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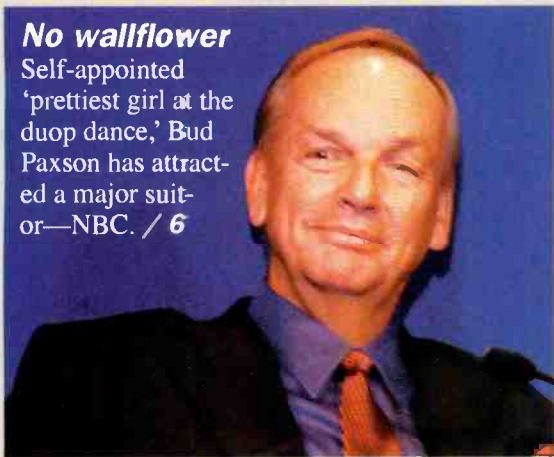
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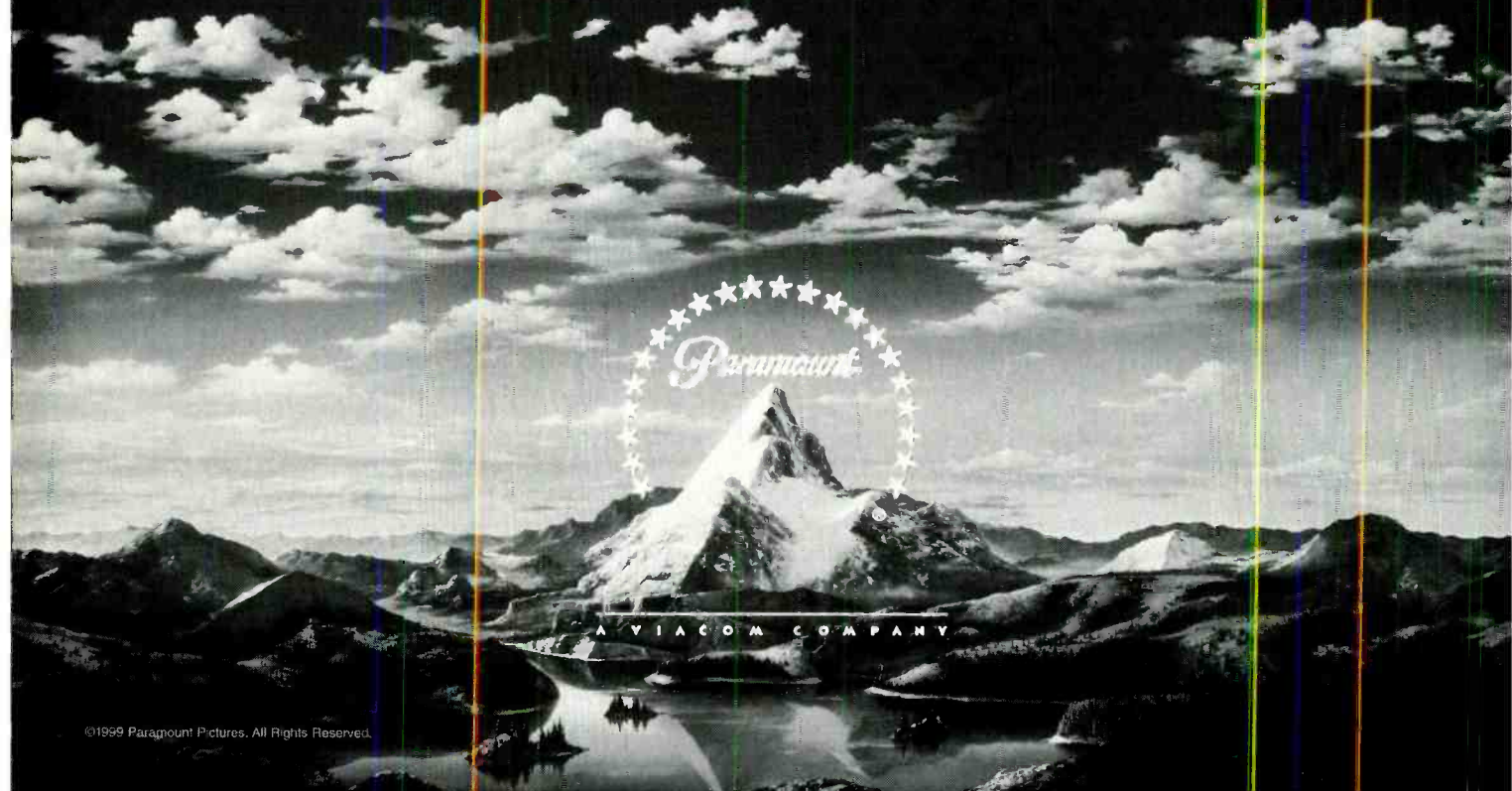
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Strange bedfellows

Call it an elegant compromise, a wake-up call to political reality or recognition of market change, the new duopoly rules have something for almost everyone

By Paige Albiniak
and Bill McConnell

NEWS ANALYSIS

What a difference nine months can make.

Just last November, the FCC appeared set to strike a big blow against broadcast consolidation by eliminating most local marketing agreements (LMAs), under which one station controls another in the same market, which would force many TV station owners to sell some of their same-market radio stations.

Instead, after months of high-pressure lobbying by broadcasters, the five-member commission granted them a big win by removing the longtime prohibition against owning two TV stations in a market, grandfathering LMAs and essentially removing the threat to existing radio-TV combinations.

Though FCC Chairman William

Kennard had been signaling since March that the agency would issue rules more lenient than the plan floated last fall, the turnaround in agency and administration policy has been surprisingly dramatic.

In November, Kennard seemed ready to dam the tide of mergers set in motion by the 1996 Telecommunications Act. "The pace of consolidation has proceeded faster than most people anticipated when the act was signed," he said at the time. Democratic Commissioners Susan Ness and Gloria Tristani were already on the record with concerns about the rule changes and their effect on independent media voices.

In February, Larry Irving, the administration's chief telecommunications policy adviser, rallied the commission

to hold the line against Capitol Hill Republicans angered by the November proposal.

"The availability of new or competing technologies does not diminish the need for viewpoint diversity or by itself justify relaxation of the commission's structural protections," Irving wrote in a February letter to the FCC. "We are also deeply concerned about the effect of industry proposals to eliminate or severely curtail the local television ownership rules."

Fast forward to the Aug. 5 votes on the rules: 5-0, 5-0, 4-1, with the only dissenting vote—by Republican Harold Furchtgott-Roth—cast because the changes were not deregulatory enough. Broadcasters' victory was made even bigger by the fact that up to this point the administration had steadfastly opposed additional TV ownership relaxation.

Kennard now points out that the broadcasting world has changed and the old rules must change with it. Broadcasters need economies of scale to help them compete with cable, satellite and the Internet, he says. In addition, he points out, he will not be leaving his successor "a mess of rules and waivers." Why the turnaround?

Washington observers say it's a testament to Kennard's political pragmatism. His concern that more consolidation might mean fewer chances for minorities and small businesspeople did not disappear, but he realized that a little give on the ownership rules could also help him gain more broadcast opportunities for minorities.

While few industry players will say Kennard cut a deal with the industry, they concede that an elegant political compromise has given something to every side in the ownership fight.

One of the most surprising results of the rule changes is the relative lack of reaction from public-interest advocates and Democrats. Though they had been pushing to tighten the rules for years, nary a peep was heard when the FCC

Paxson's no wallflower

The self-annointed "prettiest girl at the duop dance," Paxson Communications has attracted a major suit—NBC.

NBC is talking to Paxson Communications about a merger or strategic partnership, multiple sources confirmed last week. They said NBC and Paxson had serious talks about a partnership even before the FCC's duopoly ruling two weeks ago. NBC's offer was for a minority stake in Paxson coupled with a cash infusion and program commitments. But Paxson walked away because the offer didn't include enough cash.

But now that duopoly is no longer an issue, NBC wants a controlling stake, sources said. And its main interest is Paxson's 50-some stations, not the family-friendly Pax TV network. While Paxson Chairman Bud Paxson wants to keep the network going, he would have a hard time turning down a large offer. Doing so would invite shareholder liability suits.

"It's the cleanest set of duopolies in the top 20 markets," said one person familiar with the talks. The executive said it would allow the network to get into the local sports business in a big way, and also go after young adults like The WB without messing up NBC's own audience flow. NBC could also repurpose newscasts, the bread and butter of its owned stations.

Neither Paxson nor NBC would comment. Paxson's stock closed Friday at \$15.69, up 32% since the FCC's Aug. 5 ruling. —Steve McClellan



Even before the new rules got the green light, Paxson was talking to NBC.

voted to loosen them.

"No one has seemed to have had apoplexy about this," observes Jim Hedlund, head of the Association for Local Television Stations.

The relative silence, from folks who would usually be up in arms about such deregulation, has left even Washington insiders wondering, some chalking it up to the "weird things" that can happen when presidential elections draw near.

Though Vice President Al Gore is ahead of challenger Bill Bradley of New Jersey, he's not the lock-in nominee he hoped to be. And Bradley is catching up in the fund-raising game, according to press reports and campaign tallies, by beating Gore in key business sectors

such as Wall Street and Silicon Valley. At last count, Gore had raised \$18 million to Bradley's \$11 million.

The goodwill of broadcasters would help Gore. But as the White House point man on telecommunications issues, his regulatory approach to their business has drawn broadcasters' animosity. He has positioned himself as champion of the V-chip, TV ratings and free airtime for politicians, and he had been unbending on any relaxation of the ownership rules.

With Gore looking to lock down the nomination, many suggest that he is working hard to change his image from pro-regulation to pro-business.

"It doesn't sit well with the American people for a candidate to appear to

be heavily regulatory," says Jeff Smulyan, chairman and owner of Emmis Communications, who has close ties to the Clinton White House.

It also didn't hurt that the one person in the administration who has been steadfastly outspoken on the need to tighten the rules—Irving—announced his resignation the week before the vote.

Irving says his departure had nothing to do with any desire Gore has to appeal to business interests. Irving had been talking of his departure since the 1996 election, and rumors of his replacement—Senate staffer Gregory Rohde—had been floating around Washington since last February.

With the administration apparently willing to go along with some ownership

New rules of the road



The FCC last week released further details on its relaxation of local ownership rules.

Duopolies—A company may now own two TV stations in a market if the second outlet is not among the top four in ratings and the market has at least eight separately owned TV stations. The coverage of the second station does not count against the national ownership cap, which limits station groups' coverage to no more than 35% of the nation's TV homes. One company also may own stations with overlapping signals as long as they are in separate markets (DMAs) as defined by Nielsen (stations in Baltimore and Washington, for example).

A company may also own TV stations in a market if the second outlet is:

- ◆ **Failed**—Station must have been dark for at least four months or be placed in court-supervised involuntary bankruptcy or insolvency proceedings. For dark stations, the FCC also will require an affidavit that the station went off the air due to financial distress and that the in-market buyer is the only "reasonably available" entity willing and able to operate the station.
- ◆ **Failing**—All-day audience share at 4% or lower, one station in poor financial condition (the FCC suggests negative cash flow for the previous three years), proof that no out-of-market buyer is available, and demonstration of "tangible and verifiable" public-interest benefits beyond mere cost savings and efficiencies.
- ◆ **Unbuilt**—Construction permit issued but licensee has been unable to bring the outlet on air.

◆ **Local marketing agreements (LMAs)**—Existing agreements not meeting the new duopoly criteria (above) and established prior to Nov. 5, 1996 (when the FCC noti-

fied broadcasters that it was considering eliminating LMAs), will be grandfathered until 2004, when the FCC will review their fate. Grandfathered LMAs may also be sold before 2004. Nonconforming LMAs established after Nov. 5, 1996, will have to be divested within two years.

◆ **Radio/TV cross-ownership**—A company with two TVs may 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 is also permitted. To be counted as a voice, a newspaper must have circulation exceeding 5% of the designated market area's population, be published four days a week and be printed in English. All incumbent cable operators count only as one voice. Satellite broadcasters, cable overbuilders and open video systems do not count.

◆ **Grandfathering**—To continue after 2004, grandfathered deals must serve the public interest by demonstrating public benefits that otherwise would not be achieved. Those include locally originated programming, children's educational programming, technical improvements that improve service and other demonstrable benefits. Waivers may also be granted if (1) the combination helps the stations get ahead of schedule on the conversion to digital, (2) the owners have made significant investments in the second station's technical facilities or (3) if warranted by market competition.

◆ **Attribution**—The threshold for counting passive investments toward ownership has increased from 10% of total assets to 20%. (Passive investors include only bank trust departments, insurance companies, and mutual funds.) 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 an owner's national audience reach cap if the owner holds another station in the same market or is a program supplier.

—Bill McConnell

relaxation, Kennard was free to work out a compromise that could placate Hill Republicans who had savaged him for the earlier plan. (Even now House Telecommunications Subcommittee Chairman Billy Tauzin [R-La.] will only call the new rules a "good first step.")

Hill Democrats haven't been making too much noise on the issue anyway. Sens. Ernest Hollings (D-S.C.) and Byron Dorgan (D-N.D.) were the only lawmakers to openly oppose the FCC's proposed changes before the Aug. 5 vote. Rep. Edward Markey (Mass.) was the only Democrat to complain publicly after they were approved.

For his part, Kennard dismisses any suggestion that he did a 180.

"A lot of people reacted to a rumor of a staff proposal that was never presented to the commission and it took on a larger-than-life impact," he said last week. "We spent a lot of time over the last six months talking to all the stakeholders in the debate and we struck a good balance" between the industry's need for more flexible ownership rules and the public's need for broadcast diversity.

Regardless of which direction Kennard wanted to go, by relaxing the rules he has been able to win something he personally wanted. Broadcasters are now much more likely to support minority tax-certificate legislation, which would allow sellers who sell stations to minorities to defer capital gains taxes. Broadcasters also are encouraged to go forward with a private effort to create a hefty minority investment fund and other efforts to boost minority participation.

CBS Chairman Mel Karmazin and Clear Channel Chairman L. Lowry Mays have taken the lead in assembling the fund. Although details have yet to be spelled out, CBS Senior Vice President Martin Franks says the group intends to reveal its plans in September. A CBS source confirmed last week that New York investment bank Chase Manhattan is "heavily involved" with the fund and plans to contribute some money. And last week, Hicks Muse's 21st Century Group and LIN TV said they are forming a minority-run media company, Banks Broadcasting, to buy TV stations in small- and mid-sized markets.

The week before the FCC was scheduled to vote, Senate Commerce Committee Chairman John McCain (R-Ariz.) and Senator Conrad Burns (R-Mont.) reiterated their intention to introduce such legislation next month. McCain's and Burns' bill would let telecommunications companies

Continues on page 17



Wheeling starts; dealing to come

With the ink barely dry on the FCC's new television duopoly rules, **Shop at Home Inc.** last week said it retained Media Venture Partners, Banc of America Securities and Yagemann Advisors LLC to explore a possible sale of some or all of the company's six mostly major-market TV stations. Shop at Home also would consider selling a "significant equity stake," the company says.

Another likely seller is **Young Broadcasting**. Chairman Vincent Young says he's not putting a "for-sale sign" on his station group, but "we do pay our phone bills and we do that so if somebody wishes to contact us, we could receive their call." Young's plum is KCAL(TV) Los Angeles, which he purchased for \$370 million three years ago. Analysts say he would now let it go for around \$600 million.

How about the **Telemundo** station group? Analysts say it could turn over in the post-duopoly land rush. The Spanish-language stations continue to lose share to rival Univision. New President James McNamara did not return a telephone call seeking comment.

Two weeks ago, the talk was that Barry Diller would sell his major-market **USA Broadcasting** station group. This week, it was that he would hang on, completing the stations' conversion from home shopping to independent programming. Bear Stearns analyst Victor Miller thinks USA would face dramatic tax consequences if it tried to sell its inexpensively purchased stations. Besides, last Thursday, Diller bought the broadcast rights to the NBA's Dallas Mavericks for its KHSX-TV Dallas. "If anything, they're more fired up than ever to build a bigger platform," Miller said.

Jon Miller, president and CEO of USA Broadcasting, says USA is evaluating all options, including buying, selling and partnering. "Paxson [see story, page 6] is going around saying he's the prettiest girl at the [duopoly] ball but I don't think we're too far behind in terms of people wanting to work with us," says Miller.

Tribune last Wednesday said it is buying Washington's WB affiliate, WBDC-TV, from JASAS Corp. for an estimated \$100 million. Tribune has been running the station under a management agreement. The purchase gives Tribune, which owns 25% of the WB Network, WB affiliates in eight of the nation's top 11 markets. Some speculated that Tribune snapped on the station to prevent another broadcaster in the market from doing so. But Tribune Broadcasting President Dennis J. FitzSimons says the announcement of the deal days after the FCC action was "purely coincidence."

WB affiliates are seen as prime targets for acquisitive broadcasters, since most are rated fifth in their markets and thus available, under the new rules, to those ranked one to four. Jamie Kellner, who runs **The WB** as well as several WB affiliates, encourages such speculation. "You want to aggregate the strongest possible programming you could to truly take advantage of what this [duopoly] is all about," Kellner says. He foresees the previously unimaginable day when a Big Four network would own a WB affiliate. "I would have no problem with that," he says.

There are several markets where members of the Big Four themselves are available as second stations, according to analyst Miller. For instance, he says, Fox affiliates are not among the top 4-rated stations in New York; Raleigh/Durham, N.C.; Portland, Ore., and San Diego. Also available are the ABC affiliate in Phoenix and the NBC O&O in Miami, Miller says.

—Elizabeth A. Rathbun



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A'S

FAVORITE!



Nets pressure Tivo, Replay over copyright

Programmers expect purveyors of high-tech VCRs to pay license fees; Replay says it wants to be 'constructive'

By John M. Higgins

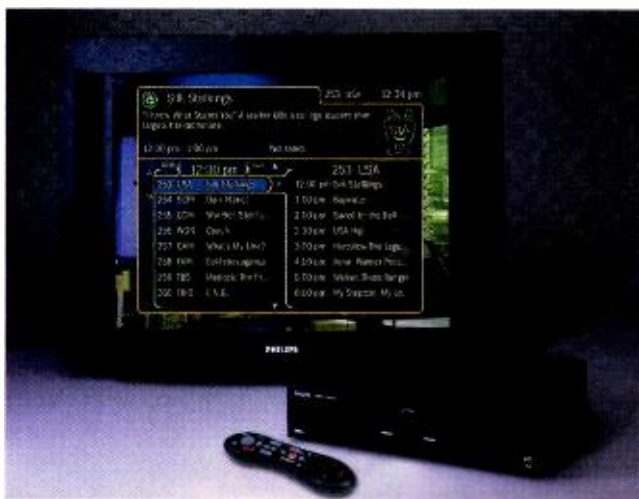
Are they hi-tech VCRs or television services? That's the central question in a growing dispute between TV programmers and companies backing an advanced form of computerized VCR.

"Personal video recorder" start-ups Tivo and Replay are the targets of a group created by five broadcast and TV programmers. The newly formed Advanced Television Copyright Coalition aims to persuade—or force—the companies and any similar competitor to get licenses before they attempt to generate revenues from network programming.

The anti-PVR coalition is notable for its slate of media heavyweights: Time Warner Inc., CBS Corp., Walt Disney Co., News Corp., and Discovery Communications, representing networks including ABC, Fox Network, CNN, TNT and HBO.

Both Tivo and Replay sell equipment that is essentially a computer hard drive capable of recording broadcast or cable shows. The main appeal is its exceptional programmability. Tell the box you like Humphrey Bogart and it will record *Casablanca* and *The Maltese Falcon* when they show up on Turner Classic Movies. Tivo "learns" subscribers' preferences that might lead it to record all Sydney Greenstreet movies on any other channel as well.

Tivo and Replay boxes also record whatever subscribers are watching in real time. Hit the pause button, go to the bathroom, and Tivo and Replay pick up right where you left off. Don't want to watch the commercials on playback? Replay has a "quick skip" button advancing the program 30 seconds at a time.



Networks contend that 'personal video recorders' like Tivo's system do more than simply record TV shows and can violate their copyrights when they sell advertising or collect subscription fees.

Tivo, which plans to go public next month, foresees earning revenue from monthly subscription fees; Replay plans to sell banner advertising featured on its on-screen program guide.

Time Warner Inc. lobbyist Bert Carp said the coalition wants to establish, preferably through persuasion, but possibly through litigation, that the companies are required to license programming in the same way affiliated broadcast stations and cable systems do.

He insisted the companies aren't seeking to thwart deployment of the advanced video recorders. "We think it's a promising technology," Carp said. "In the short run, we want to find a way to cooperate."

The networks' biggest fear is that PVR companies are technically capa-

ble of selling their own commercials that could replace commercials during playbacks of *Monday Night Football* or *Friends*, for example.

"What they're looking at is the potential of the technology to wreak havoc," said an executive at one PVR company. "Now they see it in friendly hands with Tivo and Replay. They want to make sure this is the business model of the future."

Tivo wouldn't comment. But Replay marketing director Steve Shannon said that the company is open to working out the copyright issue "We're looking forward to working with the group in a constructive way, so we don't have a destructive relationship."

But the coalition is seemingly an odd creature because the media giants, as investors, share a different kind of interest in the PVR companies. Each coalition member is investing in either Tivo, in Replay, or both.

Next week, Replay plans to announce a \$50 million-plus investment by several media companies, including Time Warner, Disney and Discovery, plus coalition outsider NBC. Last month, Sunnyvale, Calif.-based Tivo got backing from CBS, Discovery, Disney and News Corp.'s 50%-owned TV Guide Interactive. Each pumped in around \$4 million.

Although media company executives say Tivo and Mountain View, Calif.-based Replay made no promises over copyright when taking the money, the video recorder companies are not shaping up to be seriously combative. Replay has fewer than 10,000 customers in the field; Tivo around 1,000.

So why don't the networks hash this out quietly in the boardroom with executives eager to take their investments?

Because, media executives acknowledge, they have a broader agenda. The market is expected to see many other players, from PC-based video systems to digital cable converter manufacturers. Further, EchoStar Communications Inc. has teamed with Microsoft Corp. to put video drives in the next generation of DBS receivers. ■

A separate King and Eye

Syndication chief Michael King to depart—but King World identity stays intact

by Joe Schlosser

King World is going to get a bit smaller next year, but apparently the syndication giant won't be folded into Eyemark.

Michael King, longtime CEO of syndication giant King World Productions, is stepping down next year after the company's planned merger with CBS Corp.

Roger King, Michael's brother and the company's current chairman, will take over the CEO title in September 2000. Until then, the King brothers will serve as co-CEOs, with Michael becoming vice-chairman and Roger as chairman. Michael King, who has been with the TV production company for 35 years, will take on an advisory role for King World after leaving his post next fall.

CBS' \$2.5 billion acquisition of King World is expected to close in early September. Other shakeups in the company's hierarchy are expected in coming weeks, sources say. CBS Television CEO Leslie Moonves said CBS plans to keep King World and the network's own in-house syndication division, Eyemark Entertainment, as separate divisions, quelling speculation that the two entities would likely be combined.

"Our plans are to keep them separate," said Moonves. "There will be some backroom stuff that is combined, legal and research and stuff like that, but overall the two companies will keep on running separately."

Although King World and Eyemark are both syndication distributors, syndication executives say a strong case can be made that the two companies are quite different. King World has made its name with top first-run hits like *Wheel of Fortune*, *Jeopardy* and *The Oprah Winfrey Show*. King World also has *Hollywood Squares*, the struggling *Roseanne Show* and the upcoming *Martin Short Show* in syndication.

Eyemark, which is only a few years old, is active on the first-run syndica-



Michael King, with the company since its founding, helped grow it from 'Little Rascals' reruns to a position as one of the industry's top syndicators.

tion side, but is increasingly selling more off-network product from CBS' prime-time lineup. Eyemark executives are currently finishing up sales of CBS Productions' sitcom *Everybody Loves Raymond*, which has garnered the young syndication division its highest license fees ever. On the first-run side, Eyemark execs are set to launch a new daytime talk show

with radio personality Dr. Joy Browne.

As for Michael King, the announcement of his departure ends a long

career at the company founded in 1964 by his father Charles. In 1977, five years after their father died, Michael, Roger and their brother Bob—who later left the company—took over King World's reins. They started by selling reruns of *The Little Rascals* and quickly moved on to selling top first-run shows in syndication.

Michael King, who along with Roger are the two largest shareholders in CBS behind CBS Corp. CEO Mel Karmazin, says he wants to try something new. Under his contract with CBS, Michael King is allowed to work outside of King World as long as it "does not interfere in any significant manner with his responsibilities for King World."

On King's departure Moonves said, "The important part is that he is going to remain with us for a sizable period of time as a consultant. I don't think Michael's presence will ever be gone from King World, and we value his contributions." ■

USA sticks with Springer

Jerry Springer is going to have to keep it clean from here on in.

That's what executives at Studios USA Domestic Television said last week after the Barry Diller-run studio said it has every intention of holding on to the popular and profitable syndicated *The Jerry Springer Show* talker.

"Jerry is our show and we hope it goes for the next 10 years and we are still going full-speed ahead with it," Studios USA Domestic Television President Steve Rosenberg said last week. "Jerry is a talent. We love the show. We don't want to have any violence on it, but we want to have a good show."

Earlier this year, Diller declared that his studio would no longer allow violence on the *Springer* set. That decision set off speculation that Springer and USA had parted ways on the show's direction and that the talker would be sold to a new distributor.

Studios USA executives never officially declared the show was on the block, but sources confirmed that the studio held formal conversations with a number of potential syndication suitors over the last two months, including MGM and Pearson Television. Former Universal Television President Greg Meidel was also said to be in the running for *Springer*.

Some sources say Studios USA decided to keep the show because of its ratings performance since the fighting was pulled at the end of May, as well as confidence that *Springer* can make good money without all the violence. Others say Studios USA didn't get its reported \$100 million asking price for the show. Studios USA executives had no comment.

In the latest weekly national ratings, *Springer* averaged a 5.4 national rating, according to Nielsen Media Research, second only to *Oprah* but down 29% from last year at this time.

—Joe Schlosser



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FINANCIAL WRAP-UP

Week of August 9-13

WINNERS

	8/13 midday	% change
Shop at Home	\$9.75	31.05
Big City Radio	\$4.50	20.00
Telewest	\$41.75	12.44
ValueVision	\$24.44	12.37
TCI Satellite	\$4.13	10.13

LOSERS

	8/13 midday	% change
TCI Music	\$4.13	(24.32)
Unapix	\$2.62	(14.50)
Sinclair	\$20.06	(6.88)
News Corp.	\$31.44	(5.38)
Granite	\$9.88	(5.67)

BROADCASTING & CABLE / BLOOMBERG STOCK INDEXES

BROADCAST TV (8/08/98-8/09/99)



Week ending 8/13	
Close	263.27
High	263.27
Low	252.61

4.2%

CABLE TV (8/08/98-8/09/99)



Week ending 8/13	
Close	287.67
High	287.67
Low	279.51

0.5%

RADIO (8/08/98-8/09/99)



Week ending 8/13	
Close	662.83
High	662.83
Low	653.30

1.5%

DOW JONES

Week ending 8/13	
Close	10972.70
High	10972.70
Low	10655.00

2.4%

NASDAQ

Week ending 8/13	
Close	2637.82
High	2637.82
Low	2490.11

3.5%

S&P 500

Week ending 8/13	
Close	1327.04
High	1327.04
Low	1281.43

2.1%

Turnerbout: No women's net

With Lifetime and Oxygen already in play, venture seen as too costly, sources say

By Deborah D. McAdams

Time Warner's plans to launch a new cable network aimed at women has apparently lost out to cartoons and regional sports.

Almost as suddenly as last June's announcement of The Women's Channel, the company last week pulled the plug on the concept. A statement issued by TBS said development of the network has been "put on hold," but Turner sources said there is no intention to resurrect the women's net concept.

The venture, they suggested, was just going to cost too much money. "Obviously, the programming plans were very ambitious, and looking at funds and resources needed, we decid-

ed to put those into the other networks," one insider said.

A spokesman at Turner Broadcasting System, the television network division of the company, said resources earmarked for The Women's Network have been diverted into launching two other networks. Those include Boomerang, a cartoon net aimed at baby boomers that will utilize Time Warner's Hanna-Barbera library. It is scheduled to launch April 2000. The other new network is Turner South, a regional sports and entertainment network, set to launch Oct. 1.

Chris Dixon, a media analyst at PaineWebber, estimated that up to \$300 million was needed to launch The Women's Network, and at least six

years for it to break even. Besides, he said, other players were already mining cable's coveted niche of women viewers. Turner's exit from the women's cable network arena leaves Geraldine Laybourne's Oxygen to duke it out with the incumbent Lifetime, run by Carole Black. Neither Black nor Laybourne were available for comment.

"Time Warner may have realized it was going to be tougher than they originally considered," especially going up with Laybourne, who has the talents of Marcy Carsey and Oprah Winfrey backing up Oxygen, set to launch in February, Dixon said.

Yet the money argument made no sense to another source familiar with Turner's plan.

"They know better than anybody what the consequences are. The rumor that they would start this network has been out there for 15 years now," she said.

Pat Mitchell, president of CNN Productions and Time, Inc. Television, had been tapped to run the new network and help create content predicated on Time, Inc., and Conde Nast print publications. Given less than a year to create an all-original-content network, Mitchell faced a hellish deadline, insiders said, but her team was on track to get the network up and running by early 2000.

"There isn't a sense that it was pulled because it wasn't moving fast enough," a Turner source said. "I don't think there was that buzz, the necessary buzz around to do it. Time Warner just didn't have a commitment to it." ■

Scatter may get Citigroup money

Citigroup's abrupt about-face in dropping between \$70 million and \$80 million in upfront advertising commitments may not have a major impact on the market, industry sources say.

A broadcast TV sales executive, confirming the Citigroup turnaround, called the pullout a setback, but he predicted that it wouldn't seriously impact the Big Four. "Last year would have had a bigger effect than this year," said the source, requesting anonymity. "This year we'll be able to sell it into scatter."

An ad agency executive concurred, saying, "At the end of the day, there's so much money in the market, it's not going to be affected."

A Citigroup spokeswoman said that the company isn't abandoning its TV advertising, calling published reports of a canceled \$100 million TV ad budget "overstated." The spokeswoman said Citigroup is "restaging" its advertising plans, putting its direct mail campaign first. "We're going to spend on TV ads," declining to pinpoint how much.

Advertising sources said NBC probably sustained the largest inventory loss with \$40 million, followed by CBS at \$20 million. —Richard Tedesco

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

KANSAS CITY

Pink slips at Scripps

After months of declining revenues, E.W. Scripps' nine broadcast stations have been told to make serious budget cuts, according to a source in the company. In Kansas City, Mo., KSHB-TV became the first to announce its response, and the cutbacks were dramatic.

Longtime anchor Jim Condelles was laid off and anchor Laurie Roberts fired. Also departing are morning show producer Dewayne Nickerson and Roberts' producer, Aimee Tonquest. Another producer, April Jackson, has been offered reassignment in lieu of being laid off. News Director Laura Clark said the station, which will enact other cuts, is trying to make the cuts strategically and consistent with the revamping of its morning show. Ratings have been between a .3 and a 1, Clark said. Scripps executives at other stations did not return calls.

BALTIMORE

Support for COFDM

Sinclair Broadcast Group claims that more than 300 stations will support a petition to the FCC asking for a reexamination of the U.S. digital TV standard. Sinclair's petition, which should be mailed to U.S. stations in two weeks, will ask the agency to include the European COFDM modulation scheme in the ATSC digital TV standard. However, the petition won't ask the FCC to get rid of the 8-VSB modulation scheme, a system Sinclair says doesn't work for indoor reception. Instead, Sinclair hopes set makers will be compelled to put both COFDM and 8-VSB tuners in their DTV receivers, allowing broadcasters to choose whichever modulation scheme suits them. "Why not have both, and let the market decide?" says Nat Ostroff, Sinclair VP, new technology.

WASHINGTON

Tracking Tracht

Doug "Grease" Tracht and CBS' Infinity Broadcasting have agreed to binding arbitration over whether Tracht deserves severance pay after Infinity fired him for a racist comment in February during his morning-drive show on warw(fm) Washington. In agreeing to arbitration, Infinity dropped a suit against Tracht claiming it lost \$100,000 worth of ads after Tracht was fired, according to Tom Powers, who is representing Tracht for the American Federation of Television and Radio Artists. The private arbitration is scheduled to begin Sept. 27 in Washington. Powers says he has not yet calculated how much Tracht is claiming in severance, but says the money can be denied only if Tracht was fired for "gross misconduct." After the racist remark, Tracht himself called it a "grave error in my judgment."

Drawing a Blanco

Rep. Martin Frost (D-Texas) and other Lone Star State lawmakers are pressing the FCC to issue a license for Channel 52 in Blanco to SL Communications. The agency has been looking for an owner to operate the station since the mid-1980s. But after the FCC disqualified the three applicants in the mid-1980s, its search ground to a halt. In 1997, the FCC rejected SL's offer to take the place of one of the unqualified applicants. In 1998, the commission directed the Mass Media Bureau to find a suitable licensee for Channel 52 "without undue delay"; but a new application by SL submitted in February was returned without being processed. Frost, along with Texas Democratic Reps. Gene Green and Lloyd Doggett, say Blanco desperately needs the Spanish-language programming that SL plans to offer. But FCC officials say their hands are tied until they clear up lingering appeals of the earlier disqualifications.

Continued from page 8

defer capital gains if they sold stations to a minority or other "under-represented" interest, as long as that new buyer started with a limited amount of assets. Senate Majority Leader Trent Lott (R-Miss.) supports the legislation.

Perhaps more importantly, Rep. Charlie Rangel (D-N.Y.), ranking member on the powerful House Ways and Means Committee, has announced his intention to introduce similar legislation. Rangel's support is key because any tax legislation must work its way through Ways and Means.

Some have suggested that Ways and Means Committee Chairman Bill Archer (R-Texas) would oppose minority tax-certificate legislation. But broadcast groups Clear Channel and A. H. Belo are both from Archer's district, and are likely to lobby their hometown lawmaker aggressively. At the very least, Rangel could be expected to hold the tax break as a bargaining chip for Democratic support for Archer initiatives down the road.

The end of LMAs, which in effect circumvented the ban against owning two stations in a market, also appears to have brought most public advocates, if somewhat reluctantly, on board.

"What the commission has done is sufficient for everybody," said Andrew Schwartzman, president of Media Access Project and an outspoken critic of broadcast consolidation through the years. Schwartzman said it is unclear whether dramatic consolidation will result from the new rules, given that existing LMA operators will quickly buy out their partners and lap up the one or two duopolies permitted in mid-sized markets.

One of the few voices of opposition is that of David Honig, executive director of the Minority Media & Telecommunications Council, who says he is "scratching his head in pain."

Honig, who dismisses any suggestion that Kennard struck a deal with broadcasters for minority investment funding and tax breaks, says that the capital initiatives will do little if there are no stations to buy. He predicts that Archer will refuse even to hold hearings on the tax-certificate plan.

"The investment fund is great, but it addresses only one issue. We also have to address lack of opportunity," Honig says.

Maybe so, but for now the Kennard FCC appears to have mastered the fine art of political compromise. ■

It seems Rohde leads to NTIA

Senate staffer campaigned hard for job as top administration telecom adviser

By Paige Albinak

Senate staffer Gregory Rohde is in line to become the Clinton administration's top telecommunications adviser by the end of October.

The White House two weeks ago nominated Rohde, an aide to Senator Byron Dorgan (D-N.D.) for the past decade, to take over the National Telecommunications and Information Administration. And sources say they expect the Senate to confirm Rohde quickly. The Senate Commerce Committee has discussed holding a hearing the week of Sept. 6, immediately after the Senate returns from its August recess.

"Greg has become one of the real experts on national telecommunications policy here in Washington, and his selection as assistant secretary of commerce dealing with telecommunications issues will be a real advantage for our country," Dorgan said in a statement.

Rohde declined to be interviewed for this story, saying he would prefer to talk to the press after he is confirmed.

Current NTIA head Larry Irving earlier this year said he did not intend to stay in his post through the end of the year. Irving has not revealed future plans, but says he will let people know in September.

Rohde ran an aggressive campaign for Irving's job. He locked up the nomination when all the Republicans and Democrats on the Senate Commerce Committee, including Senate Majority Leader Trent Lott (R-Miss.) and Chairman John McCain (R-Ariz.), signed a letter to the administration supporting Rohde. Sources say Senate Minority Leader Tom Daschle (D-S.D.) also backs Rohde's nomination, which limits the possibility of holds on Rohde's confirmation vote.

"Greg was out a little early, but that's a function of Larry telling everyone he was leaving," said one industry executive. "Greg wanted to beat the next guy to the punch by locking in Senate support early. There were other candidates being considered, but none of them really wanted it as badly as Greg did."

In addition to having a reputation as a talented consensus builder, it didn't



Rhode is considered to be a consensus builder, with a strong understanding of telecom issues, as well as an advocate of the V-chip.

hurt that Rohde has worked for Dorgan on and off since 1988, starting when Dorgan was a member of the House of Representatives.

"Everyone was eager to help one of the most powerful members of the Senate," one Hill source said. Dorgan is the Senate's assistant minority floor leader, co-chairman of the Senate Democratic Policy Committee and a member of the Senate Commerce Committee.

Even if Rohde's confirmation flies through the Senate, he won't have long to learn his job before the administration changes hands. Rohde's best chance to stay over through the next administration is if Vice President Al Gore wins the presidency. But if a Republican takes over, Rohde will have about a year and a half in office.

Several observers said they expect Rohde to focus more on domestic policy issues than Irving has. "NTIA will be much more engaged in the policy debates now," one industry source said. Observers also said Rohde should do a better job of working with Capitol Hill and the administration. "Greg is not a lightning rod," one source said. "He should have a much better relationship with the Hill than Larry has had."

Dorgan is known for his rural bent,

especially on matters such as universal service. Dorgan is a member of the Senate "farm team," that worked to focus the debate on rural issues during deliberations on the 1996 Telecommunications Act.

Dorgan has not been a particular friend to broadcasters: "I would call it pro-diversity, rather than pro-competitive," one source said of Dorgan's view on broadcasting. Dorgan is a strong supporter of the V-chip and recently worked closely with Senator Ernest Hollings (D-S.C.) to move a bill that would have banned violent TV programming except during late hours. That bill failed a Senate vote, but had a substantial number of supporters in both parties.

"Greg has really good political antennae," said Jon Liebowitz, minority counsel to the Senate Antitrust Subcommittee, who also was considered for the job. "He has experience and he understands the issues. It's a good combination for effectuating good policy and dealing with an opposition Congress."

"Greg will bring a lot to the table in terms of refocusing the debate on local phone competition and making sure that the Telecommunications Act is enforced," said Kevin Joseph, a lobbyist for AT&T and a former senior staffer for Hollings, who is a frequent Dorgan ally.

"He is a man of high principles and very fair-minded," said Christopher McLean, deputy administrator of the rural utilities service in the Department of Agriculture. "He will carefully listen to all sides of an issue."

Rohde was born in Pierre, S.D., in 1961 and grew up in North Dakota. He attended the University of Colorado at Boulder in 1980-82 and North Dakota State University in 1982-85, with a degree in education. He got an additional bachelor's degree in sacred theology in 1988 from Catholic University in Washington. Besides working for Dorgan, Rohde also worked on the administration's health-care initiative during the first month of Clinton's presidency. He also ran Democrat Nicholas Spaeth's campaign for governor of North Dakota in 1992. ■



WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

Gambling ad ban falls in all 50 states

The Justice Department and the FCC said Monday that the federal government will no longer enforce restrictions in any state that bans casino gambling advertisements. The government brief was written in light of the U.S. Supreme Court's decision that found the ban unconstitutional. "[I]t is the position of the defendants that [the law], as currently written, may not constitutionally be applied to broadcasters who transmit truthful advertisements for lawful casino gambling, whether the broadcasters are located in a state that permits casino gambling or a state that does not," wrote federal attorneys. Broadcasters applauded the decision. "This is a major First Amendment victory for NAB and the broadcast industry," said NAB President Eddie Fritts. "This completes our nearly 10-year battle against these advertising restrictions, which culminated with the recent 9-0 decision from the U.S. Supreme Court proclaiming that the ban was clearly unconstitutional."

TV to blame, Hatch report says

Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) earlier this month released a report that blames TV for 10% of youth violence and identifies media violence as "one of the principal causes of youth violence."

Entitled "Children, Violence and the Media," the Judiciary staff-authored study also recommends 14 actions the federal government should take to counter effects of media violence on youth. "Americans know that something is wrong, and they are united in their desire to address the problem of youth violence," the report reads. "Americans also realize that a variety of factors underlie this national tragedy, including disintegrating nuclear families, child abuse and neglect, drug and alcohol abuse, a lack of constructive values, a revolving-door juvenile justice system, and persuasive media violence. Only an approach that targets all these factors has any hope of success." The report comes from the Judiciary committee just as Hatch is preparing to chair a House-Senate conference to reconcile juvenile crime legislation that includes several media-related proposals.

FCC to clarify cable ownership rules

The FCC may vote on changes to the cable ownership rules at its Sept. 5 meeting. The Cable Services Bureau is planning to draft proposed revisions in time for the agency's five commissioners to vote on the plan at their Sept. 15 meeting. The FCC is considering whether to raise the 30% cap on one company's share of total cable households and is mulling whether to base

the national ownership cap on one firm's share of total multichannel subscribers (including satellite) rather than the share of cable homes passed. The agency is also trying to figure out how to attribute noncontrolling investments in cable systems toward the ownership cap. Cable Services Bureau Chief Deborah Lathen wouldn't disclose her thinking on specific details, but told reporters last week that the agency is looking closely at ways to prevent any cable owner from having sufficient leverage to control industry programming.

FCC won't divide must-carry issue

The FCC has decided not to break its digital must-carry proceeding into two parts, as had been suggested by Maximum Service Television. The trade group asked that key side issues such as retransmission consent procedures, signal degradation limits, tier-placement and channel-positioning rules be settled before the agency determines whether cable systems must carry both the digital and analog signals of all local broadcasters. The decision is expected by the end of the year. MSTV wanted the peripheral issues tackled before October, the deadline for the next round of broadcast/cable retransmission consent deals. Cable Services Bureau Chief Deborah Lathen said last week that there is little benefit to breaking

up the proceeding, given that the agency is on track to rule on all the issues by December. Also, she noted that other interest groups (including the National Association of Broadcasters and the Association of Local Television Stations) opposed the move. Despite the rejection, MSTV officials say there's a bright side: The FCC appears to be sticking to a deadline for the long-delayed must-carry ruling.

Senators tell FCC to avoid access fight

Senators Ron Wyden (D-Ore.) and John Warner (R-Va.) urged FCC Chairman William Kennard to keep the commission out of local fights over access to broadband data networks. The call came in an Aug. 5 letter. Wyden and Warner also asked Kennard not to file a supporting brief in the Portland, Ore., case, in which Portland's local franchise authority is requiring AT&T to open its broadband network to competitors. AT&T is suing over the decision in federal court. The senators threatened legislation on the matter. "We are writing... to reiterate our belief that the competitive Internet must not be allowed to turn into the monopoly environment we have seen previously in the phone network and the cable television environment," Wyden and Warner said.

Clarification

Public TV station KCET-TV Los Angeles has rented lists from political organizations but has not made its lists available to such organizations in return, contrary to reports in the July 26 and Aug. 2 editions of BROADCASTING & CABLE.

Divining Prime Time 1999-2000

*Ad buyers see 'ER' as
number-one show, 'Stark
Raving Mad' as top
newcomer and CBS and
NBC in dead heat for
network title*

In what's shaping up as a repeat of 1998-99, next TV season is expected to be another horse race between CBS and NBC for the No. 1 spot in the prime time household viewing.

According to major ad agencies, media buyers and advertisers surveyed by BROADCASTING & CABLE, the race will be a dead heat, with the two networks projected to draw an average 8.6 household rating and 14.3 audience share.

BY GENE ACCAS

ABC won't be too far behind. The survey shows the Alphabet web pulling in an 8.1 household rating and 13.5 share. Fox is projected to draw a 6.0/10; The WB, a 3.2/5.3; and UPN, a 2.3/3.8.

Those surveyed expect the erosion of the Big Four's audience to continue. NBC, CBS and Fox are each expected

to drop another share point in prime time. And for the first time, ad buyers are projecting that fewer than half of the new shows will achieve a double-digit share of audience. Twenty of the 37 new shows (54%) are projected to do a 9 share or less. Just two years ago, 29 of 38 shows (76%) were projected to do a 10 or better.

For the "official" season that just ended in May, CBS eked out a ratings victory with a 9.0/15, versus an 8.9/15 for

NBC, ABC did an 8.1/13; Fox a 7.0/11; The WB, a 3.2/5; and UPN, a 2.0/3.

For ad buyers, projecting audience share estimates is not an exact science. Instead, it is based on a combination of analyzing time-period performance in prior seasons and gut calls about the new prospects. The buyers supplied share-of-audience estimates for each network prime time show, and estimates for the networks—both night-by-night and overall network-by-network projections.

The ratings estimates were produced by multiplying the share estimates by the levels of homes using television (HUT), as computed by Nielsen Media Research, for the fourth quarter of 1998. Researchers say the margin of error on the ratings estimates is approximately 5%.

In terms of viewership, the hottest new prospect is NBC's *Stark Raving Mad*, largely by virtue of its time period—Thursdays at 9:30 p.m., between two of NBC's biggest hits, *Frasier* and *ER*. *Stark* is projected at a 12.4/20. (For more on *Stark*, see page 23).

ABC is expected to dominate Mondays once again, with an estimated 12.8 rating and a 20 share for the night, driven by its *Monday Night Football* franchise. CBS is projected to be a distant second with roughly an 8.3 rating and 13 share, followed by Fox and NBC, each with a 7.7/12 share.

Tuesday and Wednesday will be the most competitive nights among the major networks. On Tuesdays, ABC is

Night-by-night, net-by-net

(Projected household shares)

	ABC	CBS	FOX	NBC	UPN	WB
MONDAY	20	13	12	12	3	6
TUESDAY	14	13	11	13	3	6
WEDNESDAY	14	13	10	14	4	6
THURSDAY	10	13	8	24	6	5
FRIDAY	13	13	7	16	3	3
SATURDAY	11	13	11	10	N/A	N/A
SUNDAY	13	20	11	12	N/A	4
AVG. WEEKLY SHARE	13.5	14.3	13.2	13.2	3.8	5.3

Source: BROADCASTING & CABLE survey of ad buyers

projected to come out on top, although just 1 share point will separate it from CBS and NBC. ABC is projected to garner an 8.7/14, followed by CBS and NBC, both with an 8.0/13. Fox won't be far behind, at 6.7/11.

The hit comedy *Dharma & Greg* will anchor ABC's Tuesday schedule next season at 9 p.m. Perennial *NYPD Blue* returns to 10 p.m., after a short tryout early in the season by newcomer *Once & Again*.

CBS' Tuesday lineup will be powered by the returning *JAG*, the second season of *60 Minutes II* and the new *Judging Amy*. NBC will bring three solid sitcom performers to the battle—

3rd Rock from the Sun, *Just Shoot Me* and *Will & Grace*, as well the new *Mike O'Malley Show*. Fox will air the new half-hour *Ally*, *That '70's Show* and *Party of Five*.

The WB will also be firing some big guns on Tuesday—both *Buffy the Vampire Slayer* and its spinoff, *Angel*. UPN will air *Dilbert* and two new shows, *Shasta McNasty* and *The Strip*.

On Wednesday, both ABC and NBC are projected to draw a 14 share, which would give both an average rating across prime time of approximately an 8.5. CBS is expected to post a 7.9/13. Fox will garner a 6.1/10 or thereabouts.

ABC will do battle Wednesdays with a wall of comedy from 8 p.m. to 10 p.m., anchored by *Drew Carey* at 9 p.m. NBC will counter with three hours led by *Dateline*, and then the new *West Wing* and *Law & Order*. CBS will go with *Cosby*, *Work With Me* and a movie. Fox will lead off with veteran *Beverly Hills 90210*, which goes against *Dawson's Creek* on WB and *7 Days* on UPN.

Thursday will once again belong to NBC, which is expected to collect a 14.4/24 across the night, driven by a powerful lineup that leads off with *Friends* and tops off with *ER*. CBS will be a distant second with a 7.8/13, while ABC is expected to draw a 6.0/10. Fox is projected to turn in a 4.8/8.

Fridays will also go to NBC, which is expected to draw an 8.6/16. The Peacock's Friday lineup next season includes the sleeper hit *Providence*, *Dateline* and the new *Cold Feet*. ABC and CBS are projected to be even at roughly a 7/13. Fox will lag with a 3.8/7.

The weekends, once again, will go to



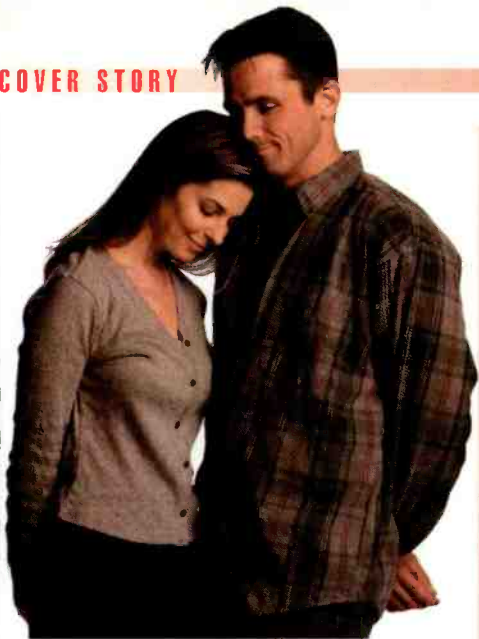
CBS' *Judging Amy* is among six new shows that ad buyers expect will garner a 13 share. It stars Amy Brenneman (l) and Tyne Daly.

Top freshmen

Ad buyers say these 14 new shows will muster the largest audiences.

Rank	Program	Network	Est. share
1	<i>Stark Raving Mad</i>	NBC	20
2	<i>Family Law</i>	CBS	13
	<i>Once and Again</i>	ABC	13
	<i>Judging Amy</i>	CBS	13
	<i>Oh, Grow Up</i>	ABC	13
	<i>The West Wing</i>	NBC	13
	<i>Cold Feet</i>	NBC	13
8	<i>Ladies Man</i>	CBS	12
	<i>Odd Man Out</i>	ABC	12
10	<i>Law/Order: Special</i>		
	<i>Victims Unit</i>	NBC	11
	<i>Ally</i>	FOX	11
	<i>Now & Again</i>	CBS	11
	<i>Snoops</i>	ABC	11
	<i>Third Watch</i>	NBC	11

Source: BROADCASTING & CABLE survey



'Once and Again,' the highly touted new drama on ABC from 'thirtysomething' creators Edward Zwick and Marshall Herskovitz, stars Sela Ward and Billy Campbell. While 'Stark Raving Mad' has the potential of gaining the highest ratings among new series given its Thursday 9:30 p.m. time period, 'Once and Again' is the darling of the critics. Of course, critics loved an earlier Z&H show, 'My So-Called Life,' while viewers stayed away in droves.

CBS. On Saturday nights, the Eye web is projected to draw around a 7.0/13, while Fox and ABC will be even with around a 5.9/11. NBC is expected to do about a 5.4/10. The winning lineup for CBS on Saturday night includes *Early Edition*, *Martial Law*, and *Walker, Texas Ranger*.

CBS will dominate Sundays with an estimated 12.6/20. ABC will be a distant second with an 8.2/13, while NBC will follow with a 7.6/12. Fox will pull up the rear with a 6.9/11. *60 Minutes* and *Touched by an Angel* are CBS' big drivers Sunday night.

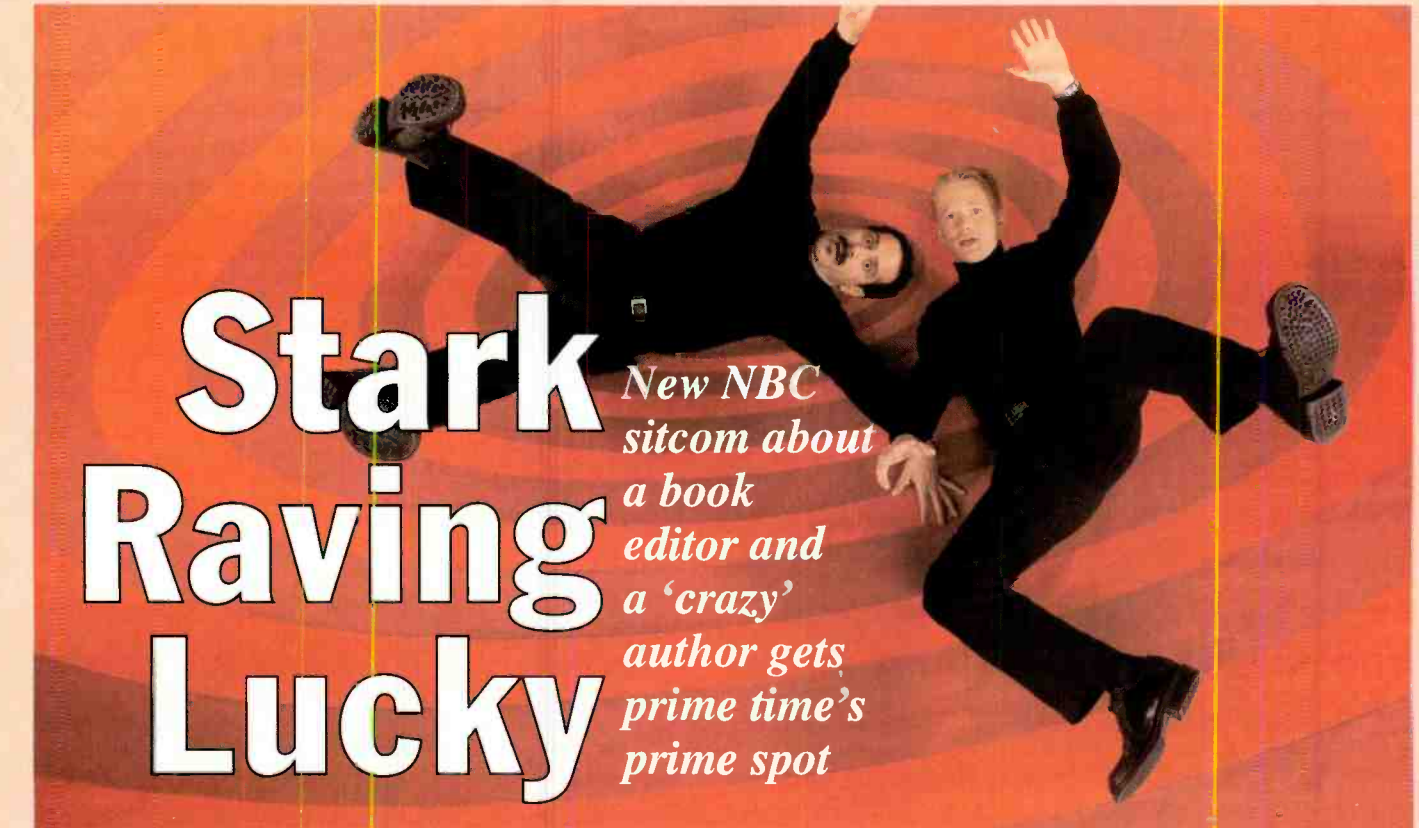
The WB is expected to outpace rival UPN on three of the five weekdays when they go head to head. The WB is projected to draw a 6 share, Monday through Wednesday, doubling UPN's estimated 3 share on Monday and Tuesday. UPN will collect a projected 4 share Wednesday nights.

But UPN is expected to get the upper hand Thursday nights with its new wrestling show, *WWF Smackdown!* The ad buyers project a 6 share for UPN on Thursdays, versus a 5 for The WB. On Fridays, both weblets are projected to do a 3.—A former network and agency executive, Gene Accas heads *CanLib Inc.*, a television consultancy headquartered in Woodland Hills, Calif. ■

'ER': The vital signs are good

NBC's *ER* will emerge from the 1999-2000 season with the biggest share of broadcasting's prime time audience, according to BROADCASTING & CABLE's survey of ad agencies, buyers and advertisers. The following chart shows share of audience shares for next season's starting prime time lineup of six largest broadcast networks. **New shows are in red.**

1	ER (NBC)	29	Cops II (Fox)	12
2	Friends (NBC)	25	The Simpsons (Fox)	12
3	Monday Night Football	24	Futurama (Fox)	12
4	Frasier (NBC)	23	64 Snoops (ABC)	11
5	60 Minutes (CBS)	22	Law/Order; Special Victims Unit (NBC)	11
6	Stark Raving Mad (NBC)	20	The Pretender (NBC)	11
	Touched by an Angel ((CBS)	20	Profiler (NBC)	11
	Jesse (NBC)	20	Thrd Watch (NBC)	11
9	CBS Sunday Movie (CBS)	18	Now & Again (CBS)	11
	20/20, Friday (ABC)	18	Party of Five (Fox)	11
11	Providence (NBC)	17	Beverly Hills, 90210 (Fox)	11
	20/20, Wednesday (ABC)	17	Cops I (Fox)	11
	Oatline, NBC (NBC)	17	America's Most Wanted (Fox)	11
14	Dateline, NBC/Mon. (NBC)	16	74 Whose Life Is It, Anyway? (ABC)	10
	Dateline, NBC/Fri. (NBC)	16	ABC Saturday Movie (ABC)	10
	Walker, Texas Ranger (CBS)	16	Suddenly Susan (NBC)	10
	JAG (CBS)	16	3rd Rock (NBC)	10
	Law & Order (NBC)	16	Work With Me (CBS)	10
19	Nash Bridges (CBS)	16	Love or Money (CBS)	10
	Everybody Loves Raymond (CBS)	15	Time of Your Life (Fox)	10
	NYPD Blue (ABC)	15	That 70's Show (Fox)	10
	Drew Carey (ABC)	15	King of the Hill (FOX)	10
	The Practice (ABC)	15	83 Then Came You (ABC)	9
24	Spin City (ABC)	14	Veronica's Closet (NBC)	9
	Dharma & Greg (ABC)	14	Mike D'Malley Show (NBC)	9
	Sabrina (ABC)	14	Freaks & Geeks (NBC)	9
	Just Shoot Me (NBC)	14	Get Real (Fox)	9
	Dateline, NBC/Wed. (NBC)	14	Family Guy (Fox)	9
	Becker (CBS)	14	Action (Fox)	9
	60 Minutes, II (CBS)	14	90 Harsh Realm (Fox)	8
	CBS Wednesday Movie (CBS)	14	Malcolm in the Middle (Fox)	8
	Diagnosis, Murder (CBS)	14	7th Heaven (WB)	8
	Ally McBeal (Fox)	14	93 Wasteland (ABC)	7
34	20/20, Monday (ABC)	13	Manchester Prep (Fox)	7
	Sports Night (ABC)	13	Ryan Caulfield (Fox)	7
	Once and Again (ABC)	13	Buffy the Vampire Slayer (WB)	7
	The Norm Show (ABC)	13	Dawson's Creek (WB)	7
	Oh, Grow Up (ABC)	13	97 Star Trek: Voyager (UPN)	6
	20/20, Thursday (ABC)	13	WWF Smackdown! (UPN)	6
	The Hughleys (ABC)	13	Angel (WB)	6
	Boy Meets World (ABC)	13	100 Roswell (WB)	5
	Will & Grace (NBC)	13	Charmed (WB)	5
	The West Wing (NBC)	13	Felicity (WB)	5
	Cold Feet (NBC)	13	Safe Harbor (WB)	5
	NBC Sunday Night Movie (NBC)	13	104 7th Heaven—Beginnings (WB)	4
	King of Queens (CBS)	13	Jack & Jill (WB)	4
	Family Law (CBS)	13	Moesha (UPN)	4
	Judging Amy (CBS)	13	Dilbert (UPN)	4
	Chicago Hope (CBS)	13	7 Days (UPN)	4
	48 Hours (CBS)	13	109 Popular (WB)	3
	Kids/Darndest (CBS)	13	Steve Harvey Show (WB)	3
	The X-Files (Fox)	13	For Your Love (WB)	3
53	It's Like, You Know (ABC)	12	The Downtowners (WB)	3
	Two Guys, etc. (ABC)	12	The Jamie Foxx Show (WB)	3
	Ddd Man Dut (ABC)	12	Mo'Nique (UPN)	3
	Wonderful World of Disney (ABC)	12	Grown Ups (UPN)	3
	Dateline, NBC/Sun. (NBC)	12	Shasta McNasty (UPN)	3
	Ladies Man (CBS)	12	Blockbuster Videos Shockwave (UPN)	3
	Cosby (CBS)	12	118 Malcolm & Eddie (UPN)	2
	Martial Law (CBS)	12	Secret Agent Man (UPN)	2



Stark Raving Lucky

New NBC sitcom about a book editor and a 'crazy' author gets prime time's prime spot

By Joe Schlosser

Just how did Steve Levitan, the executive producer and creator of the upcoming sitcom *Stark Raving Mad*, get that cushy, 9:30 p.m. primetime slot on NBC's powerhouse Thursday lineup this fall?

Levitan, who also created NBC's returning comedy *Just Shoot Me*, says, "I basically have been dusting, cleaning and vacuuming at (NBC West Coast President Scott) Sassa's and (NBC Entertainment President Garth) Ancier's house all summer long."

A couple of influential executives, including NBC's Ancier, say it was more than just cleaning that got *Stark Raving Mad* into the coveted time slot between ratings kingpins *Frasier* and *ER*. The new comedy, starring Neil Patrick Harris (*Doogie Howser, M.D.*) and Tony Shalhoub (*Wings*), has been chosen by top advertising buyers as the show with best chance of success out of the batch of 37 newcomers for the 1999-2000 season.

"This show was our top priority in comedy development this year," Ancier says. "Steve Levitan is just one of those producers who has a really great track record of not just doing good pilots, but making shows better quickly. And *Stark Raving Mad* has a smart, upscale feeling to it, and I know Steve will ex-

cute it well."

Sandy Grushow, president of Twentieth Century Fox Television, which is producing the comedy in association with Levitan's own production company, says it was a combination of elements that got *Stark* into the Thursday night NBC lineup.

"First of all, I don't think that you get the time period unless the network believes that it can actually succeed there, and I think they believe that it can on the basis of both the pilot and the pedigree," says Grushow. "NBC has had great experience with Steve Levitan in the past on a little show called *Just Shoot Me*. Clearly they know him and his process better than anyone, and because of that they have every belief that he is going to turn *Stark Raving Mad* into a truly funny series."

The sitcom pits Harris as a young, phobic book editor who is thrust into the chaotic world of a best-selling horror writer, played by Shalhoub. Levitan says the idea for the show came from a concept of a crazy person who has talent.

"This person, who if not for his or her talent, would probably be homeless, or in a mental institution," Levitan says. "But because he or she has some incredible talent, there are people there to make sure they are functioning in the real world. That's sort of where the

idea started—and now we have taken it much further."

The Thursday 9:30 p.m. time slot does not necessarily mean instant success for an NBC sitcom. Prior to last season, *Seinfeld* was in the lead-in 9:00 p.m. time slot for several years, with *Suddenly Susan* and *Veronica's Closet* taking their turns in the prized 9:30 p.m. bracket. Neither of those two comedies have become breakout hits; then again, they have stayed on NBC for more than one season—better than the going lifespan for new series on the broadcast networks.

"I think it's one of the great double-edged swords," says Grushow. "On one hand you sort of deal with the network's sense that because it is between *Frasier* and *ER* that it needn't get the kind of promotional push that other shows get in less-cushy time periods. And also you don't really have a chance to develop over the course of a season, it's Broadway opening night. You don't really have an opportunity to work out the kinks that you might have on other nights in different time periods."

What does Levitan think? "We have an incredibly talented cast of veteran actors, what I think is a really interesting premise and a lot of good writers," says Levitan. "So typically when the gods smile on you, that ends up to be a pretty good show." ■

NBC Photo: Kevin Foley



The news junkies

Local stations are looking for news services that operate 24/7

By Kim McAvooy

It's been a banner year for the broadcast network affiliate news services and CNN Newsource. With the news networks' help, many local TV stations offered more live coverage of national and international events than ever before and in some instances they delivered nonstop news coverage, something virtually unheard of for local stations a few years ago. Reporting on the war in Kosovo, the Columbine and Atlanta shootings, tornadoes in Oklahoma, and JFK Jr.'s plane crash became the daily staple of many station newscasts, thanks to ABC NewsOne, CBS NewsPath, Fox NewsEdge, NBC News Channel and CNN Newsource, the leading independent news service.

The demands on news services have been substantial—in essence, operat-

ing 24 hours a day, seven days a week.

"It's not only that there's an appetite for coverage at a level that didn't exist a few years ago," says John Frazee, vice president, news services, CBS NewsPath. "There's also a much longer day in which we have to provide coverage than there's ever been before. On a big continuing story, we're covering the story from 5 a.m. New York time to 2:30 a.m. New York time, to accommodate West Coast broadcasters," says Frazee.

"No story has a two-day shelf life anymore," says Steve Donahue, vice president of CNN Newsource. "We used to send a couple of crews, and now these stories are three crew stories," says Jack Womack, executive vice president, CNN Headline News.

According to NBC News Channel President Bob Horner, during the first six months of this year, NBC provided 4,786 live shots to its roughly 200 affiliates. "This is an indication of how important this aspect of our service is to our affiliates," says Horner.

At the Columbine incident, News Channel did 666 live shots for stations not at the site, while NBC affiliates used News Channel facilities to send 303 live shots from the scene. In Oklahoma City, News Channel reporters did 230 live shots and assisted affiliates with 110 live shots. For the Pope's visit to St. Louis, News Channel delivered 350 live shots for NBC stations. For the JFK Jr. story, News Channel did 168 generic live-shots and 302 customized live-shots in one week.

CNN Newsource says it provided

Photos (clockwise, left to right): Ethnic Albanian woman crying as she peers out the window of her destroyed home near Pristina, Yugoslavia (Reuters); President Clinton at Andrews Air Force Base in Maryland where the bodies of U.S. diplomats arrived after last August's bombing of the embassies in Kenya and Tanzania (AP); Yugoslavs relaxing on the banks of the Danube after NATO strikes destroyed the bridge in the background (AP); Master Sgt. Dave Perry gets a kiss from his wife Marge when he returned home to Middletown, Pa., after participating in NATO operations in Yugoslavia (AP); live footage from the Atlanta day-trader shootings (Fox); outside the Manhattan apartment of JFK Jr. and his wife Carolyn Bessette after their tragic plane crash (Fox).

more than 600 live shots, taped feeds, and custom tags on the Kennedy tragedy. The first day of that event, NewsSource says it delivered 100 live shots. Coverage of Columbine lasted eight days for NewsSource. "Those were 21-hour days for us," says Donahue. NewsSource provided 98 custom and generic live shots over two-days during the Atlanta day-trader shootings.

CBS Newspath did 175 lives shots from Hyannisport, Mass., in just one day. And CBS Newspath says it produced well over 150 live shots during some days of its coverage of the Columbine story, but only a little more than 50 for the Atlanta shootings.

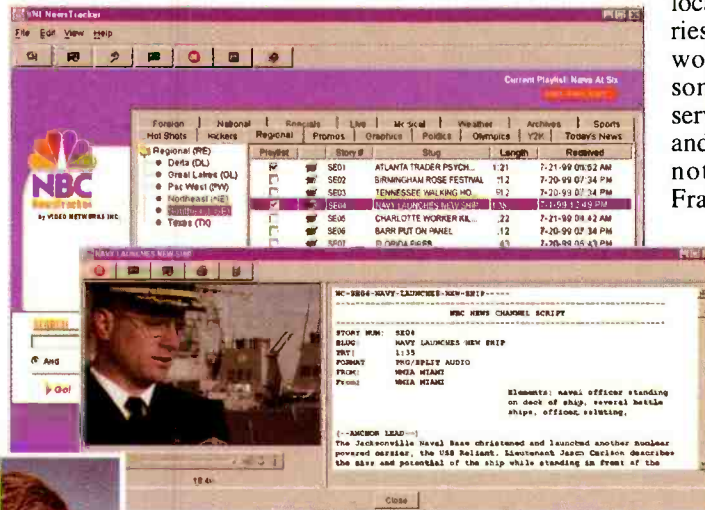
ABC NewsOne says it had 650 live shots from Columbine, 600 for the JFK Jr. plane crash and 110 for the Atlanta tragedy. NewsOne anticipates that it will deliver at least 8,000 custom live shots this year. And Fox NewsEdge delivered 525 live shots over seven days covering the JFK Jr. story and 526 live shots for Columbine.

What's fueling this 24-hour journalism frenzy? The local news environment is far more competitive than ever before. Many broadcasters produce three to four hours of news every weekday. Weekend coverage is also plentiful.

And the need for material during morning shows also continues to grow.

"Morning newscasts have become more and more important," says Don Dunphy Jr., vice president of ABC's affiliate news services. The demand for live coverage during those shows has also increased, says Dunphy, with some 200 affiliates currently using ABC NewsOne.

And while there has been an expansion in local news,



NBC NewsChannel President Bob Horner (inset) will unveil the network's video-on-demand service next month at the RTNDA convention. With VOD, NewsChannel's material is automatically recorded in a video server.

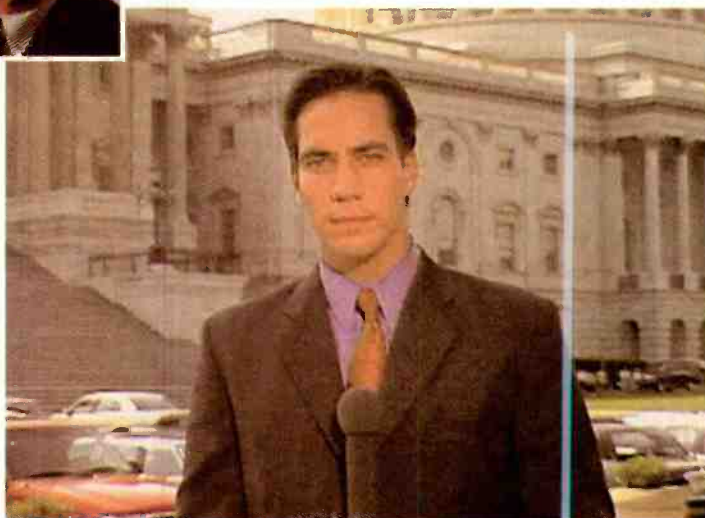


NBC's Horner says stations haven't always added more reporters or photographers to accommodate that growth. Instead they rely even more on their network news services. "It is sometimes almost a little frightening to me the degree to which local stations are relying on news service material," says Horner.

The expectations for local news departments are also greater. General managers are putting more and more pressure on their news departments to perform, says Newspath's Frazee.

In the past, stations would not have

Don Dunphy, vice president, ABC affiliate news services (inset), believes morning newscasts are driving the demand for live coverage. Below: ABC NewsOne correspondent Jim Sciutto reports from the Capitol.



localized some of the big stories, points out Frazee. "They would have passively taken something from the network service and edited it a little bit and put it on the air. They're not doing that now," says Frazee. "I think it's going to get more competitive."

It appears that in many cases, the broadcast network services have become the primary source for national and international stories. While stations still value CNN NewsSource they may be using the service more as a backup or safety net. Part of

the problem with NewsSource is that it is not market exclusive.

CNN NewsSource is a "very valuable backup," says Tamara Lehman, news director for KREM-TV Spokane. But, says Lehman, "Everyone has CNN in our market. To avoid duplication we go to CBS Newspath first."

"We're not obligated to carry CBS first," says Mike Cutler, news director at WTVF(TV) Nashville. "We go with the best piece. More often than not, CBS does the best job," adds Cutler, even though WTVF also uses NewsSource.

"NewsSource, day-in and day-out, is probably the most valuable, because of its number of affiliates," says Robert Yuna, news director for WCHS-TV Charleston, W.Va. and WVAH-TV Hurricane, W.Va. WCHS has ABC NewsOne and CNN, while WVAH, an LMA, uses Fox NewsEdge and CNN.

The reason: News operations want a wealth of material.

"If it's a national story that has significant local play, then the more resources we have to draw from, the better for our audience," says Tom Sides, news director for KTVX(TV) Salt Lake City. KTVX uses ABC NewsOne, CNN and Conus (see story, page 28).

According to Jeff Phillips, news director for KODE-TV Joplin, Mo., up to 30% of his station's four daily newscasts include material from ABC NewsOne and CNN. Sometimes there is duplication, but there

also may be different video from the services. "It's useful to have two different angles of a story," says Phillips.

While none of the network news services would disclose what they charge, stations basically pay according to market size. For example, in the top markets, stations may pay \$500,000 or more a year, while medium-sized markets might spend \$60,000 to \$40,000, with smaller markets paying even less.

Rates for the network services could rise as the demands from local stations grow. ABC NewsOne raised its rates this year. One source indicated that it was a 10% hike.

Overall, broadcasters seem willing to pay for one or more service. Indeed, stations say that for the most part, TV news services have become first-rate operations. NBC's News Channel receives especially high marks. "I've worked with all three [ABC, CBS and NBC] network services and NBC News Channel is the most affiliate-friendly," says Patti Dennis, news director for KUSA-TV Denver, an NBC affiliate. "It's the most sophisticated," she adds.

Even Phillips of KODE-TV, who now works with ABC NewsOne, thinks NBC News Channel "is the model on which all news-feed operations should be based." He thinks the cooperation between affiliates on the NBC side is greater.

Fox NewsEdge has shown the most "dramatic improvement," according to WVAH-TV's Yuna.

"They're [NewsEdge] doing a good job," says Yuna. "We have to do very little editing with Fox's material," he adds.

NewsEdge is offering more regional feeds, which pleases WUPW(TV) Toledo, Ohio. "We'll go to Fox first. They may have something different," says Julie Shrider, news manager at WUPW.

More improvements are on the way as Fox NewsEdge continues to grow. Another 25 Fox affiliates are expected to add news to their program schedule before the end of next year. Fox does not have affiliates in every TV market that can contribute material to NewsEdge. Such an addition could give NewsEdge the critical mass to make it an even more

serious player in the business.

NewsEdge has 10 bureaus, seven regional offices and five international bureaus. Brian Jones, vice president newsgathering at Fox News, says the service will continue to expand. "We're still hiring, we're still growing as more and more stations come on board," he says.

"We're going to focus more on providing the services we do better than our competitors, such as more feature stories, stories with more of an edge to them and more regional sports material," says Jones. NewsEdge is also moving more supplemental information to its Web site for affiliates to use.

CBS Newspath sends some 208 affiliates well over 350 news items a day, says Bill Mondora, news director,

CBS Newspath VP of News Services John Frazee (inset) says the network is covering bigger stories over extended hours. Below: Chicago-based correspondent Maureen Maher reporting from Italy during the Kosovo crisis.



CBS Newspath. Four regional feeds also go out each day.

"It used to be all they wanted was raw video. Now with more newscasts, there's a greater need for more finished material ready for air," explains Mondora.

He says the first phase of News-path's digital conversion is finished. Newspath now delivers its news feed on digital KU. And it will start testing a broadcast quality news-on-demand system with affiliates later this year, hoping to deploy the product next year.

"The idea is that a video news service should become as easy to use as a wire service. As soon as we have an item ready to feed, we ought to be able to send it to a station without it having

to worry about rolling a tape on a satellite. The only thing we would feed would be live shots," says Mondora.

KREM-TV's Lehman says Newspath has been "very responsive" to its affiliates and especially sensitive to their concerns about the quality of correspondents. The service replaced some of Newspath's correspondents and increased the number from seven to eight. "We remind the folks that they are local stations' big news unit."

NBC News Channel appears to be even farther ahead on the digital technology front. It hopes to have a broadcast-quality video-on-demand service fully operational for all its affiliates before the end of the year. NBC affiliates will hear more about the new digital service at the RTNDA convention next month in Charlotte, N.C., which is also News Channel's home. News Channel's Horner says he expects NBC affiliates and others to come visit the facility during the convention.

The video-on-demand service should make it easier for stations to process material, explains Horner. And it also means that all News Channel's material is automatically recorded in the video server. Stations no longer have to roll tape 24 hours a day to record our material. It will be much easier to search the material. "What we're doing is getting stations in position for a tapeless newsroom," says Horner.

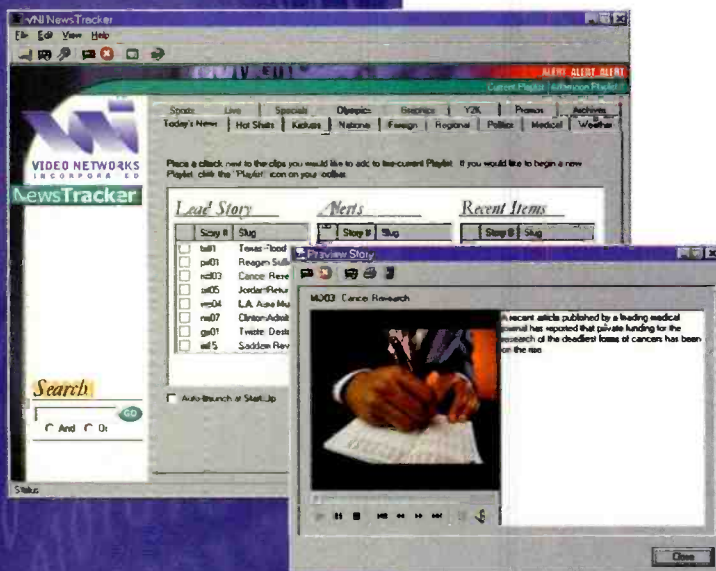
News Channel has eight correspondents with 12 to 14 major feeds a day. On most days, NBC affiliates receive 250 items a day. News Channel is the only broadcast network news service that has a profit-sharing arrangement. If News Channel makes a profit, the stations get half.

With as many as 605 affiliates, CNN Newsource is looking at how it can deploy more technology and resources in the field to help stations on the big breaking stories and everyday reporting. Nine affiliates were on-site with Newsource in Littleton, Colo., and there were eight working with CNN covering the JFK Jr. crash.

"We've employed a lot of digital equipment for our customized and generic reporting. But we're really going to concentrate on how we can help as many affiliates as possible on the big

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breaking stories," says CNN Headline's Womack. "We're going to do a better job at that," he says. "We want to do more, we've got to do more," he says.

CNN's Donahue says the service is trying to offer more diverse programming. Stations don't just want the big breaking stories. They're looking for what Donahue calls "alternative news programming." For example, NewsOne was at the Kentucky Derby this year—the type of story material CNN is gathering for local stations' morning and noon news shows.

Womack says CNN has upgraded its digital browser system, which allows producers to sort through Newsource material. "Ultimately the goal will be digital feeds into digital file servers," says Womack.

Newsource has six correspondents and four bureaus. It opened a bureau in Chicago this year. Womack says Newsource will continue to look for ways to expand its operation in other parts of the



CNN Headline News Executive VP Jack Womack is committed to doing 'a better job' for NewsOne's 605 affiliates in covering big breaking stories. Above: CNN NewsOne correspondent Kate Snow in Washington.

country. On an average day, NewsOne puts out about 16 hours of news feeds. That represents about 290 stories a day.

At ABC NewsOne, the emphasis continues to be on "live coverage," says Dunphy. "The demand for live is enormous. We used to provide live shots for an early evening and late newscast. Now it's around the clock. There is such an insatiable demand for live coverage." For instance, NewsOne sent 20 people

to report on Columbine and assist some 15 affiliates with the story, says Dunphy.

And with the growth in morning newscasts, NewsOne is also focusing heavily on what it can do for stations in the morning, he says.

NewsOne is also in the process of moving into the digital world. Dunphy says the service is converting its satellite trucks (about 82 affiliate trucks) from analog to digital. Affiliates are paying for the conversion, says Dunphy.

ABC affiliates currently have access to a digital browser system that enables stations to scan NewsOne material to see what appeals to them. And affiliates receive about 300 news, sports, weather and feature stories a day from the service. NewsOne has seven correspondents, including one in London. "It's been a huge advantage to us in terms of the wars in Iraq and Kosovo," explains Dunphy.

ABC is looking at delivering digital news feeds to its affiliates. "We hope to have a system up and running by the middle of next year," says Dunphy. ■

Taking on the news Goliaths

Independent news services like Conus are having to reinvent themselves to survive

By Kim McAvoy

Independent news operations such as Conus are always looking for ways to stay competitive in a business dominated by the broadcast network affiliate news services and CNN NewsOne.

Conus doesn't have the backing of a huge news organization like ABC, Fox, CBS, NBC or CNN. But since its inception in 1984, the company has managed to satisfy a select group of broadcasters. Conus news service is basically a news cooperative with a finite membership of 125, and stations in various-sized markets—from KCOP in Los Angeles to WTAJ-TV in Altoona, Pa.

Some local TV stations are willing to pay for more than one news service. "We need as many sources as we can get to fill our newscasts," says Mike

Cutler, news director at WTVF (TV) Nashville, Tenn., which uses Conus, CNN and CBS' Newspath. "If someone said we had to have two, we could make it. But we have the luxury of having three services," he adds.

However, other stations such as

KJRH(TV) Tulsa, Okla., have decided to rely solely on NBC News Channel, its network affiliate service. "Given the money and the cost, we felt there was duplication of service. It's a good chunk of change we can put to something else," says Todd Spessard, news director at KJRH, which stopped using Conus this year.

And wave(TV) Louisville, Ky., another former member, says it dropped Conus a year ago for CNN NewsOne. "Conus just didn't compete at the news-feed service level with CNN," says Kathy Beck, the station's news director.

Conus knows that local stations have to "scrutinize every dollar that goes out today more than ever," notes Terry O'Reilly, Conus executive vice president and general manager. "Conus is not going to out-CNN, CNN. We know what we are. We know



Conus reporter Rebecca Stevens covered the Littleton, Colo. shootings at Columbine High School in April.

what we do well and we continue to do it consistently," he adds.

So what is the company's game plan? Conus is reinventing itself, says O'Reilly, who came on board a year ago from the Weather Channel and works closely with Conus President Charles Dutcher, who is spending more time on strategic planning and long-term investment than the day-to-day operation.

"We're working to create new products and services. Things that are not just the same old coverage," says O'Reilly. Conus also plans to streamline its news offerings. "I'd much rather feed 10 good stories than 30 stories that were only just okay," he says.

Conus' 125 members receive 26 feeds throughout the day, including national and regional news, sports, consumer and business features, and entertainment news. It has regional news hubs in Minneapolis; New York; Austin, Texas; Columbus, Ohio; Charlotte, N.C., and Denver, with sub-hubs in Pittsburgh, Phoenix, Dallas and Tallahassee, Fla. that supply stations with roughly 500 to 700 stories a week.

Stations like WWOR-TV in New York, a UPN affiliate with a one-hour news show each night, rely heavily on Conus' news operation in Washington. "In a sense it's our Washington bureau," says Will J. Wright, WWOR news director. Conus' Washington Direct has bureaus at the White House and on Capitol Hill, two state-of-the-art television studios and four satellite uplink paths.

Out in the field, WWOR-TV had its own reporter covering the Oklahoma City tornadoes, but used Conus facilities to broadcast the story. Conus delivered 24 live shots for 14 stations covering the devastation from tornadoes in the Midwest. After the shootings in Columbine, Colo., Conus was on the scene providing 25 of its member stations with 119 live shots. And throughout the JFK Jr. tragedy, Conus provided comprehensive coverage for its members with more than 30 live shots from Hyannisport, Mass.

"Our people here are not just producers out there gathering pictures. The goal for them, ultimately, is to be the best friend of every producer and assistant news director at a local TV station," explains O'Reilly. He believes broadcasters need friends now more than ever because of the tough competition among news departments at local stations.

"They need allies. For our 125 sta-

tions, that's the business we're in—being an ally. Because the relationships, to us, are everything," O'Reilly continues.

In June, Conus acquired Phoenix Television Ltd., a London-based production and distribution company. Phoenix was established by senior executives from Worldwide Television News (WTN), which had been a major player in the international news-feed business until its purchase last year by AP Television News.

"Where Conus was very much a domestic company in the past, we now have a much broader international

view," O'Reilly notes. "They've [Phoenix] got expertise working around the world doing production and distribution. The next time a Conus station wants to go to Kosovo, we've got experts that are part of our company, that do that as a matter of course."

Last month, Conus also began supplying news material and production services to the Armed Forces Radio and Television Service (AFRTS). And Conus produces the All News Channel, which is carried on DirecTV and cable. Material from Conus' news service is used by the All News Channel.

The company also distributes such

Bloomberg means business

The recent boom on Wall Street along with NASDAQ's plan to extend its trading hours has made financial news a major priority for TV stations. One of the major news services covering the market, Bloomberg Television, helps broadcasters stay on top of the business world 24 hours a day. Not only does Bloomberg offer live reports twice a day from the New York Stock Exchange (at noon and 5 p.m.); the noon report is updated for each time zone. Broadcasters also have access to live reports from the London and Tokyo markets. And the syndicated news service now has the technical capability of providing stations with breaking news. The 102 affiliates that use Bloomberg no longer have to wait for a Bloomberg feed. They can get a breaking financial news story from the service at any time. Stations also run the two-minute "Bloomberg Morning Business Report," which recaps both U.S. market activity as well as overseas trading. "Bloomberg TechLine" is another two-minute segment that looks at technology stocks, trends in the business and opportunities in the field. And with the demand for financial news growing, the service has added a new syndicated series on personal finance. Broadcasters can air 10 single-topic, 60-second spots that examine issues such as paying for college, buying a house, mutual-fund investments and retirement planning.

Some broadcasters are also airing Bloomberg's custom-tailored business reports. "We're localizing the news, giving stations all the business news that is pertinent to their region," says Bloomberg's Claudia Wagner, director of TV and radio syndication for the Americas.

For example, WCBS-TV New York airs six customized financial market reports each day. WBBM-TV Chicago runs two reports that not only look at top business stories but what's happening at the Chicago Board of Trade, the Chicago Board Options Exchange and Mercantile Exchange. At WCVB-TV Boston, Bloomberg provides a customized technology report designed to keep viewers informed about technology companies based in New England. KING-TV Seattle also airs two daily reports aimed at covering business news focusing on Seattle-based companies and markets.

And Bloomberg has teamed up with CBS Telenovelas, the Spanish and Portuguese-language programming service, to produce a half-hour financial-news program that will be distributed in Latin America and the U.S.

And what if the NYSE follows NASDAQ's lead and expands its trading hours? "We're taking a wait-and-see approach. If the demand is there for coverage, we can add another report," says a Bloomberg spokeswoman.

—Kim McAvoy

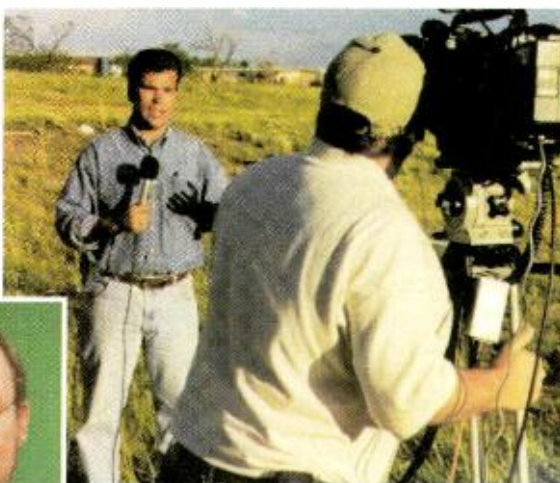


Bloomberg's Wagner: "We're giving stations all the business news that is pertinent to their region."

syndicated fare as *First Business*, an early morning half-hour business program, which has 70% coverage. *The American Times* is a half-hour in-depth news program that has 40% coverage. And Conus has completed production of 120 half-hour episodes of its personal finance show, *On the Money*, which was carried in first run on Knowledge Television. Material from these shows is often incorporated into Conus' news service. "We try to get two or three applications out of everything we do around here," says O'Reilly.



Conus Executive VP and GM Terry O'Reilly (inset) is 'reinventing' the news service. Above: KTVK(TV) Phoenix's Gary Harper covers the devastation after tornadoes hit Oklahoma City.



Conus already provides digital satellite newsgathering for stations that have acquired SNG equipment, but other technical advancements are planned. "We have a couple of tricks up our sleeve for digital SNG," says O'Reilly. "We will be migrating all of our outgoing feeds onto an interesting new digital platform that will offer more than just delivering video."

The fact that Conus is making new investments is a sign that its news service business is good and strong, says O'Reilly. "We're running a successful enough core business that we can afford to invest in other things. To me it's a sign of vitality," he adds. ■

Locals demand global news

Reuters and Associated Press still dominate international TV stories

By Kim McAvoy

On the international front, Associated Press Television News (APTN) and Reuters Television (RTV) are jockeying to try to satisfy the growing appetite broadcast networks and local stations have for global news. Consider the recent coverage of the Kosovo crisis at many local stations. The two news services appear locked in fierce competition — with APTN (formerly APTV) having become a formidable challenger to RTV — especially with AP's purchase of Worldwide Television News (WTN) last year.

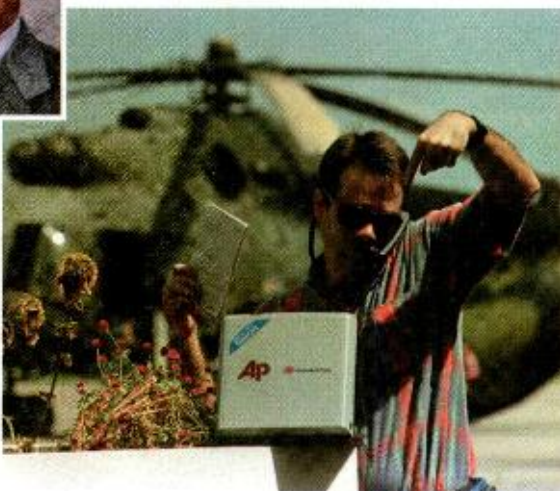
Even before the acquisition by AP, WTN was a significant player in providing customized international news coverage for U.S. broadcasters. By merging those services with AP's infrastructure, it's like "combining the Yankees with the Braves," says one industry observer.

Despite APTN's growth, RTV is still on the television news services scene in a big way. Now the company is positioning itself to be a leader in providing video con-

tent to the expanding broadband market on the Internet. Reuters has a new product called Reuters Online Video that will deliver hard news, financial news and entertainment segments to Web sites. And RTV has also been making technological upgrades to benefit its customers.

But the company's interest in new media does not mean it's moving away from the video news services business, says Bob Keyes, vice president of Reuters Television. "It's still our bread and butter.

AP's Jim Williams says the news service has expanded its coverage of events like the civil war in Sierra Leone with the acquisition of WTN. Below: AP Bureau Chief Ian Stewart in Freetown, Sierra Leone.



It's still our core business," he says.

Moreover, adds Keyes, "What we're doing isn't a reaction to what they're [APTN] doing. The fact that they purchased WTN and we didn't doesn't make us No. 2."

But APTN says it has become a bigger and better operation. "We think we're now in the position of being the largest provider of customized international news coverage," says Jim R. Williams, vice president and director, AP broadcast services.

Today, APTN serves 340 customers worldwide including NBC, MSNBC, CNN, CBS, Fox News Channel, ABC and the BBC. And the service now has full-time video newsgathering facilities in 83 bureaus. Two new bureaus were recently opened in Havana and Jakarta.

APTN's broadcast services division also makes crews available for lease in the field, arranges satellite pathways, provides satellite uplinks and downlinks, offers editing facilities, and even supplies language translation and transportation. "People can come to us and get anything they need and only what they need. No more, no less," says Williams.

APTN also delivers Sports News Television (SNTV) which

provides broadcasters with sports highlights and breaking sports news throughout the world. "We're close to serving 200 broadcasters with our sports services," says Williams. With the acquisition of WTN, AP picked up an entertainment news service, which Williams considers another plus for its customers. APTN's daily entertainment feed contains both breaking news and feature-length stories. It also has a Premium Entertainment Service supplying even more in-depth coverage on a daily basis.

WTN's film and video library, with material dating back to 1896, was also part of the merger deal. The library is a considerable addition for AP, which has only been in the TV news service business since 1994. And WTN's program production and documentary services were folded into APTN. The news service now offers *Roving Report*, a half-hour current-affairs magazine show.

Besides delivering top international news stories, APTN offers daily regional coverage in Europe, North America, Latin America, Asia and the Middle East. Williams says the company is also marketing a features product—stories with more in-depth, investigative reporting that are not necessarily hard-news driven.

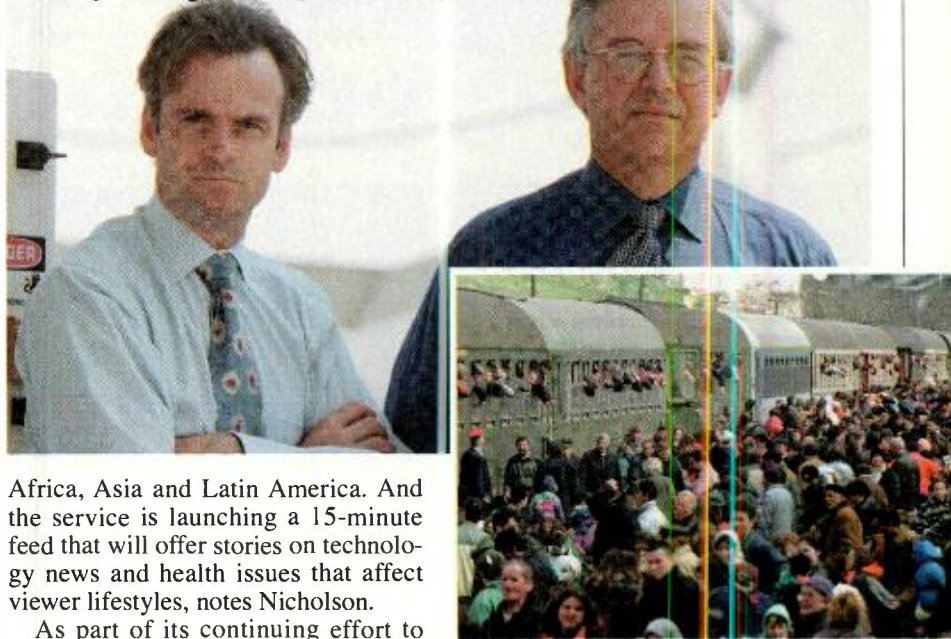
APTN is especially proud of its coverage in Kosovo. During the conflict, Williams says, the service had more than 600 exclusive stories and had four uplinks in the area. "In fact, we were the only feed point in Pristina. We had a cameraman in Pristina during the entire conflict," says Williams.

"When we entered this business, we were committed to being a major player and in less than five years we've made great strides in achieving that objective. Looking forward, we see the video part of our newsgathering operations as significant as we thought it would be—if not more significant," Williams adds.

Reuters Television remains a key competitor in the news service business, having an established international reputation. World News Service (WNS), its 24-hour news feed operation, reaches nearly 900 broadcasters worldwide including NBC (CNBC and MSNBC), CNN, Fox News Channel, ITN, BBC, and NHK among others. It has 78 television news bureaus—four were added this year: in Amsterdam, Stockholm, Warsaw and Vienna—and delivers roughly 2,200 stories a year.

Besides breaking news, RTV delivers financial reports, sports, a global entertainment news feed called *Showbiz Daily*, as well as regional feeds to

Reuters TV Senior VP Ralph Nicholson (l) and VP Bob Keyes in front of satellite dishes atop Reuters' building in Washington. Inset: Reuters coverage of refugees fleeing Kosovo in April.



Africa, Asia and Latin America. And the service is launching a 15-minute feed that will offer stories on technology news and health issues that affect viewer lifestyles, notes Nicholson.

As part of its continuing effort to make RTV as user-friendly as possible, scripts for the WNS are now available on the Internet.

RTV is also concentrating on technology improvements in its news-feed service. RTV has spent nearly \$5 million for digital conversion and has a deal with Panasonic for new digital newsgathering equipment. It has signed a contract with Sony for a digital server, which allows RTV to store material. This investment puts 75 new digital cameras around the world, says Ralph Nicholson, senior vice president, RTV. And in May, RTV put WNS on a domestic transponder as part of an effort to improve delivery of its product to North America.

RTV still offers Reuters Business Network, a variety of daily business reports, distributed in the U.S. by ABC

NewsOne. Keyes says they are now adding live inserts to those business segments tailored specifically for local stations. WABC (TV) New York is using those live inserts twice a day.

As for its live on-the-spot coverage, at one point this year RTV had four uplinks in and around Kosovo. "Obviously, Kosovo was important to us," says Nicholson. "We've had some real successes covering the Indonesian, Israeli, and South African elections. These are all places where we provided news coverage as well as facilities that our clients could use," he explains.

RTV was also pleased with its reporting on the bombing of U.S. embassies in east Africa. "I think we were the first dish into Nairobi," says Nicholson. "The international TV news agency business is maturing and we need to look for new markets," he adds.

While Reuters is not backing away from the TV news-service business, more and more Web sites are looking for video, and RTV wants to be a leader in that marketplace, Keyes notes. Reuters has been out front providing still photos and text to over 225 Web sites, he says. Now the company wants to take the lead on that front with video. Yahoo, which has some financial backing from Reuters, already takes RTV video on a daily basis. Reuters says it will soon announce plans for more new media deals. ■

Reuters' cameraman Mohamed Shaffi provided footage of the war just outside Pristina, Yugoslavia.



Radio and TV News Services

Today's news services do more than cover the latest national and international news. Many offer specialized programming—everything from consumer product safety information and car care tips to travel, sports and recreation updates and entertainment and environmental news. Here's a list of some the more popular services and what they cover.

ABC News Radio—24-hour daily news, including crisis coverage, special reports, newscasts, sports, business and public affairs (212) 456-5107

AccuWeather—Weather, including local forecasts for radio and TV (202) 289-2700

Agence France-Presse—General, international and economic news in six languages; photo service; infographics in four languages (202) 289-0700

American Urban Radio Network—Hourly newscasts, commentaries, reports from the White House and Capitol Hill, special reports on African-American issues (212) 883-2100

AMI News—Skiing, camping and fishing reports for radio and TV (925) 254-4456

Archive NewsPhoto—More than 20 million photos, stills and engravings covering 3,000 years of history, including up-to-the-minute news and celebrity photos (212) 620-3955

Black Radio Network Inc.—Minority-oriented news service for radio and television stations (212) 686-6850

BPI Entertainment News Wire—Entertainment news, covering film and music (617) 482-9447

Broadcast News Ltd.—Wire and audio

service providing general news, live sports and remote broadcasts for radio and TV (416) 364-3172

Business News Network—24-hour daily business news, market reports, financial advice, live reports from NYSE, business talk, lifestyle talk shows, longer format programming, including *Business Day* (3-hour program) for radio (719) 528-7040

CBS News Radio—24-hour daily news, special reports, updates, news-feed and hard-copy service, newscasts and crisis coverage (212) 975-3615

Consumer Reports TV News—12 stories per month on product safety, product testing, best buys and "buyer beware" pieces; syndicated on market-exclusive basis, extra stories for sweeps (860) 677-0693

Court TV—Broadcast clip service with video from more than 400 trials and hearings (212) 973-2652

Entertainment News Calendar—Wire service for the entertainment media (212) 421-1370

ESPN/Sports Ticker—24-hour sports news and information (including real-time scores) delivered to printers, newsroom computers and PCs (201) 309-1200

Hammer Distributing—Car-care news

inserts for TV; *The Auto Doctors* (740) 264-7585

Health News on Location—Health and dental news in both video and online format (214) 820-4827

Ivanhoe Broadcast News—News on medical breakthroughs, health and crime prevention; *Smart Woman* (407) 740-0789

Medialink—Unrestricted audio and video from corporations and industries (including entertainment, health care, technology and finance) trade associations and government agencies (212) 682-8300

The Nasdaq-Amex Market Group—Audio reports daily, summarizing activities on the NASDAQ Stock Market and the American Stock Exchange; 30- and 60-second versions of reports formatted for broadcast may be obtained after 4 p.m. ET (800) 777-NASD

News Broadcast Network—Daily satellite feeds of video and audio news releases to stations and news programs; satellite and radio media tours (212) 684-8910

News Net Central—Travel-related programming (415) 229-8300

Pacifica Network News—Nightly national and international newscasts distributed via satellite for alternative radio stations (202) 588-0988

Planet Productions—TV vignettes on environmental issues such as recycling and energy conservation and *E Patrol* (913) 393-4455

Potomac News Service—Live coverage from Capitol Hill, customized for local stations (202) 783-6464

Reuters America Inc.—Breaking news edited for broadcast, national and international news, economic and financial news, sports and entertainment (212) 603-3300

Salem Radio Networks—24-hour newscasts with reports at the top and bottom of the hour (972) 831-1920

Sheridan Broadcasting Network—Minority news, sports and entertainment information for a mostly urban audience (412) 456-4638

Sports Byline USA—Late-night and overnight sports talk programming; call-in long-format shows (800) 783-7529

Sports Newsatellite—Daily sports feed with highlights and features for early and late news; exclusive sports service for NBC News Channels (201) 807-0888, Ext. 540

The Sports Network—24-hour real-time sports information via satellite for radio, TV and the Internet (215) 942-7890

Talk America—Headlines, sports, weather news and 24-7 talk radio available by satellite (781) 828-4546

The Television Syndication Co.—Talk programs covering subjects such as family finance, health care and balancing home and job; *Startalk*; *News for Families* (407) 788-6407

TV Direct—Daily news feeds, live shots and customized reports; crews, newsroom and studio support for TV stations (202) 467-5600

United Press International Inc.—24-hour national and international sports, weather, features, financial reports for both radio and TV (202) 898-8000

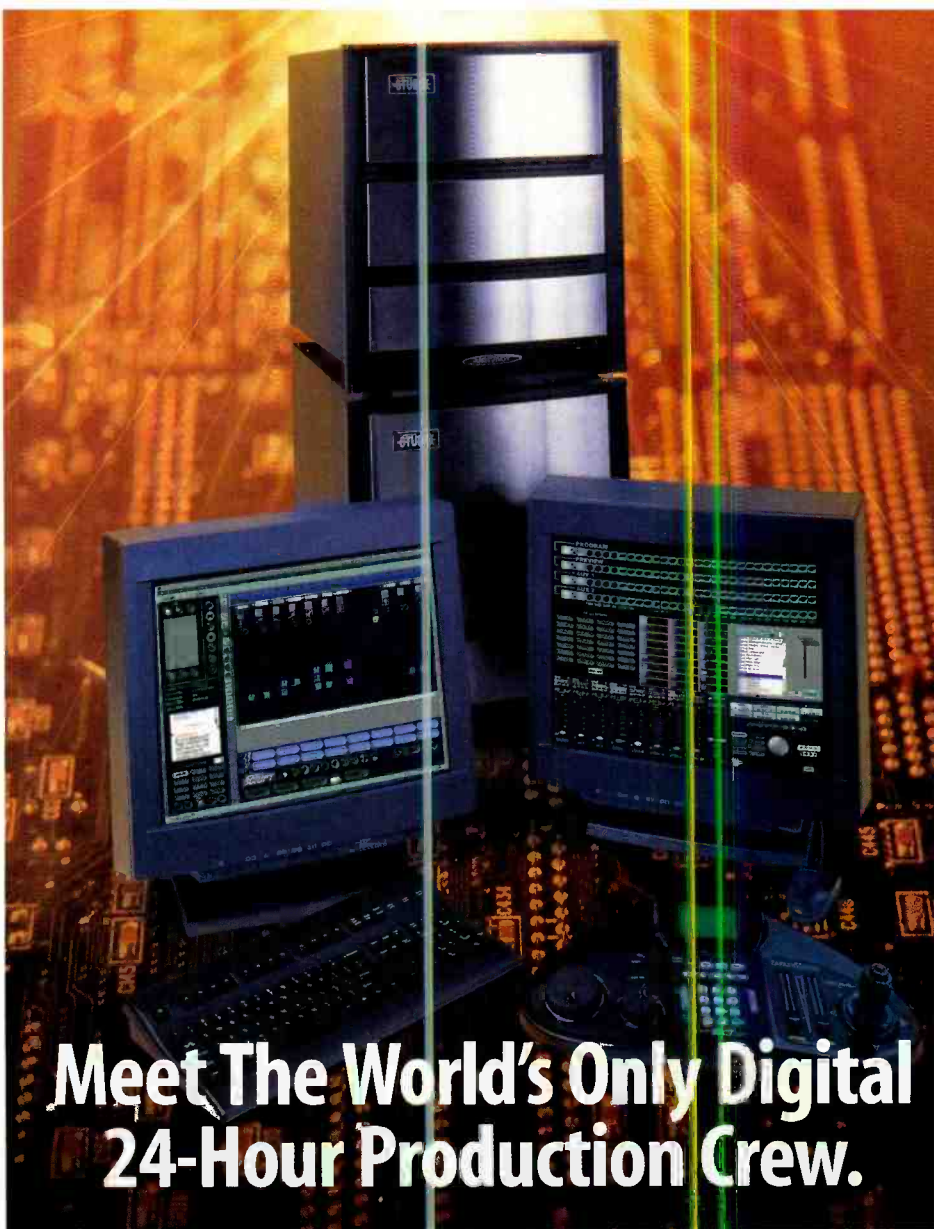
The Wall Street Journal Radio Network—Hourly business and financial news reports transmitted via satellite; *Dow Jones Money* report; also transmits a two-hour call-in talk show, *The Work and Family Radio Show*, on Saturdays (212) 416-2380

Washington News Network—News bureau for more than 100 TV stations, regional nets and news programs. Reporter packages and crews available along with editing, studio and satellite facilities from Capitol Hill (202) 628-4000

Westwood One—Produces and distributes radio programming; 24-hour music formats, long- and short-form talk and news programs; owns Shadow Broadcast Services (212) 641-2000

WOR Radio Network—News/talk programming covering consumer affairs, pets, health, public affairs and psychological topics; also broadcasts *The Bob Grant Show* (212) 642-4533

—Compiled by Marion A. Eccleston



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Acme TV goes public

Owner/operator of nine WB affiliates looks to raise about \$100 million to pay down debt

By Steve McClellan

Two and a half years after being formed, Acme Television, the group owner and operator of nine WB affiliates headed by Jamie Kellner, is going public.

A recently filed registration statement said the group, to be renamed Acme Communications, expects to sell \$100 million in common stock to the public (approximately 30%-35% of the company), yielding net proceeds of \$92 million. The company's registration document says the proceeds will be used primarily to reduce debt.

The offering is expected to become effective in mid-September and to be completed by the first half of October.

Acme was formed in 1997 by Kellner, who is also chief executive officer of The WB network; Doug Gealy, Acme's pres-



Kellner and his two co-founders will own approximately 9% of Acme after offering.

ident and chief operating officer, and Tom Allen, the group's chief financial officer. Gealy was previously an executive with Benedek Broadcasting and Allen was previously chief financial officer at Fox Broadcasting Co.

Currently, Kellner owns 5.27% of the

company. The three founding partners are expected to own a combined 9% of Acme after the offering is complete. Communications Equity Associates is the single largest institutional investor.

The company will use Acme as its

stock symbol on the Nasdaq exchange. The offering hasn't been priced yet, but sources say it will likely fall in the \$20 per share range. Underwriters include Deutsche Bank Alex Brown; Merrill Lynch; Morgan Stanley and CIBC World Markets. Acme stations include KPLR-TV St. Louis, KWBP-TV Portland, KUWB-TV Salt Lake City and KWBQ(TV) Albuquerque. The company said it intended to acquire more mid-sized WB affiliates in the future.

Analysts said the offering makes sense now, in light of the WB network's growing success, which clearly benefits its stations. "They've done a number of recent station deals and have a couple pending," says one Wall Streeter. "It's really based on the growth prospects of the WB and what the network can do for local stations."



GET WITH THE PROGRAM

By Joe Schlosser

BBC and Granada Media team up

Two of England's top TV production companies, BBC Worldwide and Granada Media, are teaming to form a U.S. production entity. GB Productions will develop and sell U.S. shows "inspired" by U.K. sitcoms and drama series. Granada Entertainment USA President Scott Siegler will head up the new venture from Los Angeles.

Emmy presentation additions

Ally McBeal star Calista Flockhart and *Will & Grace*

co-stars Debra Messing and Eric McCormack have been added as presenters for the upcoming Primetime Emmy Awards telecast. Other stars already set as presenters include David Spade. The 51st Annual Primetime Emmy Awards will be televised on Fox on Sunday, Sept. 12.

Brandy hip-hops on over to UPN

Actress/singer Brandy is set to host a half-hour countdown show leading into UPN's upcoming *The Source Hip-Hop Music Awards*. *Brandy's Hip-Hop Pre-Awards Show* will air

Friday, Aug. 20 at 7:30 p.m. (ET/PT) leading into the first-ever *Source Awards*, which will originate from Hollywood's Pantages Theatre.

Spin-meisters get together

Michael J. Fox and George Stephanopoulos are teaming up for an Academy of Television Arts & Sciences event that looks inside Fox's ABC sitcom, *Spin City* (Fox's character is thought by some to be based on Stephanopoulos). The former Clinton adviser and current ABC News analyst will moderate a panel

discussion. "Inside... Spin City" will take place Wednesday, Sept. 1, at the Museum of Television and Radio in New York City. Also on the panel will be Barry Bostwick (Mayor Randall Winston), Michael Boatman (Carter Heywood) and new cast member Heather Locklear.

Seigel Levine in at 'Forgive or Forget'

Kathryn Seigel Levine has been named executive producer of Twentieth Television's syndicated series *Forgive or Forget*. Seigel Levine replaces April Benimowitz, who was named the show's executive producer in April. Twentieth executives would not comment on Benimowitz' quick exit from the show. Seigel Levine was formerly the show's supervising producer.



STATION BREAK

By Dan Trigoboff

Ky. station courts Couch potatoes

Lexington, Ky., CBS affiliate WKYT-TV will divide its pro football time this year between two Ohio AFC teams, the nearby Cincinnati Bengals and the once and current Cleveland Browns. The station had asked the network in the spring if it could carry Cleveland Browns games in the event the revamped Browns—the old Browns now play in Baltimore as the Ravens—drafted University of Kentucky standout Tim Couch. The nascent team took the quarterback as the first pick in the draft. Sources at the station say research shows that the Lexington market clearly favors the Browns over the Bengals, despite the Cincinnati team's training facility's location at Georgetown College in Kentucky. Couch's remarkable career in Kentucky and a historic allegiance to the Browns are the main factors, although the fact that Bengals home games are blacked out frequently due to the absence of sellouts in recent years probably hasn't helped build a strong local following.

As things stand, it looks as though the station can carry Browns games when the Bengals are home and blacked out or when two games are scheduled for the same day.

Seattle skies friendlier for Fox

KOMO-TV Seattle and fired

helicopter pilot Roger Fox have worked out their difficulties and Fox is back in the skies and on the job. Fox lost his job in July after a heated argument with Assistant News Director Graham Robertson over a shooting assignment that followed the station's lengthy coverage of a local man's violent rampage that left several dead. When asked to go up again, Fox declined, and as the conversation became heated, he was fired for insubordination. Sources at the station familiar with both sides have said that Fox was understandably tired from an exhausting day, but that his safety concerns may have been lost in the angry conversation. Fox did not respond to phone calls and there was no word on how the situation was reconciled.

2,139th star I see in Hollywood tonight

Longtime KABC-TV Los Angeles' anchor Harold Greene joined Southern California news anchor

icons Jerry Dunphy and Stan Chambers with a star on Hollywood Boulevard. Greene is the 2,139th star along the Walk of Fame. "The whole thing is amazing," says Greene. "When they [the Hollywood Chamber of Commerce] contacted me, I thought they were asking me to be in the Hollywood Christmas Parade."

Greene, who began in TV news as a producer and later was a news director, doesn't see a conflict between being a newsman and getting a star. "There has been a mix," he says, "but I think I've always maintained my integrity as a reporter."

Blast from a Seattle past master

Seattle's City Club brought back retired King Broadcasting President Ancil Payne for a panel discussion, along with current area news leaders, on TV news. Payne, who was with King for 30 years, told B&C he agrees with the current generation of

newspeople in decrying the lack of resources given local news today, even as the product has expanded considerably. "What we have now is a higher concentration of ownership," he said. "How could owners possibly know what their communities require from three thousand miles away?" Payne said he was not speaking about A.H. Belo, current owners of his former KING-TV, and noted Belo's reputation for commitment to news.

Payne decried the fall of localism, in news and programming, and the spread of superficial coverage—particularly about government and politics. Local stations, he said, are not meeting the community service requirements of their licenses. Payne, who was the editorial voice of KING-TV for years, also criticized the absence of commentary on local airwaves.

Banks back, in Wichita

21st Century Group of Dallas and LIN Television Corp. announced a joint venture to acquire and operate small-market TV stations. The new company, Banks Broadcasting, will be headed by longtime station executive Lyle Banks. Banks is the former head of WMAQ-TV Chicago, who left after the controversy surrounding the invitation of talk show ringmaster Jerry Springer to do commentaries. Banks Broadcasting's first transaction will be an LMA to develop KWCV-TV, a new Wichita, Kan., WB affiliate licensed to minority-owned Turner Communications.

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



News anchor Harold Greene (r) waves as Hollywood's honorary mayor, Johnny Grant, cheers him on.

Radio industry heads for sun

NAB Radio Show convenes in Orlando to address competition, consolidation

By Elizabeth A. Rathbun

When it comes to competition, radio broadcasters won't be pussyfooting around when they meet in the land of Mickey Mouse.

Threats from satellite radio, the Internet, microradio and television dominate the agenda for this year's NAB Radio Show, convening Aug. 31-Sept. 3 at the Orange County Convention Center in Orlando, Fla. But with theme parks Walt Disney World and Universal Studios Florida just down the

road, conventiongoers are being urged to relax in the vacation atmosphere by dressing in "business casual."

Still, plenty of business is expected to be conducted, with more than 70 sessions and 220 exhibitors, 61 of them first-timers on the convention floor. While the National Association of Broadcasters won't predict how many attendees are expected, that number will be measured against the 6,837 who appeared at last year's Radio Show in Seattle.

"It's a chance for radio broadcasters to network with leaders in the industry

and hear about the rapid changes that are taking place in radio," NAB spokeswoman Ann Marie Cumming says. "The key to staying ahead of the competition is to be adaptive and informed and at the show, [broadcasters] can learn where the competition is."

Competition rising out of new technology clearly is on broadcasters' minds. At least four sessions will address the Internet, with one morning-long marathon—"Radio Under Siege"—focusing on both the Internet and satellite radio at the same time.

The FCC's plan to allow "micro-broadcasters" some spectrum space will be taken up Wednesday, Sept. 1, with panelists including Bonneville International Corp.'s Bruce Reese, who is leading the NAB's charge against the proposal. FCC Chairman William Kennard, who devised the plan and is scheduled to appear at the Radio Show next Thursday, is expected to bring up the topic. If he doesn't, attendees are sure to do it for him. Commissioners Gloria Tristani and Harold Furchgott-Roth are slated to speak the day before.

Even cable TV is expected to take a hit with a Wednesday session labeled "Destroying Your Cable Competition."

Radio broadcasters also are concentrating on how to become better competitors themselves, with at least seven sessions centered on consolidation. With more than three and a half years of group-building under their belts, executives now are interested in "post-consolidation issues, management, recruiting and training employees," Cumming says.

But there apparently is still room for entrepreneurs. There are two sessions aimed at encouraging them.

Also, look for an update next Wednesday on the expected benefits of digital audio broadcasting. "Broadcasters are closely following the developments on this front," Cumming says.

The Radio Show wouldn't be complete without some serious music, to be provided on opening night by Blood, Sweat & Tears and Thursday night at the NAB Marconi Radio Awards by country star Lyle Lovett and his Large Band.

Next year's Radio Show will be in San Francisco. ■

Radio groups report 2Q

Newly public Christian broadcaster Salem Communications suffered a net loss of \$3.516 million in the second quarter on net broadcast revenue up 14.4%, to \$21.4 million. Salem had lost \$785,000 in last year's second quarter. In the first six months of this year, Salem's loss was \$4.8 million. The loss includes a \$2.6 million charge related to Salem's June 30 initial public offering. Meanwhile, broadcast cash flow (BCF) jumped 20.5% in the second quarter compared with the same period a year ago, to \$10.4 million.

Salem's results partly "reflect the rapid ramp-up in cash flow made possible by careful acquisition of broadcast properties," President Edward G. Atsinger III said in a release. "We have only begun to scratch the surface of future opportunities." Salem owns 46 radio stations and operates the Salem Radio Network.

In other 2Q radio results:

- Spanish-language group Hispanic Broadcasting grew earnings by 27.8%, to nearly \$10 million, in the second quarter, on revenue that was up 16.9%, to \$51.9 million, and BCF that jumped 30.6%, to \$24.8 million. President Mac Tichenor was particularly pleased by station operating margins that grew to about 48%. HBC, formerly Heftel Broadcasting, owns or operates 42 radio stations.

- Simulcaster Big City Radio continued its string of expected losses with a 2Q loss of \$6.5 million, compared with a \$5.5 million loss a year ago. In the first six months of the year, Big City lost \$12.8 million. While revenue rose 16.6% in the second quarter, to \$4.1 million, BCF continued at a negative \$1.3 million. However, the company's stations in New York, Los Angeles and Chicago reported first-half gross revenue 35% ahead of last year. Also last Monday, the company said its Chicago stations will carry an '80s format.

- Urban programmer Radio One reported 2Q earnings growth of 82.8%, to \$21 million, with BCF up nearly 58%, to \$9.6 million. However, Radio One's BCF margin declined to 45.5% from 52.7% in 2Q 1998, and the company's 2Q earnings plunged 345.3%, to \$254,000. In the first six months of the year, Radio One, which went public in May, lost nearly \$3.7 million. Rapid expansion is costly, as is going public, company officials said in a statement. Still, "we are very focused on trying to maintain...rapid growth into the second half of the year," Chief Financial Officer Scott R. Royster said. Radio One owns or operates 26 radio stations.

- At radio programmer Westwood One earnings increased 18.8%, to \$4.8 million, on revenue up 4.5%, to \$66.4 million. Westwood One is controlled by CBS Corp.

—Elizabeth A. Rathbun

AUGUST 2-8

Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

Finishing first on five nights and placing six shows in the top 10, including '60 Minutes' at No. 1, CBS convincingly won Week 46.

Week 46	abc	CBS	NBC	FOX	UPN	WB	
	6.8/12	6.9/12	5.7/10	4.8/8	1.6/3	2.5/4	
MONDAY	8:00		36. King of Queens 5.8/11	71. Suddenly Susan 4.2/8	67. That '70s Show 4.3/9	111. The Sentinel 1.7/3	90. 7th Heaven 3.0/6
	8:30		44. Thanks 5.5/10	75. Veronica's Closet 4.0/7	59. That '70s Show 4.7/8		
	9:00	17. Motorola Showdown: Duval vs. Woods 6.9/12	15. Ev Lvs Raymd 7.2/12	31. Law & Order 6.1/10	58. Ally McBeal 4.3/8	115. 7 Days 1.5/2	100. Movie Stars 2.2/4
	9:30		13. Becker 7.3/12				104. For Your Love 1.9/3
	10:00		10. 48 Hours 7.7/13	21. Dateline NBC 6.7/12			
TUESDAY	8:00	5.1/9	6.5/12	6.3/12	3.5/6	1.7/3	1.7/3
	8:30	38. Spin City 5.7/11	25. JAG 6.3/12	44. Just Shoot Me 5.5/11		113. Moesha 1.6/3	104. Buffy the Vampire Slayer 1.9/4
	9:00	64. It's Like, Y Knw 4.6/9		48. 3rd Rock fr/Sun 5.3/10	84. Best of Woodstock 3.5/6	111. Clueless 1.7/3	
	9:30	41. Dharma & Greg 5.6/10	9. 60 Minutes II 7.9/14	46. Just Shoot Me 5.4/10		108. Malcolm & Eddie 1.8/3	115. Felicity 1.5/3
	10:00	80. Sports Night 3.7/6		23. Will & Grace 6.6/12		104. Between Brothers 1.9/3	
WEDNESDAY	8:00	6.0/11	7.4/14	6.5/12	4.7/9	1.8/3	2.4/5
	8:30	41. Two Guys, A Girl 5.6/11	56. Cosby 5.1/10	13. Dateline NBC 7.3/14		113. 7 Days 1.6/3	102. Dawson's Creek 2.1/4
	9:00	67. Norm 4.5/9	38. Ev Lvs Raymd 5.7/11		59. Fox Summer Movie Special—The Quest 4.7/9		
	9:30	28. Drew Carey 6.2/11	7. CBS Wednesday Movie—Undue Influence, Part 2 8.4/15	31. World's Most Amazing Videos 6.1/11		104. Star Trek: Voyager 1.9/3	94. Charmed 2.7/5
	10:00	34. Whose Line Is It 5.9/10		25. Law & Order 6.3/11			
THURSDAY	8:00	4.5/8	6.1/11	8.2/15	4.1/8	1.2/2	2.6/5
	8:30	64. ABC Big Picture Show—How to Make an American Quilt 4.6/9	38. Diagnosis Murder 5.7/11	3. Friends 8.8/18	59. World's Wildest Police Videos 4.7/9	117. UPN Thursday Night Movie—Amanda & the Alien 1.2/2	99. Wayans Bros 2.3/5
	9:00		36. Diagnosis Murder 5.8/11	16. Jesse 7.0/14	82. The Family Guy 3.6/7		97. Jamie Foxx 2.5/5
	9:30			3. Frasier 8.8/16	86. The PJs 3.4/6		91. Steve Harvey 2.9/5
	10:00	73. Nightline in Primetime 4.1/8	18. 48 Hours 6.8/12	2. Frasier 9.4/17			94. For Your Love 2.7/5
FRIDAY	8:00	5.8/12	5.7/12	4.7/10	2.9/6	1.8/4	
	8:30	52. Home Imprvmnt 5.2/12	41. Kids/Dardest 5.6/13	67. Providence 4.5/10		108. UPN Special Presentation—Scared Straight: 20 Years Later 1.8/4	
	9:00	64. The Hughleys 4.6/10	48. Candid Camera 5.3/12		91. World's Funniest! 2.9/7		
	9:30	57. Sabrina/Witch 5.0/11	48. Unsolved Mysteries 5.3/11	34. Dateline NBC 5.9/12	91. Mad TV Primetime 2.9/6		
	10:00	52. Boy Meets Wrld 5.2/10		79. Homicide: Life on the Streets 3.8/8			
SATURDAY	8:00	4.3/9	5.0/11	3.2/7	4.3/9		
	8:30	82. Amer Fun Hm Vid 3.6/8	80. Early Edition 3.7/8	88. The Pretender 3.1/7	71. Cops 4.2/10	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	9:00				59. Cops 4.7/11		
	9:30	59. ABC Saturday Night Movie—Kiss and Tell 4.7/10	52. Martial Law 5.2/11	87. NBC Saturday Night Movie—Cloned 3.3/7	75. America Bowl '99—Denver vs. San Diego 5.1/11		
	10:00		28. Walker, Texas Ranger 6.2/13				
SUNDAY	7:00	5.2/10	8.8/16	5.8/11	4.1/7		2.1/4
	7:30	73. Wonderful World of Disney—A Kid in King Arthur's Court 4.1/8	1. 60 Minutes 9.6/19	78. Dateline NBC 3.9/8	88. World's Funniest! 3.1/6		88. Rescue 77 1.8/4
	8:00		8. Touched by an Angel 8.1/15	33. You Asked for It 6.0/11	84. King of the Hill 3.5/7		93. Sister, Sister 2.0/4
	8:30				52. The Simpsons 5.2/10		100. Smart Guy 2.2/4
	9:00	28. 20/20 6.2/11	5. CBS Sunday Movie—Stolen Women, Captured Hearts 8.7/15	21. NBC Sunday Night Movie—On Deadly Ground 6.7/12	67. Futurama 3.5/8		96. Movie Stars 2.6/4
10:00	24. The Practice 6.5/12			75. The X-Files 3.0/7		97. Unhap Ever After 2.5/4	
WEEK AVG	5.4/10	6.7/13	5.8/11	4.0/8	1.6/3	2.3/4	
STD AVG	7.5/13	8.5/15	8.3/14	6.4/11	1.9/3	3.0/5	

Excite@Home's growing drama

Stock sinks as operators mull opening systems to rivals

By John M. Higgins

Tom Jermoluk complains that his company is being falsely depicted as the focal point of some sort of cyber-*Peyton Place*. But however annoyed the chairman of Excite@Home may be, the comparison

may be apt. Like any soap opera family, Excite@Home faces hostile outsiders, growing parental disapproval, court fights and, of course, tumbling fortunes.

While Jermoluk tries to keep the company focused on the primary task of pushing the rollout and sales of

high-speed Internet service, investors and industry executives remain riveted by the clouds swirling around the company. A coalition led by America Online and several telephone companies continues to assault Excite@Home's position as the sole Internet providers on systems controlled by its cable partners, including AT&T Corp., Comcast Corp. and Cox Communications Inc.

The company was battered by a report last Monday that AT&T is discussing settling the open-access fight by replacing Excite@Home with AOL as the exclusive Internet provider on its systems. That *New York Times* report was vehemently denied by AT&T and Excite@Home, but the prospect of losing its biggest distributor, controlling 16 million cable homes, was enough to crunch Excite@Home's stock.

An AT&T executive insisted that "there is no specific proposal under discussion" with AOL. Jermoluk e-mailed his employees that AT&T "has publicly stated that they respect and will honor the current contract."

The press, he added, "is trying to turn the Internet story into a *Peyton Place* soap opera".

However, AT&T, Excite@Home's largest shareholder, fearing that political heat could thwart its \$65 billion takeover of MSO MediaOne Group Inc., is in turn considering pushing to largely reverse the merger of @Home and Web portal Excite. A source close to Excite@Home said AT&T Chairman Michael Armstrong wants more clear separation between the company's Internet content side and the data transmission service to help make his case with politicians that the company is not trying to be a gatekeeper on the flow of information.

"Basically it may not be in AT&T's interest to have @Home the way @Home is," said Sanford Bernstein & Co. analyst Tom Wolzien. "What happens at the back end of that is the question."

Excite@Home said no spinoff or separation of Excite is in the works. Further, it seems clear that even if operators win all their regulatory fights, Excite@Home will, at the very least, have to share the cable pipe with other Internet and online service providers. Excite@Home had long been seen as a house account for cable operators.



CABLE'S TOP 25

PEOPLE'S CHOICE

TBS hit the proverbial jackpot with its premiere of the Chevy Chase comedy 'Vegas Vacation.' Two airings both cracked the top 10, with a combined 7.8 rating/14 share.

Following are the top 25 basic cable programs for the week of August 2-8, 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	5.9	4.5	4502	9.7
2	WWF Sports Entertainment	USA	Mon	8:59P	61	5.8	4.4	4409	9.1
3	WWF Sports Entertainment	USA	Sun	7:00P	60	4.7	3.5	3508	8.9
4	Movie: 'Vegas Vacation'	TBS	Sun	8:01P	122	4.3	3.4	3352	7.5
5	Real World VIII	MTV	Tue	10:00P	30	4	2.9	2898	6.8
6	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.6	2.8	2743	6.2
7	Movie: 'Vegas Vacation'	TBS	Sun	10:03P	121	3.5	2.7	2686	6.5
8	Movie: 'Falsely Accused'	LIF	Sun	2:00P	120	3.3	2.4	2409	8.3
9	WCW Monday Nitro Live!	TNT	Mon	10:00P	64	3.2	2.4	2399	5.1
10	Rugrats	NICK	Sat	9:30A	30	3.1	2.4	2346	11.2
10	Franklin	NICK	Mon	10:30A	30	3.1	2.3	2314	11.1
12	Movie: 'Overboard'	TBS	Sun	5:35P	146	3	2.3	2329	6.4
12	Rugrats	NICK	Sat	12:00P	30	3	2.3	2274	9.8
12	Rugrats	NICK	Sun	9:30A	30	3	2.3	2270	10.5
12	Hey Arnold	NICK	Mon	8:00P	30	3	2.2	2230	5.3
12	Spongebob	NICK	Sun	10:00A	30	3	2.2	2228	9.8
17	Movie: 'Die Hard'	USA	Fri	9:00P	150	2.9	2.2	2218	5.7
17	Rugrats	NICK	Mon	7:30P	30	2.9	2.2	2179	5.4
17	Movie: 'Cast The First Stone'	LIF	Sun	4:00P	120	2.9	2.2	2147	6.8
17	South Park	CMDY	Wed	10:00P	30	2.9	1.7	1732	4.9
21	WCW Thunder	TBS	Thu	9:11P	54	2.8	2.2	2168	4.9
21	M. Sendaks Little Bear	NICK	Mon	10:00A	30	2.8	2.1	2071	10.2
21	Spongebob	NICK	Sat	10:00A	30	2.8	2.1	2065	9.5
24	Movie: 'Mars Attacks!'	TNT	Sun	8:00P	135	2.7	2.1	2086	4.5
24	Hey Arnold	NICK	Sun	10:30A	30	2.7	2.1	2053	8.6
24	Law & Order	A&E	Wed	11:00P	60	2.7	2	2021	5.6
24	Franklin	NICK	Wed	10:30A	30	2.7	2	2009	9.7
24	Franklin	NICK	Thu	10:30A	30	2.7	2	2003	9.9
24	M. Sendaks Little Bear	NICK	Tue	10:00A	30	2.7	2	1997	10.6

Tele-Communications Inc., which AT&T Corp. acquired in March, founded the company and owns 12% of its stock, 58% of its shareholder votes.

Other cable affiliates have ultra-sweetheart stock deals that were at one point each worth more than \$1 billion, giving them strong financial incentives to continue favoring Excite@Home when their exclusive carriage deals with the Internet service expire in 2002.

But the political heat is prompting operators to publicly declare stances less favorable to Excite@Home. Even in its denial that AOL would get exclusive access to its systems, AT&T said that it may add other Internet services when its exclusive deal with Excite@Home expires.

Comcast President Brian Roberts took the same stance. He said that his goal is attracting as many consumers as possible to cable modem service. Teaming exclusively with Excite@Home was necessary

to create the cable modem business, but teaming with AOL or other Internet service providers may ultimately be more appealing to existing web surfers. "Generally, I'm in favor of allowing people as much flexibility as possible when they use the Internet," Roberts said in a conference call with analysts.

He compared it to offering not just Home Box Office, but rival pay movie services Showtime and Starz! That would not even necessarily cripple Excite@Home. "There's HBO and the other channels and HBO's making more money than ever before," Roberts said.

An Excite@Home executive insisted "that's always been part of business plan, that exclusivity would go away." The executive said that the five-year exclusive distribution period was designed to let the company recoup much of its \$490 million investment in its national backbone and operations network. "By then we'd have created a valuable enough

service that we'd stay on"

Indeed, AT&T said in a statement that "we anticipate a long-term relationship with Excite@Home."

The tumbling fortunes are the clearest affliction. Last week alone, Excite@Home's share price fell 15%, opening Thursday at \$36.50. That's just the tail end of a steep rise and fall in recent months. The company's stock had tripled from \$24.63 a year ago to \$83 in April. Since that peak, Excite@Home's stock has plunged 64%. Adjusting for the company's stock-swap takeover of Excite Inc., the company's valuation has dropped from around \$29 billion in April to \$12 billion.

Much of that plunge is attributable to a massive sell-off in all Internet stocks, which has hammered other high-flyers like Amazon and Yahoo! But Wall Street analysts said that uncertainty over Excite@Home's future is contributing to its slide. ■

Comcast defends Jones offer

Mindful of rising cable prices, skeptical shareholders lobby for better terms

By Price Colman

Officials at Comcast Corp. can understand the heated criticism that their company's offer to acquire more equity in Jones Intercable has generated. It's just that they think the knocks don't stand up to bottom-line scrutiny.

Comcast already holds voting control and about 40% equity in Jones, and last week the Philadelphia-based cable company offered to increase its stake in Jones. Terms of the offer—1.4 shares of Comcast for each share of Jones class A and common stock—translate into a premium of roughly 9.1% and 12.7%, respectively, based on recent prices for the two companies' shares.

So when Janco Partners analyst Ted Henderson called the offer "insultingly low," and a shareholder sued, contending the offer doesn't reflect the true value of Jones stock, Comcast executives were perturbed—but not surprised.

"I think [shareholders] are ignoring the fact that they have had months to choose an exit strategy in a phenomenally robust market," says John Alchin, Comcast senior vice president and treasurer. "They had months to wake up and smell roses and realize there would not be another

takeover premium, not another auction for these assets. We already paid one control premium. Why do we pay another?"

Comcast paid a premium over public share prices when it acquired certain Jones holdings from Bell Canada in 1998, and an additional 2.9 million-share stake from Jones Intercable founder Glenn Jones in a deal finalized earlier this year. Jones received about \$69 a share for his holdings when the shares were trading at about \$28 in public markets.

Several institutional investors were upset that Glenn Jones didn't include provisions for outsider shareholders to be taken out when he did the deal with Comcast. Gordon Crawford of Capital Research & Management rapped Jones at the time, saying, "He has basically left his public shareholders once again



Glenn Jones says critics of his deal with Comcast are being unfair: 'It was not one that I put together.'

to dangle." Another source in the investment community called the Comcast deal with Glenn Jones "a great deal for stockholders—as long as their last name is Jones."

Glenn Jones has countered that the Comcast-Bell Canada deal essentially dictated the terms of the Jones-Comcast pact and was negotiated without his participation. He also notes that, at the time, he and Jones

Intercable were defendants in a lawsuit bought by Bell Canada.

"The deal with Comcast was not one I put together," he says. "I didn't have control of a lot of things...Even the timing I would have changed. But it was either go with the deal or a long, drawn-out lawsuit, which no one wanted to get involved in."

Investors upset with Comcast's latest offer have only themselves to blame, says one industry source.

"I can't believe the screaming and yelling," the source said. "Why are they holding onto stock? Did they think they were going to get bought out at a big premium?...Jones shareholders knew they got screwed by Glenn and they continue to get screwed by Glenn."

Comcast officials and others point out that Comcast's offer leaves Jones shareholders with a choice: They can decline the offer and hope that Jones shares will rise above the \$50.13 price inferred by Comcast's offer.

Even for those with little sympathy for

Jones' shareholders, one question lingers: Why is Comcast offering for only 79% of the roughly 42 million outstanding Jones shares instead of all of them?

Two reasons, according to Comcast. First, it's honoring terms of the original deal between Bell Canada and Jones which established a takeout threshold of under 80%; second, this deal can close more quickly than a full buyout.

"With the type of offer we have made, we can bring it to conclusion in about three months," says Alchin, noting that there's a time value to money.

"If we were to otherwise form an offer that ignored provisions of the Bell Canada contracts, the probability is that this could take upwards of a year."

People familiar with the Jones-Bell Canada deal say the provision may have been included to protect shareholders. Without the provision, Bell Canada theoretically could have acquired an 80% stake, consolidated it for tax purposes, then offered the remaining shareholders a bargain base-ment price on the basis that no one else would buy the stock. ■

Tennis volley no USA folly

Wrestling may be a ratings titan, but U.S. Open demo makes up for any audience loss

By Deborah D. McAdams

In recent years, USA has become a winning general-entertainment network with the highest average prime time cable rating in the business—around a 2.5—largely due to the popularity of wrestling.

But that won't stop USA from preempting wrestling and the rest of its regular lineup for 11 consecutive evenings starting later this month to air the U.S. Open tennis tournament. USA's aim is to grab viewers not usually found watching USA: \$100,000-plus income households.

"It's presence, and involvement with a premier sports event," explained Gordon Beck, senior vice president of sports production at USA Networks and executive producer of the U.S. Open.

USA, with three such high-profile events (Masters golf tournament, Westminster Kennel Club Championship Dog Show and the tennis Open) attract "new viewers to USA, upscale viewers that don't typically watch USA," said one network executive familiar with USA's business.

They are 25-54, college-educated, professionals—"boardroom viewers," John Cronopolous calls them. As vice president of corporate advertising sales and special events at USA, he believes that the



Starting Aug. 31, USA will broadcast 11 consecutive days of coverage. The tournament draws tennis' biggest names, including Lindsey Davenport (above) and Venus Williams (l). USA hopes it will also draw a high-income audience.

U.S. Open is vital to the network because it "brings tremendous exposure against a small segment of the population."

It's an exposure that brings a higher cost-per-thousand advertising rate than general-entertainment programming, said Aaron Cohen, a media buyer with Horizon Media in New York. It also

brings in advertisers who typically don't buy USA's brand of general entertainment programming, such as "upscale cars, financial service companies, mutual funds, brokerages, major insurance companies...maybe a Hertz or a hotel chain that's business-oriented," Cohen said. "They are looking for a specific demographic."

Sources estimate USA's six-year contract with the U.S. Tennis Association is around \$17 million a year—not a substantial sum in the world of television sports rights. And even with premium advertising rates, the network probably only breaks even on coverage, one source with knowledge of the contract said.

"You can look at it as just a giant marketing cost," he said.

USA also reaps another marketing benefit with tennis. Throughout 86 hours of coverage, from Monday, Aug. 31, through Sunday, Sept. 12, the network will "heavily promote" its own programming, a network spokesman said. *Journey to the Center of the Earth*, a miniseries that begins after the Open concludes, gets several promos throughout the tournament.

Even the competition benefits. Last year, TNT's *Monday Nitro Live* got its highest rating ever on Aug. 25 while USA was showing the Open. TNT pulled in a 5.7 rating while tennis generated only a 1.3, according to Horizon Media and Nielsen Media Research.

The migration was not lost on USA, which moved wrestling to Saturday night last year. This year, the network will attempt to keep its night-owl wrestling fans happy by airing the WWF at 11 p.m. on Monday nights. ■



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The Grass (Valley) is greener

Tektronix sells beleaguered video products division to private investment group

By Karen Anderson

After months of speculation, Tektronix last week spun off its struggling video unit—along with the Grass Valley Group name—to an investment group headed by industrialist Terence Gooding.

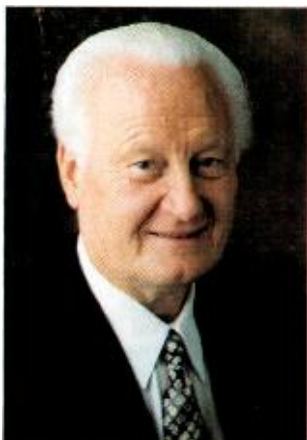
The division manufactures servers, routers, switchers, format converters, encoders and decoders, distribution amplifiers and frame synchronizers.

Gooding, of Rancho Santa Fe, Calif., will become chairman and CEO of the new Grass Valley. Tim Thorsteinson, who headed the video division, will join as president and chief operating officer.

The new company will absorb 700 other Tektronix employees and maintain headquarters in Nevada City, Calif., with engineering plants in Nevada City and Beaverton, Ore.

The deal includes Tektronix's interest in Avstar, the joint venture with Avid that makes nonlinear editing systems.

Terms were not disclosed. But Tektronix will retain a 10% interest in the



Terence Gooding, who leads the investment group, will become chairman/CEO of Grass Valley. 'We have a great opportunity...for profitable growth,' he says.

new company. "But as a private separate company, we have a great opportunity now for profitable growth particularly in view of new products."

Gooding, who has successfully grown several technology companies, two of which boast more than \$1 billion annual revenue, says he expects Grass Valley's revenue to hit \$250 million next year.

new company.

The companies expect to close the transaction, which is subject to regulatory approval, by the end of September.

Tektronix's video and networking division has been a drag on corporate earnings, prompting the company to look for a buyer. "With in the Tektronix environment [it] has not been financially attractive to them," Gooding

Gooding is co-chairman of Wavetek Wandel Goltermann Inc., a test and measurement company, whose annual revenue has grown from \$60 million to \$500 million since he purchased it in 1991. Gooding also controls Leica plc, Picker Corporation and Maxwell Laboratories.

Despite the video divisions slumping numbers over the last few years, Thorsteinson says there are reasons for optimism. He points to the last quarter of 1998, when the company saw a 20% growth in orders and the largest single sales quarter (\$27 million) for its Profile server.

Daniel Kunstler, J.P. Morgan equity analyst, says he believes the move is a good for both companies. "[The division] has not been making money for Tektronix," he says. "I think there are some very good products in their portfolio and some real industry benchmarks. The Profile recorder in and of itself is a very popular product with people in the broadcast industry and there really is nothing like it for very, very high performance storage in this market."

The new company is banking on new products, the fruit of the more than \$60 million Tektronix spent on research and development over the last two years.

Grass Valley two weeks ago formally introduced the Kalypso line of production switchers and has already sold 15 units. Since January, it has introduced 15 "modular" products. And it plans to introduce several more at the International Broadcasters' Convention in Amsterdam this September, Thorsteinson says.

"We've had extremely positive feedback from customers that know about this situation, and frankly I think that customers feel they're going to be served by a company that's very focused on their needs [as] they're making the digital transition," Thorsteinson says.

Grass Valley will try to tap new markets including the Internet and digital cinema, markets that experts say traditional broadcast equipment companies have been slow to infiltrate. This will

SGI restructures, cuts jobs

Graphics and server supplier SGI is restructuring to focus more on servers and less on low-end workstations, which have met with weaker sales than expected. As a result, the Mountain View, Calif.-based company will cut 1,000 to 1,500 jobs.

Less than 18 months after announcing it would build graphics workstations based on Microsoft's Windows NT platform [B&C, April 20, 1998], the company is now trying to spin off its Windows NT business through a joint venture with an undisclosed computer company. SGI has also formed a separate business unit for its Cray line of high-end supercomputers and is looking for a partner or buyer.

What SGI will turn its attention to are servers, both high-end products such as the Origin 2000 and new "appliance-like servers" that will deliver broadband content over the Internet, says SGI Chairman Rick Belluzzo. SGI will continue to make high-end graphics workstations, such as its O2 and Octane products, through an alliance with NVIDIA Corporation. NVIDIA will also try to bring SGI's graphics expertise to the lower end of the computer market, says Belluzzo.

"We want to broaden our product offerings and embrace component technology in the marketplace," he says. —Glen Dickson.



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probably be accomplished, in part, through acquisitions, Gooding says.

Large manufacturing companies selling broadcast divisions seems to be a trend. In July, Hewlett-Packard sold its video server division to broadcast graphics firm Pinnacle Systems for

about \$40 million.

"When [big companies] are doing \$2 billion a year in revenues and you've got 10% growth, you've got to grow \$200 million dollars a year," Gooding says. "When you've got a division whose total sales are \$200 million and

that's going to grow 10% or 15%, it's a drop in the bucket. So these \$250 million-\$300 million divisions have a difficult time getting attention. [Grass Valley] is lost in the \$2 billion worth of Tektronix, so by breaking it out, it gives a focus." ■

Harris: Stay the DTV course

Says broadcasters should forget COFDM, stick with 8-VSB transmission system

By Glen Dickson

Harris Broadcast last week weighed in on the growing debate over the transmission scheme for broadcast digital television, arguing that the 8-VSB system—the current U.S. standard—works well and that a switch to the competing COFDM system would delay DTV service.

In a paper that answers criticism of the 8-VSB standard leveled by Sinclair Broadcast Group and others, the transmitter manufacturer defends 8-VSB as the most cost-effective and efficient transmission method for the U.S. Any difficulties it has delivering signals to sets with indoor reception will be made "insignificant" by better DTV receivers and antennas, the paper says.



Harris' Allan preaches patience: "We have our hands on some [new receivers], and that's why we know the performance is significantly better."

What's more, it says, a switch to the European COFDM modulation scheme, as Sinclair has proposed, would result in "lengthy delay, high cost and crippling uncertainty."

Harris Broadcast President and General Manager Bruce Allan says the paper is based partly on reception tests it conducted in Baltimore using second-generation

DTV receivers, which have redesigned adaptive equalizers that perform better in dynamic multipath

environments. "We have our hands on some [new receivers], and that's why we know the performance is significantly better."

The paper also attempts to quantify the potential cost to broadcasters in making a switch to COFDM.

To achieve the same coverage with COFDM as they would with 8-VSB, the paper says, broadcast would have to transmit at a higher power. Quadrupling power from 250 kilowatts to one megawatt, the paper says, would "increase electric power costs by as much as \$227,000 per year" and require upgrades costing as much as \$1 million or more.

The other option for implementing COFDM, the paper says, would be to create a single frequency network (the method used in Europe) that places four or more new transmitter sites within a market. But the scheme isn't viable for the U.S. either commercially, economically or politically, due to the increased costs associated with multiple transmitters and the local zoning disputes that would certainly occur over towers. Both scenarios, says the paper, would require the FCC to completely rework the DTV allotment table.

"We're just making sure that factual information is out there," says Allan. "We want people to make decisions based on factual information and see the pros and cons."

Sinclair's contention, of course, is that broadcasters won't need to increase power to use COFDM, since fringe viewers will be able to receive the DTV signal using an outdoor antenna with an amplifier. But Allan says the customers he's spoken with don't share Sinclair's view.

"The broadcasters we've talked with say, 'We're not willing to give up fringe reception, we want coverage,'" says Allan. ■

Gearing up with Panasonic

Panasonic is delivering DVCPRO equipment to two more stations, Hearst-Argyle's WDSU(TV) New Orleans and Scripps Howard's KJRH-TV Tulsa, Okla., it was announced last week.

KJRH-TV has purchased almost \$1 million of Panasonic DVCPRO50 and DVCPRO equipment as part of its upgrade of news acquisition and editing to digital. It has also equipped some of its cameras with Canon 16:9 lenses for shooting news in the wide-screen aspect ratio. WDSU has replaced Beta-cam SP equipment with DVCPRO for ENG, editing and programming.

—Karen Anderson



Dues for PPV blues

Promoter bets people will watch live concerts on PCs

By Richard Tedesco

The House of Blues has a new online riff: biweekly pay-per-view concerts for \$4.99 per shot.

HOB's essential objective is to establish itself in this new online programming niche and to catch the broadband wave expected to propel it. "We want to be in position when this technology begins to accelerate, which it is going to do," says Lou Mann, president of House of Blues Digital.

A slate of six blues-and-pop Webcasts, streamed at high speeds, kick off the inaugural series of PPV Web events, with blues great B.B. King from the Las Vegas House of Blues on Aug. 11. Performances by the rock group The Cult, Peter Dinklage, Berlin and Motley Crue follow into mid-September, along with a rebroadcast of a Ziggy Marley reggae concert that recently drew 400 PPV takers.

Though not much of a return, it nevertheless is a relatively cheap entry fee into producing concerts for House of Blues, which operated seven of its own venues before its recent deal to acquire Universal Concerts from Universal Music. That \$190 million purchase gave it 20 more music venues in the U.S. and Canada—a good base for a PPV concert business, says Mann.

"This acquisition we've just done is going to give us access to a lot more content," he says. "We want to be there and be known as the place for big concerts."

PC users who can access the concerts at 100k/ps or 300 kb/s pay \$4.99; those connecting at 56k or 28.8k ride free. Microsoft is the technical partner, with its Windows Media the preferred streaming technology. Events will also be streamed in RealVideo.

Live concerts have already drawn

large numbers online: SonicNet drew 120,000 PC viewers to its SuperCast series two years ago, cybercasting single dates from the Lillith Fair, Lollapalooza and Horde tours. SonicNet has indicated its intent to eventually produce PPV events online.

The appeal for streamed concerts is expected to rise considerably as broadband connections grow. Approximately 1 million U.S. households currently have broadband access, a figure Cambridge, Mass.-based Forrester Research sees growing to 26 million households by 2003.

House of Blues inaugural foray will have two streamed concerts a week. Down the road, there's talk of creating digital HOB channels on major broadband services, Mann says.

The concept has drawn mixed reviews from analysts. Jim Penhune, digital media analyst at the Boston-based Yankee Group, believes HOB is on the right track for what he calls a "niche-of-a-niche service."

"They probably figure it's better to be there first and not have much of an audience than wait until the market arrives," he says.

But uneven streaming quality means that "we can't compare it to the traditional pay-per-view event market," says Peter Krasilovsky, media analyst with Princeton, N.J.-based Kelsey Group. "How much fun is it going to be sitting around watching concert events on PC?"

Mann said he expects to start seeing a payoff in 2002, and that there's also potential to simulcast events online and via satellite. And he contends that future shows will benefit from spots running on 200 radio stations carrying the syndicated weekly *House of Blues Live* and a planned revival of the live *House of Blues* TV series. ■

SITE OF THE WEEK www.scifi.com



Sci-Fi Channel USA Networks New York

Site features: Sites for on-air series, including *Sliders*, *Highlander*, *Mystery Science Theatre 3000*, *Poltergeist: The Legacy*, *Farscape*, *First Wave* and *Star Trek*; memorial of clips to the late DeForest Kelly, who played "Bones"; Sci-Fi wire news; Slide It Yourself game to write *Sliders* episode; online store and new auction link

Site launched: March 1995

Site director: Gary Markowitz, senior Internet producer

Number of employees: 20

Design: in-house

Streaming technology: RealAudio, QuickTime

Traffic generated: 7 million page views monthly

Advertising: banner ads

Revenues: N/A

Highlights: New original online animated series area includes absurdist *Seeing Ear Theater*, Flash animation *Barbarian Moron*, about an inept futuristic despot, amusing *@amusings*, *Freedomland NYC* cartoon and Sci-Fi plans to expand online series

—Richard Tedesco



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SUBCARRIER AVAILABLE

Subcarrier Available. WNYE-FM, New York. 91.5 Mhz. 20 KW. Data/paging Services only. Contact: Frank Sobrino (718)250-5829.

HELP WANTED ON-AIR PERSONALITY

100KW Progressive Catholic noncom in Central Florida needs experienced announcer. Must have keen knowledge of contemporary Christian music, Catholic doctrine and ability to talk Catholic faith on air. Great benefits, decent pay. Send tape, resume and salary to Station Manager PO Box 18081, Tampa, FL 33679. EOE.

TELEVISION

HELP WANTED SALES

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.

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 SALES

Account Manager, Position description: Sell and service a list of existing accounts. Responsible for generating new business revenue streams by utilizing proper prospecting techniques. Grow existing account base by developing non-traditional advertising campaigns that meet client needs. Develop and sell Internet sales packages that reach a new consumer base. Successfully switch/pitch clients from newspapers, radio and other media into television. Assist in collection of delinquent accounts. Assure that flow of pertinent information with respect to advertising copy, local sales orders, contracts, costs, and specials are properly directed. Regularly analyze and review sales development and progress with sales management. Maintain records of sales and service calls to ensure a clear and logical follow-up review process. Incorporate multimedia properties, including the Internet, to solution-driven client presentations. Position Requirements: Prior Broadcasts/TV/Radio advertising experience is preferred. Person must have a working knowledge of Nielsen audience data and methods by which TV commercial time is bought and sold. Strong communication skills, both oral and written, a must. Individual must have excellent computer skills and a complete knowledge of the Internet; navigation and sales opportunities. Previous experience with new business development is essential. Individual must be goal oriented, success driven professional, able to handle multiple accounts and tasks while aggressively developing new business. If interested in the above position, please send resume to: Employee Relations Manager, NBC10, 10 Monument Road, Bala Cynwyd, PA 19004. We are an Equal Opportunity Employer M/F/V/H.

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.

Sales and sales management candidates needed for over 150 positions in 30 states. Research, Marketing, Traffic & Billing, Technical positions also available nationwide. Apply at www.birschbachmedia.com. Free service to candidates. Confidential. Fax resume to 303-368-9675 or email to jbirsch@birschbachmedia.com. birschbachmedia.com sales recruitment.

Telemundo/KSTS-TV 48: seeking experienced General Sales Manager to lead growing sales team. If you can think outside of the box, have a proven track record of developing new business, can exercise initiative in presenting the multiple benefits of Hispanic TV advertising to the general market, we want to hear from you. Detailed resume to attn: Ralph E. Herrera, VP/GM, KSTS-48, 2349 Bering Drive, San Jose, CA 95131. EOE.

HELP WANTED SALES

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: jacobsoj@wfor.cbs.com M/F EOE.

GENERAL SALES MANAGER

WOFL Fox 35 in Orlando seeks General Sales Manager to supervise the daily efforts of our sales team, traffic and customer service department.

The successful candidate will have a minimum of 3 years' broadcasting sales management experience and a proven track record meeting strategic sales goals. General sales management experience preferred.

Location: Orlando, FL
Send resume in confidence to:
Business Office
WOFL-TV
35 Skyline Drive
Lake Mary, FL 32746

An equal opportunity employer



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

HELP WANTED MANAGEMENT

Here, top talent will win by a landslide.

**Executive Director/CEO
Voter News Service**

Voter News Service, L.L.C., owned by ABC, AP, CBS, CNN, FOX and NBC, is the resource for election night tabulated vote returns and exit poll data used by news organizations covering primary and general elections. We now seek an Executive Director/CEO with unparalleled credentials to provide overall leadership and staff direction covering exciting and important news events.

This New York City-based position works in tandem with the current Executive Director through the 2000 election, and then assumes executive leadership in planning and managing future national elections. Specific projects for this five year commitment include overseeing an extensive systems upgrade to state-of-the-art technical capabilities.

The selected candidate must be degreed with a minimum of 15 years' related experience, and have comprehensive, hands-on knowledge of business management practices. A thorough understanding of the political and electoral process is required, as is either a news or broadcast/cable management background. The ability to unify, lead and motivate a staff is essential. We offer a competitive salary and a comprehensive benefits package. Please fax your confidential resume, with salary requirements, to: VNS Board, 212 975 5399. Equal Opportunity Employer.



HELP WANTED MARKETING

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.

Telemundo/KSTS-TV 48, Marketing Research Manager. Develop marketing programs identify and target sales promotion opportunities. Analysis of rating book and demographic info, responsible for cable relations and station's Web page. Require strong sales/marketing skills, knowledge of audience rating systems, including Nielson and NHTS. Excellent written and computer skills. College degree preferred. English/Spanish bilingual a +. Detailed resume attn: Ralph E. Herrera, VP/GM, KSTS-TV 48, 2349 Berling Drive, San Jose, CA 95131. EOE.

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.

HELP WANTED TECHNICAL

Master Control Operator: Tribune Broadcasting's Washington Bureau is looking for master control operator who knows no boundaries. Responsible for satellite uplinks and downlinks, microwave and fiber transmissions. Must have FCC Restricted Radio-Telephone Operator permit. Master Control operator will also be required to operate video switcher, IFB's and audio mixing for live shots and tape feeds. Must be familiar with studio/control room operations. Responsible for all incoming and outgoing feeds. Videotape editing, shooting a big plus. Computer skills a must. Applicant must be willing and eager to help transition all aspects of the Bureau from an analog to digital operation, including digital transmissions, video file serves and digital editing. To apply contact Chris Novack by e-mail at Cnovack@Tribune.com, or fax to 202-824-8333, or send resume to Tribune Broadcasting, 1325 G Street, NW, Suite 200, Washington, DC 20005.

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/MF/D/V.

HELP WANTED TECHNICAL

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

TV Maintenance Engineer/Remotes: WPBT2 seeks individual to repair & maintain equip relating to our remote prod unit, & to asst w/other duties as needed. 2 yrs exp in TV equip maint & willingness to work in a remote environment. Must be flexible regarding days & hours worked. Send resume w/salary requirements to: H.R., WPBT2, PO Box 2, Miami, FL 33261-0002. EOE, M/F/D/V.

Shook Electronics USA, leading manufacturer of mobile television vehicles, is looking for a "Head Installation Technician". This person should have a radio/television installation background, and must be knowledgeable in all aspects of broadcast engineering, including computers, computer networks, and CAD. A SBE certification would be helpful, as well as HDTV knowledge. Fax, mail or "E" mail your resume to VP of Engineering, Shook Electronics, 18975 Marbach Lane Bldg. 200, San Antonio, TX 78266. Fax 210-651-6354; "E" Mail traven@shook-usa.com.



**Immediate Opening
CHIEF ENGINEER
for WISDOM Networks**

A 24-hour Television, Radio and Internet operations. Responsible for all engineering, maintenance and modifications of technical and physical plant including C-band earth station and Radio/Television production studios. Strong video maintenance background required and design experience a plus. Successful candidate will have an appropriate degree and five years plus experience in both radio and television broadcast engineering management. Component/board level engineering knowledge a must. Strong interpersonal skills are needed to manage engineering support staff. This person will assist in preparation and administration of capital and operating budgets, equipment purchases and installation, and work "hands on" with the maintenance and repair of all equipment. Required to carry a pager.

**Send cover letter and resume to:
WISDOM Networks, LLC
P.O. Box 1546
Bluefield, WV 24701
Attn: Employee Relations
Department**

An Equal Opportunity Employer

HELP WANTED TECHNICAL

Broadcast Engineers

STUDIO MAINTENANCE ENGINEER-

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

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

RF MAINTENANCE ENGINEER-

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

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



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 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.

Associated Press Television News is looking for a reporter who can bring business stories to life for World Business Report. Applicants must have at least three to five years on-air and newsroom experience. Reporters must be self-motivated and able to come up with ideas, conduct interviews, and write and track stories for a daily feed. Please send a resume and reel to: Karen Hendren, Exec. Producer & Correspondent, World Business Report, APTN, 1995 Broadway, New York, NY 10023. No phone calls please.

KCEN-TV has an opening for a News Producer. Responsible for the production of newscasts. Must be a self-starter and team player. Should have journalism background. Ability to work well under pressure. Applications accepted through August 25, 1999. Send resume to: KCEN-TV Personnel Dept. 24, PO Box 6103, Temple TX, 76503. Equal Opportunity Employer.

News Producer: The Belo station in Charlotte, NC has an immediate opening for an early evening newscast Producer. We're the fastest growing newsroom in the south's most livable city. You need to be a journalist who understands human storytelling and how to get the best out of the people around you. We have all the tools (helicopter, SNG, ENG, etc). You need to know how to use them to bring a newscast to life for our viewers. If this kind of challenge sounds interesting send us a VHS tape of a recent newscast and a resume and salary request to: (No phone calls please) NBC 6, Human Resources Department, Re: 99-34, 1001 Wood Ridge Center Drive, Charlotte, NC 28217, EOE/M/F/V/H.

News Producer, ABC26 New Orleans: Energetic leader, outstanding news & tease writer with a craving for breaking news and the showcasing smarts to go with it needed to take our successful 5pm weekday news to even greater heights. Minimum 2 years producing experience. Immediate opening. Nonreturnable VHS of last night's newscast, resume w/ cover letter & writing samples to Keith Cibulski, WGNO-TV, 2 Canal St., Ste 2800, New Orleans, LA 70130; fax (504) 581-2182; email: KCibulski@tribune.com No phone calls. EOE.

Morning and Noon Co-Anchor needed for top 100 network affiliate in Central Texas. Opportunity to be part of a growing news organization. If you have the work ethics along with a natural conversational style. Applications accepted through August 25, 1999. Send resume and VHS tape to: KCEN-TV Personnel Dept. 24, PO Box 6103, Temple Texas, 76503. Equal Opportunity Employer.

HELP WANTED NEWS

Associate Producer: WYFF-TV, the Hearst-Argyle NBC station in Greenville, SC is searching for an associate producer to support our newscasts. If you are a recent college graduate who wants to produce newscasts, this is the entry-level job that will take you there. Send your resume to WYFF-TV, Human Resources Manager, 505 Rutherford Street, Greenville SC 29609. EOE.

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.

KLAS has immediate openings for: AM Executive Producer: This position directly supervises the morning, noon and weekend newscasts. Extensive line producing experience required. Previous management experience preferred. Online Producer: This position produces local content for our internet site. Strong writing skills necessary. Knowledge of internet technology preferred. Photojournalist: Minimum of two years experience required. Strong editing and Live shot skills necessary. Apply to KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89109 EOE.

News Director-Sunworshipper for USVI, degreed in Broadcast Journalism or Communications for development of VI/Caribbean 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.

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.

News Staff Wanted: FOX 47 in Rochester MN will be hiring a news staff to launch an exciting start-up. Come join a great team in a great place to grow your skills working for a terrific company, Shockley Communications. Interviewing for: Anchors (2), Producer, Assignment Editor, Meteorologist, Sports Director, Videojournalist/Reporters (3). Don't miss this great opportunity! Send resume's and tapes to: News Director FOX 47 KXLT, 6301 Bandel Road NW, Rochester MN 55901 No phone calls please.

HELP WANTED NEWS



SINCLAIR BROADCAST GROUP TV stations cover over 25.9% of the U.S. and it's top ten radio division operates in 10 separate markets. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

• Milwaukee - WCGV (UPN) / WUTV (WB) Director of Sales

WCGV/WUTV is looking for a dynamic and aggressive manager to lead its sales team to new professional heights. A minimum of 3 - 5 years local, national or general sales management experience a must. Must be detail-oriented with proven leadership skills, applicable training background, creative problem solving skills and knowledge of inventory control. Knowledge of TV inventory software and Microsoft Office a must. College degree. Send resume. Box #3357

• Nashville - WZTV (FOX) / WUXP (UPN) Account Executives

Immediate openings for experienced Account Executives. A college degree in broadcasting, marketing, or a related field and at least 3 years in television sales experience preferred. We are looking for aggressive self-starters who know how to work agencies as well as develop new business. This is an excellent opportunity to work in the 30th market and get on board with great stations that are growing each year! The ideal candidate will possess excellent communication and relationship-building skills, be a team player, and have a winning attitude. Please send resume. Box #3358

• Nashville - WZTV (Fox) / WUPN (UPN) Web Master

Live in Music City and work for two growing television stations as Web Master. We are looking for a team player who is proactive and able to coordinate needs and activities on the local level as well as with corporate staff. The ideal candidate should have at least 2 years experience actually maintaining and designing web pages using one or more of the following: HTML, JavaScript, Perl, CGI Script and SQL. Must also be experienced with URL's, Browsers, FTP and E-mail. Send resume. Box #3359

• Nashville - WZTV (Fox) / WUXP (UPN) Research Director

Seeking a full-time Research Director. Must have experience in Sales Marketing including collecting and analyzing data, preparing written and graphic presentations and coordinating special marketing projects. Position requires extensive knowledge of computer techniques and methodology. Bachelors degree in Marketing or Public Relations preferred, or equivalent experience. Send resume. Box #3360

• Nashville - WZTV (Fox) / WUXP (UPN) Master Control Operator

Fox 17 and UPN Nashville has an immediate opening for the position of Master Control Operator. Primary responsibilities include switching on-air programming as logged. Transferring programming and commercials. Monitoring stations technical performance within FCC specifications. This position requires familiarity with videotape equipment, personal computer as well as video and audio measurement techniques. Send resume. Box #3361

• Oklahoma City KOKH (FOX)

KOKH (Fox 25) in Oklahoma City is expanding its news and needs. We are in search of successful candidates to fill the following positions: Weekend Anchor/Reporters, Weekend Weather Anchor/Reporter, Weekend Producer, Production Staff, Technical Director, and News Photographer. Join a staff that is focused and motivated. Send resume and non-returnable VHS tape. Box #3362

• Portland, ME WGME (CBS) Promotion Manager

WGME 13 seeks a goal-oriented Promotion Manager for one of the more beautiful areas in the country. The successful candidate will be one who can communicate the vision, turn the vision into a plan, and the plan into action. Must possess superior writing, organizational, and "influencing" skills. Ability to manage "multi-tasks", and create compelling images, words, and graphics that drive news ratings and enhance community image. Send cover letter, tape and resume. Box #3363

• Various Locations - Account Executive
Must be able to handle agency business and develop new business. Strong negotiations and communication skills, thorough knowledge of ratings/research tools and working knowledge of computers a must. Send resume. Box #3364

Mail your resume in confidence immediately to:
Broadcasting & Cable, 245 W. 17th St.,
NY NY 10011, Attn: Box #

Sinclair is proud to be an
EQUAL OPPORTUNITY EMPLOYER and a DRUG-FREE WORK PLACE
WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY

HELP WANTED NEWS

Photographer: Department: News, Status: Full-time, Posting date: 8-10-99, Closing date: 8-24-99. WHAS11 is looking for a photographer with excellent visual, composition and story telling skills. Minimum of three years broadcast experience required. Ability to edit your own stories, creativity, and good use of nat sound preferred. Background in live truck operations a plus. NPPA involvement and college degree preferred. Interested candidates forward resume, tape and cover letter to: Cindy Vaughan, Human Resources Director, HR #928, WHAS11, 520 West Chestnut Street Louisville, KY 40202. Belo Kentucky, Inc. is an Equal Opportunity Employer M/F/D/V.

Photographer: Join one of the Southeast's top news operations. Requires solid news judgement plus videography and editing skills. At least one year of TV news experience required. Send resume and tape to News Operations Coordinator, WTVC, P.O. Box 1150, Chattanooga, TN 37401. Equal Opportunity Employer.

Photojournalist: Alaska's KTUU-TV seeks 2 self-starting N.P.P.A. - oriented photojournalists to join expanding award winning team. Only the adventurous need apply. Minimum of 1 year experience in day to day deadline E.N.G Good Medical/Dental and 401K plans. Send non-returnable Beta tape to: Barry Johnson, Chief Photographer, KTUU-TV, 701 East Tudor Road, Suite 220, Anchorage, AK 99503-7488. EOE

Producer: WYFF-TV, the Hearst NBC station in Greenville, SC is searching for an aggressive, high-energy newscast producer who is an excellent writer. One year of experience in a commercial television newsroom and a college degree required. Send to WYFF-TV, Human Resources Manager, 505 Rutherford Street, Greenville, SC 29609. 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.

Weekend Sports Anchor/Reporter/Photog: CBS affiliate seeks a Weekend Sports Anchor/Reporter/Photog. Must be able to gather, shoot, and edit sports for broadcast and handle live shots at sporting events. Requires a working knowledge of Texas High School, College, and Professional Sports. Play-by-play experience helpful. Degree and prior experience preferred. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Weather Anchor/Reporter: WETM-TV, Elmira, NY is looking for a Weather Anchor/Reporter for dominant NBC affiliate in the Southern Tier of NY. Position requires candidates who can help produce and do occasional reporting, proficiency with Kavouras Titan i-7, shooting skills a plus, and 1-2 years experience. Send tapes and resumes to: Paul Donohue, News Director, WETM-TV, 101 E. Water St., Elmira, NY 14901. Smith Television of NY is an EOE.

HELP WANTED NEWS

Sports Director: WETM-TV, Elmira, NY is looking for candidates to become Sports Director at dominant NBC affiliate in the Southern Tier of New York. NASCAR, LPGA, PGA and minor league baseball are among the market's featured sports events. Also coverage of local high school and college athletics. Requirements include expert shooting and editing skills in the field, experience, polish and personality on air. Send tapes and resumes to: Paul Donohue, News Director, WETM-TV, 101 E. Water St., Elmira, NY 14901. Smith Television of NY is an EOE.

State Capitol Reporter: Need experienced broadcast journalist to live in Richmond and run full-time bureau covering state government and 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.

TV News Reporter: Eastern Iowa's 24 Hour News Source is looking for a reporter who can shoot. We have all the toys (four live trucks, live news helicopter and satellite truck) we need someone to play with them. One year experience required. Send Tape and resume to Personnel Coordinator, KCRG, P.O. Box 816, Cedar Rapids, IA 52406. EOE.

Television, CBS Newspath, Live News Center: CBS Newspath has two openings (one freelance, one staff) in our Live News Center in New York. The selected candidate will have at least two years' TV news experience, preferably on an assignment desk. You must know how to produce a livenesshot and taped package, work well under pressure and understand the concepts of satellites, circuits and signal routing. Please send your confidential resume to: Recruitment Department LK, CBS Corporation, 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.

Top north Texas FOX affiliate is seeking a Producer. Applicant should have strong writing skills and creative ability to shape a fast-paced newscast aimed at the non-traditional news viewer. If you would like to join in on the excitement of a start-up newscast, this is the position for you. Send cover letter, resume and non-returnable VHS tape to: Scott Coppenbarger, News Director, KFDX/KJTL-TV, 4500 Seymour Highway, Wichita Falls, TX 76709. No phone calls. KJTL-TV is an Equal Opportunity Employer.

Univision 41 New York is Growing: New York's #1 Spanish language station seeks the following persons as we begin our daily 6 a.m. newscast: anchors (2), reporter, photographer/editor (3), producer, videotape editor, newswriter (part-time), production assistant, production technician (2), and newsroom secretary. Experience and bilingual English-Spanish required. Tape, resume to WXTV, 500 Frank W. Burr Blvd., Sixth Floor, Teaneck, NJ 07666. EOE.

HELP WANTED NEWS

WOWT NBC Affiliate in Omaha: seeks a full-time Meteorologist. Meteorology degree required, with AMS Seal and 2+ years broadcast meteorologist experience preferred, including demonstrated ability to prepare forecasts. Must have solid weather background and ability to communicate that knowledge. Must be up-to-date and have experience with equipment and graphics needed to present a clean and informative weather segment. Ability to interact with other on-air anchors in team environment a must. Applicant resume tape representative of work required. Tapes will not be returned. Call our job line at (402)346-6666 ext. 7772 for full details! Requires pre-employment drug testing and background check. EOE. Send/fax/e-mail resume and tape to or fill out an application at: WOWT/HR-ME 3501 Farnam Street, Omaha, NE 68131 Fax (402)233-7885 or Email hr@wowt.com.

Weekend Meteorologist: WTVD-TV, an ABC owned station in Raleigh Durham, North Carolina has an immediate opening for a Weekend Meteorologist for our 6p.m. and 11p.m. newscasts. The successful candidate will also be assigned to report news three days per week. 2 to 3 years experience is required. Degree in Meteorology and AMS Seal preferred. Send resumes and non-returnable tapes to Rob Elmore, News Director, WTVD-TV, 411 Liberty Street, Durham, North Carolina, 27701. EOE.

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.



Special Projects Photographer: WTVD-TV, an ABC owned station is looking for a creative, experienced photographer for our special projects unit. The ideal candidate is a visual storyteller with strong editing skills. This position works with our consumer, health, and features reporters as well as covering general assignment stories. Live truck experience a plus. Rush tape/resume: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

Reporter: WFMZ-TV is looking for a hard working reporter who's good at relationship building and live shots. Send non-returnable VHS tape to Brad Rinehart, WFMZ, 300 East Rock Road, Allentown, PA 18103.

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www.broadcastingcable.com

HELP WANTED PROMOTION

Promotion Director: Paramount owned UPN affiliate in Seattle is looking for someone with strong creative sense, excellent writing skills and superior marketing background. Must be able to meet tight deadlines, be able to see the finest details and have the vision of the big picture. Ideal candidate should have 5-7 years of on-air promotion marketing, producing and directing. Must have great people skills and be able to manage creative staff, be familiar with media buying and have a great eye for graphics. Send resume, salary requirements, and non-returnable demo to: HR, KSTW-TV, 2320 So. 19th St., Tacoma WA 98405, or call Dick Williams 253-428-8828. EOE.

HELP WANTED ADMINISTRATION

Media General Broadcast Group
www.mgbg.com WJTV-TV. Traffic Manager: To manage staff and traffic computer system. Produce daily logs and revenue reports out of system as required. Broadcast background and minimum 2 years experience in a TV or radio traffic dept. Ability to operate keyboard, CRT, and other office equipment. Ability to perform under pressure and adhere to deadlines. Effective oral and written communication skills and mathematical proficiency. EOE M/F Drug Screen. Send resume to HR Dept. 1820 TV Road, Jackson, MS 39204-4148.

HELP WANTED RESEARCH

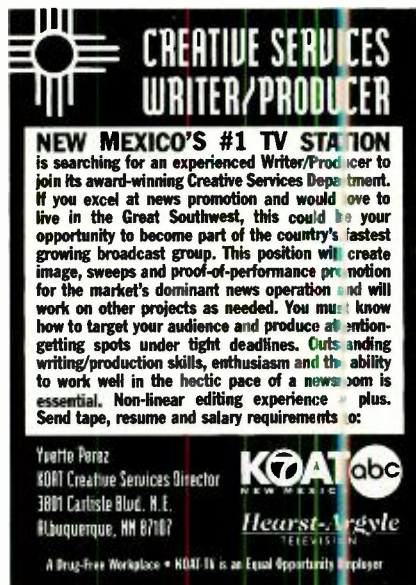
Research Director: Devise ratings estimates for television station. Perform periodic update of database of Nielsen ratings, Scarborough research and CMR. Prepare sales pieces for presentation to local and national clients. Train account executives in use of research sales tools. Accompany sales personnel on client calls as necessary. Must be computer literate. Knowledge of Nielsen, Scarborough, TV Scan, Data Tracker, CMR, Market Manager, Microsoft Excel and Powerpoint. Must possess oral and written presentation skills. Send resume and cover letter to Human Resources, FOX-7/UPN-13, 119 E. 10TH Street, Austin, TX 78701, Ref: position title on envelop. No phone calls, please EEO Employer.

HELP WANTED CREATIVE SERVICES

Creative Services Director: You: A talented, lively individual looking to showcase your talents in on-air and sales promotion. We: A flourishing WB affiliate in one of America's most livable cities, led by the nation's most dynamic and innovative station groups, ACME Television. We want to be part of a highly creative, fun and energetic workplace, where good ideas flourish and creativity is king! We want someone to take our creative efforts to the next level at our Salt Lake City affiliate, KUWB-TV. Hands-on experience is vital to lead this growing Creative Department. If you have the talent to create and execute unique, attention-getting and revenue-generating promotions and have a fresh, new approach to on-air promotion, we want to hear from you! You'll handle promotions for sales and the station, showcase your talents in a Top-40 market, and build strong management skills that will take you and your career to the next level! Previous TV promotion experience is vital. A good attitude, high-energy and willingness to take charge a must! Rush your resume and examples of your best stuff to: ACME Television, Attention: Director of Promotion, 10255 SW Arctic Drive, Beaverton, OR 97005. ACME Television is an Equal Opportunity Employer.

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.



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 plus. Send tape, resume and salary requirements to:

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HELP WANTED PRODUCTION

Manager, Production Operations: KQED, Inc. seeks Manager, Production Operations. The position will be responsible for planning, coordinating and managing the KQED's engineering/production operations staff and facilities for productions with producers, directors, and production administration. 5+ years experience in TV production and project management including planning, scheduling, and budgeting. Ability to productively respond with a variety of individuals under deadline pressure. Ability to access and retrieve information from computers. Experience with word-processing and spreadsheet software (Microsoft Word and Excel preferred). Strong organizational skills with ability to handle multiple tasks. Salary negotiable plus competitive benefits. Send resume and cover letter to: KQED, Inc., Attn: Michael Dorame, Human Resources, 2601 Mariposa Street, San Francisco, CA 94110-1400; or fax to: 415-553-2183; or apply through website: <http://www.kqed.org/jobs/> EEO/AA

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HELP WANTED VARIOUS 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.

Sales Help Wanted: Entry level positions at NYC ad sales firm. *Research Analyst:* marketing support for active department, creation of promotional material and program analysis. *Assistant Account Executive:* Excellent communication and organizational skills a must. Sales support for a growing broadcast company. Candidates must have a college degree, preferably in communications, solid PC and people skills plus a strong interest in learning the broadcast business. EOE. Fax/send resume to Office Manager, Adam Young, Inc, 47th Floor, 599 Lexington Ave, NY, NY 10022. (212) 758-5090.

CABLE

HELP WANTED PROGRAMMING/RESEARCH



CBS Cable is seeking an experience programming/research professional to direct Research and Scheduling for The Nashville Network (TNN) programming. Qualified candidates need a Bachelor's degree in Computer Science or related field with over seven years experience with statistical analysis and methodologies. Prior management experience required. Technical skills should include through working knowledge of personal computers and multiple data base and spreadsheet application.

For complete job description,
 check out our website at
www.cbsnashvillejobs.com
 or our jobline at 888-866-0352.
 Resume and cover letters may be
 faxed to, 615-457-9660,
 ATTN: SCW.

CBS Cable is an
 Equal Opportunity Employer

HELP WANTED SALES

Help Wanted Sales

Account Executive: National Cable Network looking for seasoned Account Exec. to complete Ad Sales team and who can close business, make client calls, give solid presentations and who would enjoy the entrepreneurial sell. Must be motivated, persistent and have excellent communication skills with a creative outlook on selling. Preferably 3 yrs. of successful experience in Cable Sales. Compensation plan very competitive to the industry.

Ad Sales Coordinator: National Cable Network looking for Sales Coordinator with good communication skills, experience dealing with commercial traffic department and strong with detail and accounting. Develop and maintain relationships with agencies and have the ability to creatively plan and organize tasks under pressure.

Sales Planner: National Cable Network looking for Sales Planner who has a minimum of 3 years media experience. Strong writing and presentation skills and familiar in Cable Research. Must have ability to creatively plan and organize schedules under pressure and handle network inventory intelligently and effectively. Proficient in Excel, Word and Powerpoint.

Fax resumes
 (indicating position of interest)
 to VP Sales @ (212) 489-2238.

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HELP WANTED OPERATIONS

Regional Operations Manager



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Adelphia offers a superb benefits package that includes competitive salaries, comprehensive health & life insurance, and 401k. Successful applicant must pass drug/alcohol test, physical, and criminal record check. Adelphia is an Equal Opportunity Employer.

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HELP WANTED ADMINISTRATION

Traffic Coordinator II: Time Warner Communications Cable Advertising Sales Department is seeking a Traffic Coordinator. This position coordinates network programming, interconnect placement and local advertising spot placement to ensure high completion rates. One to two years experience in a cable company, broadcast station or agency is required. Prefer background in using CCMS 20/20. Requires good verbal, written and interpersonal communication skills. Must have good data input skills. Send resume including salary history or fax to: 714-430-5532. Attn: RR, Time Warner Communications, 959 South Coast Drive, Suite 300, Costa Mesa, CA 92626. EO/EM/F/D/V.

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NBC Cable Networks, the distribution arm of the CNBC, MSNBC and ValueVision networks, has an opportunity for an experienced marketing and promotion professional.

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Specific challenges will include developing and distributing print, video and online marketing materials to affiliates, developing and supervising the execution of time sensitive and off-the-shelf promotions, providing support to local ad sales, and promoting the Olympics programming to be shown on CNBC and MSNBC. Also involves developing Internet brand marketing and promotional materials, supporting the development and execution of NBC's trade marketing and advertising efforts.

You must have 2-5+ years' experience in communications/entertainment marketing, preferably at a cable operator or network, as well as knowledge of databases and effective communication skills.

Position offers a competitive compensation and benefits package, opportunities for advancement and the chance to be part of America's most exciting and fastest growing cable networks.

For immediate consideration, send your resume to: **Employee Relations-TT, NBC Cable Networks, 2200 Fletcher Ave., Fort Lee, NJ 07024. Fax: (201) 346-2338.**

We are an equal opportunity employer.

ALLIED FIELDS

HELP WANTED DEVELOPMENT DIRECTOR

Director of Development - Location: Washington, DC. Internews, an international humanitarian nonprofit with projects supporting independent media in 19 countries, seeks experienced funding developer for aggressive pursuit of new fundraising opportunities and development of long-term strategies. Proven track record of fundraising success, with an emphasis on major donor campaigns required. Willingness to travel. Please email resume and salary requirements to kay@internews.org or fax to 707-826-2136. No calls please. EOE.

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 Infnit 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.

EMPLOYMENT SERVICES

TV News Reporters, Anchors, Producers & Weathercasters: You deserve the best chance to achieve your goals. Contact Tony Windsor at **NEWSDirections** (423) 843-0547, v/m at (800) NEWSDIR or on the web at www.news-directions.com.

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PUBLIC NOTICE

Public Notice

The PBS Membership Committee will meet at 12:30 p.m. on August 26, and again at 8:00 a.m. on August 27, 1999 at the Stouffer Mayflower Hotel, 1127 Connecticut Avenue, NW Washington, DC. The tentative agenda includes enhanced underwriting; admission of new members in served areas; common carriage issues; and other business.

INTERNET

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

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CHANGING HANDS

The week's tabulation of station sales

TVS

WUTV(TV) Buffalo and WUHF(TV) Rochester, N.Y.

Value: \$22 million (assumption of debt)

Buyer: BS&L Broadcasting Inc. Baltimore (Joseph Koff, president); no other broadcast interests

Seller: Sullivan Broadcasting Co. II, which is being sold to Sinclair Broadcast Group Inc. (David D. Smith, president)

Facilities: WUTV: ch. 29, 1,050 kw, ant. 920 ft.; WUHF: ch. 31, 1,200 kw, ant. 497 ft.

Affiliations: Both Fox

Construction permit for KSCC(TV) Hutchinson/Wichita, Kan.

Price: \$125,000

Buyer: Paramount Stations Group Inc., Los Angeles (Anthony Cassara, president [Viacom Inc., owner]); owns 17 other TVs; 50% owner, UPN

Seller: Three Feathers Communications Inc., Goddard, Kan. (Glen Bell); no other broadcast interests

Facilities: Ch. 36, 3,467 kw, ant. 1,063 ft.

COMBOS

WMTT(FM) (formerly WVAY) Wilmington/West Dover, Vt./Greenfield, Mass.;

WTSV(AM)-WHDQ(FM) Claremont, N.H.;

WNHV(AM)-WWSH(FM) White River Junction, Vt./West Lebanon, N.H., and WSSH(FM) Marlboro/Battleboro, Vt.

Price: \$5,497,951

Buyer: Great Northern Radio Partners, Claremont (Bruce G. Danziger and Jeffrey D. Shapiro, general partners). Danziger owns two AMs and two FMs. Shapiro is president of seller and owns 50% of one AM and three FMs

Seller: Dynacom Corp., Claremont (Jeffrey Shapiro, president/general partner of buyer); no other broadcast interests

Facilities: WMTT: 100.7 mhz, 135 w., ant. 1,460 ft.; wtsv: 1230 khz, 1 kw; whdq: 106.1 mhz, 9.51 kw, ant. 1,068 ft.; wnhv: 910 khz, 1 kw day, 84 w night; wssh: 95.3 mhz, 3 kw, ant. 225 ft.; wssh: 101.5 mhz, 2.6 kw, ant. 344 ft

Formats: WMTT, WHDQ: adult rock; WTSV, WNHV: nostalgia; WWSH: soft AC; WSSH: AC

KAST-AM-FM and construction permit for KCHT(AM) Astoria, Ore.

Price: \$2.075 million

Buyer: New Northwest Broadcasters II Inc., Bellevue, Wash. (Michael V.

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$22,125,000 ■ 2
 Combos ■ \$10,097,951 ■ 4
 FMs ■ \$1,575,000 ■ 4
 AMs ■ \$749,000 ■ 4
 Total ■ \$34,546,951 ■ 14

SO FAR IN 1999

TVs ■ \$2,490,194,005 ■ 51
 Combos ■ \$1,805,162,386 ■ 116
 FMs ■ \$1,015,228,189 ■ 179
 AMs ■ \$133,980,689 ■ 126
 Total ■ \$5,444,565,269 ■ 472

O'Shea, chairman; Ivan E. Braiker, president); owns/is buying three other AMs and eight other FMs. O'Shea and Braiker own two AMs and six FMs

Seller: Youngs Bay Broadcasting, Astoria (Earle Baker, Darrell Rutter, James Servino, Bruce Workman and

Lynn Thorsen, partners; no other broadcast interests

Facilities: KAST(AM): 1370 khz, 1 kw; KAST-FM: 92.9 mhz, 99 kw, ant. 541 ft.; KCHT: 1700 khz, 10 kw day, 1 kw night

Formats: KAST(AM): news/talk; KAST-FM: soft rock

KWBG(AM) Boone and KQWC-AM-FM Webster City, Iowa

Price: \$1.85 million (\$350,000 for KWBG; \$1.5 million for KQWC-AM-FM)

Buyer: GCE Holdings Inc., Omaha, Neb. (Norman W. Waitt Jr., chairman); owns five TVs, one other AM and five other FMs

Sellers: KWBG: G.O. RADIO BOONE INC.; KQWC-AM-FM: GORICH RADIO CORP., BOTH Webster City, Iowa (Glenn

Olson, principal of both) Olson owns 80% of KSIB-AM-FM Creston and 20% of KLRX(FM) Madrid/Webster City, Iowa

Facilities: kwbg: 1590 khz, 1kw day, 500 w night; kqwc(AM): 1570 khz, 250 w day, 132 w night; kqwc-FM: 95.7 mhz, 25 kw, ant. 328 ft.

Formats: KWBG: country; KQWC(AM):

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AC; KQWC-FM: news

WJBZ(AM) Knoxville and WDEH-AM-FM Sweetwater, Tenn.

Price: \$675,000 (\$250,000 for WJBZ; \$425,000 for WDEH-AM-FM)

Buyer: Horne Radio LLC, Knoxville (Douglass A. Horne, chief manager); owns 61% of four other AMs and one other FM

Sellers: WJBZ: Seymour Communications; owns WJBZ-FM

Seymour/Knoxville, Tenn.; WDEH-AM-FM: M&H BROADCAST CORP., BOTH KNOXVILLE (SPOUSES J. BAZZEL AND ELIZABETH MULL, PRINCIPALS OF BOTH)

Facilities: WJBZ: 850 khz, 50 kw day; WDEH(AM):800 khz, 1 kw day, 379 w night; WDEH-FM: 98.3 mhz, 2.78 kw, ant. 135 ft.

Formats: All gospel

FMS

WGLY-FM Waterbury, Vt.

Price: \$700,000

Buyer: Radio Broadcasting Services Inc., Bedford, N.H. (Jane N. Cole, president); owns two AMs and four other FMs

Seller: Family Broadcasting Inc., Essex, Vt. (Alexander D. McEwing, president);

owns WDOT(AM) Plattsburgh, N.Y./Essex Junction, Vt., and WGLV(FM) Hartford/White River Junction, Vt.

Facilities: 103.3 mhz, 3 kw, ant. 912 ft.

Format: Contemporary Christian

KLMN(FM) Amarillo, Texas

Price: \$450,000

Buyer: Educational Media Foundation, Sacramento, Calif. (K. Richard Jenkins, president); owns two AMs and 16 other FMs

Seller: Family Life Broadcasting Inc., Tucson, Ariz. (Randy Carlson, president); owns six FMs including

KRGN(FM) Amarillo

Facilities: 89.1 mhz, 3 kw, ant. 328 ft.

Format: MOR

Construction permit for WAAD(FM)

Tice/Fort Myers, Fla.

Price: \$350,000

Buyers: Allan Bowdach, Englewood, Colo., and Mitchell Rubenstein, Boca Raton, Fla. Rubenstein owns WJBW-FM Jupiter/Boca Raton and WDBF(AM) Delray Beach, Fla.; has interest in WPAW(FM) Vero Beach, Fla.

Sellers: Dianne Adams and Audrea I. Anderson, Fort Myers; no other broadcast interests

Facilities: 93.7 mhz, 3 kw, ant. 328 ft.

Construction permit for KAJG(FM) Centerville, Texas

Price: \$75,000

Buyer: KVCT(TV) Inc., Livingston, Texas (Gerald R. Proctor, president). Proctor owns KFXP(TV)

Pocatello/Idaho Falls, Idaho, and KKAS(AM)-KWDX(FM) Silsbee, Texas, and 20% of KVBC-FM Las Vegas

Seller: Caroline K. Powley, West Valley, N.Y.; owns/is buying six TVs

Facilities: 105.9 mhz, 25 kw, ant. 300 ft.

AMS

WARE(AM) Ware/Southbridge, Mass.

Price: \$475,000

Buyer: Mega Communications LLC, Silver Spring, Md. (Alfredo Alonso, president); owns 14 other AMs and two FMS

Seller: Eastern Media Inc., Sandy Hook, Conn. (John Neuhoff Jr., president); no other broadcast interests

Facilities: 1250 khz, 5 kw day, 2.5 kw night

Format: Oldies

Broker: Sales Group

WISS(AM) Berlin, Wis.

Price: \$165,000

Buyer: Hometown Broadcasting LLC, Berlin (Thomas G. Boyson and Margaret Larson, joint owners); no other broadcast interests

Seller: Caxambas Corp., Fond du Lac, Wis. (Steve J. Peterson, president); owns WBJZ(FM) Berlin

Facilities: 1090 khz, 500 w day

Format: C&W

WYAM(AM) Hartselle/Decatur, Ala.

Price: \$75,000

Buyer: Priority Communications LLC, Hoover, Ala. (Danis L. Willingham and James D. Earley, members); no other broadcast interests

Seller: Archie C. Bobo (for estate of Dorsey E. Newman), Huntsville, Ala.; owns WYAM-FM Addison, Ala.

Facilities: 890 khz, 1 kw

Format: AC

WKXF(AM) Eminence, Ky.

Price: \$34,000

Buyer: Cross Country Communications Inc., Clarksville, Ind. (George A. Zarris, president); owns wxLM(FM) Eminence/Louisville, Ky., and wxLN(AM) New Albany, Ind.

Seller: Thin Man Inc., Eminence (David Marcum, president); no other broadcast interests

Facilities: 1600 khz, 500 w day, 48 w night

Format: Bluegrass

—Compiled by Alisa Holmes

Kelly Callan, Fred Kalil, Frank Higney

Dick Beesemyer, Todd Hartman

and Frank Kalil

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Politics never stood a chance

In the early 1980s, both Nancy Tellem and her husband, Arn, were unhappily working at separate law firms in Los Angeles. Relatively fresh out of law school, they took each different paths toward careers in entertainment.

Arn opted to try his hand in the sports industry, a move that the Philadelphia native had wanted to make since his 1979 graduation from law school. Today, he is one of the top sports agents in the country, representing such stars as baseball's Albert Belle and basketball's Kobe Bryant.

For her part, Nancy also wasted little time. In 1983, she joined Columbia Television's legal department. A few intermediate stops ensued before she emerged last year as one of the highest female executives in the history of network television.

Tellem, 46, is president of CBS's Entertainment. She is responsible for all network prime time, daytime, late-night and Saturday-morning programming. Under her watch, CBS has done a turnaround to become a ratings magnet. Tellem has overseen production of such winning CBS series as *The King of Queens* and *Martial Law*. She also has played a key role in the formation of the network's new late-night series *The Late Show with Craig Kilborn*.

During summer breaks from school, Tellem was a congressional intern in Washington. In the summer of 1974, Tellem says she spent most of her time sneaking out of her congressman's office to look in on the ongoing Watergate hearings. Tellem says watching Watergate unfold spiked her interest in someday getting into the television—in front of the camera.

While in Washington, Tellem met Arn, also a summer congressional intern. They stayed in touch and kept their long-distance romance alive between Nancy's Hastings Law School in San Francisco and Arn's law studies at the University of Michigan. The entertainment bug stayed alive in Nancy when she and some fellow law students started the first entertainment law review at Hastings.

That litigation background helped Tellem land that first job in entertainment, at Columbia Television's legal department. Her first assignment: Monitor the network series *Lie Detector* with fabled attorney F. Lee Bailey. Tellem was to alert Columbia's insurance carriers if there



"There's been a lot of juggling. ...It's been a lot of fun."

Nancy Reiss Tellem

President, CBS Entertainment/CBS Productions, Los Angeles; b. Dec. 13, 1952, Oakland, Calif.; BA, University of California at Berkeley, 1975; JD, Hastings Law School, 1978; lawyer at Kindel and Anderson, Los Angeles, 1978-1980; lawyer, Ervin, Cohen and Jessup, Los Angeles, 1980-1983; associate general counsel, Columbia Pictures Television, Los Angeles, 1983-1987; vice president, business affairs, Lorimar Television, Los Angeles, 1987-1993; senior vice president, business affairs, Warner Bros. Television, Los Angeles, 1993-1995; executive vice president, business and financial affairs, Warner Bros. Television, Los Angeles, 1995-1997; executive vice president, business and financial affairs, CBS Entertainment, Los Angeles, 1997-1998; m. Arn Tellem; children: Michael, 14; Matthew, 11; Eric, 7.

were any legal issues with the series.

"It was a crazy show, where people convicted of various things would agree to take a lie detector test and Bailey would ask them questions," she says. "More often than not, it would confirm that they were correctly convicted. It was bizarre."

Tellem worked for Columbia's legal department until 1987, when she was named vice president of business affairs at Lorimar Television. Lorimar, which was acquired by Warner Bros. a few years later, was the home of such popular 1980s series as *Dallas* and *Knots Landing*. At Lorimar, Tellem met Leslie Moonves, now the president and CEO of CBS Television. Moonves was in charge of Lorimar's movies and miniseries at the time.

She stayed at Lorimar until 1993 before moving over to Warner Bros. Television as senior vice president of business affairs. In 1995, she was named executive vice president of business and financial affairs at Warner Bros. Television, where she says she became immersed in the creative process of producing and developing programming. Moonves, who became the president of Lorimar Television and later Warner Bros. Television, left in 1995 to become president of CBS Entertainment. Two years later, he called on Tellem to join CBS.

"I ran over; he didn't have to drag me over," Tellem says of the move. "Leslie and I had become good friends and I respected his ability and talent."

Her subsequent rise at CBS has been swift. After joining CBS in 1997 as executive vice president of business/financial affairs and executive VP of CBS Productions. Last year, she was chosen CBS Entertainment president.

Said Moonves: "Nancy and I have worked together for 11 of the last 13 years—the first two years for me here at CBS were hard for a lot of reasons. But one of the main reasons was because I didn't have Nancy with me. Now that we have her, she has made my life a great deal better and she's a superb executive."

"In between all of this I had three children, so there has been a lot of juggling," Tellem says. "It's been a lot of fun. My kids are having a completely skewed look on life, between Arn's career and mine. But we are trying to make them understand this is *not* how life is like for everyone."

—Joe Schlosser

BROADCAST TV

Gail Brekke, VP and station manager, WBNE(TV) Hartford, New Haven, Conn., joins KXAN-TV Austin, Texas, as president and general manager.

Tim Greenier, general sales manager, WTNZ-TV Knoxville, Tenn., joins WFTX-TV Ft. Myers, Fla., as national sales manager.

Leigh White, national sales manager, WJTV-TV Jackson, Miss., named general sales manager.

Rick Owen, maintenance supervisor, KERA-TV/KDTN-TV and KERA-FM Dallas, named chief engineer.

Chuck Budt, station manager, WAMI-TV South Beach, Florida named general manager.

Christopher Klein, general sales manager KSNW-TV Wichita, Kansas, joins WVEC-TV Norfolk, Va., as director, sales and marketing.

Diana-Marie Howard, local sales manager, WLVI-TV Boston, joins WMHQ-TV Albany-Schenectady-Troy, N.Y., as station manager.

PROGRAMMING

Michael Clements, director, comedy development, Fox, Los Angeles, joins The WB, Burbank, Calif., as VP, current programming, and VP, Michigan J. Productions.



Fitzgerald



Powers

Kimberly Fitzgerald, senior attorney, Paramount Domestic Television, Hollywood, Calif., named VP, business affairs and legal.

Mary Powers, director, communication and promotion, Citytv, Toronto, named VP, and VP, communication and marketing, ChumCity International.

Linda Ross, VP, finance, Hamdon Entertainment, Studio City, Calif., named senior VP, finance and adminis-

tration.

Michael Dunn, chief technology officer, Dell Computer Corp., New York, joins Time Warner Inc. there in same capacity.

Ann "A.J." Johnson, VP, Michael Jacobs Productions, Los Angeles, joins Granada Entertainment USA, Los Angeles, as VP, creative affairs.

JOURNALISM

Appointments, *Later Today*, NBC, New York: **Kim Gerbasi**, senior producer, weekend edition, *Today*, New York, named in same capacity; **Diana DeMartino**, supervising producer, weekend edition, *Today*, named in same capacity.

Lisa Napoli, Internet reporter, *The New York Times*, New York, joins MSNBC, Secaucus, N.J., as Internet correspondent.

Patrick Bolland, co-host and business editor, *CBC Morning*, CBC, Toronto, joins CNBC, Fort Lee, N.J., as on-air stocks editor.

Mark Stulberger, director, broadcasting, San Jose Sharks Hockey Club, San Jose, Calif., joins Turner South and WUPA(TV) Atlanta, as producer, Atlanta Thrashers.

Mike McCormick, acting news director, WBNS-TV Columbus, Ohio, rejoins WTLV-TV Jacksonville, Fla., as news director.

Bob Longo, news director, WKBW-TV Buffalo, N.Y., joins WTAE-TV Pittsburgh in same capacity.



Orr

named executive news editor. She will be succeeded by **Greg Yarbrough**, news producer.

CABLE

Appointments, Disney/ABC Cable Networks, Burbank, Calif.: **Rich Ross**, sen-

ior VP, programming and production, Disney Channel, named general manager and executive VP; **Eleo Hensleigh**, senior VP, marketing, Disney Channel and Disney/ABC Cable Networks, named executive VP, marketing; **Patrick Lopker**, senior finance and administration, Disney Channel, named executive VP and chief financial officer; **Dina Weinberg**, executive director, media relations, Disney Channel and Toon Disney, named VP, media relations.

Appointments, Lifetime Television, New York: **Rick Haskins**, founder, The Haskins Group and author, *Brand Yourself*, New York, joins as executive VP, marketing; **Lynn Picard**, senior VP, sales, named executive VP; **Dawn Tarnofsky-Ostroff**, senior VP, programming and production, named executive VP, entertainment; **Jim Wesley**, chief financial officer and senior VP, finance, named CFO and executive VP.

Appointments, Showtime Networks, New York: **Robin McMillan**, VP, public relations, named senior VP; **David Mitchell**, area general manager, Northeast region, named director, affiliate sales; **Sara Edwards**, VP, DBS, named account VP, Northeast region; **Debra Balamos**, field marketing director, named VP, field marketing, Western region. She is based in Los Angeles.

William Humphrey, executive VP, digital studios division, Sony Pictures Entertainment, Los Angeles, joins Turner Broadcasting System Inc., Atlanta, as executive VP, business development, technology and operations.

Appointments, TV Guide Media Sales, New York: **Dick Porter**, senior VP and publisher, TV Guide Magazine Group, named executive VP and general manager; **Chris Manning**, VP, national advertising, TV Guide Networks, named senior VP.

Sal Maniaci, executive director, Nickelodeon Productions, New York, named VP, current series, East Coast, Nickelodeon.

Seth Chasin, director, corporate planning, Universal Studios, Universal City, Calif., joins Playboy Entertainment Group, Beverly Hills, Calif., as VP, business planning and analysis.

Donald Thoms, VP, program management, PBS, Alexandria, Va., joins Discovery Health Media, Bethesda, Md., as director, production.



McFarland

David McFarland, director, affiliate advertising sales, Comedy Central, Los Angeles, joins Fox Family Channels there as VP, affiliate advertising sales.

Steven Shipowitz, senior executive producer, CNN

Airport Network, Atlanta, named general manager. He will continue his current duties.

Appointments, CNN NewsSource Sales, Atlanta: **Yvonne Haugh**, marketing manager, named project manager; **Tracy Vasquez**, marketing coordinator, named special events manager; **Jeff Funk**, marketing producer, named production manager.

Roger Clark, director, investor relations, USAi, New York, joins parent company USA Networks there as VP.

Appointments, ZDTV, San Francisco: **Jim Sasaki**, VP, research, Food Network, New York, joins as research



Fennell

director; **Tom Fennell**, director, affiliate sales, Southeast, named regional VP, affiliate sales and marketing; **John Sadler**, director, affiliate sales, Western region, named regional VP, affiliate sales and marketing;

Cameron Brown, VP, public relations and marketing, Capital Company of America, San Francisco, joins as director, communications and public relations.

Dale Lawrence, director, sports research and marketing, Turner Sports Sales, New York, named VP, research marketing.

Linda Delaurentis, sales manager, National Cable Communications, New York, named general sales manager.

Carolyn Crabtree, cable network administrator, Chambers Communications Corp., Eugene, Ore., named director, publishing.

**ADVERTISING/MARKETING/
PUBLIC RELATIONS**

Pamela Ferris, director, licensing/key

account manager, Enchante Accessories, New York, joins GoodTimes Entertainment there as director, product development and licensing.

Appointments, Sullivan Advertising, Inc., Cincinnati: **Laurie Hilliard**, creative director, U.S. Promotions, *Reader's Digest*, New York, joins as VP, creative director; **Michele Stephens**, global marketing consultant, Target-Base Marketing, Dallas, joins as VP, client services; **Eric E. Elam**, director, business communications, Cincinnati Bell, Cincinnati, joins as director, Internet services.

TECHNOLOGY

Appointments, RCN Corp., Princeton, N.J.: **Francesco Leboffe**, VP and general manager, Forbes Management Conference Group, New York, joins as senior VP, training, development, travel and industry relations; **Monica Digilio**, VP, human resources, ITT Sheraton Corp., Boston, joins as senior VP, human resources.

B. Edward Longcrier, senior account manager, Broadcast Electronics, Quincy, Ill., joins Acrodyne Industries, Blue Bell, Pa., as western regional sales manager.

Appointments, SanDisk Corp., Sunnyvale, Calif.: **Michael Gray**, director, finance, named VP; **Jeff Kyle**, director, materials, named VP.

Gary Bruce, Southeastern account manager, Accuweather Inc., Dothan, Ala., joins Enterprise Electronics Corp., a Doppler radar manufacturer, Enterprise, Ala., as television sales manager.

INTERNET

Dara Khosrowshahi, senior VP, strategic planning, USA Networks Interactive, New York, named president.

Douglas Warshaw, executive producer and senior VP, Classic Sports Network, New York, joins SoftCom there as senior VP, content programming.

Tim Swift, president and co-CEO, TV on the WEB, an iNEXTV affiliate and Internet video and Webcasting company, New York, named president and CEO.

ASSOCIATIONS/FIRMS

Nelida Willoughby, international communications senior manager, Coach, New York, joins WorldLink, Los

Angeles, as account executive.

DEATHS



Schulke

James Schulke, 77, a force in the commercial development of independent television and FM radio, died Aug. 6 of complications of pneumonia. Schulke, who was awarded three battle stars as an

executive officer of the Marine Corps., started his television career while working for Paramount. In 1960, he was named vice president of Paramount Television and assigned management of KTLA-TV, one of four independent VHF stations in Los Angeles. During his tenure, he attained the No. 1 ranking in early news, utilizing interacting co-anchors, the first news helicopter, and the first video tape machines used by Los Angeles TV stations. Schulke left Paramount in 1968 to help develop the National Association of FM Broadcasters. He became the first paid president and CEO of the organization and helped establish the first separate audience measurement for FM radio stations. Schulke's other radio contributions include developing musical formats, stereo tape duplication capability, limiting the number of commercials and inventing phonetic call letters (like WLYF for "life"). He is survived by his daughter, Jamie.

Jennifer Paterson, 71, one half of the popular television cooking duo *Two Fat Ladies*, died Aug. 6 of lung cancer. Boisterous and funny, the chain-smoking Paterson, along with partner Clarissa Dickson Wright, were famous around the world for their eclectic cooking antics and road trips in their motorcycle and sidecar. They wrote four cookbooks and their BBC series *Two Fat Ladies* was syndicated in 10 countries. In September 1997, their cooking show premiered on The Food Network. With Paterson and Dickson Wright's stark politically incorrect approach to the culinary arts, the show soon generated a cult-like following in the United States. Immediate survivors are unknown.

—Compiled by Mara Reinstein
mreinstein@cahners.com

The FCC may create a Media Competition Bureau that would combine many of the duties of today's Mass Media and Cable Services Bureau under a draft five-year strategic plan Chairman William Kennard has submitted to Congress. The plan's overarching goal is to better equip the agency for the digital communications market and the blurring of barriers that have traditionally separated the broadcast, cable, telephone and wireless industries. The FCC also plans to separate the licensing and policy-making functions of one industry-related bureau, using it as a test case for an eventual plan to consolidate those functions across all agency bureaus. Kennard also proposed benchmarks for improving competition. For instance, by 2004, he wants each major market to have five multichannel video providers and three broadband data servicers.

The National Association of Broadcasters wants the FCC to explain an agency study indicating that the agency's plan to

create a low-power radio service won't hurt existing FM stations. An FCC study released Aug. 5 found that in 19 of 21 receivers the second adjacent-channel protections "meet or exceed" required levels and the third adjacent-channel protections exceed required levels "by a substantial margin." Relaxed interference restrictions are necessary if the FCC is to squeeze a substantial number of new stations on to the FM dial. The NAB has filed a Freedom of Information Act request asking the FCC to turn all documents related to the study's design and plans for future studies so it can evaluate how the results were obtained. The NAB opposes the low-power radio plan.

The FCC last week voted to make its eligibility criteria for broadcast auction bidding credits consistent with new broadcast ownership rules. Bidding groups with new broadcast industry entrants are entitled to bidding credits as high as 35%, if the new entrants' stakes meet the threshold for counting toward the national ownership cap.

Under new ownership rules passed last week, broadcast investors holding debt and/or equity of 33% or more of a station's total assets will have the stake included against their national and local ownership caps--if they supply programming to the stations or own another station in the same market. Spectrum bidders are entitled to credits if a new entrant holds more than 33% debt/equity.

The House of Representatives earlier this month voted to fund the FCC in fiscal year 2000 at \$192 million. That's the same amount the agency received for 1999 and \$39 million less than the Clinton administration recommends. The Senate approved last month a bill that funds the agency at nearly \$233 million, almost \$2 million more than the administration's request. The House and the Senate expect nearly \$186 million of the FCC's appropriated funds to come from regulatory fees.

Several members of the media and entertainment industries contributed the

maximum amount of \$10,000 to President Clinton's legal defense fund between July 1998 and June 1999.

Among them are BET CEO Robert Johnson, DreamWorks SKG founders Jeffrey Katzenberg and David Geffen, Fox Kids Worldwide CEO Haim Saban, NBC producer Paul Simms and former Universal Studios Chairman Lew Wasserman and his wife Edith. The contributions are not tax deductible, but most of the big givers also have donated money to other Democratic efforts. Clinton's fund has raised \$6.3 million so far. The president and his wife, Hillary, have a tax bill of \$10.5 million. Donators can give up to \$10,000 per year, and no gifts are allowed from corporations, labor unions, political action committees or registered lobbyists.

ABC affiliates covering 66% of the country have OK'd the deal struck in June granting them limited exclusivity in exchange for help on the NFL.

When the owned stations are included, the new agreement, which also includes some rejiggering of inventory and a stake for stations in the new soap channel, covers over 96% of the country. The agreement took effect Wednesday. ABC officials say the network will reap over \$50 million annually from the deal, primarily from station payments toward the NFL (\$45 million) and a recapturing of 10 Saturday-morning block 30-second advertising spots. Sources say a handful of ABC affiliates did not accept the deal, but they were not immediately identified. Back in May, the network

Sinclair gives up New York deal

Sinclair Broadcast Group Inc. apparently has decided not to take advantage of its dual TV-station holdings in Buffalo, N.Y.—for now. The Baltimore-based company owns former public station WNEQ-TV Buffalo and has an LMA with WUTV(TV) there. But last week, WUTV was sold to Joseph Austin Koff, former chief executive of Muzak LP affiliate Audio Communications Network LLC. As part of the deal, valued at \$22 million, Koff also is acquiring WUHF(TV) Rochester N.Y., for which Sinclair holds the LMA (see "Changing Hands," pages 55-56). Both WUTV and WUHF are Fox affiliates and will continue to be run by Sinclair, FCC documents show. And Sinclair maintains an option to acquire the stations. The seller of the stations technically is Sullivan Broadcasting Co. II Inc., the documents show, though Sinclair bought Sullivan in March 1998. That deal is being altered now because the FCC has not yet acted on it, holding up plans by Sullivan parent ABRY Broadcast Partners II LP to buy WROC(TV) Rochester from Sunrise Television Corp. [BROADCASTING & CABLE, March 29], the documents say.

—Elizabeth A. Rathbun

said it would impose certain "format adjustments" if a deal were not reached, including the taking back of a nightly 10:30 p.m. local news brief window, and a reduction of five minutes per week in the local program windows for *Good Morning America*. Reductions in sports ad inventory and compensation were also proposed.

Pat Fili-Krushel, president of the ABC Television Network, met with Kweisi Mfume, president of the National Association for the Advancement of Colored People, in New York last week. Sources say the pair met for roughly 90 minutes over lunch in what was characterized as a productive get-to-know-you session. Mfume is set to meet with the other networks shortly, and is scheduled to be on the West Coast this week. Follow-up meetings with ABC will be scheduled after Mfume meets with all the networks.

Radio advertising clutter is growing in major markets throughout the country, according to research and planning company Empower MediaMarketing. "Radio has always been a strong medium for our clients, but as clutter grows, impact shrinks," Empower Senior Vice President Julie Pahutski said in a news release. The firm found that the number of paid ads lasting 30 seconds or longer has increased 13% on 266

radio stations in 16 markets over the past year. Clutter grew 104% in San Francisco, followed by 88% in Washington, 33% in Miami/Fort Lauderdale and 32% in Philadelphia.

'Late Night with Conan O'Brien' sidekick Andy Richter is leaving the NBC late-night series next spring. Richter, who has been on the show since it debuted six years ago, is leaving the show to pursue TV and film opportunities. NBC executives say they are talking with Richter about potential sitcom possibilities. Jeff Ross, the show's producer, says there will be some changes made to the show once Richter leaves, but would not comment on whether or not another sidekick will be added to the show.

Also at NBC, 'The Tonight Show with Jay Leno' continued its dominance in latenight. The *Tonight Show* extended its

streak of consecutive weekly victories in its time period to 57 weeks, averaging 5.5 million viewers for the week ending Aug. 6. *The Tonight Show* has been the most watched show in the time period for 200 out of the last 205 weeks, according to Nielsen. CBS' *Late Show with David Letterman* averaged 3.4 million viewers and ABC's duo of *Nightline* and *Politically Incorrect* averaged 3.2 million viewers during the most recent Nielsen weekly results.

Former world-class sailor Ted Turner returned to the Fastnet Race off the coast of England last week after a 20-year hiatus. The Time Warner vice chairman, who won the stormy 1979 Fastnet that claimed 15 lives, chartered Oracle Chairman Larry Ellison's maxi yacht *Sayonara* for the event. He was joined by Ellison; Gary Jobson, an America's Cup commenta-

tor for ESPN who served as Turner's tactician aboard *Tenacious* in the 1979 race; and New Zealand America's Cup veteran Chris Dickson. Unfortunately, Turner's Fastnet comeback wasn't triumphant—he finished fourth in his class.

A federal judge Wednesday ruled against the creators of Barney in a trademark and copyright infringement suit against Charlotte, N.C., costume shop owners who rented and sold Barney look-alike outfits. While the allegedly infringing outfits were purple and perhaps prehistoric, they bore names like Purple Dino, Hillary Hippo and Duffy Dragon. In denying an injunction against Morris Costumes, the judge found that although some of the costumes may have infringed on Barney's copyright, they are no longer being manufactured or sold.

Duchovny trusts no one, files lawsuit

X-Files star David Duchovny has filed a \$25 million lawsuit against the drama's producers, 20th Century Fox Film Corp. Duchovny, who is set to star in his seventh season of the popular Fox drama, alleges the studio has cheated him out of millions of dollars in syndication revenue. Duchovny says in the lawsuit that Fox sold the rights to *The X-Files* to its owned and affiliate stations and cable networks at below market prices. Duchovny also alleges that series producer Chris Carter conspired with Fox to cover up the internal dealings. Carter is not named as a defendant in the suit, though. Twentieth Century Fox released a statement saying, "It is the policy of this company not to comment on potential or actual litigation. In fact, we have neither seen a complaint nor are aware of a complaint having been served on Fox. Suffice to say, it is regrettable that Mr. Duchovny and his representatives have opted to communicate this matter through the press rather than directly with Fox." Fox earlier this month settled a suit filed by *M*A*S*H* star Alan Alda, who had claimed Fox was selling that show below market value.



Duchovny has starred on 'The X-Files' since 1993.

—Jce Schlosser

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Let 'em go

After three strikes, the FCC has been given yet another cut at the issue of personal attack and political editorial rules. Three of the five commissioners are on record against the rules: the chairman as an attorney for NAB in a former life, and the current incarnations of Republicans Michael Powell and Harold Furchtgott-Roth. But, because Kennard has recused himself, the commission is split 2-2 along party lines, leaving the matter in the hands of the U.S. Court of Appeals in Washington. While not throwing out the rules last week, the court made it clear that the FCC had failed to make a case for them. In fact, the rules likely still survive because the FCC failed to make that case. Broadcasters had argued that the rules could not survive on their merits, but the court said that it couldn't judge the rules either way because the FCC had not presented a case on those merits, instead relying on broad arguments that "ignore its prior analysis," while "adopt[ing] far too sanguine a view of its burden of persuasion [translation: it didn't try hard enough]." For all we know, the FCC's failure to argue the merits of its case may have been a brilliant strategy, since on those merits the rules should fall, as did the fairness doctrine before them. As it is, their reprieve should simply be postponing the inevitable.

While saying it did not have enough information to decide the case, the court was not reticent about the First Amendment issues involved. "The challenged rules by their nature interfere with at least some journalistic judgment, chill at least some speech and impose at least some burdens on activities at the heart of the First Amendment," Judge Judith Rogers wrote for the three-judge panel. "To some degree," she wrote elsewhere in the opinion, "the rules...entangle the government in day-to-day operations of the media." The "some" total of those statements is a clear indictment of the rules, even if the court failed to render a final verdict.

We're not sure how the commission is going to resolve

this. The court has told the FCC to get a move on, either breaking its own deadlock or returning to court. With Kennard out of the picture and the Republicans and Democrats passionately divided, a return to court looks likely. If so, there will be no more remanding, no second chances. The rules should be scrapped.

Get real

The media is "one of the principal causes of youth violence," according to the Judiciary Committee of the U.S. Senate. Not only that, the committee report—*Children, Violence, and the Media*—judges TV guilty of decimation, literally—that is, "television alone is responsible for 10% of youth violence." Released in response to the Columbine High School shootings last April, the report is targeted at "parents and policymakers" and is being used to buttress calls for a raft of legislative proposals from ad bans to programming codes. By the report's reasoning, and we use that term loosely, the media should accept responsibility for one-and-a-half killings in the Columbine tragedy alone. What absurdity. There is a huge difference between including the media in a dialogue about what is wrong (and what is right) in the current culture and what the Senate committee is doing: intimidating the media, frightening the public and justifying a sweeping legislative agenda.

The media clearly reflect and cater to an appetite for increasingly violent escapism, as they cater to most every other popular taste within the limits set by their owners and audiences (and those limits run the gamut from Paxson to *Playboy* and beyond). But when people go into schools and offices and day-care centers and shoot people, the principal problem is those people and their weapons and the real world in which the shootings occur. We invite the committee to join that world.

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"Sony's Betacam SX equipment is rugged enough for reporters and flexible enough to handle backward compatibility."

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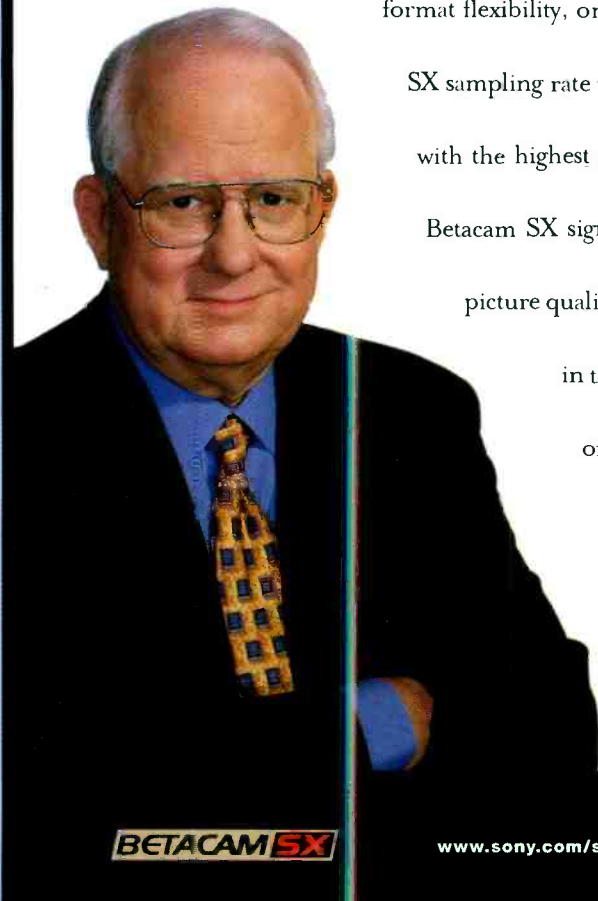
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