA	Mon	9:00P	60	6.9	5.3	5254	11
3	WWF Sunday Night Heat	USA	Sun	7:00P	60	4.1	3.2	3137	8.0
4	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	4.0	3.1	3032	6.9
5	Real World VIII	MTV	Tue	10:00P	30	3.6	2.6	2621	6.0
6	WCW Monday Nitro Live!	TNT	Mon	10:00P	65	3.4	2.6	2572	5.6
7	Rugrats	NICK	Sat	9:30A	30	3.3	2.5	2473	11.5
8	MLB/Yankees/Red Sox	ESPN	Sun	8:00P	189	3.2	2.4	2407	5.5
8	South Park	CMDY	Wed	10:00P	30	3.2	1.9	1934	5.4
10	WCW Thunder	TBS	Thu	9:06P	59	3.1	2.4	2362	5.3
10	Movie: 'I Love Trouble'	USA	Fri	9:00P	120	3.1	2.4	2342	5.7
12	Spongebob	NICK	Sat	10:00A	30	3.0	2.3	2240	9.9
13	Movie: 'Live Wire'	USA	Tue	9:00P	120	2.9	2.2	2233	4.9
13	Rugrats	NICK	Sun	9:30A	30	2.9	2.2	2210	9.7
13	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	2.9	2.2	2210	4.7
13	Movie: 'Fried Green Tomatoes'	USA	Sun	4:00P	180	2.9	2.2	2205	6.4
13	Rugrats	NICK	Wed	7:30P	30	2.9	2.2	2173	5.6
18	Movie: ' Fargo'	TBS	Sun	8:00P	90	2.8	2.2	2165	5.0
18	Franklin	NICK	Mon	10:30A	30	2.8	2.1	2106	10.1
20	Atlanta Office Building...	CNN	Thu	7:30P	30	2.7	2.1	2083	5.4
20	Hey Arnold	NICK	Sat	10:30A	30	2.7	2.0	2026	8.9
20	Franklin	NICK	Fri	10:30A	30	2.7	2.0	1998	9.6
20	Rugrats	NICK	Tue	7:30P	30	2.7	2.0	1998	5.0
20	M. Sendaks Little Bear	NICK	Wed	10:00A	30	2.7	2.0	1997	10.2
25	Franklin	NICK	Wed	10:30A	30	2.6	2.0	1983	10.0
25	M. Sendaks Little Bear	NICK	Mon	10:00A	30	2.6	2.0	1962	9.5
25	Walker, Texas Ranger	USA	Wed	8:00P	59	2.6	2.0	1958	4.7
25	Law & Order	A&E	Thu	11:00P	60	2.6	2.0	1955	5.4
25	Hey Arnold	NICK	Wed	8:00P	30	2.6	2.0	1941	4.8
25	Rugrats	NICK	Mon	7:30P	30	2.6	1.9	1928	4.9
25	Blues Clues	NICK	Tue	12:30P	30	2.6	1.9	1915	8.0

Sinclair slams CEMA

Broadcast group says proposed COFDM wireless service is 'threat' to broadcasters

By Glen Dickson

Sinclair Broadcast Group last week blasted the Consumer Electronics Manufacturers Association, suggesting that it is more interested in developing a competitive broadcasting service than improving digital TV receivers.

Sinclair's charge stems from CEMA's proposal for a new "broadcast service" in the Channel 60-69 UHF band. (TV stations now using channels in the band must give them up by 2006 as they make the transition to digital television on other channels. The FCC plans to auction the spectrum.)

In an FCC filing, CEMA says the

Mobile Multimedia Broadcast Service would offer a variety of wireless services to mobile and portable receivers, including high-quality multichannel audio, news and weather, electronic program guides, stock exchange quotes, traffic information, electronic books and newspapers, software updates, and animated video.

And the digital transmission system CEMA proposes for MMBS is COFDM, the very same system that Sinclair contends is superior to the 8-VSB system that is part of the DTV standard and that CEMA vigorously defends for DTV.

The CEMA filing "smacks of duplicity in its purest form," says Sin-

clair President and CEO David Smith. The proposed service is "an absolute threat" to broadcasters who want to pursue data broadcasting with their digital spectrum but aren't sure the service can be received by simple indoor antennas.

"This is in direct conflict with what we want to do in our industry, and what the FCC told us we could do," says Smith, a long-time proponent of data broadcasting in DTV. "It's a scary thought, but we've just got to make people aware of it."

Smith has been the leading critic of the 8-VSB transmission scheme for DTV, claiming that the signal is not rugged enough to reach sets without unwieldy outdoor antennas. As a result, says Smith, the system obviates broadcasting to portable TV sets and computers.

Smith plans to petition the FCC to either impose receiver standards or swap 8-VSB for COFDM, even though the latter provides less coverage at any given transmission power. For the benefit of other broadcasters and receiver manufacturers, Smith has been conducting a side-by-side comparison of the two transmission systems in Baltimore.

In its filing, CEMA says it settled on COFDM based on tests it conducted two years ago. The tests demonstrated the ability of COFDM "to overcome difficult mobile multipath reception environments successfully," the filing says. If COFDM will work for mobile reception, it says, then "stationary and home reception is assured."

Sinclair executives say that CEMA's support of 8-VSB for DTV and COFDM for MMBS is hypocritical, especially since CEMA President Gary Shapiro publicly dismissed Sinclair's



Sinclair's Smith:
'This is in direct conflict with what we want to do in our industry, and what the FCC told us we could do.'

KDVR taps Ikegami for news

KDVR(TV) Denver purchased \$1 million in Ikegami production gear that will be used for its start-up news operation. The Fox station plans to begin newscasts with the opening of its new broadcast facility late this year or early next.

The order includes three studio cameras. Priced at \$137,000 each, the cameras are capable of handling both HDTV and NTSC formats. According to Ikegami spokesman Bob Estony, the cameras' built-in upconverters and downconverters will "futureproof" the station for HDTV production in any format, including Fox's preferred format, 720p. "We're positioning this as a universal camera," he says.

The three cameras are portable, but will be configured for studio production and remotely controlled via a master control panel.

The station also ordered three NTSC studio cameras, which also will be remotely controlled through the master control panel; 11 DVCPR050 camera/recorders that will be used for newsgathering; and several color monitors for master control.

KDVR's 80,000-square-foot broadcast facility was designed by Chicago-based architecture firm DTA Carlson, which also designed facilities for Fox's Los Angeles and Houston TV stations, KTTV and KRIV. KDVR's facility will include an 8,000-square-foot news studio, a 10,500-square-foot computerized newsroom and 12 digital editing suites.

Station spokesman John O'Laughlin says the station will launch its news sometime after it moves into the new facility but has no specific date. "We want to get it right," he says.

—Karen Anderson



test of the systems as "demonstrations conducted by one broadcaster who has historically opposed HDTV" and implied that Sinclair and its supporters "have other agendas."

Smith was so angered by Shapiro's comments that he rescinded an invitation to CEMA engineers to witness the tests in Baltimore last Tuesday.

Sinclair also sent a memo to broadcasters over the signature of Nat Ostroff, Sinclair's vice president of new technology. "If CEMA can keep the traditional TV broadcast community's attention diverted by continuing to focus it on the single idea of HDTV using 8-VSB they will have a clear route to the creation of a new service that would stimulate their revenue and profits at the expense of ours," the memo says.

"Perhaps they now see that HDTV is not going to sell big screen, high profit margin, sets to the public at the rate they need to bail themselves out financially, but they see instead that a cheap receiver for music, data and SDTV for

today's sets and tomorrow's cars would be a much better business," it says.

CEMA Director of Technology Policy Michael Petricone denies any hypocrisy on CEMA's part and says that CEMA has always said that COFDM would work well for mobile applications like MMBS. "By suggesting that the spectrum be used for this purpose, we're trying to expand the opportunity for broadcasters and everybody else," Petricone says.

LeBon Abercrombie, senior executive VP of planning and development for Pappas Telecasting, agrees with Sinclair. "It seems very spectrum-inefficient to set up separate bands to do that when that's a clear capability of the system broadcasters hope to set up."

But unlike Sinclair, Abercrombie isn't ready to part ways with CEMA. "We have to work with CEMA because they build equipment we expect consumers to buy," he says. "But I think we have to ask ourselves, are they the right group to have dominating ATSC?"

ATSC Executive Director Craig Tan-

ner denies that set-makers are manipulating the ATSC to suit their own anti-broadcast agenda, and says set-makers have every incentive to make sure their receivers work for indoor reception. Tanner points out that the ATSC standard will support data broadcasting, just not mobile reception.

"You can download newspapers with 8-VSB," he says. "MMBS is contemplated as a mobile service, so you need COFDM probably to do that properly." But Tanner says DTV was never intended as a mobile service, and adds that broadcasters who want to use COFDM for mobile reception would have to lower their transmitted data rate by more than half (about 8 Mb/s in a 6 mhz channel, compared to the 18.6 Mb/s transmitted in the Sinclair tests), as well as give up coverage in fringe areas.

"What [broadcasters] haven't really bellied up to the bar to say is that they're willing to trade some part of their fixed television service for that mobile capability," says Tanner. ■

Tek's Kalypso switcher debuts

First in series is designed for live news and sports, set for November delivery

By Karen Anderson

Although its financial fate is still unsettled, the Tektronix' Grass Valley Group last week formally introduced the first in what will be a new line of switchers.

Designed for live applications, including news and sports, the Kalypso 16-RU unit enables users to control "all the elements of live production within arms reach," says Mark Narveson, product marketing manager of video production products.

The switcher has 80 inputs of video or keys with internal routing control. Built-in effects allow users to place four keys, such as graphics or logos, over video in each of its four mix/effect outputs. Each of the M/E channels can function as a chroma key.

A programmable clean-feed system lets users create two simultaneous program outputs from the same background inputs while automating keys such as bugs and graphics appropriate



The Kalypso switcher includes six channels of integrated digital effects and can store video or stills.

to each program. It also includes six channels of integrated digital effects.

For automated effects and device control, Kalypso provides effects-memory time lines that allow users to integrate external device triggers and run commands into the fabric of a switcher effect with complete control of event timing.

The unit is priced at \$215,000 and will begin shipping in November. The company plans to introduce a 2 M/E channel version of Kalypso prior to the

National Association of Broadcasters convention next spring.

Narveson admits some customers are concerned about Grass Valley. Tektronix is restructuring the company "with a very strong financial backer," says Tim Thorsteinson, president of the Tektronix video and networking division. The company has not yet announced who that backer is, although Thorsteinson says it is close to finalizing a deal.

Orders have been placed for 15 of the new Kalypso units. Customers include Turner Entertainment Networks, Hudson River Studios, and mobile production rental firm NEP Supershooters.

NEP Vice President of Engineering George Hoover says he is happy to see the return of the Grass Valley Group and has faith in the company and the new product. "This product certainly demonstrates that they have the right technology and the right vendor support. We think this is a plus for everybody." ■

Web radio adds video to audio

InXsys, Clear Channel to brand Internet audio services with popular over-the-air stations

By Richard Tedesco

InXsys Broadcast Networks and Clear Channel Communications are planning to rewire Internet radio with Web sites that mimic real over-the-air stations.

The 50-50 venture plans to spin out a new site—each with its own different format—every two or three months for a year or so, starting with a “Future Top 40” site.

Based on Clear Channel’s Top 40 station in Los Angeles, KIIS-FM, KIISF-Mi.com will feature KIIS-FM disk jockeys Rick Dees and Ellen Kay. But it will play new music, instead of current hits, and include music videos.

“We’re calling it the Future Top 40 to create a brand for the next Top 40,” says KIIS-FM General Manager Roy Laughlin.

Other formats on the drawing board include hard rock/sports talk, Hispanic, rap/urban and country, and youth talk. “It’s programming designed exclusively for a new medium,” says Laughlin. “We’re using the leverage of a traditional medium for the branding of that new programming.”

The joint venture is seeking other radio stations upon which to base Web sites, according to Laughlin. It’s likely to select a Hispanic station in Miami or Los Angeles and a country station in Nashville or Texas, he says. “Obviously we want to use as many Clear Channel stations as possible.”

Clear Channel currently operates, or is affiliated with, 755 radio stations nationwide.

The concept is to create distinct Web formats drawing from the model station formats, with strong visual elements to enhance the experience and distinguish them from retransmitted radio stations now



Rick Dees will be an IJ (Internet Jock) on KIISFMI.com.

Online version of KIIS-FM will try to predict Top 40 songs to come.

online. “There are thousands of kids out there who want an alternative,” says Laurence Norjean, president of BuySellBid.com, InXsys’ parent company.

Mark Hardie, senior analyst with Cambridge, Mass.-based Forrester Research, says the InXsys concept is a distinct departure from the sort of radio Broadcast.com and other entities are doing. “The next big milestone in radio via the Internet is the arrival of much more sophisticated programming,” says Hardie. “What makes this interesting is that they’re getting out of strictly audio and into video.”

BuySellBid.com figures to support the sites with ads, including video spots, auction links and e-commerce. Norjean claims BuySellBid.com’s classifieds are provided to 1,800 Web sites.

InXsys is also planning a full-motion video site that would feature original movies presented as serials, Norjean says. ■

SITE OF THE WEEK www.wwmt.com



WWMT-TV Kalamazoo, Mich. CBS, ch. 3

Site features: Live streaming of weekday newscasts at 6 and 8 a.m., noon; 5, 5:30, 6 and 11 p.m.; weekend newscasts streamed at noon, 6 and 11 p.m.; First includes local radar maps; links to CNN Interactive, Quick-entTV.com, apartment finder browsing service, auction listings and classifieds

Site launched: 1996

Site director: Rob Gray, WWMT Webmaster

Number of employees: 2

Design: In-house

Streaming technology: Real Video

Traffic generated: nearly one million page views monthly

Advertising: banner ads

Revenue: N/A

Highlights: Started streaming newscasts and archiving along with individual news stories for one week after appearing live; changeable upper Midwest climate makes weather information the big draw online; traffic from school closing reports doubled visits to site during January

—Richard Tedesco

RADIO

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Broadcasting/Marketing Career Opportunity-WIYY-FM: Unique and rare opening for a highly creative and motivated radio sales marketer with 2 to 3 years experience. Only top performers with a track record of success should apply. Team atmosphere, ongoing training, great benefits. Mail your resume to Hugues Jean, Local Sales and Marketing Mgr., WIYY-FM, 3800 Hooper Ave., Balto., MD 21211. Email: hjean@hearstsc.com. EOE.

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



Division of Capitol Broadcasting Company, Inc.

WWW.FOX50.COM

Local Sales Manager: One of the fastest growing top 30 markets in the southeast has an immediate opening for local sales manager. If you're a dynamic leader looking for growth opportunities with a group broadcaster, send us your information. We offer excellent benefits and compensation package. Reply to Box 01571. EOE.

General Sales Manager for KTVX, the ABC affiliate in Salt Lake City. Minimum 3 years television sales management experience. Knowledge of Scarborough, TV Scan. Must have a track record of developing non-traditional revenue. Send resume to General Manager, KTVX, 1760 Fremont Dr., Salt Lake City, UT 84104, or e-mail to rurlong@4utah.com. No phone calls please. KTVX is an Equal Opportunity Employer.

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.

Account Executive: UPN38 WSBK-TV Boston, a Paramount Stations Group owned station, is seeking a highly motivated salesperson who is organized, experienced in growing and maintaining existing accounts, as well as new business development skills. Three years broadcast sales experience, computer skills essential. Knowledge of TVSCAN/Scarborough is preferred. Please submit resumes to WSBK-TV UPN38, Dept. 13, 83 Leo Birmingham Parkway, Boston MA 02135. EOE.

Television Account Executive: Are you motivated, aggressive and competitive? WHPX Hartford/New Haven needs a top flight pro to sell our local station. Unique regional opportunities. Great potential, Benefits. Team player/media exp. preferred. Please contact Bruce Fox at (860) 444-2626 or fax resume to (860) 440-2601. EOE.

WFOR (CBS O&O) in beautiful Miami Florida is seeking Account Executives. We are looking for heavy weights, middle weights and entry level positions. If you have a solid track record in media sales, a strong work ethic, and a deep seeded desire to win, CBS4 is the team for you. Contact: Human Relations, Fax: 305-639-4448, Email: jacobsj@wfor.cbs.com. M/F EOE.

HELP WANTED SALES



TELEVISION SALESPERSON

FOX 49 KPDx-TV seeks an experienced salesperson to join our dynamic staff. Must have a minimum of 2 years broadcast sales experience. A proven track record in new business development required. Knowledge of Internet and marketing in various media helpful. Obtain the **REQUIRED** employment application by calling (503) 239-4949. Submit application in person or by mail no later than August 13, 1999 to: FOX 49 KPDx-TV, 910 NE MLK Jr. BLVD, Portland, OR 97232. EOE



GM/GSM - Fox affiliate in Topeka, KS 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 us to the next level. All inquiries confidential. Send resume to: Roland Waechter, PO Box 129, Junction City, KS 66441.

National Sales Manager: KOIN-TV, a top-rated CBS affiliate (market rank 23), seeks a National Sales Manager to join our winning team. Koin-TV is the flagship station in the Lee Enterprises group. This key position is responsible for leading the national sales effort at KOIN-TV in Portland, Oregon's terrific growth market. Top candidates will have sales management or national rep. firm experience; demonstrated ability to grow station share and ability to reach sales goals. Please send application, resume, and cover letter stating your salary history and objectives ASAP to: KOIN-TV, Attn: NSM Search, HR, KOIN-TV, 222 SW Columbia, Portland, OR 97201. To request an application, please call the KOIN operator at (503) 464-0600. KOIN-TV/Lee Enterprises are Equal Opportunity Employers.

Account Manager: At KGW (a Belo Station) we are looking for an Account Manager in Sales. Responsibilities include client calls, proposals, presentations, managing orders, and generating station revenue by creating or developing new business. Requires excellent communication skills including the ability to deliver strong sales presentations. Minimum 2-3 years media sales experience, computer experience and college degree preferred. Send resumes to Human Resources, KGW, 1501 SW Jefferson St., Portland, OR 97201 or HR@KGW.COM. EOE. Drug Testing.

Sales, Director of National Sales Development (Broadcast Television): Unusual opportunity to align with national sales representative firm and privately held broadcast group to promote value of stations to advertising clients. Based in New York City, this position requires working knowledge of New York advertising agencies, a minimum of 3-5 years in national spot sales (at representative or station level), and ability to work both independently and collaboratively. This senior level sales position requires extensive travel, demonstrated success at implementing innovative sales programs, and strong analytical and computer skills. For our part, we offer a unique opportunity to contribute, and the chance to be part of an entrepreneurial company committed to continued growth, as well as the growth of its employees. Excellent benefits and salary commensurate with experience. Please send resume with earnings history in strictest confidence to: Hubbard Broadcasting, Inc., Attention: Human Resources, Ref. Job #67-99, Fax: 651-642-4314, 3415 University Avenue, St. Paul, MN 55114. Equal Opportunity Employer. No phone calls, please.

Account Executive (99-29/30): K-EYE TV 42, the soon-to-be CBS O&O in Austin, Texas has an immediate opening for a Local Account Executive. Prefer minimum of 2 years successful sales experience with a track record in both direct selling/new business development, as well as strong agency negotiations. Requires good PC skills in Word and Excel, and a good working knowledge of NSI ratings, TV Scan, CMR and local market research. Prefer college degree or commensurate experience in a related field. Send resume to: Debbie Brizendine, Local Sales Manager, 10700 Metric Blvd, Austin, TX 78758. Fax: 837-6753. EOE. No phone calls, please.

HELP WANTED SALES

Local Account Executive: WBZL, the WB affiliate in Miami, is looking for an experienced Account Executive who has it all; a high energy individual who has the desire to win and can perform in a highly competitive market. Excellent communication skills, creative outlook on selling, service-oriented, exceptional organizational skills a must; knowledge of computer based tools a plus. Minimum 1 year sales experience in local TV station sales, cable sales or national rep firm required. Fax resume to 914-921-6186. A Tribune Broadcasting station. EOE.

HELP WANTED TECHNICAL

Broadcast Maintenance Technician: Requires self starter having experience with Beta, VPR-3, PC's and other studio equipment maintenance. Experience with microwave, satellite, VHF & UHF transmitters, CADD ability and FCC General Class License preferred. Contact Charles Hofer, Manager of Engineering Maintenance, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

2 Assistant Chief Engineer Positions: Jackson MS, Chattanooga TN. Growing 10 station Broadcast Group is looking for two qualified individuals, prefer general class license or SB Cert. Min. 3-5 yrs. exp. in Broadcast TV engineering. Great opportunity to grow with co. This is the right opportunity to move into the Digital Decade as these stations move from analogue to digital. Reply to: Lee Rudnick, DBI Media, (212) 338-0808 ext. 5, fax: (212) 338-0632. Email: dbimedia@mindspring.com; Visit our website: www.dbiny.com.

Assistant Chief Engineer: WTVR-TV, a Raycom Media station, in Richmond, VA is seeking an experienced Asst. Chief Engineer. Candidates should possess solid skills in Broadcast TV maintenance including VHF & UHF transmitters, VTRs and switchers. Ability to troubleshoot problems to the component level a must as well as the ability to read electronic schematics. Candidates should have a solid understanding of digital technology and concepts. Must be PC literate with understanding of Windows 95, 98, and NT, and have good communication and organizational skills. Please send resume to: Matt Hefernan, Director of Operations and Technology, WTVR-TV, 3301 W. Broad St. Richmond, VA 23230. WTVR-TV is an EOE M/F. Pre-employment drug screening required. No phone calls please.

Transmitter Maintenance Technician: KDFW FOX 4, a FOX O&O, currently has an opening for an experienced Transmitter Maintenance Technician. Responsibilities include but not limited to the operation, installation and maintenance of all equipment associated with the transmission facilities for KDFW Fox 4 and KDFW-DT. Additional duties will include maintaining two-way communications equipment, microwave equipment, microwave receive sites, helicopter operations, and studio maintenance. Preferred candidate will possess two-year technical college or higher education with courses relating to broadcasting engineering. Rush resume/letter of interest (specify position and job code) to: Human Resources, KDFW FOX 4 Television Station, Job code 517, 400 N. Griffin St., Dallas, TX 75202. Job line: 214-720-3236. Faxes accepted at 214-954-0315. No phone calls please. EOE/M/F/D/V.

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.

HELP WANTED TECHNICAL

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.

Film to Tape Engineer: Seeking hard working engineer with experience in building and designing telecines, edit rooms, audio (mix and layback) suites, and graphic workstations for NYC facility. Candidate should have supervisory experience, Unix training and film background is a major plus. Dream job for person looking for family-like atmosphere in a successful, legendary company. Please fax cover letter and resume to 800-835-7445.

KTSF-TV 26 seeks P/T MCR Technician. Duties include air switch, record satfeeds, time prog. maint. progr & transmitter log. Knowledge of FCC regs. one year exp. or equiv. To apply: Send resume to KTSF-TV26, Job # 799-18, Human Resources, 100 Valley Drive, Brisbane, CA 94005, Fax: 415-467-3839, e-mail: humanresources@ktsftv.com. EOE. Deadline August 20, 1999

HELP WANTED PROMOTION

Promotion Manager: Station advertising and marketing; 3-5 years major market promotion department supervisory experience; extensive background in news topical and special report production; strong writing and production skills and AVID editing knowledge. Send resume to Adrienne Anderson, Creative Services Director, KYW3, 101 S. Independence Mall East, Phila, PA 19106. EOE M/F ADA.

Promotion Manager, NYC area to 60K , Your work will be seen in NYC. This station client of ours is 40 miles from NYC in a great area with excellent schools and services. The station is not broken and does not need fixing. It does need a strong steady hand of a skilled person in all aspects of adv. & prom. Web exp. a plus. An excellent tape that includes movies and entertainment promos a must. Contact: Lee Rudnick, DBI Media, (212) 338-0808 ext. 5; Fax: (212) 338-0632 Email: dbimedia@mindspring.com; Visit our website: www.dbiiny.com.

HELP WANTED HOST

Kid's Club Host: Join the #1 Kid's Station in Central Illinois. FOX WRSP/WCCU Television is looking for an outgoing, energetic individual that enjoys working with kids on and off the camera as our Kid's Club Host. The ideal candidate should be creative and possess strong organizational skills. Some producing and editing experience is desirable. Experience in television, theatre and a college degree is preferred. Please send resume and audition tape to WRSP-TV, 3003 Old Rochester Road, Springfield, Illinois 62703 Attn: Jeri Waldeck. EOE

HELP WANTED MARKETING**DIRECTOR OF PROGRAMMING & MARKETING**

KIRO 7 Television, Seattle, owned by Cox Broadcasting, is seeking a Director of Programming and Marketing.

Applicants should have a minimum of five years experience as a promotion manager or creative services director, and should have major market experience in the promotion department. The applicant should have attended several national marketing and promotion conferences and seminars, can work well with other department heads and can manage creative people.

This newly-created position is part of a reorganization of departments at the television station. This individual would be responsible for overseeing all station marketing and the programming department.

KIRO-TV is an equal opportunity employer. Any interested party should send a resume and a tape of your promotion work to Julie Kelsch, Director of Human Resources, KIRO-TV, 2807 Third Avenue, Seattle, WA 98121.



Marketing Manager in Miami Florida! WFOR (CBS O&O) has a Marketing manager position available. This person will be responsible for all aspects of Marketing, Sales promotion, Corporate Sponsorships and Special Events for the Sales Department. Must have strong work ethic, high energy and the ability to create promotional programs. Excellent communication skills and extensive experience in dealing with clients and agencies is a must. If you want to be part of a winning team please send resume to: Contact: Human Relations, Fax: 305-639-4448; Email: jacobsj@wfor.cbs.com. M/F EOE.

HELP WANTED NEWS

Coordinate the news team which won the Emmy for best team coverage! WTNH Television, New Haven, CT is looking for a strong dayside assignment editor. We need an aggressive, take-charge person with the right combination of editorial judgment and logistic skill to help us continue our tradition of award-winning newscasts. Need to be able to juggle multiple crews, liveshots, and helicopter dispatch. Should understand microwave and satellite newsgathering. Our previous assignment editor is leaving for a job as managing editor. Rush resume and thoughts on how a good desk works to Dana Whalen, Assignment Manager, WTNH News Channel 8, 8 Elm Street, New Haven, CT 06510. No phone calls. EOE.

HELP WANTED NEWS

KFVS-TV, Cape Girardeau, MO, a Raycom Media station, has an immediate opening in our news department for an Executive Producer. Candidate must possess excellent news judgment, communication skills and the ability to supervise "live, local and late breaking" coverage. Requires 3-5 years of news line producing in a competitive news environment and thorough understanding of libel/privacy law. Candidate will supervise the daily production of regular newscasts and special news reports and will assist in the recruitment and training of line producers. May occasionally produce special projects requiring travel. Must pass drug screen and possess clean driving record. Equal Opportunity Employer. Send resume and non-returnable VHS tape to: Mike Beecher, KFVS-TV, PO Box 100, Cape Girardeau, MO 63702.

News Director: KLAS TV, CBS. We are an aggressive, respected and successful news operation in the fastest growing and most dynamic market in the country. We produce 6 hours of local news daily and we produce another 1 1/2 hours daily for Las Vegas One, our 24 hour local cable news channel. We are committed to winning and we have the resources and team to achieve our goals. We have an excellent working environment with good benefits. Candidates should have a bachelors degree in journalism and minimum of 5 years experience as a news director or 3 years of top thirty market experience as an executive producer. Send cover letter, resume, references and a tape to Andy Henderson, H.R. Manager, PO Box 15047, Las Vegas, NV, 89114...EOE/MF.

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HELP WANTED NEWS

News Producer: Requires the ability to help create and format vibrant news shows using sound editorial judgment and write correct, concise copy under deadline pressure. 3 years television newscast producing experience a plus. Schedule may include overnights and/or weekends. Send resume, recent non-returnable show tape with a brief critique (no calls/faxes) to Camille Edwards, Assistant News Director, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

Reporter: WAFF TV in Huntsville, AL has an immediate opening for a general assignment reporter. The successful candidate must excel at live reporting, enterprise reporting, and have the drive to own the top story of the day. Send resume and VHS tape to: WAFF TV, Attn: Frank Volpicella, PO Box 2116, Huntsville, AL 35804. EOE.

Reporter: Wichita's NBC affiliate is looking for a general assignment reporter. We need an experienced broadcast professional to join our national Murrow award winning news team. We're looking for a creative storyteller who brings ideas to the table everyday. This is an extraordinary opportunity in one of the most competitive markets in the country. Send resume and VHS tape to: Jim Tellus, News Director, KSNW-TV, PO Box 333, Wichita, KS 67201. KSNW is an Equal Opportunity Employer. Women and Minorities are encouraged to apply.

Producer/Anchor: Entry-level NBC Affiliate in a growing diverse market. Journalism degree and minimum 1 year experience in TV Newsroom. Must be able to write broadcast style. Also must be able to shoot and edit as some reporting is necessary. Drug Screen Required. Quorum Broadcasting offers a comprehensive benefit package, including 401k & Section 125 plans. Send resume to Personnel, NBC-25, Dept. W, 13 E. Washington Street, Hagerstown, MD 21740. EOE.

WVVA-TV, Bluefield/Beckley, WV needs a producer who can handle a fast paced flowing broadcast. You must love to write and make producing a passion. Come to beautiful southern WV and work for this family owned market leader. Please send resume to News Producer, WVVA-TV, PO Box 1930, Bluefield, WV 24701. WVVA is an Equal Opportunity Employer and we encourage women and minorities to apply.

Unit Manager - Best Practices Project, Wisconsin Public Television, Madison, Wisconsin. This WPT-led initiative will create a new model for local political and election coverage by public television stations. The Unit Manager will be responsible for liaison with stations, logistical planning, budget, record keeping and administrative details. Want more information? See our posting at www.wpt.org. To request application, contact Carol Gensch, UW Extension Communications, 432 N. Lake Street, #533, Madison, WI 53706, gensch@admin.uwex.edu. WPT is an EOE/AA employer.

Overnight Associate Producer: KGW, a Belo station has an immediate opening for an individual to work as an Overnight Associate Producer. Responsibilities include writing stories and assisting producers in determining news content. Individual should be a strong writer and be well informed on current events. Person should be able to fill in for Producers as assigned. Send resume, tape and references to: Human Resources, KGW, 1501 SW Jefferson St., Portland, OR 97001 or HR@KGW.COM EOE. Drug Testing.

HELP WANTED NEWS

Sports Reporter: Sports Reporter for the leading Hispanic TV station in Houston needed immediately. Minimum of one year's experience anchoring, covering and/or reporting sports on television or radio required. Communication, Journalism or PE degree preferred. Must speak and write impeccable Spanish and be fluent in English. Editing and 3/4" and Beta camera experience a plus. Personal computer experience required. Please send resume and non-returnable video or audio tape to: Sports Reporter, KXLN-TV 45, 9440 Kirby Drive, Houston, TX 77054. EOE.

State Capitol Reporter: Need experienced broadcast journalist to live in Richmond and run full-time bureau covering state government & politics. No beginners. Prior experience covering General Assembly preferred. **Assistant News Director/Assignment Manager:** Need seasoned newsroom leader with strong writing and management skills to guide young reporters in aggressive weekday coverage from story selection through final product oversight. Substantial news experience required. No phone calls, faxes or e-mail. Send a letter explaining why you are the best candidate along with a resume and a non-returnable VHS videotape to: News Director, WVIR-TV, 503 E. Market Street, Charlottesville, VA 22902. EOE.

Meteorologist/Reporter: Strong network affiliate in Southeast is adding a new newscast. Previous reporting and on-air weather experience required; Meteorology degree and AMS seal preferred. EEO/M/F/H/V Reply to Box 01587.

DIRECTOR

WLS-TV/Chicago, the number one station in the 3rd largest market, is looking for a free-lance Director on the fast track for a full-time position. Responsibilities include directing fast-paced newscasts, live event programs and studio-based magazine shows. Five years of major market experience at a top rated news station is a must. The ability to work in a digital production control room with digital effect switches and a digital audio console is imperative. This is a competitive environment that demands both excellent people skills and technical experience. We are looking for a strong team player that knows how to lead and motivate. Send a resume and call track tape to:

F. Preston
Director of Programming and
Special Projects
WLS-TV
190 N. State Street
Chicago, IL 60601

WLS-TV is an equal opportunity employer. No phone calls, please.



HELP WANTED NEWS

NEWS RESEARCHER

ABC 7, Chicago's #1 news operation, is looking for a news researcher. Your primary responsibility will include assisting in all aspects of news planning. Other responsibilities will include enterprising story ideas and follow-ups; identifying stories from phone tips and news releases; tracking court cases through federal, state and local courts; maintaining files and contacts on major news stories; assisting the assignment desk on breaking news stories; and searching newspapers and wire stories for upcoming events and story ideas. Candidates must be self-motivated, organized and detail-oriented. Knowledge of Chicago preferred. Prior newsroom experience and knowledge of Lexis-Nexis and internet search engines are also a plus. Please send resume to:

E. Lerner
News Director
WLS-TV
190 N. State Street
Chicago, IL 60601

WLS-TV is an equal opportunity employer. No phone calls, please.



News Reporter: At KGW (a Belo Station) we are looking for a News Reporter. Responsibilities include gathering, investigating, logging and writing news stories, special reports and series to be used on KGW news programs. Also responsible for developing news sources in special areas of interest with a focus on Education. Position requires individual to keep up current events and do live news reports. Minimum 2 - 5 years reporting with a college degree in journalism. Send resumes, tapes and references to: Human Resources, KGW, 1501 SW Jefferson St., Portland, OR 97001 or HR@KGW.COM EOE. Drug Testing.

News Photographer: Degree in field and minimum two years TV News experience required. Initiative, work ethic and philosophy, creativity and a competitive spirit essential. Ability to work under demanding deadlines and field conditions, including ability/willingness to operate microwave Live news vehicles during the coverage and reporting of news stories. Flexible hours and scheduling including nights and weekends. Resumes to Tom Garlick, Operations Manager, WIVB, 2077 Elmwood Ave., Buffalo, NY 14207.

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HELP WANTED NEWS



**CREATIVE SERVICES
WRITER/PRODUCER**

NEW MEXICO'S #1 TV STATION
is searching for an experienced Writer/Producer to join its award-winning Creative Services Department. If you excel at news promotion and would love to live in the Great Southwest, this could be your opportunity to become part of the country's fastest growing broadcast group. This position will create image, sweeps and proof-of-performance promotion for the market's dominant news operation and will work on other projects as needed. You must know how to target your audience and produce attention-getting spots under tight deadlines. Outstanding writing/production skills, enthusiasm and the ability to work well in the hectic pace of a newsroom is essential. Non-linear editing experience a plus. Send tape, resume and salary requirements to:

Yvette Perez
KMAT Creative Services Director
3801 Carlisle Blvd. N.E.
Albuquerque, NM 87107

KMAT abc
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TELEVISION

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News Director-Sunworshipper for USVI, degreed in Broadcast Journalism or Communications for development of VI/Carribbean news & entertainment channel. 5 yrs + exper. in broadcast television, live news style programming. Take charge management abilities, knowledge of Caribbean "lifestyles", French and/or Spanish highly desired. Must be eligible to work in US and relocate for min. 24-36 months. Full package/salary open. For consideration, fax to JRG Recruiters (954) 422-1841 or email j.roberts-gould@worldnet.att.net.

We are **staffing** an entire news department. Send VHS tape/resume to: News Director, Fox 18 WCCB, One Television Place, Charlotte, NC 28205. EEO.

Executive Producer: Wichita's NBC affiliate is looking for an Executive Producer. We need someone who understands the importance of marketing the news product, selling the value of the content to viewers and showcasing. This position will supervise newscast producers as well as the on air production staff. If you're a News Director in a smaller market or a producer in a major market ready to make the jump to management, we want to hear from you. Women and minorities are encouraged to apply. Send resume and tape to, Human Resources Manager. KSNW-TV, PO Box 333, Wichita, KS 67201. KSNW is a Lee Enterprise.

HELP WANTED OPERATIONS

Customer Service Rep/Operations Coordinator: Wold International, Inc. is seeking an experienced professional for the Booking and Operations Center in our international TV news, sports and special-events production & transmission services facility in Los Angeles. Responsibilities include program booking order entry, signal origination/monitoring, space coordination, tape operation, research, budgeting, and quality control. Some coordination with Wold offices in Buenos Aires, Tokyo, Shanghai, and Washington DC involved. Minimum 1-2+ years relevant experience and good customer services skills required. Must be available to work in a 24-hour broadcast environment, including overnights. Second language preferred. We offer competitive salaries, full benefits, parking, and a casual and friendly environment. Mail/fax resume (no calls) to: Wold International, Inc., 3443 Motor Avenue, #200, Los Angeles, CA 90034, fax: 310/842-6903, Attn: Leigh Behunin.

HELP WANTED FINANCIAL & ACCOUNTING



BUSINESS MANAGER

FOX 49 KPDX-TV seeks a Business Manager to direct the activities of the accounting department including accounting, personnel, salary administration, EEO compliance, employee benefits and credit and collections. Minimum qualifications include a four year degree in accounting/business administration or equivalent work experience. CPA preferred. Must have proficient working knowledge of GAAP, internal controls, accounting theory and systems. Oracle experience helpful. Obtain the **REQUIRED** application by calling (503) 239-4949. Submit application in person or by mail no later than August 13, 1999 to: FOX 49 KPDX-TV, 910 NE MLK Jr. BLVD, Portland, OR 97232. EOE



WNIT, South Bend (home of Notre Dame), Public Television for northern Indiana and southwestern Michigan, seeks Vice President-Revenue. WNIT has an operating budget of \$2.4 M and serves 458,810 television households. This person will work in close partnership with the CEO/GM and Board to manage the local revenue at the station including budgetary management for the Development Department, goals and strategies. This highly visible position demands a self-motivated, energetic individual with a proven track record in revenue generation and management. Supervises a capable 4-member development department, trains and encourages the staff to improve their skills through leadership, example and motivation. Ability to understand and navigate mission-oriented values in the for profit marketplace. Inter-personal and communication skills vital. Management skills essential. Public television knowledge desirable. Please send cover letter, resume, references and salary history to: Vice President-Revenue Search, WNIT Public Television, PO Box 3434, Elkhart, IN 46515. Salary commensurate with experience. Position will remain open until filled. WNIT is an equal opportunity employer. Women and minorities are encouraged to apply.

HELP WANTED PRODUCTION

Associated Press Television News (APTN) is searching for a qualified Production Supervisor responsible for on-site coordination of news and special events, booking satellite services, television production and post-production facilities as well as freelance camera crews worldwide. This position will have charge of a dedicated coordination staff fulfilling both broadcast and business television client requests. Services range from ENG/EFP crewing to live multi-camera productions. Requires 5+ years experience in live television news-gathering or production including multi-camera set-ups, lighting and interactive audio elements. A good working knowledge of satellite vendors, booking procedures and trouble-shooting required. Ability to work independently and excellent verbal and written communications skills are a must. Also must have a willingness and ability to travel within the United States and internationally. Additional language skills are desired but not mandatory. Please send resume with cover letter including salary requirements to: June Appell, Production Manager, APTN, 1995 Broadway, New York, NY 10023. Equal Opportunity Employer. No phone calls please.

HELP WANTED CREATIVE SERVICES

Director of Advertising and Promotion for KPRC, the Post-Newsweek Station in Houston. We are looking for a dynamic leader to manage a dynamic creative services team. We have set the standard in our marketplace but there's more work to be done. We have extraordinary production facilities and an award winning staff. And Houston is a great market in which to live and work. This position might also include oversight in local programming and community projects depending on the candidate. We need someone with strong management experience in creative services and a keen appreciation of the Internet and other new media. Please send resume and tape to: Steve Wasserman, Vice President and General Manager, KPRC Box 2222 Houston, TX 77252 EOE

KPIX Television is looking for a News Graphics Designer. Under the supervision of the Design Director, the graphics artist works with news producers and writers to conceive and execute daily on-air graphics including package animations. A minimum of two years experience in news graphics production and design in a broadcast station is required. Must have thorough working knowledge of computer paint systems; Quantel Paintbox Express, Hal or Harriet. Operation of Chyron Infinit, editing skills and in-house production a bonus. Organization and communications skills are extremely important. Must be able to work under deadlines, handle a variety of projects simultaneously and work as a team player. Graphic design degree or equivalent. Must be able to sit at a desk for long periods of time while operating computer graphics system. Send resume, tape and print portfolio to KPIX Television 855 Battery St. 4th floor, San Francisco CA 94111-1597. Attn: John Finn, Design Director.

HELP WANTED RESEARCH**RESEARCH ANALYST**

Thirteen/WNET seeks creative individual with excellent oral/written skills to provide research-based marketing tools for national underwriting team. BA/BS in Communications, 3+ years in media research, proficiency in NTI ratings data and MRI data. Strong PC skills including MS Excel/ Access. Fax/ send resume with salary requirements to: **Mgr. Comp. & Staffing, Thirteen/ WNET, 450 W. 33rd St., 6th Fl., NY, NY 10001, Fax: 212-560-1314. www.wnet.org**

Thirteen·wnet

EOE M/F/D/V NO CALLS!

HELP WANTED EDITOR/PRODUCER

KTXL FOX 40, a Tribune Broadcasting Station, is looking for a skilled nonlinear editor. We operate on Discreet Logic's Edit Box using plug ins like: After Effects, Boris, and Sound Forge just to name a few. If you can create clean, cutting creative that also communicates we want to hear from you. Mail resume and non-returnable tape to Human Resources, KTXL FOX40, 4655 Fruitridge Road, Sacramento, CA 95820-5299. Fax (916) 733-3145. EOE.

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 CDS, 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 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, General Sales Manager, Local Sales Manager, Account Executives, Sales Assistants, Chief Engineer, Master Control Operators, Promotion Manager, Promotion Producers/Editors, Art Director, Traffic Manager, Traffic Clerks, Accounting Clerks, Receptionist/Office Assistants. No phone calls please. Send resume, tapes or other information to: WB33, KWCV-TV, Turner Communications, Inc. P.O. Box 1100, Wichita, Kansas 67202, Equal Opportunity Employer.

CABLE**HELP WANTED SALES**

Account Executive, Cable Products: Tribune Media Services is seeking an experienced and motivated sales professional to sell cable products and services for utilization in print and electronic media. Individual is responsible for sales of all products targeting cable operators and direct broadcast satellite markets in order to increase market share and revenue. Qualifications include excellent sales, communication and administrative skills as well as the ability to budget efficiently and solve problems. A minimum of four years sales experience with increased levels of professional responsibilities and sales territory management is required. A degree in Marketing, Liberal Arts or general business is strongly preferred. Experience with interactive sales is desired. Business travel is necessary. Apply online to cehret@tribune.com.

Director, Sales/Cable Products: Tribune Media Services is seeking a dynamic sales professional responsible for the sales efforts of all products targeting cable operators and direct broadcast satellite markets. This position reports to the General Manager of Sales, Database and Advertising Products and directly manages Account Executives, a Marketing Manager and Circulation Manager. The Director of Sales is also responsible for developing short-term marketing objectives and plans to meet targeted revenue goals and long-term marketing objectives to strategically exploit new and existing markets and representing products to cable, DBS and other published printed media. A bachelor's degree in business, marketing or related experience is required. This position also requires knowledge of the cable and DBS industry and respective applications for utilization of existing assets. Excellent sales, presentation and administrative skills and an in depth knowledge of sales territory management are also required. Position requires extensive travel. Apply online to cehret@tribune.com.

HELP WANTED TECHNICAL

Director of Operations and Engineering: Newschannel 8 is seeking a *Director of Operations and Engineering* to direct daily operations, engineering, and maintenance of Washington, D.C.'s only 24-hour local news station. Visit our Job link at www.newschannel8.net. To apply, please send a cover letter and resume to Director, HR Newschannel 8, 7600 D Boston Boulevard, Springfield, VA 22153 or fax to (703) 912-5436. No telephone calls. EOE.

Send Blind Box responses to:
Box _____
BROADCASTING & CABLE
245 W. 17th St.
7th Fl.
New York, NY 10011

HELP WANTED TECHNICAL

QVC, Inc., the world leader in televised shopping, is currently seeking talented Broadcast Engineers to maintain our state-of-the-art digital broadcast facility at Studio Park (our corporate headquarters), the QVC Local (our remote broadcast operation) and Pioneer Studios (our post production facility).

Uplink (EIC) Engineers

Reporting to the Manager Systems Support, the successful candidates will supervise technical operations for remote broadcasts (equipment set-up, maintenance and repair, uplink/downlink set-up and operation), as well as provide technical support to the live broadcast and post production facilities. Other responsibilities include: assisting with the set-up/breakdown of equipment; technical performance logging and systems maintenance; resolving complex technical problems including those related to graphics, computers, transmitters, switchers, receivers, cameras, & VTRs; and monitoring video and audio transmission quality. Position is based out of QVC's corporate headquarters, but travel is required 25% of the year. Requirements include: AS in Electronics or equivalent combination of training/experience; 5-7 years broadcast engineering experience; demonstrated knowledge of video and audio equipment and systems; component level troubleshooting background; TV systems design and installation experience; and competence in dealing quickly with critical problems that occur during live broadcast operations. SB Broadcast Engineer certification or FCC general class license preferred. Experience with set-up and maintenance of Sony triax cameras, switchers, Betacam VTRs, audio equipment, PCs, modems, and cellular communication.

Maintenance Engineers

Reporting to the Manager Systems Support, the successful candidate will be responsible for repairs of broadcast equipment including digital/analog beta decks, cameras, routers, and switchers. Requirements include: AS in Electronics or an equivalent combination of training/experience; demonstrated experience in broadcast engineering; ability to troubleshoot to the component level; detailed knowledge of non-linear editing systems; strong computer skills (PC, Mac, Windows NT, UNIX and LAN hardware and software). Camera robotics experience is a plus.

QVC offers a state-of-the-art environment, room for personal and professional growth, competitive salaries, and comprehensive benefits. Join the nation's #1 electronic retailer as we continue to change the way the world shops. Interested individuals may forward a resume to: QVC, Inc., Human Resources - AB/BC/BE, 1200 Wilson Drive at Studio Park, West Chester, PA 19380. Fax: (610) 701-1153. Please specify position for which you are applying. Equal Opportunity Employer. Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.



Trainer/Systems Technician for string of 6 local cable TV stations; teach video production, maintain maintenance logs, and assist engineer with maintenance on DVC and 3/4 equipment. Fax resume to 770-387-1248.

HELP WANTED NEWS

Chief Meteorologist: Work in a state-of-the-art digital facility in beautiful downtown Austin, Texas and be a part of our 24-hr news channel start-up for News 8 Austin. Are you ready to do real weather? Develop and present forecasts every ten minutes for a weather intensive market, working with a WSI Weather Producer with lots of processing power. AMF seal and related college degree (meteorology preferred) is a must. Previous full-time on-air work experience is required. Here's the career opportunity you've been waiting for along with the chance to lead the weather staff and work in a great work environment. Rush your demo tape and resume to: Time Warner Cable, Human Resources, 12012 North MoPac, Austin, TX 78758; Fax: 512-485-6186; Website: www.timewarneraustin.com; Jobline: (512) 485-JOBS.

HELP WANTED FINANCIAL & ACCOUNTING

MANAGER, FINANCIAL PLANNING

A&E Television Networks is currently seeking a motivated individual to support its Financial Planning department. The successful candidate will be responsible for providing qualitative information from a financial, operational and strategic perspective. The individual will evaluate the company's exploitation of business opportunities in domestic and international business operations. Requirements include MBA and BS in Finance/Accounting with a min. of 2-4 years relevant experience in financial/planning, preferably within the entertainment industry. Must demonstrate strong working knowledge of Access 1997 version computer application is preferred. Must be able to work on a variety of independent projects and demonstrate strong interpersonal skills.

Those who do not meet minimum requirements need not apply. Please use Job Code below when responding to ad. For immediate consideration, please forward your resume with salary requirements:

Mail: A&E Television Networks
Attn: HR Dept./MFPL
235 East 45th Street
New York, NY 10017
Email: recruiter@aetn.com
NO PHONE CALLS PLEASE
EOE M/F/D/V



HELP WANTED NEWS

Photojournalist: Newschannel 8 is looking for a Photojournalist able to thrive in a dynamic, challenging, and heavy news environment in the nation's capital. Visit our Job link at www.newschannel8.net. To apply, please send a cover letter and resume to Director, HR, Newschannel 8, 7600 D Boston Blvd., Springfield, VA 22153 or fax to (703) 912-5436. No telephone calls. EOE.

Spanish Language Sports Announcer: Fluent Eng. & Spanish, with neutral So. American accent, 2 yrs. Exp. as broadcast announcer, disk jockey/sports vocab., good knowledge of soccer and variety of other popular telecast sports, good on-air language skills. Legal workers only. Send resume and tape to: ESPN, Inc., Ad# EL-4b, ESPN Plaza, Bristol, CT 06010. EOE/M/F/D/V.

HELP WANTED VARIOUS POSITIONS

MSNBC, a 24 hour news network, is seeking enthusiastic self-starters to join our award winning graphics team and chyron team. Both positions require the ability to work well as part of a team and thrive under deadline pressure. Successful candidates will have effective communication, interpersonal, organizational and creative problem solving skills. Flexibility with respect to hours is necessary. Successful candidates must be able to work additional hours beyond scheduled shift with little or no notice if needed.

GRAPHIC DESIGNER

MSNBC is seeking a proven broadcast designer to join our award winning team. We are looking for a visionary who has the experience, talent and ability to create cutting-edge designs and packages. The ideal candidate will have a high proficiency in using the tools of the trade; such as PaintBox, HAL or MAC/NT based desktop platforms, etc.

CHYRON OPERATOR

MSNBC is looking for energetic Chyron Operators to operate our electronic graphics generator for live cable television program. The successful candidate should have knowledge of Chyron MAX! and INFINITE as well as 1-2 years of relevant experience. In addition, the ability to marry text with backgrounds and knowledge of transforms and networking is required.

For immediate consideration, send resume to: MSNBC
Employee Relations Dept. TA
One MSNBC Plaza
Secaucus, NJ 07094
Fax: 201-583-5819
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Call
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(212) 337-6960



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HELP WANTED VARIOUS POSITIONS



THE GOLF CHANNEL®

Director of Traffic

Responsible for establishing and executing the overall traffic priorities, procedures and strategies for the network while overseeing all aspects of the department. Requires 3+ years exp. as a traffic manager with a broadcast or cable network. Exp. with multiple broadcast traffic systems a plus. Must be flexible, customer service oriented and able to work under pressure and meet deadlines.

Traffic Manager

Responsible for managing all day to day functions of the dept., including copy, formatting and log production. Requires 2 years exp. with a broadcast or cable network, with excellent communication and organizational skills. Exp. with multiple broadcast traffic systems a plus.

Engineer/Special Projects Manager

Responsible for managing engineering projects including system design and technical additions and expansions for a dynamic all digital cable network facility. Requires a 4 yr. electronics degree and/or a minimum of 3 yrs. exp. staging video and audio system design. Should have a solid working knowledge of teleport and master control operation and design. Master Control automation and CAD experience a plus.

Master Control Operator

For multi-channel cable network. Min. qual.: 2 yrs. recent master control exp., TV prod. Education, proven org. skills, self motivated, able to work under deadlines with min. supervision. Exp. operating antenna controllers, receivers, video servers, LMS, and/or master control switchers a plus.

Send resumes to:

The Golf Channel

Human Resources

7580 Commerce Center Drive

Orlando, FL 32819

Fax: 407-248-3299

EOE

ALLIED FIELDS

HELP WANTED VIDEO PRODUCTION

Senior Video Production Specialist: City of West Hollywood. *Salary Range:* \$4,058-\$4,910 mo. *Closing Date:* August 26, 1999, at 5:00PM. Develops, writes, produces, edits and reviews programs; assists in the planning and implementation of the City's television programming and production; shoots and directs live and/or taped productions. *Resumes Only not accepted!* For detailed application materials, call the job hotline at (323) 848-6309 or visit our Webpage: www.ci.west-hollywood.ca.us/employment. City of West Hollywood, 8300 Santa Monica Blvd., West Hollywood, CA 90069.

HELP WANTED CREATIVE SERVICES

Chyron Operator: Fontastics, the leading provider of graphics to the award and entertainment show industry, is looking for a full-time Chyron operator with extensive experience with Infinit and an overall understanding of system set up and video signal paths. Macintosh/Photoshop required. Send resume to 12001 Ventura Pl., Ste. 310, Studio City, CA 91604. Fax (818) 753-3606.

HELP WANTED DIRECTOR

Director: Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, AZ. The Walter Cronkite School of Journalism and Telecommunication at Arizona State University seeks candidates for director of this top-ranked school. The School offers instruction in journalism, broadcasting and mass communication to more than 1,200 undergraduates and 80 graduate students. The director is responsible for planning, budgeting, fund-raising, mentoring, quality of teaching, research/creative activity, service and outreach. The director also serves as executive director of the Cronkite School Endowment Board. The School seeks an outstanding individual capable of guiding the Cronkite School on its upward trajectory in mass communication education. The leader selected will need to excel at fielding an innovative program to educate journalism and telecommunication students for the professions of the future including new media and non-traditional information transfer. The position demands an individual who can effectively mentor, motivate and lead a multidisciplinary faculty of experienced professionals with strong academic and research backgrounds. The director must manage the day-to-day operations of a complex, professionally oriented school in a major Research I university located in an urban environment. Housed in the College of Public Programs, the School offers instruction in print journalism, broadcast journalism, public relations, photojournalism, broadcast management and new media. Therefore the director should have a familiarity with various aspects of the professional media as well as with media theory and research foundations. The successful candidate must merit appointment as a tenured full professor, that is, he or she must have established a record of excellence along one or two career paths, either (1) holding a terminal degree and having a national record of excellence in journalism/mass communication teaching, research or creative activity, and service; or (2) having a master's degree with exceptional national media leadership experience as well as a demonstrated capacity to work in a higher-education setting. For all candidates, excellent communication skills are required. Candidates must have at least five years experience in some phase of the media, as well as clear evidence of leadership and administrative or management skills in either higher education of the professional media. A record of successful fund-raising, grant-writing or fiscal development is also required. Desired qualifications include an earned doctorate in journalism, broadcasting or mass communication, and significant leadership in national professional organizations. Initial review of applications and nominations begins November 5, 1999, and review will continue monthly until the position is filled. Application materials must include: (1) a current curriculum vitae (or resume); (2) a letter outlining employment history, educational and administrative philosophy and research or creative interests; (3) names, positions and telephone numbers of three academic or professional references. All materials must be sent to: John E. Craft, Chair, Director's Search Committee, Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, AZ 85287-1305. Arizona State University is an affirmative action/equal opportunity employer.

WANTED TO BUY EQUIPMENT

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

www.broadcastingcable.com

HELP WANTED TECHNICAL

Launch Your Career... Disney Style.

Disney Cruise Line is currently searching to fill the following technical positions:

Senior Video/Broadcast Technician

Seeking experienced individual to act as a Senior Swing between both vessels. Experience with shipwide television networks and satellite feeds, shipwide control systems (AMX), video projection systems, video editing and related skills required. Troubleshooting skills required for the Senior swing. Also available - Video Broadcast Technician with similar skills for a non-supervisory role.

Show Control Engineer

Seeking experienced operator for the show control system to swing between both vessels. Responsible for all show control operation, programming, and troubleshooting. Experience with AMX board control system, SMPTE, Mid Machine Control, DMX.

Please fax your resume to: **Disney Cruise Line**
407-566-3595 • Attn: Ad Code ENT-BC-1



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FOR SALE STATIONS

Camden, SC fulltime AM in beautiful city of 20k+ pop. \$250k includes application to move facility to Columbia, SC. Transmitter site, land, and bldg. included. Call owner, George Buck (504) 525-5000, 12Noon - 12Midnight CT.

Community oriented AMs, Florida Gulf Coast and Central Texas; Central Florida: Fulltime AM near major tourist attractions. Mayo Communications, 813-971-2061.

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Mid-America Broadcasting is looking to acquire the following stations or combos: FM, FM/AM, or FM C.P. in a rated market. Cash flow is preferred but not required. Mid-America Broadcasting will spend up to \$3.5 million in cash and if necessary finance the balance. Brokers welcome. Please direct information to: Mid-America Broadcasting, Richard J. Doud, President, 423 Celebration Avenue, Celebration, FL 34747. (407) 566-0624 (Phone); (407) 566-0625 (Fax); midamabroad@aol.com.

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Contact: Richard Large 619-505-5150

TV Helicopter Gyro Camera \$20,000 - OBO. GX4 Broadcast camera, external camera pod, remote control, recent factory overhaul, excellent condition. Contact: Mike Adrian, K-EYE TV 42, Austin, TX, 1-800-563-9742, ext 297. E-mail: adrian@keye.com

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EDUCATION SERVICES

Online Masters Classes Offered: Online graduate courses in Telecommunications Technologies and Telecommunications Management will be available starting fall semester from the Department of Radio-Television at Southern Illinois University Carbondale. Either as continuing education or part of the SIUC graduate program in Mass Communication, both courses provide media professionals and students insight into the changing telecommunications industry. Enrollment is limited. For more information, see <http://intranet.siu.edu/~mconline> or contact Dr. Steven Dick, Department of Radio-Television, SIUC, Carbondale, IL 62901, USA, 618-453-6980, sdick@siu.edu.

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-PARROTC

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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

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

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

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

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

Online Rates: \$50 additional to cost of ad in magazine Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$35 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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

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Broadcast Engineering Consultants
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Coldwater, Michigan 49036
Phone: 517-278-7339

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9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

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CHANGING HANDS

The week's tabulation of station sales

TVS

KLTJ(TV) Galveston/Houston, Texas

Price: \$9.5 million

Buyer: Work of God Fellowship Inc. (also known as Community Television Educators), Dallas (Marcus D. Lamb, president); owns KRMT(TV) Denver and KMPX(TV) Decatur/Dallas/Fort Worth, Texas

Seller: Go Inc., Houston (Scott Thomas, president); owns two FMs

Facilities: Ch. 22, 5,000 kw, ant. 1,873 ft.

Affiliation: Independent

Construction permit for WFXZ-TV Jacksonville/Greenville/New Bern/Washington, N.C.

Price: \$200,000

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns/is buying 54 other TVs; is selling one FM

Seller: GOCOM Communications LLC, Charlotte, N.C. (Richard L. Gorman, president); is selling eight TVs. Note: GOCOM already has application pending at FCC to sell CP for WFXZ to Grapevine Communications (B&C, May 24, May 31). If that application is approved first, Grapevine will sell WFXZ to Paxson for the same price. GOCOM is being bought by Grapevine

Facilities: Ch. 35, 2,000 kw, ant. 987 ft.

COMBOS

WIBX(AM)-WLZW(FM) and WRUN(AM)-WFRG-FM Utica, WODZ(FM) Rome/Utica and WTNY(AM)-WCIZ-FM and WUZZ(AM)-WFRY-FM Watertown, N.Y.

Price: \$44 million cash plus stock

Buyer: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, chairman); owns/is buying 11 AMs and 24 FMs

Seller: Forever Broadcasting Inc., Watertown (Carol Logan, president); owns five AMs and seven FMs

Facilities: WIBX: 950 khz, 5 kw; WLZW: 98.7 mhz, 25 kw, ant. 660 ft.; WRUN: 1150 khz, 5 kw day, 1 kw night; WFRG-FM: 104.3 mhz, 100 kw, ant. 500 ft.; WODZ: 1450 khz, 1 kw; WTNY: 790 khz, 1 kw; WCIZ-FM: 93.5 mhz, 4 kw, ant. 330 ft.; WUZZ: 1410 khz, 5 kw day, 1 kw night; WFRY-FM: 97.5 mhz, 100 kw, ant. 285 ft.

Formats: WIBX: talk; WLZW: lite AC; WRUN: news/talk; WFRG-FM: AC; WODZ:

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$9,700,000 ■ 2
Combos ■ \$54,804,000 ■ 8
FMs ■ \$58,595,000 ■ 7
AMs ■ \$5,983,000 ■ 5
Total ■ \$129,082,000 ■ 22

SO FAR IN 1999

TVs ■ \$2,468,069,005 ■ 49
Combos ■ \$1,795,064,435 ■ 112
FMs ■ \$1,013,653,189 ■ 175
AMs ■ \$133,231,689 ■ 122
Total ■ \$5,410,018,318 ■ 458

oldies; WTNY: news; WCIZ-FM: classic hits; WUZZ: oldies; WFRY-FM: country
Broker: Bergner & Co. Inc.

WKKD-AM-FM Aurora/Chicago and WRWC(FM) Rockton/Rockford, Ill.

Price: \$6.5 million

Buyer: Radio Works Inc., Rockford (Robert E. Rhea Jr., president); owns/ is buying one AM and one FM. Rhea also is president of Stay Tuned Broadcasting Corp., which is buying WLLK(FM) Delphi/Monticello, Ind. (see item, below)

Seller: Salter Broadcasting Co., Aurora (Shelly D. Salter, president); owns WTJK(AM) South Beloit, Ill.

Facilities: WKKD(AM): 1580 khz, 250 w day, 200 w night; WKKD-FM: 95.9 mhz, 3 kw, ant. 338 ft.; WRWC: 103.1 mhz, 1.2 kw, ant. 525 ft.

Formats: WKKD(AM): CNN; WKKD-FM: good time rock 'n' roll; wrwc: lite AC
Broker: Gazzana & Associates Inc.

WAEW(AM), WCSV(AM) and WXVL(FM) Crossville and WSMT-AM-FM Sparta, Tenn.

Price: \$2.314 million

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, chairman); owns/is buying 19 TVs, 166 AMs and 323 FMs, including KPEK(FM), KTEG(FM) KSYU(FM) and KZRR(FM) Albuquerque and KLSK(FM) Santa Fe, N.M. (see item, below)

Seller: Commonwealth Broadcasting Co., Glasgow, Ky. (Steve Newberry, president); owns nine AMs and 10 FMs

Facilities: WAEW: 1330 khz, 1 kw day; WCSV: 1490 khz, 1 kw; WXVL: 99.3 mhz, 6 kw, ant. 259 ft.; WSMT(AM): 1050 khz, 1 kw day and 181 w night;

WSMT-FM: 105.5 mhz, 1.05 kw, ant. 46 ft.

Formats: WAEW: talk; WCSV: tourist radio; WXVL: AC; WSMT(AM): Southern gospel; WSMT-FM: country

KBZZ(AM)-KBLJ(FM) La Junta, Colo.

Price: \$630,000

Buyer: California Communications /Commonwealth II, San Diego (Dex Allen, president); owns/is buying KKSC(AM)-KSIQ(FM) El Centro, Calif., and KLMR(AM) Lamar/Pueblo/Colorado Springs-KSEC(FM) Lamar, Colo.

Seller: La Junta Broadcasting, La Junta (Paul Coates, president); no other broadcast interests

Facilities: AM: 1400 khz, 1 kw; FM: 92.1 mhz, 3 kw, ant. 300 ft.

Formats: AM: AC; FM: country

Broker: Norman Fischer & Associates

WLTN(AM) Littleton and WLTN-FM Lisbon, N.H.

Price: \$415,000

Buyer: Sharp Broadcasting LLC, Chatham, N.J. (Richard L. Sharp and Kirk Warshaw, managing members). Warshaw is partner in New Wave Broadcasting LP, which owns 13 AMs and 24 FMs

Seller: Spouses Peter and Judith Aydelott, Sugar Hill, N.H.; no other broadcast interests

Facilities: AM: 1400 khz, 1 kw; FM: 96.7 mhz, 6 kw, ant. 295 ft.

Formats: AM: news/talk; FM: oldies

Broker: George Silverman

KBMV-AM-FM Birch Tree and KDFN(AM)-KOEI(FM) Doniphan, Mo.

Price: \$400,000

Buyer: Eagle Bluff Enterprises, Poplar Bluff, Mo. (spouses Steve and Rochelle Fuchs, owners); owns KFEB(FM) Campbell, KOTC(AM) Kennett and KAHR(FM) Poplar Bluff, Mo.

Fuchses also own KXOQ(FM) Kennett
Seller: Jack G. Hunt, Doniphan; owns KPWB-AM-FM Piedmont, Mo.

Facilities: KBMV(AM): 1310 khz, 1 kw day; KBMV-FM: 107.1 mhz, 3 kw, ant. 299 ft.; KDFN: 1500 khz, 2.5 kw day; KOEA: 97.5 mhz, 50 kw, ant. 577 ft.

Formats: KBMV(AM): religion; KBMV-FM, KDFN: country; KOEA: C&W

WELY-AM-FM Ely, Minn.

Price: \$325,000 for stock

Buyers: Alice L. Hill and Janice Erickson, Ely; no other broadcast interests

Seller: Suzanna B. Kuralt, New York; no other broadcast interests

Facilities: AM: 1450 khz, 1 kw; FM: 92.1 mhz, 6 kw, ant. 328 ft.

Formats: Both variety

WYIS(AM)-WYSC(FM) McRae, Ga.

Price: \$220,000

Buyer: Cinecom Broadcasting Systems Inc., Milledgeville, Ga. (Steve Sellers, president); broadcast interests not available

Seller: IMJ Broadcasting, McRae (Ed Jenson, president); no other broadcast interests

Facilities: AM: 1410 khz, 1 kw day; FM: 102.7 mhz, 3 kw, ant. 289 ft.

Formats: AM: gospel; FM: country

FMS

KPEK(FM), KTEG(FM), KZRR(FM) and KSYU(FM) (formerly KSBA(FM)) Albuquerque, KLSK(FM) Santa Fe, N.M.

Price: \$55.5 million

Buyer: Clear Channel Communications (see WAEW(AM), WCSV(AM) and WXVL(FM) Crossville and WSMT-AM-FM Sparta, Tenn., item, above)

Seller: Trumper Communications Inc., Westmont, Ill. (Jeffrey E. Trumper); owns two AMs and four FMs, including KHTZ(AM) and KZSS(AM) Albuquerque and KKSS(FM) Santa Fe
Facilities: KPEK: 100.3 mhz, 22.5 kw, ant. 4,110 ft.; KTEG: 107.9 mhz, 22.5 kw, ant. 4,130 ft.; KZRR: 94.1 mhz, 100 kw, ant. 4,130 ft.; KSYU(FM): 95.1 mhz, 3 kw, ant. -531 ft.; KLSK: 104.1 mhz, 100 kw, ant. 1,876 ft.

Format: KPEK: greatest hits of the '70s; KTEG: alternative rock; KZRR: AOR; KSYU(FM): inspirational Christian; KLSK: classic rock

WLLK(FM) Somerset, Ky.

Price: \$975,000

Buyer: First Radio Inc., Somerset (G. Nolan Kenner, president); owns WKEQ-WWZB(FM) Burnside and WSFC(AM)-WSEK(FM) Somerset, Ky.

Seller: Williams Communications Inc., Somerset (Walton Williams, principal); owns one TV, two AMs and three FMs

Facilities: 102.3 mhz, 3 kw, ant. 328 ft.

Format: Hot AC

Broker: Henson Media Inc.

WNJY(FM) Delphi/Monticello, Ind.

Price: \$900,000

Buyer: Stay Tuned Broadcasting Corp., Lafayette, Ind. (Robert E. Rhea Jr., president); no other broadcast interests. Rhea also is president of Radio Works Inc., which owns/ is buying two AMs and three FMs, including WKD-AM-FM Aurora and WRWC(FM) Rockton/Rockford, Ill. (see item, above)

Seller: Kenneth A. Manning, Dyer, Ind.; no other broadcast interests

Facilities: 102.9 mhz, 2.2 kw, ant. 420 ft.

Format: Oldies

48. 5% of WXPZ(FM) Milford, Del.

Price: \$500,000 for stock

Buyer: Spouses William T. and Bonny M. Sammons, Lincoln, Del.; no other broadcast interests

Seller: Spouses Hall D. and Jeanette Reed, Milford; no other broadcast interests

Facilities: 101.3 mhz, 3 kw, ant. 328 ft.

Format: AC

KOES(FM) Stamford, Texas

Price: \$500,000

Buyer: KOES Broadcasting Inc., Gainesville, Texas (David W. Klement, president); no other broadcast interests

Seller: M&M Broadcasters Ltd., Cleburne, Texas (Gary L. Moss); owns two AMs and four FMs

Facilities: 92.1 mhz, 50 kw, ant. 492 ft.

KWAN(FM) Gualala, Calif.

Price: \$155,000

Buyer: Four Rivers Broadcasting Inc., Carefree, Ariz. (John C. Power, president); owns three AMs and three FMs. Power also is president of companies that own construction permits for FMs in Williston, N.D., and Thermopolis, Wyo.

Seller: Thomas M. Duddy (court-appointed receiver for KWAN Broadcasting Co.), Louisville, Ky.; no other broadcast interests

Facilities: 100.5 mhz, 6 kw, ant. 669 ft.

Format: AC

WOXM(FM) Oregon, Ill.

Price: \$65,000

Buyer: Spouses Larry and Pam Nelson, Plano, Ill.; own WSPY(FM) Plano

Seller: Marathon Media LLC, Chicago (Bruce Buzil, manager); owns 11 AMs and 23 FMs

Facilities: 106.1 mhz, 3 kw, ant. 328 ft.

AMS

WJOB(AM) Hammond and WIMS(AM) Michigan City, Ind.

Price: \$4 million

Buyer: St. George Broadcasting LLC, Plainville, Conn. (George W. Stevens, principal); no other broadcast interests

Seller: M&M Broadcasting Inc., Hammond (Tom McDermot, president);

no other broadcast interests

Facilities: WJOB: 1230 khz, 1 kw; WIMS: 1420 khz, 5 kw

Format: WJOB: news/talk; WIMS: full service

WKDB(AM) Towson/Baltimore, Md.

Price: \$1.5 million

Buyer: Catholic Radio Network, San Diego (John T. Lynch, CEO); owns/is buying 11 AMs

Seller: Capital Kids Radio Co., Baltimore (Virginia Carson, president); no other broadcast interests

Facilities: 1570 khz, 5 kw

Format: Sports

Broker: Blackburn & Co. Inc.

WCSS(AM) Amsterdam, N.Y.

Price: \$188,000

Buyer: IZ Communications Corp., Amsterdam (Joseph M. Isabel, principal); no other broadcast interests

Seller: Weber Communications of Amsterdam Inc., Amsterdam (Jeff Weber, president); no other broadcast interests

Facilities: 1490 khz, 1 kw

Format: AC

Broker: Kozacko Media Services

50% of KKGT(AM) Portland, Ore./Vancouver, Wash.

Price: \$165,000 for stock

Buyer: Spouses William and Cynthia Sizemore, Clackamas, Ore.; no other broadcast interests

Sellers: Jeannie Jolicoeur-Wells and Ted Piccolo (each selling 25%), Clackamas; no other broadcast interests

Facilities: 1150 khz, 5 kw day, 47 w night

Format: Talk

WMCH(AM) Church Hill, Tenn.

Price: \$130,000

Buyer: Trent Broadcasting LLC, Kingsport, Tenn. (Dean E. Trent, managing member); no other broadcast interests

Seller: Wallace Broadcasting, Church Hill (Bettye Russell, president); no other broadcast interests

Facilities: 1260 khz, 1 kw day

Format: Gospel

—Compiled by Alisa Holmes

AMPLIFICATION

The sale of WTTN(AM) Watertown, Wis., for \$525,000 to Good Karma Broadcasting LLC was brokered by Kozacko Media Services.

The man and the machine

Despite 15 years with a national TV sports show and nearly 20 as lead sports anchor in a top-10 market, George Michael still calls himself a radio guy.

Before coming to Washington's WRC-TV in 1980, Michael had been picked from among two dozen top candidates to replace Big Apple icon "Cousin Brucie" Morrow on WABC(AM) New York and was a top DJ in Philadelphia before that. Michael recalls that while in New York he was the only sportscaster Howard Cosell would allow to fill in for him, although the often-difficult Cosell acted as though "he never knew I existed. I think Howard said hello to me once."

Michael was so well regarded as an "absolute master of the art" of Top 40 radio, according to *The Washington Post*, that one local station trains its DJs with old tapes of Michael spinning records.

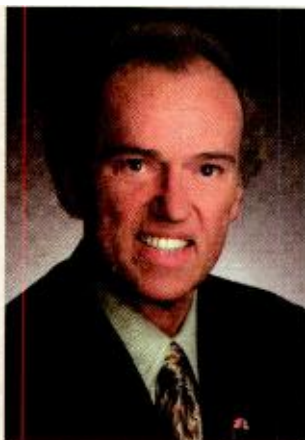
Post sports and humor columnist and radio talk host Tony Kornheiser is also an admirer. "George is the king of Washington," says Kornheiser. "He wins by miles. There's nobody in second place; the next person down is in fourth place. What stands out is his preparation. Of the lead anchors in Washington, George goes to more events; he works the phones more."

"As a radio guy," Michael says, "you feel you have to get around on the street corner and get every single listener. Certainly I could never go back to radio full time," he says, "but I still have that radio mentality."

Kornheiser works with Michael during basketball season as a panelist on Michael's *Full Court Press* on WRC-TV. "Every week, Kornheiser says, Michael manages to break some news that 'makes my jaw drop.'"

In the four years following his college graduation in 1962, Michael had propelled himself from small markets to Philadelphia. But even as his career as a DJ soared, Michael pursued a career as a sportscaster. Michael says he was one of those kids who would watch a ballgame and do the play-by-play, even if he were the only one listening. In Philadelphia, he worked high school games and covered the University of Pennsylvania.

One of the carrots used to lure him to ABC in New York in the mid-1970s, he recalls, was the possibility of working on



"The challenge is to make people care, to make the players human. When I read the newspapers, I skip the news and read the columnists. That's where you're going to get the story."

George Michael

Sports anchor, WRC-TV Washington since 1980; anchor, *George Michael's Sports Machine*, since 1984; b. March 24, 1941, St. Louis; BA, philosophy, St. Louis University, 1962; announcer, KUDL(AM) St. Joseph, Mo., 1962; WMAZ(AM), Springfield, Ill., 1962; WRIG(AM) Wausau, Wis., 1962-1966; WFIL(AM) Philadelphia, 1966-1974; WABC(AM) New York, 1974-1980; m. Pat Lackman, Nov. 19, 1978; children: Brad, 35; Cindy, 34; Michelle, 29.

TV's dominant sports show, ABC's *Wide World of Sports*. Michael was disappointed that the opportunity never arose.

On the positive side, however, Michael met his second wife, sports-writer Pat Lackman, and they began a personal and professional collaboration that continues today. Lackman is the principal writer for *The Sports Machine* and together the Michaels run a horse farm outside Washington.

Michael came to WRC-TV in 1980 and his fast-paced, high-energy sportscast caught on in a town with a history of strong sports talent (Warner Wolf, the late Glenn Brenner). *The Sports Machine* grew out of a Sunday-night wrap-up, *George Michael's Sports Final*, which premiered on the NBC-owned station and later was fed to NBC affiliates. *The George Michael Sports Machine* went national in 1984.

But as cable gives fans an opportunity to get all the weekend scores long before Michael's *Machine* airs, what's the attraction? The local sportscast is more about news, Michael maintains. On the *Sports Machine*, he says, the story is in the telling.

"The challenge is to make people care, to make the players human. When I read the newspapers, I skip the news and read the columnists. That's where you're going to get the story." Michael gives a lion's share of the credit to Lackman's writing ability. "She makes the stories matter to you. She doesn't write about runs, hits or errors."

And he brings an eclectic mix to the *Sports Machine*. A recent *Sports Machine* not only recounted the current drama of Tour de France winner and cancer survivor Lance Armstrong, but also noted the 10th anniversary of the death of bull rider Lane Frost. Michael had conducted the champion rider's last interview only moments before Frost dropped dead in front of him after a critical injury during his last ride.

But on the same show, Michael joked with Hall of Fame inductee George Brett about whether his notorious incident with a pine tar covered bat made fans forget an equally famous poor performance on the field due to hemorrhoids. "Everybody did interviews with George Brett," says Michael. "But how many asked him about that?"

—Dan Trigoboff

FATES & FORTUNES

BROADCAST TV



Pierce

Sarah Pierce, director, on-air promotion, UPN, Los Angeles, named VP.

Mark Turner, station manager, WCCB-TV Charlotte, N.C., named VP and general manager.

Barbara Goen, VP,

public information, WCET-TV Los Angeles, named senior VP, communications.

Laurence Hirsch, chairman of the board and chief executive officer, Centex Corp., Dallas, named to Belo board of directors.

Meg DeLone, president, Peak Performance, Philadelphia, joins Metro Networks, Houston, as general manager, Philadelphia.

Kevin Lovell, news director, KVIA-TV El Paso, Texas, named general manager.

Dennis Speck, staff engineer, KSPR-TV Springfield, Mo., named chief engineer.

PROGRAMMING



Levy

Howard Levy, VP, ad sales, Buena Vista Television, Burbank, Calif., named executive VP.

Renee Mascara, director, marketing and program development, Europe/Africa, Middle East, Children's Television Workshop, New York, named associate VP, international television.

Appointments, Studios USA Television, West Hollywood, Calif.: **Marcy Ross**, senior VP, creative affairs, The Jim Henson Co., Los Angeles,

named senior VP, comedy programming; **Dan Pasternack**, VP, creative affairs, Granada Entertainment USA, Los Angeles, joins as senior VP, drama programming.



Mendez

Robert Mendez, VP, business affairs, domestic television division, Paramount Television Group, Hollywood, Calif., named senior VP, business affairs and legal.

Appointments, Saban Consumer

Products, a division of Saban Entertainment, Los Angeles: **Gina Mace-Sands**, account manager, Regan Group, Los Angeles, joins as director, promotion; **Stacey Gardner**, coordinator, named account manager, promotion.



Maigret

Philippe Maigret, sales executive, DreamWorks International Television, Universal City, Calif., joins Centropolis Entertainment, Culver City, Calif., as head of business development.

William Gerski, VP, marketing and sales, Golden Sky Systems, an independent provider of programming services from DirecTV, Kansas City, Mo., named senior VP.

JOURNALISM

Appointments, WGNX-TV Atlanta: **Jane Robelot**, co-host, *CBS This Morning*, New York, joins as anchor; **Calvin Hughes**, anchor, KXAS-TV Dallas, joins in same capacity.

John Miller, executive news director, WFAA-TV Dallas, named director, news/television group, broadcast division, of parent company Belo, Dallas.

Lenn Goodside, director, *KTLA Morning News*, KTLA-TV Los Angeles, joins *Leeza*, Hollywood, Calif., in same capacity.

John LaPorte, executive producer, news, WTMJ-TV Milwaukee, joins co-owned KMIR-TV Palm Springs, Calif.,

as news director.

Jason Bott, primary show and feature segment producer, Channel 4 San Diego, named coordinating producer. He will continue his current duties.

Clay Anderson, chief meteorologist, WKEF-TV Dayton, Ohio, joins WRC-TV Washington as weekend morning meteorologist.

Mike Majchrowitz, Washington correspondent, *Conus* and *First Business*, Washington, joins Cox Broadcasting there in same capacity.

RADIO

Richard Rocha, regional sales manager, The Weather Channel-Latin America, Miami, joins KCUV-AM Denver as general manager.

Larry Kahn, director, talk programming, Westwood One, New York, named senior director, affiliate sales for talk programming. He will continue his current duties.

Chuck Lontine, national sales manager, Tribune Broadcasting, Denver, joins WKAB(AM) Boulder, Colo., as general manager.

CABLE

Stephen Croncota, senior VP and creative director, Cartoon Network, Atlanta, joins E! Entertainment Television, Los Angeles, as senior VP, marketing.

Dan Martinsen, VP, communications, Nickelodeon, New York, named senior VP.

Enrique Martinez, VP, affiliate sales and operations, Discovery Networks, Latin America/Iberia, Buenos Aires, Argentina, named VP and general manager, Discovery Communications, Latin America/Iberia.

Stuart Goldfarb, executive VP and managing director, Worldwide Business Development, NBC, New York, joins ValueVision International, Minneapolis, as vice chairman.

Appointments, Star TV, Hong Kong: **Daniel Cheung**, general manager, Taiwan, named executive VP. He will be succeeded by **Lee Kuang Hui**, general manager, Formosa TV, Hong Kong. **Beryl Cook**, national human resources director, News Limited, Sydney, Australia, rejoins as senior VP, human resources.



Kaplun-Ioannou

Sofia Kaplun-Ioannou, senior counsel, MTV Networks Latin America, Miami, named VP/general counsel, law and business affairs.

Mark Whitehead, account executive, CNN International, Singapore,

joins co-owned Turner International Asia Pacific there as regional sales director, Southeast Asia.

Jane Lipsitz, director, development, VH1, New York, named VP, series development. She will relocate to Los Angeles.



Abramovitch

Barron Abramovitch, chief music engineer and editor, Saban Entertainment, Los Angeles, joins co-owned Fox Family Music there as VP, technical operations.

Amy Cohn, manager, corporate communications, Cox Communications, Atlanta, named director.

Brenda Price, director, customer retention and loyalty marketing, Primestar, Denver, joins Time Warner Cable, Englewood, Colo., as marketing director, national division.

Appointments, Cablevision Systems Corp., Bethpage, New York: **Andre Oliver**, consultant, Rockefeller Foundation, New York, joins as VP, community affairs; **Michael Smith**, director, video financial planning, Long Island, Westchester and Massachusetts regions, named director, corporate finance.

ADVERTISING/MARKETING/ PUBLIC RELATIONS

John Williams, director, marketing, Cox Enterprises, Atlanta, named VP, marketing and communications.

John Sullivan, operations manager, KMTV-TV Omaha, Neb., joins DLF Group there as director, corporate marketing and public affairs.

Matthew Gerson, VP, public policy, Universal Studios, Washington, joins Seagram & Sons, New York, as VP,

entertainment public policy. He will continue to be based in Washington.

TECHNOLOGY

Francis Loo, customer/product support engineering manager and sales/marketing manager, CTS Singapore Pte. Ltd., Elkhart, Ind., named managing director.

Appointments, board of directors, DG Systems, San Francisco: **Matthew Devine**, chief financial officer, Chancellor Media Corp., New York; **Michael Linnert**, associate, Technology Crossover Ventures, Palo Alto, Calif.

Edward "Ned" Goddard, director, Northeast region, ISP Channel, New York, joins Millennium Digital Media, St. Louis, as VP, advanced services, mid-Atlantic region.

Rodman "Rod" Hicks, senior VP, sales and marketing, Itochu Cable Services, St. Petersburg, Fla., joins Lucent Digital Video, Murray Hill, N.J., as international sales director.

Phillip "Flip" Begich, VP, operations, HI-PAR Systems, Santa Ana, Calif., joins Storage Concepts, Irvine, Calif., as senior VP, sales and marketing.

Melanie Clay, new product development analyst, The Arbitron Co., Washington, joins Millennium Networks, Linthicum, Md., as director, cable products and services.

Appointments, Broadcast Electronics Inc., Quincy Ill.: **Gill Rudolph**, network administrator assistant, Center for Public Television & Radio, Tuscaloosa, Ala., joins as customer service engineer; **Theron Hayse**, marketing manager, *Radio Ink Magazine*, joins as senior account manager; **Travis Harris**, domestic sales assistant, named senior account manager, mid-Atlantic region.

Appointments, TiVo, Sunnyvale, Calif.: **Michael Mutz**, VP, eastern operations, U.S. Cellular Corp., Los Angeles, joins as VP, sales; **Morgan Guenther**, partner, Paul, Hastings, Janofsky & Walker, San Francisco, joins as VP, business development.

Michele Donaldson, director, consumer marketing, TVN Entertainment Corp., Burbank, Calif., named VP, marketing.

Mark Lowden, account manager, Atlantic Satellite and Waterfront Communications, Northvale, N.J., named director, sales.

John Gillispie, VP, operations, Williams Conferencing, Tulsa, Okla.,

joins co-owned Williams Communications Group there in same capacity.

ASSOCIATIONS/FIRMS

Appointments, NATPE, Santa Monica, Calif.: **Alan Auerbach**, senior consultant, JKB & Associates, Los Angeles, joins as account executive, advertising and promotion sales; **Nina Steiner**, television producer, Los Angeles, joins as director, new media sales.

DEATHS

Clark Race, 66, a former disc jockey at KDKA(AM) Pittsburgh, died July 27 of a heart attack. Race played Top 40 records at KDKA from 1959 to 1970 and hosted the *Saturday Dance Party*, an *American Bandstand*-like show on television station KDKA-TV. A highlight of Race's radio career occurred in 1964, when he and a listener accompanied The Beatles to Pittsburgh for a concert as part of a promotion. Post-radio, Race operated a bed-and-breakfast inn in New Wilmington, Pa. He is survived by his wife, Diane.

Edward Walters, 71, an FM radio pioneer, died Aug. 1 of esophageal cancer. In an era dominated by AM radio, Walters was an early believer in the importance of the FM frequency—he was one of a handful of Chicago broadcasters willing to take a chance on FM in the city. In 1960, Walters and his partner Jerry Westerfield formed Walt-West Enterprises and in 1971, they launched WYEN-FM in Des Plaines, Ill. WYEN's growth and success confirmed Walters' belief that as the suburban Chicago area grew, suburban radio could better serve the needs of those listeners. In 1978, Walt-West acquired WAUK(AM) in Milwaukee; Walters operated the station until its sale in 1987. He also acquired WAUK(AM) Lake Geneva, Wis. The station, along with WAUK, became Wisconsin's first all-sports talk-radio stations. Walters is survived by his wife, Karrol.

Clarification: In the July 26 edition of BROADCASTING & CABLE, the information regarding Jonathan Sehring, president, Bravo Networks/Independent Film Channel, and Ed Carroll, executive VP and manager, programming, marketing, advertising/sales, Bravo Networks/Independent Film Channel, was outdated. They have held their posts for 18 months.

—Compiled by Mara Reinstein
mreinstein@cahners.com

Carsey-Werner Domestic Distribution President Joseph D. Zaleski, 66, died of cancer Aug. 6 in Los Angeles.

Born in Buffalo, Zaleski launched his TV sales career at National Telefilm Associates in 1967. There he learned the art of selling film packages—a skill he would hone to a fine edge at Viacom, whose library by 1987 was collecting 15 times the fees it had when he joined in 1980. At Viacom, Zaleski was responsible for the sale of 64 shows in off-network syndication and was named president of domestic distribution in 1983. While there, he presided over the record sales and groundbreaking marketing plan of *The Cosby Show* and began his association with *Cosby* producer Carsey-Werner. He left Viacom in 1990 to

become an independent consultant. When Carsey-Werner decided to create its own syndication division in 1995, Zaleski was the natural choice to run it. He is survived by his wife, Donna; son, Damon; and daughter, Kellie.

Larry Irving, head of the National Technology and Information Administration finally made official his long-rumored plans to leave the agency.

Irving announced he plans to leave NTIA "at the end of the summer." He will unveil his future plans after Labor Day. Nominated to replace Irving as Commerce Department assistant secretary for communications and information is Gregory L. Rohde, currently a Commerce Committee aide to

Sen. Byron Dorgan (D-N.D.).

Howard Stern's syndicated radio show was dropped Tuesday from Minneapolis/St. Paul affiliate WRXC-FM.

The self-proclaimed King of All Media was brought into the market in April 1997, but, according to WRQC-FM General Manager Marc Kalman, "Howard never got the numbers we hoped for, wanted and needed." Stern was No. 2 among males 18-34 in the Winter '99 arbitron ratings. Shelley Malecha Wilkes, WRQC-FM's station manager, added that Stern's termination was due to a format change from active rock to classic hits. The station owner, AMFM Inc., will buy out the remaining eight and a half months of his

contract—rumored at \$280,000, according to the *St. Paul Pioneer Press*. No word yet if Stern's show will be picked up by another Twin Cities affiliate. Tom Chiusano, general manager of WRXC(FM) (Stern's New York-based flagship station), was not available for comment.

Dr. Anne Sheppard, British child psychologist and author of 'Childhood, Television and Morality,' has taken issue with an American Academy of Pediatrics report

saying kids under two should be prevented from watching TV and those over two limited to two hours a day (see story, page 10). Banning TV for the very young "could be a form of deprivation," she argued. "Television is now part of society and part of life, and bringing children up is all about teaching them how to be a member of society," Sheppard told a health correspondent for UK national news agency The Press Association Ltd. "Of course, children should be not be plunked down in front of the television for hours on end, but using it as an electronic babysitter for a half hour when there is a suitable program on is fine."

Equipment manufacturers are to blame for the poor quality of indoor DTV reception, NAB President Eddie Fritts said last Monday.

Tests by Sinclair Broadcasting indicating that COFDM reception is superior to 8-VSB prove that the FCC should put more pressure on set makers to improve 8-VSB equipment, rather than abandon 8-VSB in favor of COFDM, Fritts said. "Broadcasters have had a foot applied to their throats with deadlines, and set manufacturers have not,"

WhirlGirl: poster girl to star?

WhirlGirl has a future with Showtime on low-tech big screens—and higher-tech small screens.

The Web cult heroine debuts next month in a million-dollar Showtime billboard campaign to plug its Web site. And WhirlGirl's on-air Showtime role may morph from interstitial feature to animated star next year.

The animated 21st century freedom fighter champions the cause of Showtime's Web site, redubbed Sho.com, on billboard and kiosk posters in New York, Los Angeles, San Francisco, Chicago, Atlanta, Dallas and Denver. The ad blitz, including national print and Web spots, runs through October.

WhirlGirl started a weekly run of 28 five-minute episodes on Showtime Online in February. The first episode also appeared on-air for Showtime, where WhirlGirl's an interstitial character as part of the deal with her creator, New York-based Visionary Media. And Showtime may make the Flash animation femme fatale into the star of her own cable series.

"An obvious next step, should it catch on, is a long-form series on our traditional channels," says Tom Hayden, Showtime senior vice president of strategy and development. "And she is catching on."

WhirlGirl's prime appeal is to a 14-to-24-year-old audience, which makes her ideal as virtual online spokesmodel and a vehicle for Showtime to broaden its on-air appeal. "It's new. It's sexy. It's something that plays well to that Gen Y audience," says Hayden.

WhirlGirl's probable development into a regular half-hour or hour-long on-air series will likely happen next year, according to Hayden, who says those episodes would eventually be streamed online too.

—Richard Tedesco



said Fritts. Also, he said, the Sinclair tests pitted "first generation" retail 8-VSB receivers against highly engineered COFDM prototypes, putting 8-VSB at a disadvantage. Sinclair officials responded that the demonstration used a European COFDM receiver that was modified only to accommodate a 6 mhz signal.

RealNetworks rolls out a premium version of its digital music player, RealJukebox Plus, for \$29.99 this week. The new RealJukebox model records CD-quality music at a rate of 320kb/s and works with the Diamond Multimedia Rio and RCA Lyra portable digital players. RealNetworks is also introducing the beta 2 release of RealJukebox, which has drawn 11 million downloads in 100 days since its initial introduction.

Web directory/search engine LookSmart will underwrite five PBS shows for the next three years. PBS is calling the sponsorship the "farthest-reaching" such deal in its history. The shows are *Sesame Street*, *Mystery!* and cooking shows *The Chefs of Cucina Amore*, *Great Food* and *Masterchef USA*. In exchange for the funding, LookSmart gets sponsorship credits at the beginning and end of each show, a plug on each show's Web site plus promotion in home videos and other associated properties.

The Weather Channel Web site, weather.com, and Road Runner announced that

Source-TV Guide dispute heads for court

Interactive programmer Source Media last week fired the first shot in what's likely to be an active legal battle with would-be partner TV Guide Inc., charging TV Guide with breaching a confidentiality agreement.

Source filed suit less than a week after TV Guide President Peter Boylan told investors during a quarterly conference call that Source allegedly transferred Canadian patents to U.S. operations without obtaining requisite legal approvals from the Canadian government.

Source, in its lawsuit seeking \$60 million in damages, called Boylan's statements inaccurate.

Source and TV Guide announced in February they intended to create a joint venture to provide interactive local information to cable operators. The transaction included a \$10 million investment by TV Guide that would have given it a 55% stake in the venture. The day after TV Guide's conference call, Source announced a similar joint venture with Insight Communications that includes Insight paying \$13 million for a 45% stake in the joint venture.

TV Guide officials declined to comment about their plans following Source's lawsuit. However, Boylan had indicated earlier in public statements that TV Guide might sue Source. "We stand by the comments in our press release that we believe they breached our agreements [by going with Insight] and we plan to pursue all remedies available to us to the fullest extent," Boylan said.

—Price Colman

weather.com will become the premier weather provider for the Road Runner high-speed online service. The partnership will allow the Web site to feature broadband weather content for Road Runner's 320,000 subscribers nationwide.

TVN's live, pay-per-view high-wire walking event scheduled for Sept. 5 has been postponed, according to a TVN spokeswoman. Philippe Petit, a renowned French daredevil, has postponed his wire walk over the Grand Canyon until sometime next year, possibly in the second or third quarter. *Canyon Walk* was postponed because Petit had difficulty selling the event in the European market. TVN's most recent event, *Cirque du Soleil: Quidam*, opened with good reviews Sunday, Aug. 1. TVN did not make buy-rates available for the debut

telecast of *Cirque du Soleil: Quidam*, but one veteran cable insider said he'd be surprised if the buy-rate exceeded 100,000 nationwide. TVN's spokeswoman

countered that 100,000 debut buys would be more than the company expected, and the focus would be the total buy-rate for the entire 12-repeat run of the show.

'Right to reply' under fire

The personal attack and editorializing rules won a reprieve last week from the U.S. Court of Appeals in Washington. The rules require stations making political endorsements or airing personal attacks to offer airtime to other candidates or targets of attack. Broadcast groups are challenging the rules on the grounds that they became void with the elimination of the fairness doctrine in 1987, but the court said the rules were not automatically wiped away. The three-judge panel told the FCC to review the rules (for the fourth time in two years) because the commission has not adequately explained why they should be retained, given their "chilling" effect on stations' First Amendment rights.

Leading the fight to preserve the current right-of-reply rules, FCC Commissioners Susan Ness and Gloria Tristani have argued that they remain essential even as the number of mass media outlets increases because individuals' access to broadcast airwaves remains limited.

—Bill McConnell

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.



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Making do

Are questions about the quality of 8-VSB digital transmission reception with an indoor antenna legitimate and troubling? Yes. Are they enough to scrap the standard so long in the making and arrest the rollout of digital in its tracks? No, not unless the flaw is fatal. And there are too many people who still think it is not and the problems are solvable—a hurdle, not a wall. To judge DTV by its early tests is like judging analog TV by a fuzzy Felix the Cat statue.

Then what to do? Find the fix. If we can put a man on the moon, then put more computing horsepower on our kitchen tables than it took to get there, a solution can be found. And the place to look is in the labs of the consumer electronics manufacturers, which have as much (if not more) to gain from the successful introduction of DTV as broadcasters. Philips says its newest generation of receivers is better than the last, as does Zenith, now on its third generation. ("What else would they say?" you ask. True. But it is also vitally important to them that they back up those statements. They want to sell sets.) Despite David Smith's vigorous arguments that the industry and government should consider a different transmission scheme—COFDM in place of 8-VSB—we think that would be a mistake at this juncture. Such a move would set back DTV for years and, according to industry lobbyists in Washington, expose broadcasters to losing the valuable digital spectrum. To paraphrase Lincoln's campaign slogan: Don't change horses in mid-bit stream.

This doesn't mean broadcasters investing big bucks in DTV shouldn't actively push for improvements and answers. And we can understand their frustration. So much of their future rides on an element out of their control: the TV set. If they don't build it, nobody's coming. As National Association of Broadcasters President Eddie Fritts suggest-

ed, perhaps it's time for the FCC to put as much pressure on manufacturers to build quality DTV sets as it has been putting on broadcasters to begin DTV transmissions.

Remaking the market

The FCC has taken an important step toward replacing a patchwork of waivers that tried to address changing market conditions with new local ownership rules that do. It is not the proposal Chairman Bill Kennard first put forth, far from it, but it is was produced on his watch and with his blessing.

Some were seeing last week's easing of the TV duopoly rules as opening the floodgates for more consolidation, and certainly many will take advantage of the new opportunities. But the action faces new market realities squarely and tries to make the process of accommodating them more orderly. Kennard said as much in unveiling the changes last week. "We are adopting commonsense rules that recognize the dramatic changes that the media marketplace has undergone since our broadcast ownership rules were adopted 30 years ago. We need to provide broadcasters with flexibility to seize opportunities and compete in this increasingly dynamic marketplace." Sounds like a broadcaster talking, and a realist.

What went mostly unsaid last week was that any new round of consolidation makes more important broadcasters' willingness to support tax certificates, investment funds and other programs designed to bring minorities and small businesses into broadcasting's ownership ranks. Some have suggested that there was a deal, with Kennard agreeing to go along with ownership deregulation in exchange for broadcasters' support on the minority ownership programs. Maybe. Maybe not. But the two efforts have been on parallel tracks with the engineers of each well aware of the other's progress. And both have been going in the right direction.

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ISSUE DATE: November 8, 1999
AD CLOSING DATE: October 29, 1999



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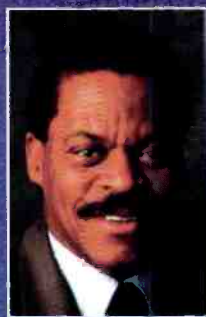
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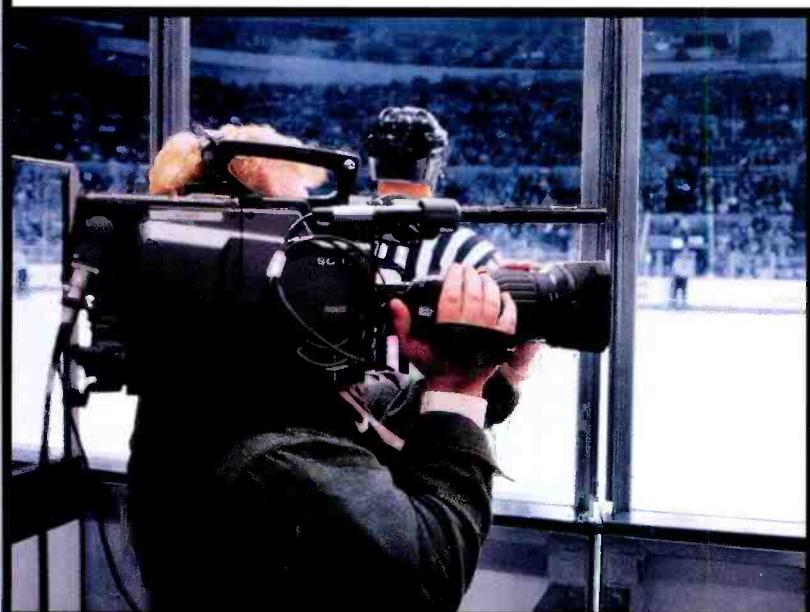
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