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## TOP OF THE WEEK / 6

**The first wave of DTV** The medium of television turned a corner last week. For when NASA launched John Glenn on his historic return trip to outer space, the television industry—after years of inventing, negotiating, regulating and infighting—launched high-definition television. / 6



Last night's telecast of '101 Dalmations' on ABC was the first national HDTV broadcast by a network. / 6

**Karmazin completes takeover of CBS** COO Mel Karmazin will become CBS Corp. CEO following last week's announcement of the retirement of Chairman/CEO Michael Jordan. The move puts the former head of Infinity Broadcasting in charge of the company's stations, broadcast and cable networks, radio, syndication and outdoor operations. / 15



**Cover Story**  
**Great Scott!** NBC Entertainment reshuffles its management, naming Scott Sassa president; he takes over from Warren Littlefield. Succeeding Sassa as head of NBC's station division is Pat Wallace, GM of NBC O&O WCAU (TV) Philadelphia. / 10  
Cover photo courtesy NBC

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In just 17 months, Cumulus Media has bought 207 small-market radio stations, making it the nation's ninth-largest radio group when measured by revenue. / 33

**Sewing up off-net plans** With the annual NATPE shopping season just around the corner, the top Hollywood studios are putting the finishing touches on marketing plans for off-net sitcoms and dramas that soon will be for sale. / 22

**Time Warner's seven-year hitch** Time Warner has signed a \$150 million deal with Nielsen Media Research—the largest in the rating firm's history—covering 13 TW business units. / 26

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**D.C. gets more cable competition** Starpower, a joint venture of RCN Corp. and Pepco, is the latest company to challenge TCI-owned District Cablevision. / 38

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**MSG goes hi-def** Cablevision unveils a plan that includes high-definition production on its Madison Square Garden Network, program distribution over its cable infrastructure and retail displays at The Wiz consumer electronics stores. / 43

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**'Net ratings business heats up** Nielsen and NetRatings join forces and say that they will start issuing weekly Internet ratings early next year, in competition with Media Metrix. / 46

The Only New Talk Show to Improve its Time Periods in the October '98 sweep.

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% change Oct. 98 vs. Oct. 97

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Source: NSI WRAP, Oct '98 vs. Oct '97 time period, HH Rtg, includes out of T.P. occs. © 1998 Twentieth Century Fox Film Corporation. All rights reserved.



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# HDTV: Launched and Counting

Digital takes off with Glenn; pioneer stations ready for air; programming on slower track

By Paige Albinak

**G**odspeed. John Glenn—and God-speed, HDTV.

John Glenn wasn't alone when he was sent into space with a repeat of Scott Carpenter's famous salutation last week. The medium of television, too, turned a corner last Thursday (Oct. 29) when NASA launched Glenn on his historic return trip to outer space and—after years of inventing, negotiating, regulating and infighting—the television industry launched high-definition television.

Orchestrated and paid for by Harris Corp., an estimated 24 television stations and select sites nationwide watched Glenn's liftoff in high-definition television with CD-quality surround sound. At the Smithsonian's Air and Space Museum in Washington, Harris gathered a group of executives, engineers and journalists to see the launch on the museum's Imax screen.

Downstairs, visitors watched space shuttle Discovery's departure on sever-



Air and Space Museum visitors crowd in front of an HDTV set to watch John Glenn's launch into space.

al high-definition TV sets as the museum piped in NASA's on-site announcer from Cape Kennedy.

The clear high-definition broadcast allowed viewers to see such details as a drag chute door falling off the craft a few seconds before liftoff. NASA officials later said that the detached door should not affect the shuttle's landing.

Glenn's flight is just the first of what will be a growing number of high-definition broadcasts. Sunday saw 38 stations begin their digital broadcasts.

Some 43 stations plan to come online before the end of November. 27 of them in the top 10 markets.

That should make the FCC happy. The commission had asked only 26 broadcasters in the top 10 to offer digital services by Nov. 1. Broadcasters will beat that number by one.

"We are on track with the broadcast rollout schedule, and things will continue that way," said FCC Commissioner Susan Ness last week at the Association for Maximum Service Television's 12th annual digital conference in Washington. "But there will be bumps along the way. The technical challenge ahead is not nearly as daunting as the advent of digital television itself."

Broadcasters may be ready to hit the digital airwaves, but so far, they don't have much to show. The networks have little in the way of HDTV programming in the can, so most stations' digital fare will come from upconverting their analog broadcasts.

The surprise leader in original HDTV programming is the Public Broadcasting

## Digital game plans at the TV networks

**abc** ABC was scheduled to begin national HDTV broadcasts last night (Nov. 1) with a 720P feed of *The Wonderful World of Disney's* "101 Dalmatians." The network, which will air *The Wonderful World of Disney* each Sunday night in HDTV, also will show all its prime time theatrical films in HDTV, including "Mission Impossible" on Nov. 5 and "Forrest Gump" on Dec. 3.

**NBC** NBC hasn't announced any plans for HDTV broadcasts in 1998. The network plans to begin showing *The Tonight Show with Jay Leno* in 1080i HDTV in the spring; it says it will show "Men in Black" in HDTV in 1999 and "Titanic" in HDTV in 2000.

**CBS** CBS will air its prime time drama *Chicago Hope* in HDTV on Nov. 18. The network will then present three NFL games nationally in HDTV in December and January; the games also will be carried by DBS service DirecTV. In addition, this Sunday (Nov. 8) CBS will broadcast the New York Jets vs. Buffalo Bills game

locally in 1080i HDTV on its WCBS-HD New York.

**FOX** Fox was scheduled last night to begin a national prime time digital feed of 4:3, 480i SDTV that will be delivered seven days a week to early-DTV Fox stations. The network has announced no timetable for HDTV programming but has purchased some widescreen 480P cameras that probably will be used to start live 480P broadcasts of *Fox News Sunday* during the next few months.

**PBS** PBS is the only broadcasting service that has announced plans to create original high-definition programming. PBS enters the digital world on Nov. 9 with HD originals *Chihuly Over Venice* and *Digital TV: A Cringely Crash Course*. On Nov. 10, PBS will air Ken Burns' *Frank Lloyd Wright* in enhanced TV, broadcasting supplementary data after the program. After that, PBS plans one program per month in HDTV as well as several episodes of its news magazine, *National Desk*.  
—Glen Dickson, Paige Albinak

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Service. "No one else is going to do [digital television] quite the way we are," says Bob Cringely, the on-air host of PBS's "digital week," beginning Nov. 9. "It is very difficult to do what we are doing. To do it elegantly is almost impossible." PBS kicked off its digital TV conversion last week with a Washington demonstration of its first two original high-definition programs, *Chihuly Over Venice* and *Digital TV: A Cringely Crash Course*.

Chihuly, a world-famous glassblower based in Seattle, spent millions of dollars to film his international glass-blowing tour in hi-def and bring that experience to PBS.

During that demo, PBS also showed off the Ken Burns documentary *Frank Lloyd Wright*, which features enhanced TV technology it developed with Intel Corp. Intel shipped special computer consoles to the homes of test viewers who could download CD-ROM-like images to learn more about Wright's buildings as well as take a three-dimensional tour of some of his structures (including Fallingwater in Pennsylvania and the Guggenheim Museum in New York). Using the new technology, viewers can use the Intel consoles to connect to the Internet from their television after they have explored the information.

Broadcasters would like to have more high-definition programs to air, but they are more concerned about the digital must-carry rulemaking now going on at the FCC. Without digital must carry, the established system of free over-the-air broadcasting is threatened, broadcasters said at the MSTV conference last week. "If the federal government rushes toward a Babel-like system of DTV formats, no DTV must carry, and shrunken Grade B contours, the heart of localism is threatened," said Robert Decherd,

## PIONEER DTV STATIONS (expected to be on air as of Nov. 1)

Market (Rank)	Percentage of TV HHS	DTV		Analog		Owner	Affiliate
		Station/Channel*	Station/Channel	Station/Channel	Station/Channel		
New York (1)	6.854%	WCBS-DT 56	WCBS-TV 2	CBS	CBS		
Los Angeles (2)	5.167%	KABC-DT 53	KABC-TV 7	ABC	ABC		
Los Angeles (2)	5.167%	KCOP-DT 66	KCOP 13	Chris Craft	UPN		
Los Angeles (2)	5.167%	KCBS-DT 60	KCBS-TV 2	CBS	CBS		
Los Angeles (2)	5.167%	KNBC-DT 36	KNBC 4	NBC	NBC		
Los Angeles (2)	5.167%	KTLA-DT 31	KTLA 5	Tribune	WB		
Philadelphia (4)	2.684%	WPVI-DT 64	WPVI-TV 6	ABC	ABC		
Philadelphia (4)	2.684%	KYW-DT 26	KYW-TV 3	CBS	CBS		
Philadelphia (4)	2.684%	WTXF-DT 42	WTXF 29	Fox	Fox		
Boston (6)	2.199%	WCVB-DT 20	WCVB-TV 5	Hearst-Argyle	ABC		
Boston (6)	2.199%	WMUR-DT 59	WMUR-TV 9	Imes	ABC		
Dallas (7)	1.972%	WFAA-DT 9	WFAA-TV 8	A.H. Belo	ABC		
Dallas (7)	1.972%	KDFW-DT 35	KDFW-TV 4	Fox	Fox		
Dallas (7)	1.972%	KXAS-DT 41	KXAS-TV 5	NBC	NBC		
Washington (8)	1.968%	WJLA-DT 39	WJLA-TV 7	Allbritton	ABC		
Washington (8)	1.968%	WUSA-DT 41	WUSA 9	Gannett Br.	CBS		
Washington (8)	1.968%	WRC-DT 38	WRC-TV 4	NBC	NBC		
Washington (8)	1.968%	WETA-DT 27	WETA-TV 26	Public	PBS		
Detroit (9)	1.858%	WXYZ-DT 41	WXYZ-TV 7	Scripps Howard	ABC		
Detroit (9)	1.858%	WJBK-DT 58	WJBK-TV 2	Fox	Fox		
Atlanta (10)	1.733%	WSB-DT 39	WSB-TV 2	Cox	ABC		
Atlanta (10)	1.733%	WXIA-DT 10	WXIA-TV 11	Gannett	NBC		
Houston (11)	1.676%	KHOU-DT 31	KHOU-TV 11	A.H. Belo	CBS		
Seattle (12)	1.558%	KOMO-DT 38	KOMO-TV 4	Fisher	ABC		
Seattle (12)	1.558%	KCTS-DT 41	KCTS-TV 9	Public	PBS		
Seattle (12)	1.558%	KING-DT 48	KING-TV 5	A.H. Belo	NBC		
Portland, Ore. (23)	1%	KOPB-DT 27	KOPB-TV 10	Public	PBS		
Indianapolis (25)	.951%	WTHR-DT 46	WTHR 13	Dispatch Bcst.	NBC		
Charlotte, N.C. (28)	.865%	WBTV-DT 23	WBTV 3	Jefferson-Pilot	CBS		
Raleigh, N.C. (29)	.839%	WRAL-DT 53	WRAL-TV 5	Capitol Bcst. Co.	CBS		
Milwaukee (31)	.814%	WMVS-DT 8	WMVS 10	Public	PBS		
Cincinnati (32)	.811%	WLWT-DT 35	WLWT	Gannett Bcst.	NBC		
Kansas City, Mo. (33)	.087%	KCPT-DT 18	KCPT 19	Public	PBS		
Columbus, Ohio (34)	.752%	WBNS-DT 21	WBNS-TV 10	Dispatch	CBS		
Harrisburg, Pa. (46)	.596%	WTF-DT 36	WTF-TV 33	Public	PBS		
Honolulu (71)	.384%	KITV-DT 40	KITV-TV 4	Hearst-Argyle	ABC		
Madison, Wis. (84)	.318%	WKOW-DT 27	WKOW-TV 26	Shockley Comm.	ABC		
Jackson, Miss. (89)	.303%	WMPN-DT 20	WMPN-TV 29	Public	PBS		

\* Although several stations identify their digital station call letters with -HD (WRAL-HD, WCBS-HD) for promotional identification, the official FCC-mandated digital station tag following the call letters is -DT.

chairman of Dallas-based A.H. Belo.

"I don't think the goal was to create 5,000 to 6,000 new television stations," said James Goodmon, president of Capitol Broadcasting, which owns the experimental WRAL-DT Raleigh, N.C. Goodmon thinks Congress should have required broadcasters to air some hours of HDTV each week.

The broadcast networks do not support mandatory must carry, thinking that

they will benefit more if they can negotiate their own carriage and leave nascent networks to fend for themselves.

The FCC's rulemaking also contains many other issues that broadcasters, the cable industry and consumer electronics manufacturers must work out. Among them: passing through broadcasters' high-definition signals without degrading their quality; hammering out a standard so that digital TV sets will arrive cable-ready; maintaining the exclusivity of syndicated programming and sports, and including copyright protection in broadcasts of digitally distributed movies (because digital—and especially crystal-clear HDTV—will make it easy to make millions of perfect copies).

One issue about which broadcasters have put aside their worry—at least for the moment—is that of dividing their 6 mhz of spectrum into several standard-definition channels and multicasting. Just last year, ABC executive Preston Padden made waves in Washington when he suggested that ABC would multicast and might not offer any high-definition programming. Now, no

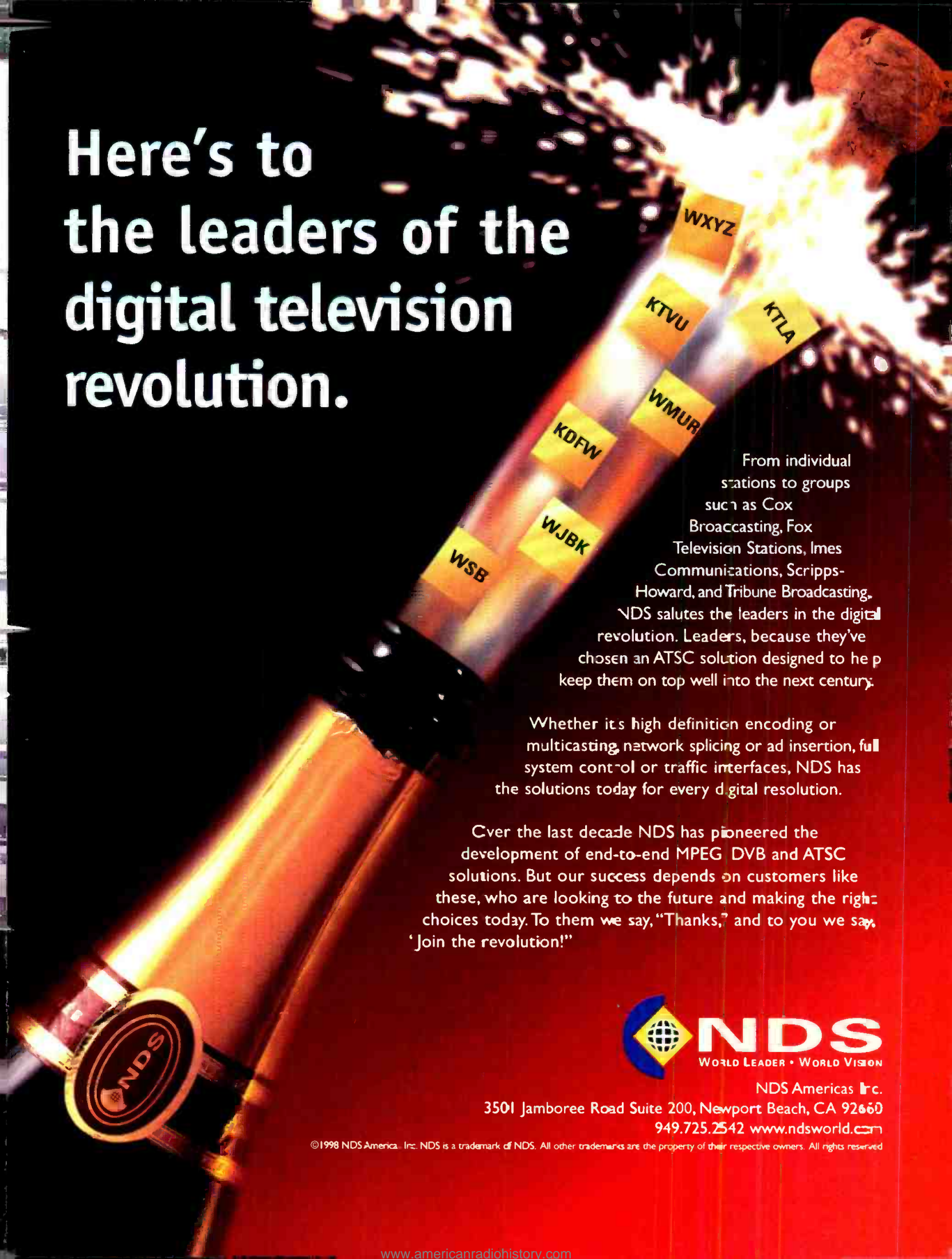
broadcaster has immediate plans to multicast. Dividing the programming divides the audience, which broadcasters see as a money-loser.

ABC seems to have come full circle. With two movies a week scheduled to air in HDTV, it now has plans for more HD programming than any of the Big Four commercial networks. CBS has plans to broadcast three live football games in HDTV and at least one episode of *Chicago Hope*.

But NBC has practically no plans to air HDTV for several months. "Unless there are TV sets we can look at [HDTV] on, we are wasting our time," says Peter Smith, NBC's vice president of technology.



# Here's to the leaders of the digital television revolution.



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# NBC: Must-change TV

*Network reshuffles management; Sassa takes over from Littlefield with the anticipation that he will succeed Ohlmeyer*

## COVER STORY

By Steve McClellan  
and Michael Stroud

It's transition time at NBC-TV, in more ways than one. A confluence of unanticipated events has left the still-number-one but less-dominant network more vulnerable to decline than at any time in the past five years. With program development more critical than ever, the network last week announced a management transition plan to transfer power, over time, from current West Coast operations chief Don Ohlmeyer to incoming network entertainment president Scott Sassa.

The plan is designed to give heir apparent Sassa (who's developed lots of cable programming but no broadcast network programming) 14 months of on-the-job training before he succeeds Ohlmeyer. Ohlmeyer said last week that he misses "getting my hands dirty producing and directing TV shows." NBC President Robert Wright said last week that he wants to sign Ohlmeyer to a production deal with the network.

NBC-TV entered this season without *Seinfeld*, for years the anchor of its dominant Thursday prime time lineup. Season to date, NBC's Thursday night is down 16% in households, to an average 16.6 Nielsen rating/27 share, and down 12% among adults 18-49, to a 12.8, but still the leader by a wide margin. Second place in households is CBS, with an 8.5/14, while Fox is second in the 18-49 demo with a 3.6. However, Ohlmeyer said last week that so far NBC-TV is down only "one or two percent" below ratings guarantees to advertisers.

Also this season, for the first time in a generation, NBC is without NFL football, perceived as one of the most effective promotional platforms for reaching young adult males.

Add to the mix the quadrupling of the license fee for NBC Thursday night jug-



germout *ER*, as well as increases for *Mad About You* and the NBA, and the result will be a double-digit profit decline for NBC-TV this year and next. NBC President Wright says this year's drop "is not a major hit" and that the company expects to be able to offset declines at the network (both this year and next) with gains at other company units, such as CNBC and the owned TV stations. If the company is able to meet that objective, companywide operating profits for 1998 will be \$1 billion-\$1.1 billion, in line with last year. (The company also announced a staff reduction of up to 300 employees to help reduce costs.)

As to the broadcast network, Wright says, "we have been and are the leader. We have the best demographic package of any of the networks, and that isn't going to change anytime soon. Scott's challenge is to continue that strength relative to our competitors."

Jessica Reif Cohen, Merrill Lynch's top entertainment analyst, says that NBC's operating profit may drop to the \$400 million range by the end of fiscal 1999 (from about \$500 million in 1997),

*Scott Sassa (l), 39, replaced Warren Littlefield as president of NBC Entertainment. Sassa will spend the next 14 months working with and reporting to NBC West Coast chief Don Ohlmeyer (r) before assuming Ohlmeyer's post at the end of 1999.*

but she believes that the network will continue to make far more than any of the other Big Four networks. She says that bringing in Sassa is a good move: "He thinks differently and should be a breath of fresh air. It's time for a change."

Earlier this year, Ohlmeyer, who oversaw NBC's climb back to first place in prime time and other dayparts, told Wright that he would be leaving at the end of his current contract, which expires at the end of 1999. Last week the network announced a plan for what it hopes will be a smooth transition of power from Ohlmeyer to Sassa, the former Turner Entertainment Networks chief who joined NBC a year ago as head of NBC Stations Inc. (see story, page 14).

Sassa replaced Warren Littlefield last week as president of the network's entertainment division (see box, page 11). The network said that Sassa would

step up to Ohlmeyer's post at the end of next year. Last week, Sassa said he would find a new entertainment division chief to run NBC Entertainment's day-to-day operations when he ascends to Ohlmeyer's post.

Sassa said he strongly endorsed NBC's current entertainment division structure, in which the top programmer reports to a West Coast chief: "Obviously you need someone focusing 100 percent on picking shows. But it's also good to have someone with a little bit different perspective, a little distance from those decisions," signing off on matters as well. "Nobody really wants to make these huge decisions totally on their own."

Meanwhile, another major issue is looming over NBC Entertainment—the ongoing struggle with key Hollywood program suppliers over changes in programming license terms that NBC says it needs to retain a fair shot at remaining profitable.

Sassa wouldn't discuss the issue last week, saying that he won't negotiate in the press. Ohlmeyer says that more had been made of the issue than it probably deserves. "What we're saying is we need a longer-term understanding of license fees that is predicated on the fact that shows don't become hits as quickly as they did in the past. We're just not comfortable going forward with the old [rule of thumb] that the network makes money on shows in the first four years," while the studios make money later in the network run and by syndicating the programs. One high-level studio executive interpreted NBC's position on the

## That Sinking Feeling at NBC

Five weeks into the new television season, NBC was on top, ahead of second-place ABC in adults 18-49 and just ahead of CBS in households, according to Nielsen Media Research. Still, compared with last season, its ratings had slipped significantly more than those of ABC, CBS and Fox as it adjusted to the loss of *Seinfeld* and NFL football and the rotation of the World Series to Fox (NBC had the series last year).

Season	HH rtg	HH shr	Adult 18-49 Rtg	Adult 18-49 Shr
'98/'99	9.3	16	5.6	16
'97/'98	11.6	20	7.2	20
% change	-20%	-20%	-22%	-20%

issue as demanding some form of "perpetual" right to a show once an initial agreement to license it had been made.

Despite the issues confronting NBC, ad agency executives and analysts say that all the networks face a common and major problem—the shortage of talent to produce high-quality content for the growing multitude of outlets. "Somebody's got to feed the machine, and there are not enough writers, producers, actors and directors for the amount of hours that need to be programmed," says Jon Mandel, senior vice president, Grey Advertising.

Ohlmeyer acknowledges the difficul-

ties facing the network business, which he attributes in part to the fact that "there's been more change in the past five years than in the previous 50 years in this business." Competition has clearly intensified, he says: "It's Antietam every day out here." At the same time, he decries the "aura of negativity" that seems to pervade coverage of the Big Four. "Yes, there are problems and issues that need to be addressed. It's not as easy as it was 10 years ago, and it gets more difficult every day. But there are some companies that are making adjustments, and there are some companies

## Littlefield: From scheduler to producer

In his 20 years at NBC, Warren Littlefield has had plenty of producers argue for sweet spots on the network's prime time schedule. Now he's going to find out what it feels like to be in their shoes. After one of the longest stints as a top programming executive in network history, Littlefield called it quits last week, entering into a joint venture agreement that gives the network a first look at everything he produces for TV. With the clock already ticking for next September, the 46-year-old is mulling ideas for comedies, which are quicker to turn around than movies or dramas. "Ohlmeyer keeps telling me in the press he'll be disappointed if I don't have something on the fall schedule," Littlefield says.

Littlefield has been synonymous with NBC programming during Ohlmeyer's reign, particularly prominent for the role he played in helping the network reclaim late-night dominance with Jay Leno. He's helped develop and build NBC's most successful prime time franchises, from *Seinfeld* to *Frasier* to *ER*.



The executive had been thinking about leaving his position for many months, although in the end, he said, "the exact timing was not my decision. When I said good-bye, I had a choice to be completely cut off from NBC. ... Instead, Bob [Wright] and Don [Ohlmeyer] said, 'here's the opportunity'" to manage his own company.

Littlefield prefers to leave questions about whether he was seriously considered for Ohlmeyer's position to Bob Wright. For his part, Littlefield says he has no regrets about not moving up to Ohlmeyer's position, even though he predates Ohlmeyer at NBC. "My strength and my success has been developing successful programs," he says. "My choice is to be closer to the product." —Michael Stroud

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that are having success." He said NBC had a record-breaking \$2.2 billion upfront market this season. "But people talk about the flat four-network upfront."

Both Ohlmeyer and Sassa were somewhat circumspect on the issue of program ownership last week. Most shows fail, Ohlmeyer noted, making ownership a "two-edged sword." Sassa said that the top priority is putting together the best

schedule. To the extent that NBC can own some shows or pieces of shows along the way, "that's great."

Hollywood seemed receptive to Sassa's appointment, although some questioned the timing of the move. "The [Hollywood] community feels that Scott Sassa is a very bright piece of manpower," says Fox-based producer David Gerber. But the timing, in the

middle of pilot season, took many by surprise and "doesn't make for a constructive transition." But Gerber and others say chances are good that NBC will repeat as number one, albeit in a tighter race. NBC's Wright says the move was made now because the network felt it was the least disruptive time, during script selection and well before the final choices and production

# Wallace heads peacock brood

New station head says he'll add more outlets 'if the deals are right'

## COVER STORY

By Dan Trigoboff

**P**at Wallace sounded understandably upbeat following his appointment last week as president of NBC's TV Stations Division. He predicted positive things for the group but revealed little on the immediate horizon—except that his first order of business will be to replace himself as general manager at WCAU(TV) Philadelphia.

Observers agree with Wallace that in moving from running an NBC station to running NBC's 13-station group, he inherits a solid performer that ranks among the company's key assets. NBC's O&Os typically run number one or a strong number two in their respective markets. The business is strong enough for some possible additions to the station roster, Wallace said, "if the deals are right." NBC, which reaches about 27% of U.S. TV households, has some room to grow before it reaches the 35% cap on coverage.

Not that there are no problem spots. WNCN(TV), NBC's Raleigh, N.C., O&O, is obviously in need of attention, he said. And WMAQ-TV, the O&O in Chicago, is still recovering from the 1997 decision to put Jerry Springer's commentaries on the evening news.

Wallace said that WNCN, which NBC has owned for three years, is doing well in a difficult situation, "virtually a start-up." And WMAQ-TV, which Wallace ran before going to Philadelphia, "is making an amazing recovery" following the departures, bad publicity and other fallout from the Springer debacle. "They still have a lot of work to do," he said, "but the station is in very good hands.



Wallace will run NBC's 13 owned stations, which rank among the company's key assets.

and a plan is in place."

NBC President Bob Wright, to whom Wallace will report, praised Wallace's work in Philadelphia. "In the

past three years, he has done an outstanding job," Wright said, "taking a station that had just changed affiliations and making it competitive in a very tough marketplace." Wallace, who has put in 20 years with NBC in management positions, including stints in New York and Burbank, was briefly CEO of TV3 in New Zealand.

The well-regarded Wallace, 52, replaces Scott Sassa, who becomes NBC Entertainment chief. In addition to overseeing NBC's stations, Wallace will be responsible for developing programming for NBC's stations and for syndication.

The network has an ownership interest in *Access Hollywood*. That show is competitive—particularly on NBC's stations—but can't match the performance of perennial access powerhouses *Jeopardy!* and *Wheel of Fortune*, which give a prime time boost to many ABC stations. Wallace said that in Philadelphia, we "promoted the hell out of *Access Hollywood*," and the show's ratings rose some 50% from the year before.

ABC's stations also have done well with long-running daytime favorites *Regis & Kathy Lee* and *Oprah*, the latter particularly powerful as a lead-in to local news. NBC's stations, meanwhile, are heavily committed to *Roseanne*, the highest-rated among new daytime talkers but still averaging only a 1.7 rating, according to the latest national Nielsen Media Research numbers.

There has been speculation that NBC would bring in a new production/syndication executive, possibly recently departed Studios USA Chairman Greg Meidel. Meidel, said Wallace, "is one of my favorite people in the business. But don't read anything into that." ■

### Station Identification

NBC's 13 O&Os, representing the fourth largest TV group and covering 27.8% of the country\*  
Estimated 1998 revenue: \$1.2 B

MKT. RANK	STATION	MARKET	RANK IN MKT. BY AD REV.
1	WNBC(TV)	New York	2
2	KNBC(TV)	Los Angeles	1
3	WMAQ-TV	Chicago	2
4	WCAU(TV)	Philadelphia	2
7	WRC-TV	Washington	4
8	KXAS-TV	Dallas	2
16	WTVJ(TV)	Miami	3
26	KNSD(TV)	San Diego	1
27	WVIT(TV)	Hartford, Conn.	3
29	WNCN(TV)	Raleigh-Durham	4
34	WCMH-TV	Columbus, Ohio	2
49	WJAR(TV)	Providence, R.I.	1
51	WVTM-TV	Birmingham, Ala.	2

\*Percentage is of Nielsen's roughly 98 million TV homes. Under FCC ownership rules, which discount coverage of UHF stations by half, NBC stations' coverage is 26.5%. The rules limit groups to 35% coverage. As of Jan. 1.

Source: BIA Research Inc., Broadcasting & Cable

Tom Sobolik/Black Star

# Mel tops out at CBS

*Infinity Broadcasting Corp.'s takeover is now complete with Jordan's retirement*

By John M. Higgins

Less than two years after CBS acquired Mel Karmazin's Infinity radio operations for \$4.9 billion, CBS Chairman/CEO Michael Jordan has decided to clean out his desk and let the former Infinity chairman take the top slot. That completes a cycle in which Karmazin gobbled up responsibility for more and more of the combined companies' operations: first radio, then TV stations, then the core broadcast network—and now, everything.

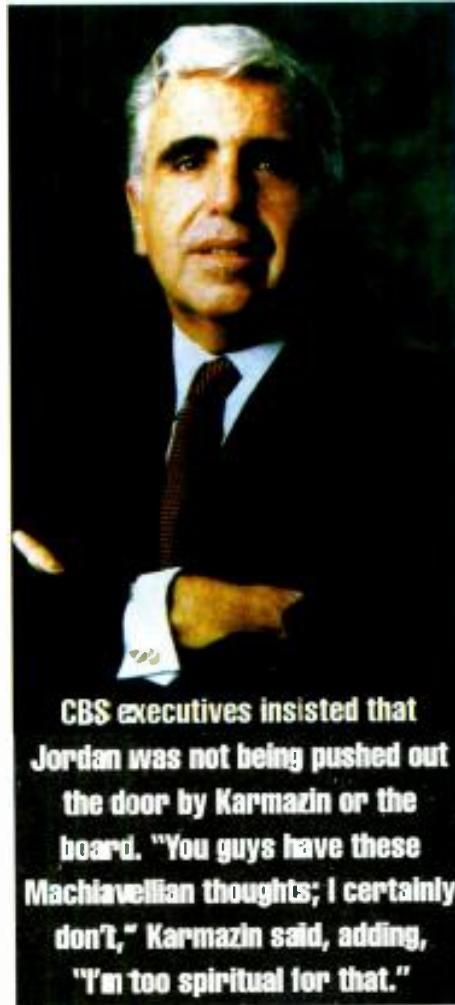
Karmazin's ascent leaves CBS with a highly regarded, decisive and often brusque leader who has to grapple with the unfamiliar turf of television stations and the broadcast network, which account for 71% of CBS revenue and are in need of major repairs. While Wall Street and affiliates are cheering the CBS network's initial performance so far this season, fueled in part by the broadcaster's pricey \$4 billion NFL rights deal, even Karmazin acknowledges that the TV division remains a laggard and is far from turned around.

"We have a long way to go on our TV stations," Karmazin says. "We've improved our share every quarter for a year. We're getting better. The NFL has legitimately helped us with our younger male demos."

Still, last week brought good news on an earnings front, with third-quarter cash flow rising 57%, to \$336 million, and revenue up 23%, to \$1.5 billion. Fueled largely by acquisitions, the results were slightly better than analysts' expectations.

Under a new policy, the results for the three TV operations—the CBS network, TV stations and cable networks—now are reported as a single unit, clouding the performance of the broadcasting operations.

But Karmazin says that replacing Jordan as CEO on Jan. 1 shouldn't trigger any major changes that aren't already under way, either further executive shuffling or significant layoffs beyond recent cutbacks at CBS News. "In my opinion, not very much at all will change," he adds. "All of the company's operating units had been report-



**CBS executives insisted that Jordan was not being pushed out the door by Karmazin or the board. "You guys have these Machiavellian thoughts; I certainly don't," Karmazin said, adding, "I'm too spiritual for that."**

ing to me for some time."

But Wall Street executives expect plenty of changes in attitude and tactics. "For 13 years this company has been run by financial engineers," says Merrill Lynch & Co. media analyst Jessica Reif Cohen, referring both to Jordan and to previous chairman Larry Tisch. "Now there's a broadcaster running this. The goal is not going to be simply cut costs, cut costs, but to build."

Karmazin is considered a strong operations executive who makes tough decisions relatively quickly—from restructuring the CBS station sales operations to firing employees in the face of the heavy cost of NFL games this fall. Ever the salesman, rooted in an early job at CBS's flagship radio station 20 years ago, Karmazin is nearly always direct and leans toward hyperbole. For example, he told securi-

ties analysts last week that with recent ratings gains, *Everybody Loves Raymond* is "maybe the next *Seinfeld*."

Jordan's departure is far from startling, given the speed at which Karmazin was amassing turf: becoming chairman of the combined radio group when Infinity was first acquired, adding the TV stations four months later and becoming president/COO of the whole company last April.

But the timing was a surprise. Under contract until age 65, the 61-year-old Jordan had been expected to stick around a bit longer. Insiders say that many senior executives didn't know about the Jordan resignation until after a Wednesday board meeting in New York just a few hours before the move was announced. "I expected it more like sometime next year," says one executive. Still, it was clear that "Mel's been making all the significant decisions for months. It just wasn't Mike anymore."

CBS executives insisted that Jordan was not being pushed out the door by Karmazin or the board. "You guys have these Machiavellian thoughts; I certainly don't," Karmazin said, adding, "I'm too spiritual for that."

Jordan agrees that he is not being pushed out. With the dismantling of the old Westinghouse industrial complex expected to be completed by the end of the year, the job of transforming CBS/Westinghouse into a pure media play is nearly complete. Asked why he didn't stick around to enjoy the fruits of his labors or simply become chairman and let Karmazin become CEO, Jordan said that "I get my kicks out of changing things. [I'm] the kid who takes apart the alarm clock and makes things out of it."

A senior CBS executive disagrees with the characterization that Infinity has taken over. "This isn't the first time a CEO brought in his successor," he says, adding that Karmazin hasn't simply swept out former CBS or Westinghouse executives to replace them with loyalists from Infinity.

While Jordan has been outshone by Karmazin when it comes to operations, his restructuring of the old Westinghouse stands as an enormous accomplishment. Serving in a variety of posts

# THE #1 NEW TALK SHOW TAKES A BITE OUT

**Week Of Nov. 16 From New York:\***

- ★ Bill Cosby
- ★ John Goodman--  
"Roseanne" Reunion
- ★ Julio Iglesias
- ★ Ed Koch
- ★ Rosie O'Donnell
- ★ Isabella Rossellini
- ★ Martin Short
- ★ Donald Trump
- ★ Plus Many More  
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Source: N1, AA Rating, 8/31-10/11/98  
(Includes Forgive or Forget, Donny & Marie and Howie Mandel)  
Medien Media Research confirmed data and data descriptive test



**SHOW OF THE SEASON  
OF THE BIG APPLE!**



*The*  
**ROSEANNE**  
*Show*

at PepsiCo over 18 years until he left in 1992, Jordan arrived at Westinghouse a year later to take over a mess. An old-line conglomerate, Westinghouse was saddled with industrial units that were low-growth if they were lucky. He moved to shed military electronics, power plants, electrical equipment and refrigeration, winning fewer fans in Westinghouse's hometown of Pittsburgh than on Wall Street.

Starting with a base of TV stations and minor cable network interests, he then turned the company to concentrate on media, buying CBS in 1995 and bulking up since with more radio and TV stations and billboard acquisitions. He also bought longtime collaborator Gaylord Entertainment Corp.'s interests in two cable networks.

"We are very well-positioned in the best parts of the media industry," Jordan says. "There's good earnings momentum in those."

A big threat that could derail everything is the economy. Asian currency devaluations are fueling imports and hammering exports. Surveys show that consumer confidence is beginning to slide. Wall Street has been gripped with fear of a recession, with TV and radio station stocks among the worst performers. Despite a rebound in recent days, TV station stocks remain off 49% over the past six months, ranking third from the bottom of industry groups tracked by Telescan. Radio is off 20%; following the recession scenario, cigarette and cable stocks are among the best.

That fear is not necessarily shared by broadcasters. Five out of six broadcast executives appearing at Bear, Stearns & Co.'s annual media investment conference in Palm Springs, Calif., last week said they didn't expect a bad economic downturn.

Jordan says his anxiety level is moderate. And Karmazin says "we're well-positioned because of our bet on radio and outdoor," which, he contends, are less vulnerable than TV stations and networks. Also, because CBS is starting so low in the ratings, the company has more opportunities for ratings growth than other networks. "If the large media companies get hurt, we'll get hurt less," he insisted.

Jordan, 61, said he didn't have any immediate plans after his departure: "Maybe I'll find another challenge out there." Securities and Exchange Commission filings show that Jordan personally owns stock and options worth about \$17 million. ■

## CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

### DENVER

#### Ergen gets inside scoop

**H**ow bad is the blood between Ted Turner and Rupert Murdoch? Bad enough that Turner was apparently the first to let EchoStar's Charlie Ergen know that Murdoch had approached some of the Primestar Partners when he was still publicly working toward a billion-dollar merger with EchoStar. According to an Ergen affidavit in EchoStar's \$5 billion lawsuit against News Corp., Turner clued in Ergen late in April 1997, telling him that Murdoch "was having discussions with representatives of several Primestar Partners," including Time Warner Chairman Gerald Levin, about a possible Primestar/ASkyB deal. Further, Turner, a top-notch sailor, told Ergen that "Rupert is throwing you overboard" and asked Ergen if he'd be interested in a deal with Time Warner that excluded Murdoch and News Corp. Ergen told Turner he couldn't even discuss a deal with Time Warner because EchoStar had a binding contract with News Corp. Turner acknowledged EchoStar's obligation, but said that given Murdoch's intention, "his [Turner's] lines were always open."

### HOLLYWOOD

#### Pax picks

**P**ax TV executives are looking to strengthen their access time slots for next season. Pax TV President Jeff Sagansky says his network has 12 dramas, four strips and a comedy series currently in development and that the focus for a number of those shows is the 6-8 p.m. access period. He says that original talk and game shows will likely fill those slots, which are currently filled by dramas such as *Highway to Heaven* and *Life Goes On*. Sagansky also says that he and fellow Paxson Communications executives will be heading to NATPE in January, but they won't be looking to acquire "top-dollar" off-network programs, as they did a year ago. "We've got our fill of off-network programs, and we're look-

ing to get away from that and really develop our shows," he says. "We're in the middle of our development process right now, and we've obviously got to do it in a way that's a lot more efficient than the networks do because of our lower ratings." Sagansky says that Pax TV's focus at the conference will be on original shows that need U.S. distribution but not on first-run product from the big Hollywood studios.

#### On-the-job training

**E**ntertainment lawyer Peter Dekom maintains that it's no accident NBC President Robert Wright and NBC West Coast President Don Ohlmeyer sent Scott Sassa to the network's station side for a while before naming him president of NBC Entertainment last week (see story, page 10). Negotiating new affiliation terms is "going to be a key area of concern for the network going forward," Dekom says. "The network model doesn't work any more. You can't pay affiliates and make money."

### WASHINGTON

#### Tough crowd

**H**ouse Commerce Committee Chairman Tom Bliley (R-Va.) doesn't appear too concerned about staying on the Media Institute's list of speakers. Delivering the keynote speech at the First Amendment organization's annual black-tie fete, Bliley defended a law passed last month that requires commercial Internet porn providers to screen customers. It's the kind of law that constituents expect their members to vote for and that the First Amendment community expects to sue over, which the American Civil Liberties Union promptly did. The Media Institute's gathering of constitutional lawyers as well as broadcast and cable lobbyists probably was not the best audience for Bliley's message, however—most were shifting uncomfortably during the speech, and several quietly complained afterwards.



## WASHINGTON WATCH

By Bill McConnell and Paige Albinak

### Shapiro lashes out

**C**onsumer Electronics Manufacturers Association head Gary Shapiro last week suggested that the motion picture industry is colluding to keep high-definition movies from digital broadcasters and pay-per-view providers until a copyright protection standard can be found.

"There's a concern that the [Motion Picture Association of America] is instructing its members not to put out products until this issue is resolved," Shapiro said at the Association for Maximum Service Television's digital TV conference in Washington. "I think that's an issue that [Justice Department antitrust chief] Joel Klein would be interested in."

Shapiro drew his conclusions from discussions with the MPAA and a letter MPAA head Jack Valenti sent to him last August. "Copy management technology does not exist for use on analog high-definition transmissions, and to my knowledge there are no prospects for such technology in the near future. Therefore, content providers cannot permit high-value programming that requires copy management to travel over these paths," Valenti wrote.

But Valenti said last week that the industry had not worked together to make a decision to withhold programming. "We provide information to our members of ongoing discussions on this and many other matters, so that the companies can make up

their own minds about marketing strategies. Any contrary suggestion by Mr. Shapiro or anyone else is simply false," Valenti said in a statement.

### Full steam ahead, says MSTV to FCC

**T**he Association for Maximum Service Television (MSTV) has asked the FCC to pick up the pace on determining the rules for digital cable carriage, filing a petition last week that asks the commission not to allow any more delays. FCC staffers, however, do not seem to believe that the petition is necessary. Aides to Chairman William Kennard, Commissioner Susan Ness and Commissioner Harold Furchtgott-Roth said that they expect the commission to wrap up the rulemaking on digital must carry by the first or second quarter of next year. The remarks came at MSTV's 12th annual conference on digital TV in Washington.

### Free local TV in danger, Decherd says

**A**.H. Belo Chairman Robert Decherd last week said that Congress and the FCC have started broadcasters down a path that will destroy localism. During his keynote speech at MSTV's conference on digital TV, Decherd said: "I fear that Congress, in its understandable determination to embrace the telecommunications revolution—and ensure price competition among huge

conglomerates—may lose sight of the millions of Americans who still choose or must depend on free over-the-air television." Decherd is concerned that there are no established industry standards for DTV formats, no



Robert Decherd

must carry and the possibility that the FCC will shrink the outer portion of the broadcast signal in an upcoming rulemaking.

### Programs, ads—What's the difference?

**B**lurring the line between kids shows and commercials cost KTXH(TV) Houston a \$10,000 fine last week. The FCC ruled that the station had violated the ban on program-length commercials four times in five years during shows based on G.I. Joe, Sonic the Hedgehog and Disney characters. The station landed in hot water after it revealed in its license renewal application that on four occasions it ran ads for products featuring program-related characters. Despite violations, the agency renewed KTXH's license.

### Going too far at 'BJ

**T**he DJs at "BJ-FM" in Austin, Tex., apparently take the station's call letters literally. Last week the FCC fined KLBJ-FM \$5,000

for a June 12 episode of the *Dudley and Bob with Debra Show* in which a jock told a female caller who suggested that the station play more music to "suck my dick, you fucking cunt." The outburst occurred during the show's "zero tolerance phone Friday," when jocks hang up on so-called idiot callers. Station executives said the offending language was part of previously recorded material that should have been edited before being aired. "We're embarrassed and apologetic, and we've assumed some new checks and balances to make sure this doesn't happen again," said Scott Gillmore, general manager. He said the station has not decided whether to contest the fine.

### Fox to leave Swamp Fox

**W**hitney Fox, telecommunications counsel for House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.), plans to leave her post, although a date has not yet been determined. Fox's duties will be handled by Monica Azare, who is Tauzin's legislative director.

### FCC says yes to SNET

**S**BC Communications last Monday won the FCC's nod to acquire Southern New England Telecommunications Corp., the primary local telephone company in Connecticut. Southern New England Telecommunications also owns SNET Americast, which competes statewide against incumbent cable systems in Connecticut. To win approval from state regulators last month, SBC pledged to continue building the cable system.



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Freedom Broadcasting	New York Times
Journal Broadcasting	Scripps-Howard
Lee Enterprises	Young Broadcasting

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# Warner Bros. goes to court

*Syndicator is developing show with Detroit judge*

By Joe Schlosser

**G**et ready for Judge Greg. Warner Bros. Domestic Television executives have developed a new syndicated court series and are currently out selling the show, which features Detroit district court judge Greg Mathis. Sources say the show is being sold for a fall 1999 launch.

With Twentieth Television's announced plans for a remake of *Divorce Court* for next fall and Warner Bros.' new entry, there are six syndicated court series on the air or currently in development. The four series on the air (*Judge Judy*, *Judge Joe*

*Brown*, *Judge Mills Lane* and *The People's Court*) have all fared well in the ratings so far this season.

Sources say Warner Bros., the studio that originally brought *The People's Court* to syndication in the early '80s and has the program back on stations again, already has developed a pilot with Mathis. The syndicator put Mathis in front of the cameras this past summer, using the set of Animal Planet's new court show, *Animal Court*. Warner Bros. executives, saying they have a policy of not talking about shows in development, failed to comment on the new court show.

Sources say the Mathis court series is

being developed as a half-hour, stand-alone series rather than as a companion to its *People's Court*, which is a full hour. *The People's Court*, renewed on a number of stations for next season as an hourlong series, averaged a 2.5 rating nationally in the latest Nielsen Media Research figures.

"If I were Warner Bros., I would take this opportunity to shorten *People's Court* to a half-hour and pair the two together," says Dick Kurlander, vice president and director of programming at Petry Television. "An hour is too long. I would encourage them to package them together."

Mathis, who grew up in the inner-city area of Detroit, is said to be a street-wise judge with a no-nonsense style. ■

## Sewing up off-net plans

*Syndicators prepare newest round of comedies, dramas*

By Joe Schlosser

**W**ith the annual NATPE shopping season just around the corner, the top Hollywood studios are putting the final touches on marketing plans for a number of off-net sitcoms and dramas that will soon be making their way into the syndication marketplace.

There may not be a *Seinfeld* or *X-Files* in the group, but there is plenty for broadcast stations to chose from.

Top sitcoms on the verge of cracking the syndication marketplace include *Dharma & Greg*, *Everybody Loves Raymond*, *Just Shoot Me* and *Cosby*. Not one of those shows have been officially entered into the syndication sweepstakes, but their distributors are currently testing the waters for the right time and place to bring them out.

In the drama department, *Ally McBeal*, *Early Edition* and *The Practice* are being prepped for station consideration for air beyond 2000. "It's a multitiered off-network market this year," says Bill Carroll, vice president and director of programming at Katz Television Group. "There are some shows that would fall into the more all-purpose category, the blue chip category, and then there is another grouping of specific usage shows, like programs geared at teens and kids and others

at a more ethnic market."

A number of top sitcoms are returning for second attempts in syndication, programs like *Home Improvement* and *Married With...Children*. And there are others just hoping to get a chance at the riches that off-network sales can bring to producers, talent and studios.

Here's a look at what some of the top Hollywood studios will be showcasing in New Orleans come next January.

### Twentieth Television

The Fox syndication unit has one of the top selections of potential off-net sitcoms and dramas. Twentieth executives are currently working on off-network plans for *Ally McBeal*, *The Practice*, *Millennium*, *Dharma & Greg*, *The Pretender* and possibly *Two Guys, a Girl and a Pizza Place*, *King of the Hill* and *Buffy, the Vampire Slayer* are already on the market.

The animated sitcom *King of the Hill* is cleared in more than 150 markets representing 90% of the country for an off-network debut in fall 2001. Sources say the series will likely bring in close to \$3 million an episode when barter and other elements are factored in.

Cult hit *Buffy, the Vampire Slayer* will air five days a week on Fox-owned



*Eyemark's 'Everybody Loves Raymond' is expected to be sold in syndication for three years, with a cable deal to follow.*

cable outlet FX starting in fall 2001. It also has been licensed to the 22 Fox owned-and-operated stations for week-end double runs and is being sold to other stations across the country for similar weekend runs.

*Dharma & Greg* is still being considered for either the 2001 or 2002 broadcast season, and sources say Twentieth executives will likely begin rolling it out right after NATPE (Jan. 25-28). Cable and broadcast play are being considered.

*Pretender* and *Millennium* will likely be available for fall 2000, while Twentieth executives are still trying to

decide when to bring out the sophomore Fox hit *Ally McBeal*. The series will likely debut in syndication in the fall of 2001 and may wind up in the same situation as *Buffy*. A number of top cable networks, such as Lifetime, Turner's cable networks and others, have expressed interest in *Ally*. *The Practice* will hit syndication in the fall of 2002; Twentieth executives have another cable, syndication or both-of-the-above situations on their hands.

## Eyemark Entertainment

With *Everybody Loves Raymond* enjoying a solid third season on CBS this fall, Eyemark executives are preparing to bring the Ray Romano sitcom to market. Sources say the sitcom will likely be sold to stations for the first three years with a potential cable deal after three years in syndication. *Everybody Loves Raymond* will be available in the fall of 2000, and Eyemark is expected to start sales on the sitcom right before NATPE or during the conference. Sources say Eyemark executives are expecting to bring in \$2 million–\$3 million an episode for the series when barter is factored in.

Eyemark is currently finishing up sales of the sitcom *Caroline in the City*, having already licensed it in nearly 80% of the country for a fall 1999 launch. The first three years of *Caroline* will be available on broadcast stations only; it will then become Lifetime Television's exclusive series in fall 2002 for four seasons.

Third-year drama series *Early Edition* will likely wind up on a cable network when it is released into syndication. Cable networks such as Lifetime, TNN and TNT are said to have expressed interest. Pax TV is also said to be weighing the hour series. Pax TV has already taken *Touched by an Angel*, *Dave's World* and *Promised Land* from Eyemark for top prices.

## Warner Bros.

Warner Bros. executives are finishing up sales on *The Jamie Foxx Show*, which hits stations in fall 2000. *Foxx* is currently cleared on 72 stations, covering 75% of the country. Sales of *Suddenly Susan* are also ongoing; the sitcom is already cleared in more than 80% of the country for fall 2000. *Suddenly Susan* has been licensed on the 16 Tribune-owned broadcast stations, including WGN Superstation. In 2003, Lifetime Television will take over the cable rights from WGN, while stations

## Cronkite looks at the century

Walter Cronkite, the longtime CBS News anchor who hosted *The Twentieth Century* on CBS between 1957 and 1969, will take another look as host of Time Warner Inc.'s four-part syndication special, *Images: A Century in Review*. The project, a joint production with British Pathe, will feature archived BBC footage.

The *Images* hour specials will be available during four different 1999 windows. The first segment, "War and Conflict," will be available for air during the first 12 weeks of the year and will focus on the dominant conflicts of the century. The second installment will focus on disasters, the third on inventions and the final hour on personalities.

*Images: A Century in Review* already is cleared on stations representing more than 70% of the country, including WNBC(TV) New York, KNBC(TV) Los Angeles and WMAQ-TV Chicago. The special is available on a 7/7 barter split.

Cronkite, who is handling the hosting and narration duties, also is writing a portion of the script, says TWI's vice president of distribution, Hillary Mandel.

"It's so rare that you get the dream talent that you came up with when you were brainstorming that project," Mandel says. "We have added the perfect host who has covered a majority of the century's top news stories. Who is better qualified to handle such a task?" —Joe Schlosser

will continue to air *Suddenly Susan* in syndication five days a week. Warner Bros. executives are preparing to bring *Veronica's Closet* into off-net play for a fall 2001 launch. It is unclear how the sitcom will be taken out. Warner Bros. executives would not comment.

## Carsey-Werner

The studio is just finishing up sales on *3rd Rock from the Sun*, which hits stations next fall, and it is gearing up for sales of CBS sitcom *Cosby*. Carsey-Werner executives say they are looking at the market and will likely bring the show to market after NATPE. *Cosby* will be available for fall 2000. Several cable and station groups are said to have showed an interest in the show.

## Buena Vista Television

The Disney syndication unit is currently selling WB series *Unhappily Ever After* and a second cycle of *Home Improvement*. *Unhappily Ever After*, which comes to syndication next fall, is already sold on 120 stations covering 80% of the nation. Tim Allen's long-running ABC sitcom, *Home Improvement*, is now cleared on 115 stations covering 64% of the country for a fall 2002 restart.

## Paramount

Last month Paramount executives announced they had made the first deals on *Sabrina*, *The Teenage Witch* and *Clueless*, selling both series in the top three markets to Tribune Broadcasting stations. Paramount executives say more deals are soon on the way for both and

that sales will continue through NATPE. *Sabrina* and *Clueless* debut in syndication in fall 2000. Three Paramount dramas (*JAG*, *Viper* and *The Sentinel*) have been sold to USA Network for a fall 2001 debut and will not be sold for weekend syndication, Paramount executives say. And the syndicator is handling the distribution of DreamWorks sitcom *Spin City*, which is now cleared in 88% of the country for fall 2000.

## Columbia TriStar

Last month CTTD executives announced the first sales for the second off-net cycle of *Married...With Children*. So far, the former Fox sitcom has been cleared in more than 35% of the country through the 2002-2003 season. *Just Shoot Me* will come to syndication in 2001. The WB's hot teen drama, *Dawson's Creek*, also a Columbia TriStar product, won't hit syndication until 2002. CTTD executives have not yet decided when to bring either show to the market. *Malcolm and Eddie* and *The Steve Harvey Show* will likely be on the sales floor at NATPE, with both shows available in either the 2000 or 2001 broadcast season. And last week, HBO locked up three years of *The Larry Sanders Show* in syndication that will start in 1999. A broadcast syndication sale that will start in 2002 is expected.

## Worldvision

The Spelling-owned syndication outlet is currently selling *Moesha* and *7th Heaven* for the year 2000. *Moesha* is cleared in 61% of the country, while *7th Heaven* currently stands at 72%. ■

# Maury



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# is Short

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# TW's seven-year hitch

*Signs \$150 million deal with Nielsen covering broadcasting and cable*

By Steve McClellan

**N**ielsen Media Research has signed the biggest contract in its history—worth more than \$150 million over seven years—with Time Warner, covering 13 separate business units. The units include all of the Turner Broadcasting System cable networks and superstation WTBS; Time Warner Cable; HBO; Cinemax; Court TV; The WB; Warner Bros. Television, and Warner Bros. Domestic Television Distribution.

The deal was signed Friday, Oct. 23, and announced last week, just a week after the ratings company announced it had signed CBS and ABC to new four-year contracts. Those contracts, in turn, largely mirror a new agreement signed by NBC and NMR in August (B&C, Oct. 26).

Time Warner and Nielsen had been working toward a comprehensive agreement—which includes agree-



*Toasting their record deal are (l-r) John Dimling, Nielsen Media Research president and CEO; Susan Whiting, general manager, national services, NMR; Dr. Scott McDonald, executive VP, research and planning, Time Warner; Richard Bressler, CFO, Time Warner.*

ments to jointly research a myriad of issues and applications for the digital TV age—for nearly three years, a Nielsen executive said.

The two sides have agreed to share research and jointly test and roll out Nielsen's digital-age peoplemeter, known as the active/passive meter, on Time Warner's cable systems. They also have agreed to jointly research new ways of measuring local media,

TV/computer convergence and the Internet. They'll also work together on a new and improved commercial verification system and do joint research on measuring programs through new digital cable converter boxes.

The architects of the deal were Scott McDonald, executive vice president, Time Warner, and Susan Whiting, general manager, national services, Nielsen. Time Warner President Richard Parsons described the deal as a "landmark relationship between Time Warner and Nielsen. It simplifies and streamlines our ability to access and use the ratings data across all of our business units in a cost-efficient way." Parsons also said that the deal gives Time Warner

"hands-on involvement" in shaping future audience measurement tools with Nielsen.

NMR President John Dimling said the deal with Time Warner takes the relationship between the two companies to a "new level. This is a real advance in how we work with customers to share information and develop new approaches to audience measurement and data delivery." ■

## Political ads outnumber election stories, study finds

*Survey shows local newscasts average 5.5 political ads to 1.3 election news items*

By Dan Trigoboff

**P**aid political ads during local news broadcasts greatly outnumber political news stories, according to a public interest group that monitors TV news.

"Local TV newscasts are filled with political advertising but contain little meaningful election news," says the Rocky Mountain Media Watch, a frequent critic of TV news. According to the Denver-based group, local newscasts are four times more likely to run a political ad than a political story.

News broadcasts, the study finds, av-

erage 5.5 political ads but just 1.3 election news items. Using 140 volunteers, the group says it monitored 128 evening broadcasts last week in 25 states. "They [newscasts] might do a story once or twice, but that can't compete with the repetitive ads," says Paul Klite, RMMW director. Acknowledging that news directors often react to public apathy, he says that "stations have to rethink how they cover elections. It's easy to do fires and murders. To cover government and politics requires more creativity." The lack of meaningful coverage is partly to blame for voter apathy and decreasing voter turnouts, Klite says.

Among improvements cited by RMMW were minidebates and other free airtime made available by several stations, many of which are cooperating with the Washington-based Alliance for Better Campaigns. Klite also pointed to WISC-TV Madison, Wis., which hasn't run political ads during 6 p.m. or 11 p.m. newscasts for more than 20 years.

Cy Porter, director of the Radio & Television News Directors Foundation's Political Coverage and Civic Journalism project, says he isn't surprised by RMMW's findings. "I'm under the impression that we need to do more meaningful election coverage. Most stations just do horse-race polls or the bickering over ads. I'd like to see more issue-oriented news, more town meetings, more minidebates."

Klite says his survey report is not complete, but preliminary findings were released Oct. 27 because "we wanted to do something before the elections to see if we couldn't improve the coverage in the last week." ■

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## STATION BREAK

By Dan Trigoboff

### On a clear day, you can see our call letters

A news helicopter leased by WPXI(TV) Pittsburgh, and meant exclusively for station use was hired out by its owner for political use. The chopper flew over the home of Democratic Rep. Ron Klink in an attempt by his election opponent, Mike Turzai, to make Klink's elegant home a campaign issue.

The effort may have backfired, embarrassing both Turzai and the station, which apparently was a mere bystander. The attempt to shoot some footage of Klink's home drew complaints from Klink and his family. Although Turzai told WTAE-TV Pittsburgh that he never got the footage he wanted, one of Klink's children managed to shoot some tape of the chopper, which was broadcast on WTAE-TV in a story about the incident.

"When I heard about it," says WPXI Vice President and General Manager John Howell, "I said 'that can't be my helicopter. They're not allowed to do that. We've got our call letters on that helicopter; that's why it's not supposed to fly for anyone else.'"

Howell says Klink was in his office the next day and seemed to accept the station's innocence in the matter, although he's nonetheless made an issue of the overhead flight. Howell also says he's looking into legal action—but it's not that

easy to break the contract, nor does he want to be without a news chopper going into the November sweeps.

### Definitely not a flight of fancy

An New York, WWOR-TV will interrupt the continuing election night coverage of the D'Amato/Schumer Senate race for an investigative report on the safety of pet travel by air. I-Team producer Allison Gilbert and a reporter were barred by FAA regulations from using digital cameras. So instead of a hidden camera they put temperature and humidity sensors in the cage of a dog volunteered by the mother of a station staffer to take a flight. The animal not only was exposed to scorching levels of heat and humidity, Gilbert said, but also was bleeding when the plane landed. Moreover, the report finds, animal travel falls through a regulatory enforcement gap between the Transportation and Agriculture departments, and that better records are kept for lost luggage than lost or injured animals

### Homecoming

Sportscaster Mike Adamle has become Larry Wert's latest acquisition for WMAQ-TV Chicago. The well-known former pro football player and network sports reporter will be the station's lead sports anchor. Adamle, who has worked for NBC, ABC, ESPN and on syndicated shows, including *American Glad-*

*iators*, should be in familiar surroundings. He played his college ball at Northwestern and finished his pro career with the Bears. Adamle also worked as anchor/reporter at WLS-TV Chicago from 1983 to 1989, when his current boss, Wert, was in sales there.

"I'm not a shtick guy," Adamle says. "I don't plan a weekly staple of bloopers. I know the people here in Chicago love their sports." Among his first challenges will be to fill newscasts, usually dominated by highlights from Michael Jordan and the Bulls, during the NBA lockout. "It will make the sportscasts less scintillating, but the NBA will be in the news anyway," Adamle says, referring to ongoing negotiations that could eventually start the season. "I'd like to see them playing ball. But it should be settled by January, and in the minds of people, the basketball season doesn't really begin until January."

### Separated at broadcast

Missouri Democrats are charging that a Republican candidate for state auditor purchased ad time on St. Louis TV stations, then illegally resold it to two GOP candidates for Congress. In essence the ads, which are running on KSDK(TV), KMOV(TV), and KTVI(TV), allow two candidates to split a single 30-second spot at a cost lower than two separate 15-second spots. But it's not necessarily illegal, FCC lawyer Bobby Baker says, if the spots are paid and

identified as being paid by the same, identified source "even if a person viewing it would consider it to be two ads."

Under FCC regulations covering federal candidates, says Molly Pauker, VP for corporate and legal affairs at Fox Television Stations, "we can't censor. We'd like to charge more, but we don't have a lot of leeway, except to say, 'Please put one ID on it.'"

### Give him the 'steal' sign

Baseball has not been very, very good to WLS-TV Chicago sports reporter Paul Meincke, who had to negotiate his return from the the Dominican Republic through the U.S. State Department. The reason: His passport was stolen while he was covering Cubs slugger Sammy Sosa's homecoming celebration.

As Sosa was being paraded down a main street, Meincke got next to him and put a mike up for a couple of questions. "I felt hands going into every pocket," he says. "I had to get the interview, but I felt my billfold being lifted." After conducting the interview with his right hand in the air holding a mike and the left trying to protect his wallet, he realized that the pouch in which he carried his billfold was missing. "We ran back to our van, and a bunch of people followed us. I think they wanted another shot at us," says Meincke.

*All news is local. Contact Dan Trigoboff at (202) 463-3710, fax (202) 429-0651, or e-mail to d.trig@cahners.com.*

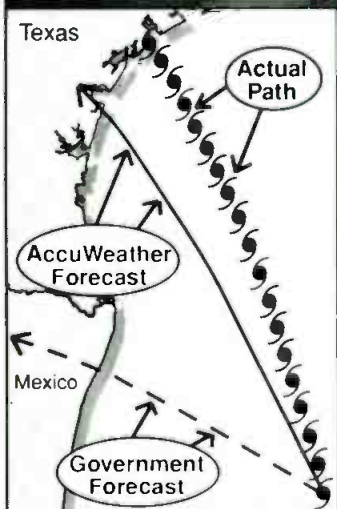


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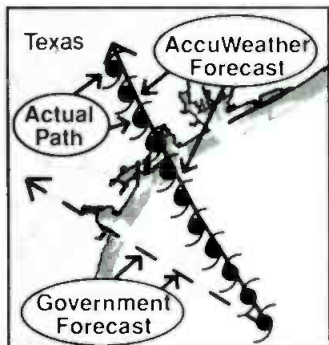
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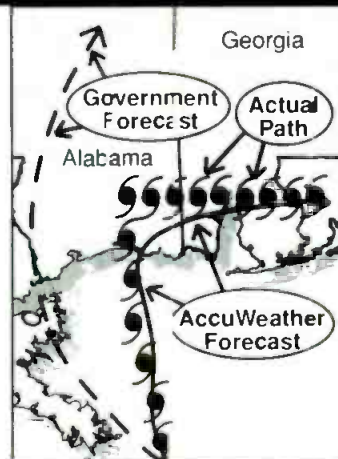


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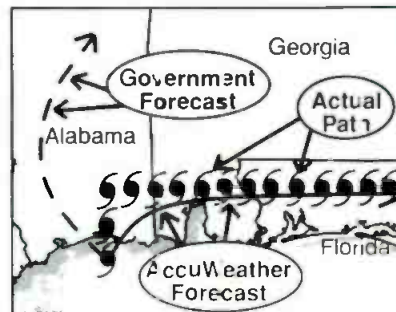
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## GET WITH THE PROGRAM

By Michael Stroud and Joe Schlessler

### CBS airs Glenn launch in HDTV

**C**BS broadcast Sen. John Glenn's Oct. 29 space shuttle launch in HDTV, beating the voluntary government deadline for broadcast HDTV telecasts. The transmission, underwritten by Harris Corp., was available only to HDTV TV set owners in the coverage areas of eight CBS stations: WCBS-TV New York; KCBS-TV Los Angeles; WUSA(TV) Washington; KHOU-TV Houston; WKRC-TV Cincinnati; WBNS-TV Columbus, Ohio; WBT(TV) Charlotte, N.C. and WRAL-TV Raleigh, N.C.

### Paramount signs Ackerman

**T**elevision director Andy Ackerman has signed a five-year pact with Paramount Television Group's television division. Ackerman, who directed and produced pilot episodes of *Becker* for CBS and *Lateline* for NBC, will continue to direct pilots and episodes for Paramount and will help the studio develop new series.

### CBS adds episodes of 'Law', 'Queens'

**C**BS has picked up freshman drama *Martial Law* and freshman comedy *The King of Queens* for a full-season run. *Martial Law*, produced by Carlton Cuse Productions in association with CBS and 20th Century Fox Television, is averaging 11.2 million viewers



'King of Queens'

on Saturday night, making it the most-watched new drama of the season. *The King of Queens*, produced by Hanley Productions in association with CBS and Columbia Tristar Television, has been a top performer for CBS on Monday evenings.

### 'Mortal Kombat' on the move

**W**arner Bros.'s new weekly syndicated *Mortal Kombat Conquest* has improved its national rating by 107%, according to the latest Nielsen Media Research figures. The action hour, based on the successful movie franchise, scored a 3.1 rating for the week ending Oct. 18. The syndicated series' ratings received an added boost from a repeat performance on cable's TNT. In addition to the weekend play on broadcast stations, TNT will air *Mortal Kombat* on Monday nights two weeks after each episode debuts in syndication. Placing a close second in the first-run weekly syndication division was Columbia TriStar's *VIP*,

averaging a 3.0 national rating. The Pamela Anderson Lee series was up 7% from the 2.8 it scored for the week ending Oct. 11. MGM's *Stargate SG-1* improved 12%, to a 2.8, while PolyGram's *The Crow: Stairway to Heaven* was up 4%, to a 2.5. Eyemark's *The Howard Stern Radio Show* was off 12%, averaging a 1.5.

### 'JAG' scores

**C**BS drama *JAG* scored its highest household ratings to date last Tuesday night (Oct. 27), winning the 8-9 p.m. slot for the first time this season. The drama outscored competitors (such as *Mad About You* and *Home Improvement*) among households, although it was second among 18-49-year-olds (behind ABC) for the hour. For the evening, CBS was second in households, behind ABC, and fourth



'JAG'

among 18-49s, behind ABC, NBC and Fox.

### More 'Malcolm' during sweeps

**U**PN will air two original episodes of its comedy, *Malcolm & Eddie*, each week starting today (Nov. 2), through the November sweeps as the network seeks to maximize the ratings from one of its more popular series. *Malcolm & Eddie*, now airing at 9 p.m., will get an additional run at 8. *Guys Like Us*, currently at 8, will move to 8:30, pushing *DiResta* back to 9:30. The controversial *Secret Diary of Desmond Pfeiffer*, which was recently moved to 9 p.m., is on hiatus for the month.

### NBC goes fourth

**F**or the week of Oct. 19-25, NBC occupied an unaccustomed fourth place in households, behind Fox, CBS and ABC, as Fox's World Series coverage dominated the week. NBC ended the week with an 8.2 Nielsen rating/14 share, compared with Fox's 9.2/15 share.

### New developments at New Line

**N**ew Line Television has signed producers David Manson and Arla Sorkin Manson to a two-year development and production deal. The husband-wife duo is developing four network pilots, including two one-hour dramas. New Line also has signed actor John Larroquette to host *Lost in Space Forever*, a one-hour syndicated special cleared in 90% of the country for November. The special, which pays tribute to the CBS *Lost in Space* series of the 1960s, will reunite the original cast.

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OCTOBER 19-25

Broadcast network prime-time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

Despite the lowest TV ratings ever, Games 3 and 4 of the World Series won Tuesday and Wednesday—and the week—for Fox.

Week 5	abc	CBS	NBC	FOX	U/PIN	WB
	<b>13.9/22</b>	<b>8.8/14</b>	<b>10.0/15</b>	<b>8.5/13</b>	<b>1.3/2</b>	<b>3.2/5</b>
MONDAY	8:00 27. NFL Blast/Pre 9.1/16	26. Cosby 9.3/15	11. Dateline NBC 10.6/17	69. Melrose Place 6.5/10	117. Guys Like Us 1.6/3	93. 7th Heaven 4.4/7
	3. NFL Monday Night Football—New York Jets vs. New England Patriots 14.6/23	44. King of Queens 7.9/12	22. NBC Movie of the Week—A Will of Their Own, Part 2 9.7/15	11. Ally McBeal 10.6/16	121. DiResta 1.1/2	115. Hyperion Bay 2.0/3
		13. Ev Lvs Raymd 10.2/15			121. Desmond Pfeiffer 1.1/2	
		24. Ev Lvs Raymd 9.6/14			120. Malcolm & Eddie 1.3/2	
		46. L.A. Doctors 7.8/13				
10:30						
	<b>9.8/15</b>	<b>8.7/14</b>	<b>7.3/12</b>	<b>14.6/24</b>	<b>1.9/3</b>	<b>4.2/7</b>
TUESDAY	8:00 17. Home Imprvmt 10.1/16	19. JAG 9.9/16	77. Mad About You 5.8/9	46. Series Pregame 7.8/14	107. Moesha 2.7/4	94. Buffy the Vampire Slayer 4.3/7
	8:30 37. The Hughleys 8.5/13	42. CBS Tuesday Movie—The Girl Next Door 8.1/13	78. Encore! Encore! 5.7/9	2. World Series Game 3—New York Yankees vs. San Diego Padres 19.1/25	114. Clueless 2.2/3	95. Felicity 4.1/6
	9:00 13. Spin City 10.2/15		60. Just Shoot Me 7.1/11		118. Mercy Point 1.4/2	
	9:30 52. Sports Night 7.5/12		60. Will & Grace 7.1/11			
	10:00 10. NYPD Blue 11.2/18		28. Dateline NBC 9.0/15			
10:30						
	<b>8.8/14</b>	<b>6.7/11</b>	<b>7.8/13</b>	<b>15.4/25</b>	<b>3.2/5</b>	<b>4.9/8</b>
WEDNESDAY	8:00 20. Dharma & Greg 9.8/16	65. The Nanny 6.6/11	50. Dateline NBC 7.6/12	28. Series Pregame 9.0/16	108. 7 Days 2.6/4	87. Dawson's Creek 5.1/8
	8:30 38. Two Guys, a Girl 8.4/13	72. Maggie Winters 6.1/10	58. 3rd Rock fr/Sun 7.2/11	1. World Series Game 4—New York Yankees vs. San Diego Padres 16.6/27	97. Star Trek: Voyager 3.7/6	90. Charmed 4.8/7
	9:00 13. Drew Carey 10.2/16	78. To Have and to Hold 5.7/9			69. NewsRadio 6.5/10	
	9:30 58. Secret Lvs/Men 7.2/11	43. Chicago Hope 8.0/13			28. Law & Order 9.0/15	
	10:00 35. 20/20 8.6/14					
10:30						
	<b>5.4/9</b>	<b>8.5/14</b>	<b>11.8/20</b>	<b>5.8/10</b>	<b>2.3/4</b>	<b>2.9/5</b>
THURSDAY	8:00 90. Vengeance Unlimited 4.8/8	32. Promised Land 8.9/15	6. Friends 13.0/22	81. World's Wildest Police Videos 5.6/9	112. UPN Thursday Night Movie—Chameleon 2.3/4	108. The Wayans Bros 2.6/4
	78. US Professional Figure Skating 5.7/10	56. Diagnosis Murder 7.3/12	18. NewsRadio 10.0/16	72. Close Call: Cheating Death 6.1/10		106. Jamie Foxx 2.8/5
		27. 48 Hours 9.1/16	5. Frasier 13.1/21			102. Steve Harvey 3.2/5
			7. Will & Grace 11.6/19			104. For Your Love 2.9/5
			7. ER 11.6/20			
10:30						
	<b>8.0/15</b>	<b>7.1/13</b>	<b>6.5/12</b>	<b>4.4/8</b>	<b>1.6/3</b>	
FRIDAY	8:00 63. Two of a Kind 7.0/14	52. Kids/Darndest 7.5/15	48. Dateline NBC 7.7/15	97. Brimstone* 3.7/7	118. Legacy 1.4/3	
	8:30 48. Boy Meets Wrl 7.7/15	50. Candid Camera 7.6/14	86. Trinity 5.2/10	87. Millennium 5.1/9	116. Love Boat: The Next Wave 1.7/3	
	9:00 39. Sabrina/Witch 8.3/15	83. Buddy Faro 5.5/10				65. Homicide: Life on the Street 6.6/12
	9:30 60. Brother's Keeper 7.1/13	41. Nash Bridges 8.2/15				
	10:00 28. 20/20 9.0/17					
10:30						
	<b>4.0/8</b>	<b>8.3/16</b>	<b>5.6/11</b>	<b>1.1/11</b>		
SATURDAY	8:00 92. US Pro Figure Skating 4.7/9	56. Early Edition 7.3/14	101. Wind on Water 3.5/7	89. Cops 5.0/10	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS: ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH. CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	8:30 97. Fantasy Island 3.7/7	55. Martial Law 7.4/13	65. The Pretender 6.6/12	81. Cops 5.6/11		
	9:00 97. Cupid 3.7/7	13. Walker, Texas Ranger 10.2/19	64. Profiler 6.7/13	75. Cops 6.0/11		
	10:00			69. Cops 6.5/12		
	10:30					
	<b>8.3/13</b>	<b>11.7/19</b>	<b>8.2/13</b>	<b>6.0/9</b>		<b>2.7/4</b>
SUNDAY	7:00	52. ABC Family Movie—Casper 7.5/12	(nr) NFL Game 2 14.8/25	92. World's Funniest! 4.5/8	104. 7th Heaven Beginnings 2.9/4	
	7:30		4. 60 Minutes 13.9/21	75. The Simpsons 6.0/10		
	8:00	22. 20/20 9.7/15	9. Touched by an Angel 11.3/17	35. The Simpsons 8.6/13		110. Sister, Sister 2.5/4
	8:30	34. The Practice 8.7/16	44. CBS Sunday Movie—Beauty 7.9/15	72. That '70s Show 6.1/9		110. The Smart Guy 2.5/4
	9:00		39. NBC Sunday Night Movie—Thirst 8.3/14	85. The X-Files 5.3/8		103. Unhap Ever After 3.0/5
9:30				112. The Army Show 2.3/4		
10:00						
10:30						
WEEK AVG	<b>8.3/14</b>	<b>8.7/14</b>	<b>8.2/14</b>	<b>9.2/15</b>	<b>2.0/3</b>	<b>3.5/5</b>
STD AVG	<b>8.5/14</b>	<b>9.3/16</b>	<b>9.3/16</b>	<b>7.3/12</b>	<b>2.0/3</b>	<b>3.3/5</b>



# Cumulus likes small towns in a big way

Company has bought 207 stations in markets 76, smaller

By Rich Kirchen, B&C correspondent

**S**maller is better in the wisdom of Cumulus Media Inc., which by buying radio stations only in small markets has turned itself into the nation's ninth-largest radio group (as measured by revenue).

In just 17 months of dealmaking, Cumulus has acquired 207 stations in 33 Arbitron-ranked and 16 unranked markets, with 1998 estimated revenue totaling \$167.2 million (B&C, Oct. 12). In the process, the Milwaukee-based company has shaken small-market radio to its local roots and created the nation's first small-market-only radio conglomerate.

"The company has put together great clusters," says Tim Wallace of Lehman Bros., who along with three other analysts has rated Cumulus stock a "buy." Wallace predicts Cumulus will improve cash flow as it consolidates its large portfolio of stations and applies sophisticated operating and sales strategies in the small markets where it is gobbling up stations.

Victor Miller of Bear Stearns agrees. "Cumulus's ability to drive revenue...is already becoming evident," Miller wrote in a recent research report. "The company's ability to drive the top line...has been impressive."

Third-quarter numbers, released last Monday, bear this up. Pro-forma revenue rose nearly 14%, to \$31.1 million, while broadcast cash flow was up 21.8%, to \$9.5 million. Cumulus's financials are not historically comparable because the company opened up shop in May 1997.

## Stock price rebounds

And Cumulus's stock price should improve as operating results show the company's strategy is working, Wallace says. First offered at \$14 per share in July, the price fell to a 52-week low of just under \$5 on Oct. 9. The stock since has rebounded somewhat, closing at \$10.50 last Thursday. Ultimate-



Richard Weening (l) and Lewis Dickey are buying big in small radio markets.

ly, Cumulus could fetch as much as \$30 per share from a larger consolidator, Wallace predicts.

But some industry observers wonder whether Cumulus can succeed in the long term with its think-big-in-small-markets strategy. And small-market operators complain that the company is ruining their media turf.

One Midwestern radio executive who asked not to be identified refers to the company as "Cumuless." The anti-Cumulus crowd questions whether the company overpaid for its acquisitions and whether it will achieve the cash-flow growth necessary to cover its debt load of \$422 million.

"I look at a guy overpaying to buy the top stations in a market where the upside potential is not that great," says Brad Leggett, owner, general manager and morning-show host at KSTR-FM Grand Junction, Colo., the nation's 248th-largest market and home of six Cumulus stations or stations-to-be.

The critics are just jealous, says Cumulus Executive Chairman Richard W. Weening: "When you assemble a couple hundred radio stations as fast as we have, you're bound to get people who are suffering from a combination of skepticism or envy."

Cumulus executives say they try to pay no more than 10 times current pro-forma cash flow for acquisitions, much less than other consolidators pay in larger markets. Other radio executives and radio brokers say that if that's true, even

10 times may be too much, considering the size of the markets Cumulus is in.

Cumulus concentrates on markets ranked 75th and under. Its biggest market is Toledo, Ohio (76), followed by Greenville/New Bern/Jacksonville, N.C. (80). Its next largest is Chattanooga (101).

## Full complement required

Its markets must have \$1 billion in retail sales, and Cumulus looks to acquire a full complement of stations—usually four FMs and two AMs—in each, vice chairman Lewis W. Dickey Jr. says. It prefers to buy two of the top four performers in a market and two of the next four, all with mainstream formats like top 40, urban or country.

Each station has its own program director and sales manager. Sales performance is monitored daily; if a station is slipping, it immediately gets a call from the regional sales director, Dickey says.

Dickey, a former Atlanta radio consultant and radio station owner, and Weening, a former Milwaukee equity fund manager, formed their company after meeting while Dickey was consulting for radio stations that Weening owned in the Caribbean.

They say they looked at the deregulation encouraged by the Telecommunications Act of 1996 and saw opportunity beyond the top 100 markets. Weening attracted an impressive list of private investors—including the State of Wisconsin Investment Board, Northwestern Mutual Life and Nationsbank Equity Capital—who agreed and gave Cumulus \$250 million with which to start shopping. After 14 months, Cumulus went public this past July 1 with an initial public offering that raised \$109.4 million.

Dickey and Weening's view is that small-market radio has always been the domain of mom-and-pop owners who draw almost no national ad dollars and only a small percentage of the available local advertising revenue.

As Cumulus consolidates its stations and improves on-air quality and sales, it believes it can attract national advertisers who traditionally have avoided small markets.

"The inefficient mom-and-pop stations we acquire have significantly underdeveloped operating profit margins," typically in the high teens and low 20s, Weening says. But Cumulus propped up operating margins between the second quarter and the third quarter by 20%, to 30.6%, the company

says, and is targeting margins in the upper 40s.

"The outlook continues to be positive for steady revenue and cash-flow growth in each of our markets, where we are usually the leading media company and always have considerable room for internal growth," Weening says.

But many in the radio industry question Cumulus's assertion that it can aggressively grow national advertising. Its markets never have drawn national advertisers, and they're not going to do so now, they say.

"The question becomes, 'How much business will there ever be in New Ulm, Minnesota?'" one radio broker asks.

While acknowledging that Cumulus's markets are "much less reliant on ... national dollars ... these are very robust economies," Dickey says. That should be helpful should the country enter a recession, as some pundits are

forecasting, he says.

### Contrary to Act?

"My strong objection to what all these big companies are doing is it's contrary to what the Communications Act was all about—licenses for the community interest," says Paul Hemmer, owner/president/GM of KGRR(FM) Dubuque, Iowa, where Cumulus owns five stations. Hemmer filed an antitrust complaint against Cumulus with the Justice Department that Justice declined to pursue.

Cumulus is engaged in an "ongoing dialogue about certain markets" with federal agencies, Weening says. So far, neither the FCC nor the Justice Department has ordered Cumulus to divest any stations, he says, but Justice has asked for more information about deals in Grand Junction; Montgomery, Ala., and Florence, S.C.

As for Cumulus killing small-market

radio traditions, Weening says the company has replaced satellite-fed or automated programming and spent money to hire live local on-air staff in many markets. Cumulus can afford to present better-quality local radio than the local operators could, he says.

"This isn't a slash-and-burn strategy," Dickey says. "We like to think we're doing better radio in these markets." Radio will lose touch with its listeners if the product becomes too generic, he warns.

The anti-Cumulus crowd should reserve judgment until the company can demonstrate its ability to meet its objectives, Weening says.

While it has about 40 deals in the pipeline, the company's acquisition pace will slow for now while it digests new properties and waits for the stock market to improve, Dickey says. ■

—Elizabeth A. Rathbun contributed to this story.



### Dr. Laura—naked?

**A** federal judge today (Nov. 2) will decide whether to allow an Internet provider to re-post what it says are 12 nude shots of caustic talk-show host Laura Schlessinger, taken when she was in her 20s. Schlessinger, 51, was granted a temporary restraining order on Oct. 23 by Judge Dean D. Pregerson of the U.S. District Court for the Central District of California. The order came through about 10 hours after Internet Entertainment Group posted the photos, IEG spokeswoman Heather Dalton says. Schlessinger's lawyers cited copyright violations and said that the pictures violated her right to privacy and publicity, according to the *Los Angeles Times*. In the short time the photos

were up, IEG's site was even busier than it was when it ran the infamous video of Pamela Anderson and Tommy Lee having sex, Dalton says. She declined to give numbers.

IEG paid "tens of thousands" of dollars to Bill Ballance for the pictures of Schlessinger, Dalton says. Ballance, now 80, gave Schlessinger her start in radio in Los Angeles in 1976 and had what he has said was a torrid two and a half year affair with her. Ballance told IEG that he took the pictures during their affair at Schlessinger's request. Schlessinger, who was married at the time, frequently berates her listeners for their moral failings, including adultery. In an Oct. 19 interview with the *Orange County Register* about her new book, "The Ten Commandments: The Sig-

nificance of God's Laws in Everyday Life," Schlessinger said, "We all [break] all of them—me, you, everybody." A spokesperson for Schlessinger did not return telephone calls.

### He's baaaaack

**T**he on-again, off-again tenure of paranormal-oriented talk-show host Art Bell is on again. Bell, in a recorded announcement on Oct. 23, told listeners to his overnight show, *Coast to Coast AM*, that he would be back the following Wednesday (Oct. 28), according to his official Website. Family difficulties that forced him to leave the air on Oct. 13 have "improved to some degree," Bell said in his announcement. He reiterated that "this was not any kind of hoax or stunt; it was not a contract ploy nor a negotiation tactic for more money." That issue has been raised since Bell's boss, Jacor Communications Inc. (via Premiere Radio Networks), recently was acquired by

Clear Channel Communications Inc. "Not so much as one dot on an 'i' or cross on a 't' has changed in my contract. This was and is a family crisis, period," Bell said.

### The price of buying

**C**lear Channel Communications Inc.'s net income fell 38% in the third quarter because of non-cash expenses associated with business deals completed in the fourth quarter of 1997 and the year to date, the company says. Those include \$148.9 million worth of acquisitions in this past third quarter alone, including the purchase of eight radio stations, one radio network and more than 21,000 outdoor display faces in 17 markets. Meanwhile, the third quarter was Clear Channel's most successful quarter ever in terms of after-tax cash flow, which grew 117%, to \$119 million. Net revenue grew nearly 110%, to \$385.9 million, compared with the third quarter of 1997, the company says.

# DirecTV gets piece of March Madness

*Will carry first three rounds on pay-per-view basis*

By Price Colman

**D**irecTV, reinforcing its relationship with CBS, has signed another potential recruit to its growing sports roster: The NCAA men's basketball tournament.

Terms of the deal call for DirecTV to deliver March Madness games up to the Final Four—that is, the first three rounds of the tournament—on an out-of-market, pay-per-view basis to viewers who cannot receive the CBS broadcast. CBS has exclusive rights to the tournament through 2002, and a network spokesperson says the satellite deal will not affect its coverage of the tournament.

The principals declined to discuss specifics on financials. They acknowledged, however, that DirecTV will pay an up-front guarantee and that any revenue generated would be divided among the NCAA, CBS Sports and DirecTV. CBS Sports President Sean McManus says that CBS affiliates will not share in the revenue.

"The primary concern of affiliates was to make sure the game in their market was not provided to DirecTV," McManus says. "I think the affiliates and the NCAA are taking the long-range goal: Keep the tournament on network TV in the future and not cable."

DirecTV President Eddy Hartenstein deferred discussion of how the offering will be packaged and priced. He did say that the programming package likely will be tied to a DirecTV sales promotion.

The deal was no slam dunk, says C.M. Newton, chair of the NCAA Division I men's basketball committee. "One obstacle is the men's basketball committee," he says. "We're conservative by nature. There were a lot of questions about this whole approach. But we were convinced we could be more service-oriented in this case because of the

[programming] restrictions involved and not hurt the overall tournament."

The parties intend to review the deal after the first year and discuss continuing it. The agreement seems to signal an increasingly close relationship between CBS and DirecTV. Hartenstein points out that DirecTV is going to deliver CBS's inaugural HDTV broadcast and three additional HDTV games out of market.

McManus acknowledges the potential for other CBS/DirecTV sports deals. "I think we would look at each event we have and see if there's a DirecTV component," he says. Hartenstein and McManus says they aren't discussing anything else at the moment.

"The key point here is, if you can't lick 'em, join 'em," says Jimmy Schaeffler of the Carmel Group, publisher of *DBS Investor* newsletter. "CBS at the corporate level realized there is competition out there for new content. They wanted some of that content. They were willing to take the



DirecTV viewers can get a taste of tournament fever ... for a price.

which, if obtained, would arm it to command the DBS-delivered sports arena.

There may be potential for that to raise eyebrows in Washington, Schaeffler says. "Do more of these deals, make more of this programming available only to high-end consumers, pretty soon you have the NAB involved, Congress involved—and pretty soon you have programming that's no longer free."

The flip side is that the DirecTV/CBS relationship has the makings of a natural fit. CBS hasn't been wildly successful in its cable programming forays, although its acquisition of the Gaylord Entertainment properties has helped. Thus, a deal with a top-four multichannel video provider, even if it's not cable, makes sense. There are pluses

for DirecTV, too, Schaeffler says.

"DirecTV has long coveted involvement with another type of signal provider. They look at Rupert, see him intently involved with content and delivery where it makes sense. They see him building out his production on a worldwide basis. Yet, for the last four years DirecTV has been primarily a system operator. They know they need to step out into that larger field."



**DirecTV President Eddy Hartenstein deferred discussion of how the offering will be packaged and priced, but did say that the programming package likely will be tied to a DirecTV sales promotion.**

chance that their affiliates wouldn't revolt. I think there is a chance some of their affiliates will revolt—not bolt, but revolt."

Signing up the college basketball tournament—what Hartenstein calls "one of sports' most coveted and highly anticipated events"—adds to a sports programming lineup that's the strongest among DBS players. Meanwhile, DirecTV is seeking more spectrum—

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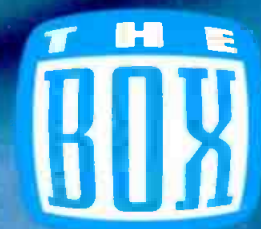


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# D.C. gets more cable competition

*RCN/utility partnership to provide cable/phone/Internet*

By Paige Albiniak

Long-suffering residents of Washington are getting some choice in multi-channel programming. Cable competitors are filing in to the number-seven market to display their wares before Congress and the FCC.

And the arrival of competitors is a welcome sight for the cable industry, which wants to prove to lawmakers and regulators that competition is around the corner.

"Clearly this is yet another indication that the marketplace is becoming increasingly competitive," says Scott Broyles, a spokesman for the National Cable Television Association.

District citizens are reaping the benefits of new multichannel services introduced, in part, to impress the city's political residents. Complaints have been long and loud that the local cable system—District Cablevision, which is owned by Tele-Communications Inc.—is inadequate because of its TCI-dominated program fare, slow installation and customer service, frequent outages and cost.

The newest competition to that service is Starpower, a joint venture between Boston-based RCN Corp. and mid-Atlantic utility company Pepco. Over the next three years, Starpower says it will lay some 1,200 miles of fiber-optic cable to provide the metro D.C. area and Baltimore with local and long distance telephone service, cable service and high-speed Internet access.

The service rolls out first to Southeast Washington, where fiber-optic lines already are available, says Anthony Peduto, Starpower's local general manager. Gaithersburg, Md., a D.C. suburb, will begin receiving the service in first quarter 1999.

Starpower's 94-channel basic analog package costs \$31.95 per month. Subscribers get a \$5-per-month discount if they also take Starpower's local and long distance phone service. Starpower's local phone service is 5% less than



An RCN ad portraying cable companies as unresponsive

regional phone provider Bell Atlantic's; its long distance fees are 9.9 cents per minute. High-speed Internet access, provided by regional service Erol's Internet, will cost \$39.95 per month, but will drop to \$34.95 per month if purchased as part of a bundle. Internet access over phone lines will cost as little as \$13.95 per month.

In the D.C. race for cable customers, Starpower joins EchoStar Communications Corp., which started offering residents local TV via satellite and rooftop antennas last spring.

EchoStar is selling customers in Washington their local signals for an

additional \$4.99 per month for the four major networks and a national PBS feed. Only customers who cannot get clear broadcast signals over the air with a rooftop antenna can legally receive the signals via satellite, but EchoStar will provide such an antenna for customers who live in areas where they can receive strong broadcast signals.

EchoStar also offers similar packages in Atlanta, Boston, Chicago, Dallas, Denver, Los Angeles, Miami, Minneapolis, New York, Phoenix, Pittsburgh, Salt Lake City, San Francisco and Seattle. It will soon add Las Vegas; Minneapolis; Portland, Ore.; Sacramento; San Diego, and St. Louis.

DirecTV/USSB/Bell Atlantic also are providing satellite TV services in the Washington area. DirecTV/USSB provides the programming; Bell Atlantic comes out to the home, installs the equipment and handles the customer service and billing. ■

## FX wants a few good men

*Penn & Teller series attracts 18-34s*

By Donna Petrozzello

FX is betting that young men will tune in to watch actress Teri Garr's tongue be slammed in a mousetrap.

That stunt and others are typical fare for upcoming episodes of FX's original comedy/variety series, *Penn & Teller's Sin City Spectacular*, which airs Sunday nights at 10 p.m. ET/PT and stars comics Penn Jillette and Teller. The series averages a 1.4 rating/522,000 homes, according to FX based on Nielsen data.

More important, men ages 18-34 have accounted for 80% of the show's audience since its debut Aug. 10. That's good news for network programmers such as FX President Peter Liguori, who are seeking ways to attract the dwindling numbers of young males in the TV audience.

"I'm more interested in continuing the branding of FX with its original series than the ratings shows produce, but *Penn and Teller* gives us the best of both worlds," says Liguori.

"Young male viewers, especially



Bill Maher strikes a Jack Benny-like pose on 'Penn & Teller's Sin City Spectacular.'

men ages 18-34, are leaving TV in droves, even leaving sports programming," says Liguori. "They feel disenfranchised. When I see that *Penn and Teller* skews decidedly male, it encourages me that the positioning of FX is going to fill a need that's out there. And it is a lot easier to fill a need than to create one."

FX has ordered eight additional episodes of the series, bringing FX's commitment to the show to 24 episodes in its first season. ■



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NEW PROGRAMMING

# Hindery decries gender pay gap

Tells WICT audience that closing gap makes good business sense

By John M. Higgins

**T**ele-Communications Inc. President Leo Hindery has condemned cable industry employment practices that tend to disfavor women, encouraging operators and networks to conduct salary reviews to close the pay gap between male and female employees.

Speaking at the annual Women in Cable and Telecommunications Foundation fund-raising dinner in Washington Oct. 27, Hindery focused on an industry pay survey that showed women in technical positions earn 12% less than men with comparable qualifications in comparable jobs. The study is the latest of a series of WICT surveys aimed at demonstrating the gender earnings gap in the industry.

Hindery said that the review is not only a question of fairness but also of business sense: Women make up a majority of cable's audience and increasingly control the decision whether to purchase basic and pay cable services. The industry's treatment of its employees will ultimately affect the product, something evident in the 20-plus sports and other networks aimed at men and the three or

four tailored to women's interests. "We have a contract to fulfill to our employees, our colleagues and our children," Hindery said.

This year's dinner honored AMC president Kate McEnroe, who created

women-targeted Romance Classics and recruited a number of Hollywood stars to come to the event, including Rita Moreno, Shirley Jones and Debbie Reynolds. The dinner raised \$150,000 for the WICT foundation. ■

## Fun with digital Dick & Jane

Fox Family says it will launch Boyz and Girlz channels

By Donna Petrozello

**F**ox Family Channel last week said it plans to launch The Boyz Channel and The Girlz Channel as full-time digital networks next year.

"With all these niche cable channels out there, no one has done a channel for just boys or just girls," Fox Family Channel President Rich Cronin said last week in announcing the roll out. "There are some shows boys like and some shows girls like. We think the more choices kids have, the better," he said.

Though they've set no firm debut date, Fox Family Channel says The Boyz Channel and The Girlz Channel will be full-time, ad-supported networks with gender-specific children's

programs by day—until 9 p.m.—and programs about child rearing targeted to parents at night. Cronin says the networks will concentrate on ages 9-12, but will also program to ages 2-14.

The channels will blend entertainment, education and prosocial programs, including shows about coping with bullies, parents and siblings. Most of the programming will come from the Fox Family Worldwide library, complemented by some original fare.

Cronin says the channels "won't have shows like *Dawson's Creek* that deal with sex and relationships. These channels are for kids who are watching Nickelodeon, Cartoon Network or Fox Family Channel."

Cronin deflects criticism that the

## Antec makes \$50 million collect call to AT&T

Antec Corp. has signed a \$50 million cable telephony equipment contract with AT&T that Antec executives project eventually will generate \$900 million in sales.

If the deal fulfills that prediction, it will be by far the largest cable telephony equipment contract for Antec, which is 21% owned by TCI Ventures Group.

Terms call for Antec to act as the exclusive sales channel to AT&T, initially providing it with Arris Interactive-made Cornerstone systems to serve up to 2 million TCI homes passed. Antec officials say they expect that once AT&T consummates its acquisition of TCI, AT&T will expand the order to encompass at least 17 million TCI homes passed.

Antec CEO John Egan characterizes the \$50 million, which will come from sales in the first three quarters of 1999, as a "hard" number. He says that the remaining \$850 million, which would come over three years, is "predicated on market success," including the completion of the AT&T/TCI merger.

Arris is owned by Antec (25%) and Canada's Nortel Networks (75%). Antec officials say the company's gross profit margin from the Arris joint venture is 15%-16%.

News of the AT&T contract comes at a good time for

Antec (Nasdaq: ANTC), whose stock had dropped well off its 52-week high of \$25. Antec recently reported strongly improved third-quarter earnings that nonetheless disappointed investors, and the stock fell to near its 52-week low of \$10.375. The AT&T contract was announced after the close of trading last Wednesday (Oct. 28), but shares jumped more than \$5 at one point during early trading Thursday.

Once the TCI Ventures/Liberty Media merger is effected, Antec will become one of the portfolio holdings in Liberty, which itself will become an AT&T tracking stock.

Antec also will supply the hybrid fiber/coax infrastructure to deliver the powered cable telephony as well as various support services. Powered telephony means phones continue to work even if electricity is cut off.

It's an interesting move for AT&T to pursue a traditional cable telephony strategy over TCI's network, since it stressed plans to offer IP (Internet protocol) telephony when the merger was announced. But Guy Gill, president of Arris, said widespread launch of IP telephony is unlikely for two to four years, and the Cornerstone technology will permit migration to IP telephony service.

—Price Colman



networks will encourage gender stereotyping: "There are camps for boys and camps for girls, and magazines for girls and so on. The reality is boys and girls are different. Besides, it's okay for women to have their own cable TV network," he points out.

Cronin says that while Fox Family Channel is "fairly conservative" about the growth potential for digital TV,

Fox is launching the new channels to help operators sell consumers on the product. Although Fox Family Channel is positioning the channels for digital and satellite distribution, the network will make each available for basic analog carriage as well.

Cronin says the Fox-branded channels will give Fox Kids Worldwide "a number of different networks" covering digi-

tal, broadcast and cable TV "so we keep our combined market share solid." Fox Family Channel also plans to launch companion Websites to the channels.

Although he did not disclose Fox's budget to launch the digital channels, Cronin says it is in addition to Fox's \$500 million commitment over two years to launch Fox Family Channel, which debuted Aug. 15. ■



### 'Sanders' continues on HBO

**H**BO will continue to air *The Larry Sanders Show* in reruns. The cable channel last week signed an exclusive deal with the

show's producer, Columbia TriStar, to retain the syndication rights for three years starting in fall 1999. The series, which stars Garry Shandling, ran for six seasons on HBO, winding up its original production last spring. The original 90 episodes will air only on HBO and will not be available for broadcast syndication. HBO, which earlier in the week announced it was renewing the series *Sex in the City* for a second season, also has renewed *Arli\$\$* for a fourth season and *Oz* for a third, sources say. HBO executives would not comment on the *Arli\$\$* or *Oz* renewals.

### Rodgers has plans for Eye

**D**iscovery Networks President Johnathan Rodgers says he wants to keep newly acquired cable



HBO will rerun 'Larry Sanders' through 2002.

network Eye on People in New York and to retain the network's president, Geoffrey Darby. He tried to hire Darby three years ago to run the Discovery Kids Network.

Rodgers says that Eye on People likely will be renamed Discovery People—but he's open to other suggestions—and that the network will become more of a "people channel" and less of a CBS News channel. The network will continue to use CBS News personalities and features, but to "a lesser degree," Rodgers says. He adds that the network will rely on a combination of analog and digital distribution to reach 30 million homes over the next three years. Eye on People is distributed in 10 million analog homes.

### Parsons calls labor suit baseless

**T**ime Warner President Richard Parsons has lambasted the Labor Department for a lawsuit that claims the media giant misclassified a number of

employees as independent contractors and thus avoided paying them certain benefits. Parsons says the suit, filed last week, "has no basis in law or in fact and is beyond the scope of its authority." Time Warner will seek dismissal of the suit, Parsons says. At issue is the often-blurred line between independent contract and employee. The lawsuit focuses primarily on Time Warner subsidiary Time Inc. and its magazine operations. The company's cable operations were not named in the suit, a Time Warner representative says.

### BBC America launches on DISH

**E**choStar Communications Corp. subsidiary Dish Network is launching BBC America, featuring the best of British television. Dish plans to launch the BBC America service on ch. 135 as part of its America's Top 100 CD package at no additional cost. The deal marks the first satellite carriage of the channel, a joint venture between the BBC and Discovery Networks. Programming includes dramas, comedies, documentaries and world news.

### GI reports record results

**G**eneral Instrument, reporting third-quarter results last week, said it hit record levels in key categories of orders, revenue,

operating margin and earnings per share. GI attributed the gains to sales of interactive digital cable TV systems, which overcame expected weaknesses in analog system and international sales. GI said third-quarter net income was \$39 million, up 24% from pro-forma net income of \$25 million in the third quarter of 1997. Earnings per share rose 29.4%. The cable equipment vendor said operating income rose nearly 65%, to \$61 million, while the operating margin increased 3.8 percentage points, to 11.7%. Results came on revenue of \$518 million, up 11.4%.

### Peak subs get net access

**O**nl ine System Services (OSS) and Denver-based Peak Cablevision have signed a five-year agreement to launch high-speed Internet access and Web services to several Peak systems. Financial terms of the deal weren't disclosed, although OSS acknowledges that it is selling its i2u software to Peak and that the two companies will share revenue from the venture. Peak, which has some 114,000 subscribers in the Midwest and Rocky Mountain regions, plans to launch service in Enid, Okla., where it has about 14,500 subscribers. Peak has tapped two additional Oklahoma markets for subsequent launches.

# USSB takes HBO HDTV

*Satellite broadcaster will carry East Coast feed*

By Donna Petrozzello

**U**.S. Satellite Broadcasting is the first, and so far the only, affiliate of HBO that has committed to carrying the premium network in HDTV.

HBO last week announced plans to begin transmitting HDTV East and West Coast feeds starting March 6, 1999. HBO, which will debut new theatrical and original movies starting next March, hopes to transmit up to 60% of its movies in HDTV by the end of 1999.

USSB has committed to carrying only HBO's East Coast feed so far. HBO's HDTV feeds will be delivered in 1080i format. Meanwhile, HBO is in carriage discussions with various cable operators and other satellite providers about carrying its HDTV product.

Time Warner Cable spokesman Mike Loughman says the MSO is

"seriously considering" carrying HBO in high-definition.

"Pending our working out the details, we want to make HBO's HDTV feed available, and we are seriously considering putting it on the Athena feed," says Loughman.

Athena TV is Time Warner's digital TV feed, undergoing a market test on the MSO's Austin, Tex., system. TW says it expects 70% of its systems to be able to transmit HDTV signals by the end of 1998.

A Tele-Communications Inc. spokesperson says the MSO will begin transmitting HDTV signals by the end of 1998 in certain markets where TCI has reached retransmission consent agreements with broadcasters.

An HBO spokesperson said the premium network is hoping that affiliates will offer its HDTV feed at no extra charge to consumers. ■

## Channel changes

Network executives in the midst of overhauls expressed pleasure in initial moves to fix or expand their operations but said it is still too early to judge how successful they'll be.

In an International Radio and Television Society panel titled "The Art of Channel Makeovers" in New York last week, executives from Lifetime, Pax TV, Fox Family Channel and Court TV were upbeat.

Fox Family Channel President Rich Cronin cited ratings gains over last year's fall schedule. Pax Net President Jeff Sagansky said that prime time ratings are within striking distance of the 1 average the network believes it needs to become profitable.

But the impediments can be daunting. Sagansky said that when he started at Pax TV (then called Pax Net) last May, he summoned a meeting of the promotions department (a critical element of other broadcast networks) and found it barely existed. "There was no marketing, no promotion; trafficking was in a beta test; no one was going out to the stations," Sagansky said.

New Court TV CEO Henry Schleiff said that his biggest challenge is overcoming the network's history of quibbling partners—Time Warner, TCI and the now-exited NBC—and programming often chosen with an eye toward the law rather than the audience.

One danger is that while an overhaul is in progress, new or established rivals may try to overrun the niche. Fox Family and Pax TV have similar missions—family-oriented programming—although their approaches contrast starkly: Fox Family tries to be edgy and Pax TV more moderate. Lifetime faces an entry by Oxygen Media, headed by former ABC executive Gerry Laybourne. She once sat on Lifetime's board, knows all its numbers and plans to start a talk-oriented woman's network. Lifetime senior vice president of programming and production, Dawn Tarnofsky, said she was not concerned. "We've had many different networks come out that said they were going to go after women," she said, citing E! and HGTV. "Our ratings keep getting stronger." —John M. Higgins



## CABLE'S TOP 25

### PEOPLE'S CHOICE

**TBS's airing of 'Pretty Woman' earned a 5.2/8.4, making it basic cable's second-most-watched show for the week and the top-rated movie on basic cable so far for the month of October.**

Following are the top 25 basic cable programs for the week of Oct. 19-25, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 99.4 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	NFL: Buffalo vs. Carolina	ESPN	Sun	8:15P	177	7.8	5.9	5,895	12.0
2	Movie: 'Pretty Woman'	TBS	Sun	9:05P	153	5.2	4.0	3,932	8.4
3	WWF Raw	USA	Mon	9:00P	60	5.0	3.8	3,747	7.0
3	WWF War Zone	USA	Mon	10:00P	66	5.0	3.8	3,735	7.7
5	WCW Monday Nitro	TNT	Mon	8:00P	60	4.8	3.6	3,549	7.1
6	WCW Thunder	TBS	Thu	8:59P	74	4.4	3.3	3,304	7.0
7	WCW Monday Nitro	TNT	Mon	10:00P	66	4.3	3.2	3,181	6.6
8	WWF Sunday Night Heat	USA	Sun	7:00P	60	4.0	3.0	2,984	6.2
9	WCW Monday Nitro	TNT	Mon	9:00P	60	3.9	2.9	2,900	5.4
9	NASCAR: Dura Lube 500	TNN	Sun	2:00P	182	3.9	2.8	2,795	8.4
11	Rugrats	NICK	Tue	7:30P	30	3.8	2.8	2,768	6.3
12	WCW Thunder	TBS	Thu	8:05P	54	3.7	2.8	2,767	6.2
12	Wild Thornberrys	NICK	Tue	8:00P	30	3.7	2.8	2,734	5.7
14	Rugrats	NICK	Wed	7:30P	30	3.5	2.6	2,568	5.9
14	Rugrats	NICK	Mon	7:30P	30	3.5	2.6	2,555	5.7
14	Rugrats	NICK	Fri	7:30P	30	3.5	2.6	2,548	7.0
17	South Park	COM	Wed	10:00P	30	3.4	1.8	1,815	5.2
18	NFL Primetime	ESPN	Sun	7:30P	45	3.3	2.5	2,485	5.2
18	Rugrats	NICK	Sat	8:00P	30	3.3	2.5	2,470	6.3
18	Rugrats	NICK	Thu	7:30P	30	3.3	2.4	2,412	5.8
21	Cousin Skeeter	NICK	Tue	8:30P	30	3.2	2.4	2,392	4.8
22	College: Florida St. vs. Georgia Tech	ESPN	Sat	7:00P	196	3.1	2.4	2,339	6.0
22	Saturday Nicktoons TV	NICK	Sat	10:00A	30	3.1	2.3	2,317	10.2
22	Rugrats	NICK	Sun	10:00A	30	3.1	2.3	2,265	8.7
22	Saturday Nicktoons TV	NICK	Sat	10:30A	30	3.1	2.3	2,253	10.0

# MSG goes hi-def

*Will telecast Rangers, Knicks and Yankees in new format*

By Glen Dickson

**C**ablevision last week unveiled an ambitious end-to-end HDTV strategy that will leverage its holdings in sports teams, cable systems and consumer electronics stores to spur HDTV's consumer rollout.

Cablevision's hi-def plan encompasses HDTV production on its MSG Network, program distribution over its cable infrastructure and retail display at The Wiz consumer electronics stores. Immediate HDTV programming plans include all New York Rangers and Knicks home games in the 1998-99 season on MSG, followed by New York Yankees and Mets home games in 1999 on Fox Sports New York. Cablevision also plans to produce New York Islanders, New Jersey Nets and New Jersey Devils games in HDTV for Fox Sports New York during the 1999-2000 season and to show HDTV events on Radio City Television in 1999.

The Cablevision announcement came at a press event at Madison Square Garden last Tuesday, where MSG Network shot the Rangers/Buffalo Sabres hockey contest in HDTV and telecast it on HDTV monitors in the Garden's lobby and Play-by-Play restaurant. The live telecast also was transmitted over Cablevision fiber-optic cable to The Wiz store in Carle Place, Long Island, for display on HDTV consumer receivers. Cablevision plans to roll out further HDTV telecasts of Rangers and Knicks games (pending the NBA lockout) to all 39 The Wiz stores in New York, New Jersey and Connecticut.

"This is the beginning of our synergy paying off," said Wilt Hildebrand, Cablevision senior vice president of engineering and technology. "We'll be producing the games and transporting over our fiber to The Wiz. ... It's a pretty unique package at the end of the day."

Hildebrand didn't give any definite schedule for Cablevision delivery of



**MSG leases a 53-foot National Mobile Television production truck with Sony gear to produce the Rangers in HDTV.**

HDTV programming to its cable subscribers, saying that the MSO will let consumer demand drive that decision. But he said that Cablevision could quickly create a new HD channel in its rebuilt systems, which represent about 40% of its cable infrastructure. "We wouldn't have done this without putting it on the system," he said.

HDTV technology is still "pretty edgy," Hildebrand said, something that Cablevision discovered in trial runs of transmitting footage to The Wiz stores. Because no HDTV set-top solution is available yet, Cablevision is using broadcasters' 8-VSB modulation

scheme instead of cable's QAM digital modulation to distribute the HDTV Rangers telecasts to The Wiz stores.

Hildebrand, who says that Cablevision has had some "less than excellent performance" with HDTV encoders, adds that some HDTV consumer sets have problems tuning the 8-VSB signal because they're not mapped to cable's frequency plan. That requires allocating two channels for one HDTV feed, which is "pretty offensive" in terms of its bandwidth inefficiency, he says. But Hildebrand indicated that Cablevision would use 8-VSB modulation to roll out HDTV service to early HDTV set buyers.

To produce the Rangers game in HDTV, MSG Network used a 53-foot production truck owned by National Mobile Television and outfitted with Sony HDTV gear (the same truck will be used by CBS to produce NFL games in HDTV this year). MSG Network has signed a five-year contract to lease the \$9 million truck, under which it will use the truck to produce 200 games per year, says Dave Shaw, MSG Network vice president of technical operations. MSG Network also has created an HDTV master control and edit suite to complement the truck, which produces both a 16:9 HDTV feed and a 4:3 480i feed to support MSG Network's existing NTSC service.

"We use the same cameras and the

## So! much makes HD spots for MSG

When cable's Madison Square Garden Network decided it needed high-definition on-air promotional spots, it turned to New York design firm So! much. Among the productions are the Spirit of the City network ID that debuted last week and the New York Rangers game opening that will accompany MSG's high-definition broadcasts.

Rob Cazin, So! much computer graphics director, created 3-D models on Softimage 3D. He transferred them to Avid Media Illusion nonlinear effects compositing, where system director/designer Lauri Salladay composited the images.

"Rob [built] this city in 3-D—and then, referencing the footage, we had access to this animation," Salladay says. "I was able to give him roughed-out rotoscopes of the footage that looked like it would work. He was able to define whether or not it would work, and from there I made clean rotos."

Cazin adds, "Being able to go back and forth so fluidly was really a bonus." He is awaiting "forthcoming" technology from Avid that will allow editors to deal with 3-D objects directly in the Media Illusion, Cazin says. An Avid spokesman said he could not comment on whether Avid would offer that ability.

—Karen Anderson

same tape machines to produce two outputs," says Shaw, who wouldn't disclose the terms of his lease with NMT but said that renting the hi-def truck was almost twice as expensive as renting a standard digital truck.

The NMT truck, equipped with both 16:9 and 4:3 production switchers and effects units, has Leitch upconverters that allow MSG Network to upconvert archive footage for use in the HDTV feed. Archive NTSC

footage remains in the 4:3 format, although MSG Network adds graphics to the side panels to fill out the HDTV picture. For now, commercials are also shown in the 4:3 mode within MSG's HDTV telecast. ■

## Tape House taps Sierra, Panasonic for HD

By Karen Anderson

**T**he networks aren't the only ones prepping feverishly for HDTV: post-production houses like New York's Tape House Editorial also are gearing up, buying new equipment to create high-def programming.

Tape House, which is completing high-definition programming for PBS and HBO, has added a Sierra Design Labs HD1.5Plus uncompressed videodisk recorder. At the facility for less than a month, the recorder already has become an integral part of the editing process and is used in addition to Sony HDCAM and Panasonic D-5 tape machines.

The HD1.5Plus is designed to handle SDI 4:2:2 resolution video and all DTV formats. It is linked to a Silicon Graphics Onyx workstation and is controlled by an Accom Axial non-



*Tape House's high-definition suite includes gear from Sony, Panasonic, Sierra Design Labs, Silicon Graphics and Accom.*

linear editor.

"It makes things easier in the linear room, but it makes things possible in other arenas," says Peter Heady, Tape House senior editor, hi-definition and data services. "Right now it's the only gateway into and out of an Onyx."

Tape House uses two Panasonic digital switchers, including a new proto-

type three-input Millennium model. Since it has just three outputs, the editors also use the Sierra as a cache machine to hold information while they are working on complex projects or doing layered effects, such as mattes, fills or dissolve layers.

"The switcher is small compared to traditional standard-definition switchers," Heady says. "The [high-definition] image it puts out ... is gorgeous, but a lot of the tool sets we've gotten used to working with as editors in standard-definition aren't quite ready in the linear high-definition environment."

Tape House is awaiting delivery of a Millennium AV-HS3100 10-input 1080i switcher that began shipping last week. "What we're really waiting for," Heady adds, "is a 20-input switcher, which I imagine [Panasonic] will demo at NAB." ■

## HGTV employs Cinebase asset-management software

Home & Garden Television (HGTV) is taking a first step toward automation with its acquisition of a Cinebase Digital Media Management System (DMMS) that will manage its growing video library.

Cinebase DMMS will handle HGTV's 10,000 hours of audio and video and 20,000 still images, plus an unlimited amount of new content. The system also will support programming for two additional Scripps-owned cable networks, The Food Network and the newly announced DIY (Do-It-Yourself) Network.

The DMMS system will allow HGTV to reuse and repurpose its video across the networks, reducing acquisition and production costs for Scripps and its networks.

The system, which will run on a Silicon Graphics Octane, is configured with a "modest" 144 Gb hard drive and a redundant RAID 3 Array to ensure that the network won't lose media in the event of a hard-drive failure, says Bryan Fails, HGTV post-production vice president.

Michael Abrams, Cinebase COO, says that the network is exploring how it can use the software to maximize its investment: "They're taking baby steps to understand the best way to use this system."

In the initial system setup, users of Cinebase DMMS can find an image based on a keyword search and then view the image in low-resolution, proxy form on the desktop.

"As the cost of online or near-line storage becomes comparable with videotape, then we will commit to capturing full-resolution media into the system," Fails says.

HGTV plans eventually to interface Cinebase to its Philips MediaPool video server system to route full-resolution media to its edit bay and then to air, Fails says. This also will facilitate video streaming on the Internet.

A lower-end Cinebase DMMS system with software and CPU, like this one, costs about \$20,000; the price increases with capacity. —Karen Anderson



By Glen Dickson

## MSNBC turns to AccuWeather

**M**SNBC is now using AccuWeather Inc. as its exclusive weather provider under a five-year contract.

AccuWeather is supplying the 24-hour cable news network (which previously got its weather product from WSI) with hourly reports. The reports include graphics and animation created on



MSNBC gets a variety of weather products from AccuWeather.

AccuWeather's Ultra-Graphix ULTRA weather system and voiceovers by AccuWeather meteorologists. AccuWeather also is providing MSNBC with live video reports about major weather events on an as-requested basis from the operations room of its new global headquarters in State College, Pa., a feature MSNBC used last week in its coverage of Hurricane Mitch. MSNBC is also using its signal's vertical blanking interval to send local weather information from AccuWeather to Time Warner Cable customers in New York via graphic inserters installed in

Time Warner Cable head-ends; MSNBC may roll out this local weather feature to other MSOs in the future, says Mel Weidner, MSNBC vice president of technical operations.

Weidner, who says that he is impressed with the AccuWeather service's high level of automation, adds that MSNBC is happy to be using the same weather provider as its companion Website, MSNBC.com. "It's

important to maintain synergies with the Website," he says.

## Tribune taps AP for newsrooms

**T**ribune Broadcasting has selected AP's Electronic News Production System (ENPS) as its new newsroom computer system and will deploy the ENPS system at Tribune's TV stations, radio news operations, a cable news channel and its Washington news bureau. ENPS also will be available to Tribune's major newspapers. ENPS installations will begin this month at wxMI(TV) Grand Rapids, Mich., and KDAF(TV) Dallas/Fort Worth and will follow at other Tribune stations over the next three years. ENPS workstations will also immediately be deployed in Tribune TV, radio and print locations, where they will be connected via a corporate

network to support cross-media capabilities.

## Panasonic leads DV race

**P**anasonic says it is leading the race in DV format equipment sales, with 55,000 DVCPRO units sold worldwide and 25,000 units sold in North America since January 1996. Sony reports that it has sold more than 50,000 units of its competing DVCAM gear since November 1996. In addition, Sony has sold 12,000 units of Betacam SX gear. Panasonic estimates that worldwide DVCPRO sales will reach 65,000 worldwide and 30,000 in North America by December. Sony says it does not project sales numbers.

## Mitsubishi ships complete HDTV receivers

**M**itsubishi Consumer Electronics says it has begun volume shipments of complete HDTV receiver systems (50-inch displays and DTV set-top decoders) to dealers nationwide. The Mitsubishi announcement follows Panasonic's Oct. 22 declaration that it had begun shipping DTV set-tops to go with the hi-def displays it began selling last summer.

## Utah broadcasters to build joint tower

**E**ight Utah television stations will build a joint digital transmitter site atop Farnsworth Peak in the Oquirrh Mountains on the outskirts of Salt Lake City. The eight broadcasters will feed signals from their individual transmitters through a shared

antenna. The DTV-Utah tower, located at 9,000 feet above sea level, will accommodate CBS O&O KUTV; NBC affiliate KSL-TV; ABC affiliate KTVX; independent KJZZ-TV; WB affiliate KUWB, and PBS affiliates KBYU-TV, KUED and KULC. The project will cost about \$7 million. Engineers have not yet settled on an antenna. Weather permitting, tower construction will begin once the stations choose a construction company.

## WMFD-TV to go DTV with Acrodyne

**M**ansfield, Ohio, independent WMFD-TV has ordered an Acrodyne solid-state TRH-DTV/1000 transmitter that is scheduled to arrive at its co-located tower site on Nov. 27. "We're faithful believers in Acrodyne," says Gordon Meisse, WMFD-TV president/GM. "We already have three of their transmitters, and they have been extremely supportive." The station will simulcast its NTSC programming in digital, sending a 700 w digital signal through a Radio Frequency Systems DTV antenna. "The antennas and transmission lines are already here; we're just waiting for the transmitter," Meisse says. "It will take three days to tune it up." The initial equipment, including a General Instrument DigiCipher encoding system and Panasonic set-top converter boxes, cost about \$1 million. WMFD-TV plans to spend an additional \$1 million on HDTV acquisition and studio equipment but will wait to buy until prices drop in a year or two.

# 'Net ratings business heats up

Nielsen, NetRatings link; will release weekly report in 1999

By Richard Tedesco

In an apparent response to the recent Media Metrix/Relevant Knowledge merger, Nielsen Media Research partnered with NetRatings last week, promising to start issuing weekly Internet ratings early next year.

Nielsen reports that it's starting to roll out the software it will send PC users to enable tracking of the Web and banner ad activities, according to Maneesh Batia, Nielsen director of Internet research. The initial sample base, expected to be in place by early December, will comprise 5,000-6,000 PC users who will be recruited by a

random national phone survey.

The TV ratings company has taken a minority stake in Milpitas, Calif.-based NetRatings, sparked by Nielsen's interest in NetRatings' BannerTrack technology, according to Batia. "We don't think the marketplace has good-quality research," he says, adding that the deal was "the fastest route to the best technology and the best measurement system." Nielsen holds an option to increase its stake in NetRatings.

With Nielsen's growing involve-

# Nielsen

ment, things could get interesting very quickly in the Web ratings race. The new, improved Media Metrix plans to start publishing weekly online ratings reports later this year, according to Mary Ann Packo, Media Metrix president. Packo professes not to be concerned about Nielsen, since the threat of competing 'Net ratings reports from the TV ratings giant has been imminent for some time. "From our perspective, it's no change really," she says.

But it could be a major shift in an industry that wants more precise gauges for Website traffic. "There's no consistency in measurement," says Mark Hardie, senior analyst at Forrester Research. "The Media Metrixes and NetRatings of the world are a source of legitimate data, but they can be wrong. And they know they can be."

ESPN, CNN, Warner Bros. and other major media powers with online outlets have consistently claimed that their traffic numbers are underreported.

The pressure will be on both entities to produce more accurate reports that advertisers will find more reliable, according to Hardie, who says measurement techniques remain suspect because of the disparate ways that sites calculate hits and snag PC users; they may inadvertently inflate hit counts by bouncing users around sites when they try to exit.

Media Metrix uses a technology that effectively wires PCs to track Web activity, in much the same way that Nielsen's new approach will do. Relevant Knowledge, Media Metrix's new partner, adds a system that requires PC users to mail in disks that track all software and AOL use, in addition to Web visits.

Those companies also have a sample base of 40,000 PC users in place and a client list that already includes all the major advertising agencies, according to Packo, who also cites the companies' experience: "We think we have a tremendous amount of expertise in measuring the digital medium. We think we have a tremendous advantage there."

Mark Hardie agrees that Media Metrix/Relevant Knowledge has an initial advantage as the established service in what figures to remain a two-horse race, but notes, "Their lead

## NBA.com pushes streaming, nostalgia

In the absence of a regular season to promote, the NBA is trying to demonstrate some of its acknowledged marketing magic online with multimedia content that focuses on its greatest players.

A recent chat session with the legendary Dr. J—Julius Erving—was supplemented with QuickTime and RealAudio clips, a practice to be repeated on NBA.com as chat sessions with great past players and coaches becomes a regular weekly or biweekly feature. It's all part of an effort to improve the site that predated the player's lockout, according to Stefanie

Scheer, NBA director of Internet services: "We're going to continue with aggressive development on the site, whenever the season begins."

That includes streaming feature stories in RealVideo from the weekly syndicated *Inside Stuff*, which also is focusing on past greats these days. Profiles of Bill Bradley and Maurice Stokes were available for streaming last week.

A new NBA History section launched early last month also features video clips, along with 90 player bios and a season-by-season recap. And Chicago Bulls fans waxing nostalgic for last season can relive streamed moments from their team's most recent championship triumph.

When the regular season does begin, NBA.com will stream same-day highlights of one game nightly, according to Scheer, who reports that the NBA's Audio League pass (priced at \$19.95) again will be available for fans who want access to audio coverage of all games online.

—Richard Tedesco



is not insurmountable."

Nielsen will use its client base of broadcast and cable networks and ad agencies as leverage against Media

Metrix, according to Batia, who says that marketing effort is underway. Nielsen plans to make its Net numbers available as an ancillary service to its TV clients. ■

## Election '98 well-covered online

By Richard Tedesco

Off-year election apathy may be rampant among the general public, but PC users who want to stay plugged into the political process have plenty of opportunity to do so on network news sites.

CNN, ABC News, MSNBC and Fox News all plan to offer real-time election-night coverage, providing up-to-the-minute results for voters who want to track races down to the county level. "People are using this as an alternative to what they see on television," says Scott Woelfel, vice president and editor in chief of CNN Interactive.

ABCNews.com features a new section, Political Nation, that it will continue to maintain after the Nov. 3 election. It includes Washington stories filed by two of its regular correspondents, along with pieces contributed by network reporters. "We definitely are

very focused on politics," says Catherine Dillon, vice president of ABC Interactive.

CNN.com offers a remote navigator that makes it easy to access information about specific races in any state, along with exit polling data related to those races designed with the political junkie in mind, according to Woelfel. The CNN site includes

stories from *Time* correspondents.

MSNBC also offers comprehensive coverage in its Decision '98 section, including an exhaustive roster of stories from state races and a prominent link to the independent Red, White and Blue election site, accessible from other news sites too.

Both MSNBC and Fox also offer in-depth profiles of candidates in various House, Senate and gubernatorial races.

Leading up to election night, PC users can peruse the hundred debates that will have aired on C-SPAN, all archived for streaming on its site. ■

### SPECIAL FEATURE

#### Impeachment Critic Gains

A new poll shows ground gained by the first Democratic candidate to run ads attacking the impeachment inquiry. Will a flood of candidates follow his lead? [▶](#)

POLITICAL  
NATION

## Playboy to push 'Net access, Web PPV

Playboy Online, which expects to introduce online pay per view next year, last week struck a deal to co-brand an Internet access service with MindSpring Enterprises.

Playboy and MindSpring plan to launch the co-branded 'Net access service on Dec. 1 for \$19.95 per month. A subscription comes with two free months of access to Playboy Cyber Club, a premium section of its Website that offers exclusive Webcasts, chats and unpublished images. Playboy currently claims nearly 30,000 subscribers for its Cyber Club at \$6.95 a month.

Christie Hefner, Playboy Enterprises chairman, declined to discuss financial details but says that MindSpring is paying upfront for its Playboy connection. She endorses using MindSpring's marketing to promote Playboy's online brand.

The deal is part of Playboy's strategy to boost its online business with pay features. Pay-per-view content online delivered via high-speed Internet services is in the picture for sometime next year, according to Hefner, and Playboy is in discussions with @Home and WebTV about PPV services. "We certainly will be an early staker of ground for that," she says.

Next on the agenda is production of an interactive version of its Playboy TV *Sexcetera* cable show for the Web, according to Hefner, who sees Playboy's financial future hanging on the success of its electronic media ventures.

—Richard Tedesco

## SITE OF THE WEEK

www.kvii.com



**KVII-TV**  
Amarillo, Tex.  
ABC, ch. 7

**Site features:** Live streaming of 6 a.m., noon, 5, 6, and 10 p.m. newscasts on weekdays, each newscast archived for one week; online interaction with viewers during certain casts; local and national news and sports summaries; regional weather maps; link to ABCNews.com; link to programming schedule of KDBA(TV), the local WB affiliate; '98 Vote regional election site

**Coming attractions:** Individual news stories archived for random access online

**Site launched:** Jan. 1997; re-launched Oct. 1997

**Site director:** Tommy DeJesus, KVII-TV Webmaster

**Number of employees:** 2

**Design:** In-house

**Streaming technology:** RealVideo

**Traffic generated:** Peak of 776 hits the day the Starr Report hit the Web

**Advertising:** Banner ads from diverse mix, including Circuit City, Coca-Cola, Lotto Texas, Chevrolet, La-Z-Boy and Wal Mart Online

**Revenue:** N/A

**Highlights:** Live streamed newscasts were initiated nearly two months ago in a site upgrade with support from Broadcast.com, which hosts Webcasts; the upgrade is likely to stimulate traffic

—Richard Tedesco

# CHANGING HANDS

The week's tabulation of station sales

## COMBOS

### **KXL-AM-FM Portland, Ore.**

**Price:** \$55 million

**Buyer:** Rose City Radio Corp., Bellevue, Wash. (Paul Allen, owner); no other broadcast interests

**Seller:** Alexander Broadcasting Company, Bellevue (Lester M. Smith, president); no other broadcast interests

**Facilities:** AM: 750 khz, 50 kw day, 20 kw night; FM: 95.5 mhz, 100 kw, ant. 990 ft.

**Formats:** AM: news/talk; FM: hot AC

### **KBKO(AM) Santa Barbara and KSPE (FM) Ellwood, both Calif.**

**Price:** \$4.6 million

**Buyer:** Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crawl, president, Radio Division); owns/is buying one TV, 149 FMs and 84 AMs

**Seller:** Spectacular Broadcast Inc., Santa Barbara, Calif. (Richard C. Marsh, CEO); no other broadcast interests

**Facilities:** AM: 1490 khz, 1 kw; FM: 94.5 mhz, 81 kw, ant. 2,949 ft.

**Formats:** Both Spanish

**Broker:** Jorgensen Broadcast Brokerage

### **WKSO(FM) Orangeburg and WKWQ (FM) Batesburg, both S.C.**

**Price:** \$3,412,500

**Buyer:** Rainbow Radio LLC, Fort Lauderdale, Fla. (Cara Ebert Cameron, Barry Smith and John Bloomfield, principals); Cameron also owns 8% of KKCO(TV) Grand Junction, Colo., and 1% of three FMs; Bloomfield owns WAOD(FM) Alberta, Va.

**Seller:** Columbia Christian Radio Inc., Norfolk, Va. (Bishop L.E. Willis, president); Willis also owns 20 AMs

**Facilities:** wkso: 103.9 mhz, 3 kw, ant. 299 ft.; wkwo: 93.1 mhz, 6 kw, ant. 400 ft.

**Formats:** wkso: gospel; wkwo: urban AC

### **WTTF-AM-FM Tiffin, Ohio**

**Price:** \$2.4 million

**Buyer:** Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crawl, president, Radio Division); owns/is buying one TV, 149 FMs and 84 AMs

**Seller:** WTTF Inc., Tiffin, Ohio

## PROPOSED STATION TRADES

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

### THIS WEEK

TVs  $\square$  \$0  $\square$  0

Combos  $\square$  \$67,754,117  $\square$  7

FMs  $\square$  \$51,137,000  $\square$  8

AMs  $\square$  \$7,002,000  $\square$  10

Total  $\square$  \$125,893,117  $\square$  25

### SO FAR IN 1998

TVs  $\square$  \$8,864,207,610  $\square$  73

Combos  $\square$  \$2,193,917,992  $\square$  238

FMs  $\square$  \$976,814,337  $\square$  302

AMs  $\square$  \$538,826,040  $\square$  222

Total  $\square$  \$12,573,765,979  $\square$  835

### SAME PERIOD IN 1997

TVs  $\square$  \$6,482,878,684  $\square$  98

Combos  $\square$  \$7,623,755,051  $\square$  280

FMs  $\square$  \$1,861,430,314  $\square$  359

AMs  $\square$  \$323,874,608  $\square$  200

Total  $\square$  \$16,275,928,657  $\square$  937

SOURCE: BROADCASTING & CABLE

(Richard Wright, president); no other broadcast interests

**Facilities:** AM: 1600 khz, 500 w day, 20 w night; FM: 103.7 mhz, 50 kw, ant. 492 ft.

**Formats:** Both AC

**Broker:** Jorgensen Broadcast Brokerage

### **KRJT-AM-FM Bowie, Tex.**

**Price:** \$1,866,607 for stock

**Buyer:** Sunburst Media Corp., Dallas (John M. Borders, president); also owns nine AMs, 21 FMs and one TV

**Seller:** Billy J. Etter, Bowie; no other broadcast interests

**Facilities:** AM: 1410 khz, 500 w; FM: 100.7 mhz, 3.1 kw, ant. 459 ft.

**Formats:** Both country

### **51% of KWYR-AM-FM Winner, S.D.**

**Price:** \$475,000.00 for stock

**Buyer:** Scott E. Schramm and Jeffrey L. Schramm, Winner; no other broadcast interests

**Seller:** Steve R. Clark, Winner; no other broadcast interests

**Facilities:** AM: 1260 khz, 5 kw day, 146 w night; FM: 93.7 mhz, 100 kw, ant. 560 ft.

**Formats:** AM: country; FM: AC

### **KAJK-AM-FM Ferndale, Calif.**

**Price:** \$10

**Buyer:** Miller Broadcasting Co., Eureka, Calif. (Ronald W. Miller, chairman); also owns KXGO-FM

Arcata, Calif.

**Seller:** M. Keith Allgood, Ferndale, Calif.; no other broadcast interests

**Facilities:** AM: 1090 khz, 10 kw; FM: 99.1 mhz, 6 kw, ant. 1,715 ft.

**Formats:** Both AC

## FMS

### **WWBR(FM) Mount Clemens, Mich.**

**Price:** \$27 million

**Buyer:** Radio One Inc., Lanham, Md. (Alfred Liggins III, president); also owns/is buying eight AMs and six FMs

**Seller:** Allur Detroit Inc., (Herb Wilkins Sr., president); no other broadcast interests

**Facilities:** 102.7 mhz, 50 kw, ant. 499 ft.

**Format:** Classic rock

### **KWCY(FM) Phoenix**

**Price:** \$22 million

**Buyer:** Z Spanish Media Corp., Sacramento, Calif. (Amadore Bustos, president); also owns 15 AMs and 15 FMs

**Seller:** OwensMAC Radio LLC, Phoenix (Michael Owens, managing partner); also owns KESZ(FM) Phoenix;

Owens also owns KNIX-FM and KCWW (AM), both Phoenix, and KUZZ-AM-FM Bakersfield, Calif.

**Facilities:** 103.5 mhz, 62 kw, ant. 2,428 ft.

**Formats:** MOR

**Broker:** Blackburn & Co.

### **WJFX(FM) New Haven, Ind.**

**Price:** \$1.3 million

**Buyer:** Fort Wayne Radio Corp., Coral Gables, Fla. (Russ Oasis, president); no other broadcast interests

**Seller:** Allen County Broadcasting Inc., Fort Wayne, Ind. (Louis Dinwidie, president); no other broadcast interests

**Facilities:** 107.9 mhz, 3 kw, ant. 57 ft.

**Format:** Urban contemporary

**Format:** Urban contemporary

**Format:** Urban contemporary

### **WAWV(FM) Sylacauga, Ala.**

**Price:** \$207,000

**Buyer:** W.O. Powers, Florence, S.C.; no other broadcast interests

**Seller:** Alabama Broadcasting Corp., Sylacauga (Bruce C. Carr, president); also owns WFEB(AM) Sylacauga

**Facilities:** 98.3 mhz, 5 kw, ant. 502 ft.

**Format:** AC

### **WSRG(FM) Sturgeon Bay, Wis.**

**Price:** \$200,000

**Buyer:** Magnum Broadcasting Inc., Tomah, Wis. (David Magnum, president); Magnum and his wife, Lynn

Magnum, also own/are buying two AMs and six FMs

**Seller:** Fleet Broadcasting Inc.,



Incline Village, Nev. (Timothy D. Martz, principal); Martz also owns three AMs and 11 FMs  
**Facilities:** 97.7 mhz, 2 kw, ant. 400 ft.  
**Format:** AC

**WRIC(FM) Richlands, Va.**

**Price:** \$190,000  
**Buyer:** Peggy Sue Broadcasting, Princeton, W.Va. (Henry G. Beam, president); no other broadcast interests  
**Seller:** Clinch Valley Broadcasting Inc., Richlands (Mary Lawson, president); no other broadcast interests  
**Facilities:** 100.7 mhz, 1.3 kw, ant. 705 ft.  
**Format:** Classic rock

**KPXA(FM) Sisters, Ore.**

**Price:** \$160,000  
**Buyer:** Thunderegg Wireless LLC, Seattle (George Kriste, Lance Anderson, Ernie Hopseker and Robery Case, managers); also owns three FMs and one AM; Kriste also owns 50% of WUTR-TV Utica, N.H.  
**Seller:** Schuyler H. Martin, Washington; no other broadcast interests  
**Facilities:** 104.1 mhz, 1.3 kw, ant. 709 ft.  
**Format:** Dark

**WCVM(FM) Bronson, Mich.**

**Price:** \$80,000  
**Buyer:** CSN International, Santa Ana, Calif. (Charles W. Smith, president); also owns 10 FMs  
**Seller:** Calvary Christian Fellowships Inc., Howe, Ind. (Ron Hyre, president); no other broadcast interests  
**Facilities:** 94.7 mhz, 4.8 kw, ant. 364 ft.  
**Format:** Dark

**AMS**

**WBPS(AM) Dedham, Mass.**

**Price:** \$4 million  
**Buyer:** Mega Communications Inc., Englewood Cliffs, N.J. (Alfredo Alonso, president/CEO); also owns/is buying eight AMs and two FMs  
**Seller:** Achievement Radio Holdings, Sacramento, Calif. (Amadore Bustos, president); Bustos also owns/is buying 15 AMs and 15 FMs  
**Facilities:** 890 khz, 25 kw day, 3.4 kw night  
**Formats:** Spanish

**KRCX(AM) Roseville, Calif.**

**Price:** \$1.7 million  
**Buyer:** The Freedom Network Inc., Ridgefield, Conn. (George L. Lindemann, director); also owns three AMs and one FM

**Seller:** EXCL Communications Inc., San Jose, Calif. (Christopher Marks, CEO); also owns 10 AMs and eight FMs  
**Facilities:** 1110 khz, 5 kw day, 500 w night  
**Format:** Spanish  
**Broker:** George J. Dacre

**KTFI(AM) Twin Falls, Idaho**

**Price:** \$300,000  
**Buyer:** FM Idaho Co., Atlanta (Wendell M. Starke, president); also owns one AM and three FMS  
**Seller:** AM 1270 Co., Twin Falls, Idaho (Lawrence Johnson, president); Johnson also owns 10% of one AM and three FMs  
**Facilities:** 1270 khz, 5 kw day, 1 kw night  
**Formats:** Adult standards

**WTNN(AM) Farragut, Tenn.**

**Price:** \$275,000  
**Buyer:** Horne Radio LLC, Knoxville, Tenn. (Douglas Horne, chief manager); also owns/is buying four AMs and two FMs  
**Seller:** 670 Inc., Knoxville, Tenn. (Barry Frank Cummings M.D., president); no other broadcast interests  
**Facilities:** 670 khz, 500 w  
**Format:** Talk

**BY THE NUMBERS**

**BROADCAST STATIONS**

Service	Total
Commercial AM	4,734
Commercial FM	5,639
Educational FM	2,000
<b>Total Radio</b>	<b>12,373</b>
VHF LPTV	556
UHF LPTV	1,545
<b>Total LPTV</b>	<b>2,101</b>
FM translators & boosters	3,133
VHF translators	2,168
UHF translators	2,750
<b>Total Translators</b>	<b>11,050</b>
Commercial VHF TV	559
Commercial UHF TV	656
Educational VHF TV	125
Educational UHF TV	243
<b>Total TV</b>	<b>1,583</b>

**CABLE**

Total systems	11,517
Basic subscribers	65,864,090
Homes passed	94,850,000
Basic penetration*	66.3%

\*Based on TV household universe of 99.4 million  
 Sources: FCC, Nielsen, Paul Kagan Associates  
 GRAPHIC BY BROADCASTING & CABLE

C L O S E D

**PAXSON COMMUNICATIONS CORPORATION**

Lowell "Bud" Paxson, Chairman and CEO

*has agreed to acquire*

**KPXO-TV**

Kaneohe (Honolulu), Hawaii

*for*

**\$6,900,000**

*from*

**DOVE BROADCASTING COMPANY**

Paul A. Tennyson, President

*Patrick Communications was proud to serve as the broker in this transaction.*

PATRICK  COMMUNICATIONS

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**WFIS(AM) Fountain Inn, S.C.**

**Price:** \$195,000 for stock  
**Buyer:** Joseph E. LaStringer, Thomas M. LaStringer and Joyce E. LaStringer, Columbia, Mo.; no other broadcast interests  
**Seller:** Steve and Thelma Blair, Fountain Inn, S.C.; no other broadcast interests  
**Facilities:** 1600 khz. 1 kw day. 29 w night  
**Format:** Country

**WKGF(AM) Arcadia, Fla**

**Price:** \$150,000  
**Buyer:** Heartland Broadcasting Corp., Punta Gorda, Fla. (Harold Kneller Jr, president); also owns wzzs(FM) Zolfo Springs, and wzsp(FM) Nocatee, both Fla.  
**Seller:** Hall Communications Inc., Norwich, Conn. (Arthur J. Rowbotham, president); also owns/is buying seven AMs and 10 FMs  
**Facilities:** 1480 khz. 1 kw  
**Formats:** news/talk

**WROM(AM) Rome, Ga.**

**Price:** \$150,000

**Amplification**

The sale of KAMC(TV) Lubbock, Tex., for \$23.5 million (B&C, Oct. 9) was brokered by Gammon Media Brokers Inc.

**Buyer:** LGV Broadcasting Inc., Rockmart, Ga. (Christopher Lumpkin, president); no other broadcast interests

**Seller:** The Promised Land Communications, Rome, Ga. (Roy Taylor, president); no other broadcast interests

**Facilities:** 710 khz, 1 kw

**Format:** Gospel

**WBAW(AM) Barnwell, S.C.**

**Price:** \$117,000

**Buyer:** Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crawl, president, Radio Division); owns/is buying one TV, 149 FMs and 84 AMs

**Seller:** Radio WBAW Inc., Barnwell, S.C. (Drew Wilder, president); no other broadcast interests

**Facilities:** 740 khz. 1 kw  
**Formats:** news/talk

**KBBL(AM) Cabot, Ark.**

**Price:** \$75,000

**Buyer:** Equity Broadcasting Company, Little Rock, Ark. (Larry Morton, president); also owns/is buying 13 TVs, four AMs and six FMs

**Seller:** Hall Broadcasting, Little Rock (Phil Hall, president); no other broadcast interests

**Facilities:** 1350 khz. 2.5 kw day, 73 w night

**Format:** Sports

**Broker:** MGMT Services Inc.

**KRSC(AM) Othello, Wash.**

**Price:** \$40,000 for stock

**Buyer:** Roberto Coronada Lopez, Moses Lake, Wash.; no other broadcast interests

**Seller:** Richard Daniel Leary, Othello; no other broadcast interests

**Facilities:** 1400 khz, 1kw

**Format:** Spanish

—Compiled by Alisa Holmes

# Upcoming Technology Special Reports

## WEATHER SYSTEMS

Issue Date: December 21, 1998 Ad Close: December 11, 1998

## DIGITAL FACILITIES

Issue Date: January 11, 1999 Ad Close: December 31, 1998

## BROADCAST GRAPHICS

Issue Date: February 1, 1999 Ad Close: January 22, 1999

CALL TO ADVERTISE:

New York  
212-337-7026



CALL TO ADVERTISE:

Western Technology /Cable  
925-253-1955

**RADIO**

**HELP WANTED TECHNICAL**

**CHIEF ENGINEER**  
Christian Radio Network

Chief Engineer position available for quality Kansas City-based Christian Radio Network/Group. Position requires strong background in construction, installation and maintenance of studios, AM/FM transmitters, STL's, digital audio, DCS computer automation, satellite networks, and translators. Min. 5 years exp. desired. FCC General Class license or SBE Certification a plus. Excellent character and professional references expected. Some travel involved. Excellent compensation with full benefits. Please send cover letter, resume, salary history and references to:

**Personnel Director  
Bott Radio Network  
10550 Barkley  
Overland Park, KS 66212  
Fax: 913-642-1319**

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Equal Opportunity Employer*

**SITUATIONS WANTED MANAGEMENT**

Recently completed successful turnaround in competitive market as a "stand-alone" against duopolys and triopolys. 30+ years experience including: Group Management, National Sales Management, Combo General Manager, Sales Manager, Group Programming, and Promotional Director. Highly creative. Will design promotion to increase your revenues, ratings and visibility. Excellent sales person with proven sales systems and training ability. Check my references and most recent Miller-Kaplan. Prefer medium market station/stations in quality environment. Larry Swikard 281-485-2510.

**PROGRAMMING SERVICES**

"FAMILY HEALTH"™-Free 2 1/2-minute health radio series produced at Ohio University. For a demo, phone 1-800-381-1251. Online at <http://www.fhradio.org>.

**TELEVISION**

**HELP WANTED MANAGEMENT**

Small market TV station looking for Station Manager or Station Manager candidate with strong background in local sales and local sales management. Reply to Box 01434 EOE.

Fax your classified ad to  
*Broadcasting & Cable.*  
**(212)206-8327**

**Director of Broadcasting/Station Manager.** WVIZ-TV, Cleveland, Ohio. WVIZ-TV, Cleveland's public television station, seeks qualified candidates for the position of Director of Broadcasting/Station Manager. This executive level position reports directly to the President and CEO and serves on the senior management team. The position has responsibility for Programming, Production and Engineering activities. Duties include: determine program development strategy and guide production management; lead technical facility planning activities to determine short and long term technical requirements; assure compliance with all government regulations regarding broadcast operations; keep abreast of current political/social trends, technological innovations and industry directions. Qualified candidates will bring more than five years of senior level media management experience. Public Television management experience in one or more on the disciplines to be supervised is highly desirable. A minimum of a bachelors degree is required with a major in Communications or a related field and a masters degree is a plus. Competitive compensation and benefits. Please send cover letter with salary requirements and resume to Dan Novinc, HR Director, WVIZ-TV, 4300 Brookpark Road, Cleveland, Ohio 44134. Email to [dnovinc@wviz.org](mailto:dnovinc@wviz.org) or fax to 216-749-2560. Equal Opportunity Employer.

**HELP WANTED SALES**

**LOCAL SALES MANAGER**

KGO-TV/ABC7 is seeking an outstanding Local Sales Manager with a minimum of 5 years of broadcast sales experience and the ability to hire, train, motivate and manage sales personnel. Must have successful experience in inventory control, sales promotions and new business development. A thorough knowledge of all available research tools is mandatory. Application deadline is November 20, 1998.

**Please send resume and cover letter to:**

**KGO-TV  
900 Front Street  
San Francisco, CA  
94111**



*KGO-TV is an  
Equal Opportunity Employer*

**General Sales Manager.** WISH-TV, a CBS affiliate in the 25th market seeks an aggressive, creative sales leader with strong inventory control skills. This GSM will lead a mature and sophisticated sales team into the next Millennium. Requirements include 3 years television sales management experience as an LSM and NSM, proven track record of developing non-traditional revenue and entrepreneurship in television. Marshall Marketing and Eckstein Summers experience helpful. If you have a passion for winning, send resume to GSM opening. WISH-TV, 1950 North Meridian Street, Indianapolis, Indiana 46202. No phone calls. M/F. Equal Opportunity Employer.

**Nat/Reg SM:** Experience required. Excellent communication and negotiating skills, positive attitude a must. Experience w/TVWORKS and Bias a plus. Send salary requirements and resume to: KECI-TV, General Manager, Box 5268, Missoula, MT 59806. No calls please. EOE.

**KXTX-TV 39,** home of the Texas Rangers has an immediate opening for a LSM. Position requires an individual with excellent leadership ability. Strong research and organization skills and a proven ability to train and motivate a sales force. A leader, whose goal is to outperform the competition! Must have a minimum of 3 years television management experience. No phone calls, send cover letter and resume to Carla Smith, Personnel, KXTX-TV 39, 3900 Harry Hines Blvd., Dallas, TX. 75219

**WVLT Volunteer TV** has an opening for National Sales Manager. Qualified candidates should have 3 or more years of television sales experience with an emphasis on negotiations, research, and service. Experience working with or for a rep firm also helpful. Work in a great city for a station with a positive and progressive environment. Send resume to: Human Resources, 6516 Papermill Drive, Knoxville, TN 37919. EEO.

**Account Executive.** Opening for a service and detail oriented individual with a minimum 3-5 years experience negotiating rates and ratings as related to broadcast sales. The ideal candidate will be responsible for maintaining existing regional accounts and developing new regional business. He or she must be professional, computer literate, experienced with NSI Advantage, MS Office, TvScan, and Columbine. Good compensation and benefits package. WNCT is an Equal Opportunity Employer, M/F, drug testing required. Fax resume 919-355-8568 or write: Human Resources, 751C, PO Box 898, Greenville, NC 27834.

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**Broadcasting  
ONLINE & Cable**

**Account Executive.** WKMG, the CBS Post-Newsweek station in Orlando, FL seeks an AE 3+ years prior media sales experience preferred. Must be computer literate. Working knowledge of Nielsen ratings, TV Scan and Scarborough a plus. Excellent written and verbal skills a must. Send resume to Local Sales Manager (no phone calls please) WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. EOE

**Account Executive. Cleveland Television Station** is seeking an aggressive sales person to handle existing local accounts and to develop new business. 1-2 years media sales experience preferred. Must have strong communication, computer and time management skills. No Telephone Calls. Send resume to: John N. Tamerlano, General Sales Manager, WEWS 3001 Euclid Avenue, Cleveland, Ohio 44115. WEWS is an Equal Opportunity Employer.

**HELP WANTED TECHNICAL**



**OPEN POSITIONS**  
**Systems Engineer,**  
**Video Engineer,**  
**NT Networking Specialist**

ASC, headquartered in Burbank, CA, is seeking experienced engineers for their Broadcast Video File Server Division who desire a challenging, fast paced environment working with the newest broadcasting technology.

Experience with automation systems, video, networking, and NT a plus. 2+ years broadcast experience and travel required.

Resume & salary Requirements to: ASCSE, 4400 Vanowen Street, Burbank, California 91505. Fax 818-525-2588, or E-Mail to hr@ascvideo.com

**Telemundo/KSTS-TV, San Jose, California,** is seeking a qualified Video Maintenance Engineer. 3 years minimum experience in installation and maintenance of broadcast equipment. Responsibilities include diagnosis, analysis, repair and preventative maintenance for studio and News Department. Strong computer skills desired. Competitive salary and excellent benefits. Submit detailed resume to Robert Amoroso, KSTS-TV, 2349 Bering Drive, San Jose, CA 95131. EOE.

**Maintenance Engineer.** WIAT is seeking a maintenance engineer to perform maintenance on television broadcast equipment and computers. Must be proficient in troubleshooting techniques to repair to the component level. Applicant must be skilled in computer operations. SBE certification or General Class License is a plus. 1-3 years in a related field preferred. Send resume, references and salary requirements to: WIAT-TV, Human Resources, P.O. Box 59496, Birmingham, AL 35259. EEO: M/F; Pre-employment drug testing required. No phone calls please.

**Maintenance Engineer.** Florida's sun and sand are calling you. WFTX-TV, the FOX affiliate in the Fort Myers market, is seeking a self-motivated Maintenance Engineer. Experience with station systems, component level repair, cameras, Odetics TCS2000, 3/4", Beta, ENG and News experience a must. All new Digital-S news department. SBE certification and UHF experience are desirable. Second shift hours. Send resume and salary requirements to: Ryan Steward, Chief Engineer, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. E-Mail: rsteward@wftx.com We are an equal opportunity employer.

**Maintenance Engineer (2 positions).** ABC-15 KNXV-TV Phoenix, AZ. KNXV is seeking experienced Maintenance Engineers. The ideal candidate must have a High School Diploma or Equivalent and a two year electronic technical degree or equivalent. Duties include, preventative maintenance and emergency repairs of audio, video and radio frequency (RF), equipment and systems. Emphasis on Betacam SP equipment, Charged Coupled Device (CCD) cameras and miscellaneous News equipment. Install video, audio and RF equipment. Must be familiar with various test instruments, alignment apparatus and knowledge of personal computers. Must have a valid driver's license and provide proof of insurability. Must demonstrate the ability to work well with other people. Possess skills of time management and self motivation. Comprehend schematics, mechanical drawings and technical manuals. Able to transport heavy equipment (75lbs.). Successful candidate will work cooperatively with various departments to support all engineering functions. Ability to work successfully in a fast paced environment on multiple projects. EOE/M/F/D/V. No phone calls please. Qualified applicants send resume and salary history to: Human Resources/KNXV-TV, 4625 S. 33rd. Pl, Phoenix, AZ 85040.

**ENG editor/shooter. A major foreign network** requires an editor with some shooting experience for its Washington DC bureau. Minimum one year experience in television news. Shift work including weekends. You will edit news stories and record feeds. Some shooting required. Knowledge of Sony SX an asset. Salary \$35,000 to \$38,600. Local candidates send resume to CTV News, 2030 M Street, Suite 602, Washington DC 20036, Att'n Yvette Czigli or e-mail to yczigli@ctv.ca. No phone calls. EOE.

**Chief Engineer - KBMY TV.** Duties include: UHF transmitter maintenance and repair, microwave and studio maintenance and repair, good working knowledge of computers and automated broadcast systems. Apply to: KBMY, Box 7277, Bismarck, ND 58507. Call 701-223-1700. Equal Opportunity Employer supports a drug free workplace.

**Chief Engineer.** Chief Engineer needed for VHF television facility in the beautiful Northwest. Position will be an integral part of a growing and dynamic group. Qualified individuals will possess a minimum of 5 years experience as an Asst. Chief or Chief Engineer. Strong RF background is preferred. Candidate must be able to repair and maintain VHF transmitter and electronic studio equipment. A creative individual is needed to help with our upcoming DTV conversion. Reply to Box 01448 Equal Opportunity Employer.

**Chief Engineer.** WCBD-TV, the Media General station in Charleston, South Carolina has an immediate opening for a Chief Engineer. Successful candidate will have 3-5 years solid experience as a chief or assistant chief. Should be thoroughly familiar with transmitter operations and maintenance, studio operations, FCC regulations. Computer literacy a must. Send or fax resume and salary requirements to WCBD-TV, Personnel Department, 210 West Coleman Blvd., Mt. Pleasant, SC 29464. Fax 843-881-3410. M/F, EOE, pre-employment drug test required.

**HELP WANTED NEWS**

**Weekend weathercaster and feature reporter** 3 days a week. Work for one of the big media companies with new state of the art equipment and live in sunny Florida. Non returnable VHS or Beta tape. Reply to Box 01452.

**Weekend Co-Anchor/Reporter:** WIAT-TV, Birmingham's CBS Affiliate is looking for an upbeat, experienced, creative, self-starter as a weekend co-anchor/reporter. 2-4 years television anchoring and reporting experience required. Looking for someone with solid news judgement, excellent storytelling abilities and a team player. Send tape, resume, references and salary history to: WIAT-TV, Human Resources, P.O. Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F. Pre-employment drug testing required.

**WTVR-TV, in Richmond, Virginia,** a Raycom Media station, has an immediate opening for an Assistant News Director. Outstanding news management opportunity with aggressive and award-winning news team. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. Please send resume to: Rob Cizek, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

**Videographer.** Fox News in the Fort Myers/Naples market is searching for a photographer. One-year experience required. Send non-returnable tape and resume to FOX WFTX-TV, Attn: Chris McKinney, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an equal opportunity employer.

**Two Positions.** Medium market affiliate in the heartland needs *Sports Director*. Must have 3-5 years experience, be able to shoot/edit beta, and be relentless about local sports. *Meteorologist*. Need highly motivated team player with proven ability to translate scientific knowledge into practical information; minimum one-year experience and excellent live skills. Non-returnable tapes, resumes, salary requirements to Box 01451 EOE.

**Producer.** WDAF-TV, FOX 4 News in Kansas City, is starting a dynamic, locally produced national newscast. We're looking for an experienced producer with the creativity and resourcefulness to find local angles to national stories. Must be able to identify the top issues of the day and create compelling ways to present them. The qualified applicant will have a college degree and a minimum of three years producing television news. For immediate consideration, please send resume and VHS tape to WDAF-TV, Human Resources Dept., 3030 Summit, Kansas City, MO 64108.

**Reporter.** Top news organization is looking for a creative and aggressive reporter. Successful candidate will be proficient in both research and live reporting. Send resume and non-returnable VHS demo tape to News Director, NBC12, P.O. Box 12, Richmond, VA 23218. EOE M/F/W/D

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

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for the right  
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### MANAGING EDITOR:

Oversees reporters and assignment editors and is responsible for the editorial content of reporter packages. Supervises day-to-day newsgathering logistics as well as planning for major event coverage. Works closely with Executive Producers to ensure all ABC 7 newscasts are competitive, aggressive, strategic and relevant. Must have passion for enterprise journalism and have the ability to craft a compelling story under extreme pressure. Must embrace diversity and understand how to motivate a large staff spread among a central newsroom and several bureaus. Major market television news management experience is required. Internet and computer-assisted reporting skills is preferred. Knowledge of the Bay Area is a plus.

### EXECUTIVE PRODUCER:

Responsible for overall editorial content and production of newscasts. Supervises producers and writers. Ensures all scripts are accurate, balanced and conversational. Works with producers, graphic artists and production crews to create compelling, relevant and engaging newscasts. Must have solid understanding of audience flow, demographic targeting and metered-market strategy. Must have an excellent knowledge of contemporary production techniques and be able to enterprise stories in a highly competitive market. Major market producing and management experience is required.

Please send resume and cover letter to:

**KGO-TV**  
900 Front Street  
San Francisco, CA 94111

*KGO-TV is an Equal Opportunity Employer*



**KGOTELEVISION**

FOX News in the Fort Myers/Naples market seeks a Co-Anchor for its established and award-winning newscast. Minimum five years anchor experience preferred. Accomplished reporter a plus. Send non-returnable tape and resume to FOX WFTX-TV. Attn: Mark Pierce, 621 SW Pine Island Road, Cape Coral, FL 33991. WFTX-TV is an Equal Opportunity Employer.

**News Co-Anchor.** For Noon and 5 o'clock newscasts. At least three years experience full-time news reporting and/or anchoring required. Good writing, personable on-air manner, and community involvement are all important in this newsroom. Send non-returnable VHS tape and resume to: Personnel, WWSB-TV, 5725 Lawton Drive, Sarasota, FL 34233. EOE. No phone calls please!

**Growing Top 30's television station** looking for a "can-do" Newscast Director, aspiring to advance into management. Minimum of 5 years directing or technical experience required. The production staff is part of the news department. Please send your resume and tape to Box 01449 EOE.

**Number One ranked NBC affiliate** in Rochester, MN has an immediate opening for a full time weather anchor. The winning candidate plays team ball, wants to lead the pack, and knows how to boil it down to info people need to know. Thorough knowledge of weather science important as is one year previous experience. Please send a VHS tape and resume to News Director, KTTN, 601 First Avenue SW, Rochester, MN 55902. EOE.

**Executive Producer Creative Services.** We need an experienced writer/producer to join our team. If you can write and produce hard-hitting news series and compelling image marketing, rush your tape and resume today. 3-5 years news marketing experience preferably in a metered market is required. *No beginners.* Experienced candidates are encouraged to call. Tape and resume to: Roxann Nelson, Creative Services Director, WSOC-TV, Dept. 95, 1901 Tryon Street, Charlotte, NC 28206. EOE M/F.

**Executive Producer: W\*USA in Washington, DC** is recruiting for an Executive Producer for its three hour block of morning news. Supervise a large staff which produces this highly-rated hard news broadcast. Previous morning producing and/or EP experience a real plus. Send tape, resume and a page on your philosophy of morning news to: Mike Cavender, VP/News, W\*USA, 4100 Wisconsin Ave., Washington, DC 20016. EOE

**Assignment Editor.** We need an aggressive leader who can gather story ideas, sort through the maze of news releases for pearls, handle the public with diplomacy, direct headstrong crews, scour the sky for satellite time, find microwave paths when none exist, run the morning meeting, fit 12 hours of coverage into an 8 hour day, establish local contacts, and quickly learn the political and social history of Western Michigan. The successful candidate will be a part of the management team for the Number 1 news organization in the 37th market. We're looking for a journalist who wants more than "the street" can offer. Send your resume, statement of news philosophy and references to: Jim Loy, News Director, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer.

**Television Director: The International Broadcasting Bureau** an international TV/Radio service of the U.S. government, is seeking candidates for full-time employment as a TV Production Specialist at WORLDNET TV & Film Service in Washington D.C. Extensive experience as a director of news and information programs in a major television commercial market is required. Starting salaries range from \$55,969 to \$72,758. *Candidates must be fluent in English and Mandarin.* Call 202-619-3117 for a complete listings of the qualifications requirements, including special rating factors that *must be addressed* and instructions on how to apply. Send a completed application and a non-returnable aircheck with directors track by the close of business or postmarked by December 4, 1998 to: International Broadcasting Bureau, Office of Personnel, Room 1543, Attn: Susan King, 330 Independence Ave., SW, Washington D.C. 20547.

**Producer.** A newly created position with a successful television company which is growing. You must be a leader with strong ideas for fresh programming, excellent writing skills and most important- a creative flair and the know-how to see your visions executed. Includes working side by side with Executive Producer in the expansion of existing programs and development of a wide range of new programming. Essential you have the personality and experience to guide reporters, as well as to write and take charge of a daily half-hour nationally syndicated news program. Current programs originate from a state-of-the-art production facility in South Bend, Indiana and once a week from the floor of the Chicago board of Trade. Send letter and resume to Brian Conrady, P.O. Box 1062, South Bend, IN 46624.

**Producers: Top 10 Network affiliate** is recruiting newscast producers for anticipated future openings. Successful candidates will be outstanding writers with at least 4 years program producing experience. If you are now producing a show which each day creates truly memorable moments, please send your tape and resume to Box 01450 EOE.

**News Promotion Writer/Producer.** If you can handle rapid-fire deadlines, translate research into compelling promotional copy and take pride in production values, we want to see your reel! We need an experienced pro who thrives on the pulse of a newsroom and is ready for the FOX O&O in the nation's news capital! Rush your resume and non-returnable reel to Mary Talley, VP/Human Resources, WTTG FOX 5, 5151 Wisconsin Avenue, NW, Washington, DC 20016. EOE/M/F/D/V.

**News Director.** KPAX-TV a CBS affiliate and market leader has opening for an energetic person with great news judgement and people skills. Prior news management experience helpful. Require college degree. 3-5 years experience in news as reporter, ND, or anchor. Ability to train and motivate staff along with scheduling and working within budgets essential. Must work well within a team setting with other departments. Located in beautiful Western Montana. Send resume and non-returnable tape of newscast you controlled or most recent work to General Manager, KPAX, 2204 Regent, Missoula, MT 59801. EOE. No calls.

**Coordinating Producer for Good Day Atlanta.** FOX5, the #1 FOX O&O, is seeking a Coordinating Producer for early morning show, *Good Day Atlanta*. Individual supervises production, works with the assignment desk in determining news coverage and live reports, and collaborates with show producers on formats. Reads and approves all broadcast copy; assists executive producer in appraising the work performance of program producers and associate producers; develops, implements and maintains standards of performance in writing, photography, editing, and use of graphics. Directs producers and associate producers in approaches and techniques to be used in writing, covering and presenting news stories. Must have minimum 3 years experience in producing television newscasts for broadcast on commercial television; entertainment news experience preferred. College degree or equivalent experience. EOE. If qualified, please send resume to Human Resources, FOX5, 1551 Briarcliff Road, Atlanta, GA 30306.

**Editor/Photographer.** Looking for an entry-level editor/photographer for the early morning shift. Basic editing and shooting skills and a tape, which shows them, are the primary requirements. Live truck operating experience a plus. Send your tape, resume and references to: Mark McIntosh, Chief Photographer, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. No phone calls, please. WOOD TV8 is an Equal Opportunity Employer.

**HELP WANTED ADMINISTRATION**

Terrific entry-level opportunity for someone interested in publishing or sales!

**BROADCASTING & CABLE** has an immediate opening for a well rounded individual with excellent interpersonal and organizational skills. Seeking self-starters with ability to handle multiple tasks. Must be proficient in MSWord, PowerPoint & Excel a plus. Publishing exp. a bonus.

For immediate consideration, send your resume with salary requirements to:

Human Resources Department  
Cahners Business Information  
245 West 17th Street  
New York, NY 10011  
Fax: 212-463-6455  
EOE M/F/V/D

**HELP WANTED FINANCIAL & ACCOUNTING**

**Staff Accountant:** Newschannel 10, a Media General Station and NBC affiliate, is looking for a well organized, detail-oriented individual to be the staff accountant who will be responsible for the G/L, A/P and payroll, etc. Position reports to the Station Business Manager. Qualifications required are a degree in Accounting or related field with 1-2 years experience and strong computer skills (Excel and Word). Send resumes to Newschannel 10, PO Box 10, Roanoke, VA 24022-0010 or fax to 540-981-9709. Attn: Human Resources. Newschannel 10 is an Equal Opportunity Employer. M/F Pre-employment drug screening required.

**HELP WANTED MISCELLANEOUS**

**SKY Career Opportunities DTH Techco Partners**

A Direct-To-Home TV satellite broadcasting company in MIAMI LAKES, Florida, is currently searching for management professionals in the technical field of TV Broadcasting, to work out of our new state-of-art, digital facility.

Together with SKY LATIN AMERICA, and in hand with NEWS Corp., TELEvisa, GLOBO and TCI, we seek trained professionals who have specific working knowledge in the latest technological advances, in digital TV Broadcasting. Work with an excellent staff of professionals, who enjoy working together and appreciate the new environment that is DTH Techco Partners.

**DIRECTOR OF ENGINEERING**

The qualified candidate will have 7-10 years background in TV Technical Management-B.S.E.E., similar technical degree or comparable experience. Expertise in high-powered Satellite Uplinks, TVRO, Operations, Computers, LANS, Video Servers and other high end broadcast systems. Responsibilities include the day-to-day technical operation and maintenance of a world class multi-channel TV satellite broadcast facility.

**TRAFFIC MANAGER**

Candidates must be highly organized and detail oriented, familiar with an IT based traffic system and hardware, and possess strong planning skills coupled with detailed understanding of the functional operations within a TV broadcast facility. Must work well under pressure and be able to work closely with other departments. Knowledge of SUNUP Design or Columbine Traffic System a plus.

Responsibilities include preparing air-time schedules/play lists for 200+ play-out channels, including live events, play through channels and NVOD/subscription movies. In addition, the successful candidate will assist with the integrity check and reconciliation of program-as-broadcast logs returned from the On-Air play-out systems, ensuring that accurate and timely data is returned to the business/program billing functions. Supervision of a staff of 10, inputting of program data and inventory maintenance are amongst the other varied duties required.

Other Career Openings:

**BROADCAST MAINTENANCE ENGINEER**

**TRAFFIC COORDINATOR**

**NETWORK OPERATING COORDINATOR (UNIX, Access)**

For immediate consideration, mail/fax resume with salary history and requirements to: Ed Benitez, HR Manager, DTH Techco Partners, 14817 Oak Lane, Miami Lakes, FL 33016; Fax: (305) 816-5268. EdB@SKYLA.COM. EOE M/F/H/V. DFWP.

**HELP WANTED PROMOTION**

WB affiliate in top 50 Rocky Mountain market seeking a Creative Director to oversee Promotion and Production. Must have extensive television promotion experience, independent background preferred, radio background a plus, and Kids' Club experience a necessity. Looking for extensive managerial experience, strong organizational skills, work well with clients and computer literate (Media 100 background a plus). We are an EEO employer, minorities, women, and Vietnam Vets are encouraged to apply. Send resume and tape to: Human Resources, 6135 South Stratler Street, Murray, UT 84107. No phone calls please.

**Promotion Producer.** We're FOX43. WVBT-TV, Norfolk, VA with a slot for an energetic writer/producer/editor to add to our dynamic team. AVID experience a must! Duties will include news, image and station promotion. Wow me with your tape and resume! Send info to Judy Triska, Promo Director, WAVY Broadcasting Inc., 300 Wavy Street, Portsmouth, VA 23704. No phone calls. Equal Opportunity Employer.

**Promotion Manager.** WTVM-TV, the #1 station in Columbus, GA, has an immediate opening for a creative, dynamic person to lead the promotion efforts of the station. Candidate must possess strong writing and producing skills along with the ability to work well under pressure. Must be able to implement and schedule News and station program promotions to increase viewers. Please send resume to Human Resources Dept., WTVM-TV, PO Box 1848, Columbus, GA 31902-1848.

**HELP WANTED CREATIVE SERVICES**

**Graphic Designer.** Let's see...Great company, great station, great market. All new equipment...no news! WGNT-TV, UPN 27, a Paramount Station, is looking for an over-the-top creative type to add to our award winning team. We want someone with the right combination of computer savvy and freehand illustration capability that's 100% proficient with Adobe Photoshop, Illustrator and Quark Express. The best candidates will also know After Effects. Chyron Liberty, and Alias/Wavefront Power Animator or Maya. Knowledge of AVID Media Composer and Electric Image are a big plus. Two years experience in broadcast design is required. Send letter, killer demo reel (on VHS or Beta SP) and resume to: Dept. #105, WGNT, 1318 Spratley St., Portsmouth, VA 23704. WGNT is an Equal Opportunity Employer. No phone calls, please.

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

## HELP WANTED PRODUCTION

**Videographer.** The Christian Broadcasting Network (CBN), headquartered in beautiful Virginia Beach, Virginia, is seeking a highly motivated and energetic Videographer. CBN, best known for its daily television show, The 700 Club, is a worldwide evangelical Christian ministry and humanitarian organization with a global impact. The successful candidate will possess the following qualifications: Experience with television production in remote locations; working knowledge of creative lighting techniques and camera operations; and ability to travel extensively and work nights and weekends. Must have a good driving record. CBN offers an excellent benefits and compensation package, including relocation. If you meet the listed criteria and share our vision and purpose, call 800-888-7894 to request an application. Forward a non-returnable resume tape with your completed application. Resumes can be faxed to 757-226-3899. Visit our website at [www.cbn.org](http://www.cbn.org), resumes can be emailed through our site.

**Post-Production Editor.** KOTV, a member of the 17 station A.H. Belo group, is seeking a full-time, Post Production Editor with 1 to 2 years experience to post promos and spots. We're well equipped w/GVG 141, GVG 250, GVG Kaleidoscope, Quantel Paintbox and Picturebox, Digital Betacam, Chyron MAX, and an AVID arriving next month. We're looking for great technical strength, positive attitude, and the creativity to match. Rush letter of application, resume, and non-returnable demo reel to: Personnel Dept., KOTV, PO Box 6, Tulsa, OK 74101. EOE M.F., an A.H. Belo Broadcasting Company.

**Assistant Production Manager.** KCEN-TV, Temple-Waco, Texas is seeking an Assistant Production Manager to supervise department. 3-5 years production experience, with background in News and experience in directing newscast a must. Applications accepted through November 10, 1998. Submit resume to: KCEN-TV Personnel Dept. 24, PO Box 6103, Temple, TX 76503. Equal Opportunity Employer.

## HELP WANTED HUMAN RESOURCES

**RAYCOM**  
Media

## CORPORATE HUMAN RESOURCES MANAGER

Raycom Media, Inc., one of the nation's fastest growing TV broadcasters, is seeking a HR generalist based in Montgomery, AL, HQ. Reporting to the VP - HR, the position will counsel 30+ TV stations re: emp. relations, hire/fire/discipline matters, pol. compliance, and emp. law/FLSA requirements.

Candidates should have 3-5 years TV HR experience. Minorities and females are encouraged to apply. Send resume and salary requirements to:

RAYCOM MEDIA, INC.  
Department CB  
201 Monroe Street, 20th Floor  
Montgomery, AL 36104  
Fax: 334-206-1555

**Commercial Producer.** CBS affiliate seeks a Commercial Producer. Must be able to write, shoot, and edit three-quarter inch and DV-Cam video for broadcast. Must be organized, able to meet strict deadlines, possess people skills, and have a good driving record. Degree and experience preferred. Avid experience helpful. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE

**Associate Producer.** International Talk Show *Cristina*, a Univision Network Production, has an immediate opening for an Associate Producer to be based in Miami, Florida. We are searching for an individual who is passionate about success and able to find best cases and guests that spark viewers to watch the #1 talk show in Spanish Television. Please reply to: O. Onoz, Cristina Show, Univision Network, 9405 NW 41 St., Miami, FL 33178. EOE.

## TV SALES TRAINING

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## CABLE

## HELP WANTED PROGRAMMING

COMEDY CENTRAL  
MANAGER OF PROGRAM PLANNING

Comedy Central, the only all comedy cable network has an immediate opening for a Manager of Program Planning. The successful candidate will develop the Comedy Central program schedule, which includes the creation of themed programming concepts, maintenance of existing schedules and the creation of added-value packages for sales. This position will also work with other members of the department on long term programming strategies for the network. The manager will oversee the distribution of the monthly program schedule, and will provide schedule information for internal departments, including but not limited to, marketing, press and sales. The ideal candidate will have a minimum of 3 years of programming experience at a cable network or other media outlet. Must have ability to work on many projects simultaneously, as well as excellent communication, organizational and writing skills. Proficiency in Microsoft Word and Excel is necessary.

Please send or fax cover letter or resume to:

Comedy Central  
Human Resources  
1775 Broadway  
New York, NY 10019  
Fax: (212) 767-4257

No phone calls please. An Equal Opportunity Employer.



## HELP WANTED SALES

## REGIONAL ACCOUNT MANAGER

Lifetime Television, the dynamic cable network, has an immediate opening for a Regional Account Manager in their Affiliate Relations department. Individual must have strong credentials in sales, marketing, and negotiating for challenging Affiliate Sales Executive position.

Experience in all phases of sales territory management, including evaluation and implementation of procedures to meet sales goals. Team player with strong communication and organizational skills. BA or BS with sales/marketing focus required. Cable industry experience preferred.

Lifetime offers a competitive salary and benefits package. For consideration, please send resume with salary requirements to:

**Lifetime**<sup>TM</sup>  
Television for Women

LIFETIME TELEVISION  
Human Resources Department  
Regional Account Manager 405  
309 West 49th St, New York, NY 10019 EOE M.F.

**HELP WANTED RESEARCH**



**JOIN THE MOST DYNAMIC RESEARCH TEAM  
IN THE INDUSTRY!**

TBS Superstation, the leader in innovative media and consumer research, welcomes qualified, creative professionals to apply for the position of:

**Senior Research Project Manager  
Series and Sports Programming**

As manager of series and sports research you will be an active network team member, providing TBS Management, Programming, Marketing, Public Relations and Strategic Planning with information and expertise, and participating in decision making practices. Responsibilities include the analysis and interpretation of data obtained from a variety of sources, including Nielsen Media Research and syndicated studies, as well as development of primary research studies.

Qualified applicants will have 5+ years experience in cable, broadcast or syndicated television research, a solid understanding of television programming and marketing strategy, as well as advertising and affiliate sales principles. The ideal candidate will possess strong communication skills and the ability to interact comfortably and confidently with network clients.

For consideration, please send resume and salary requirements to:

Nancy Lucas, Vice President  
TBS Superstation Research  
1050 Techwood Dr., N.W.  
Atlanta, GA 30318



A Time Warner Company

*Equal Opportunity Employer  
Minorities and Women are Encouraged to Apply*

**VICE PRESIDENT, RESEARCH**

The E.W. Scripps Company is seeking an experienced Vice President of Research for its cable network division. The position will be responsible for the design, execution and management of systems and procedures that will provide reliable research support for the sales, marketing, programming and new media efforts for all of the Scripps cable properties including HGTV, The Food Network and DIY (Do-It-Yourself).

The individual will manage an existing research staff responsible for collecting, analyzing and distributing audience measurement data and preparing affiliate and advertising sales reports and presentations. The staff also sets up focus groups and analyzes syndicated reports and custom studies to assist programming and marketing in identifying trends, establishing program scheduling strategies and developing effective marketing campaigns.

In addition to management experience, the candidate should have a thorough knowledge of Nielsen and other research sources, have knowledge of current applicable software programs, have experience in brand awareness and segmentation studies, audience flow studies, subscriber surveys, database research, lifestyle trends and be familiar with new technologies, internet and new media research techniques. Requirements include a college degree plus a minimum of 5 years television research experience preferably including cable and/or broadcast network experience.

Please submit resumes to:  
Human Resources  
HGTV  
P.O. Box 50970  
Knoxville, TN 37950  
No Phone Calls Please.



E.W. SCRIPPS IS AN EQUAL OPPORTUNITY EMPLOYER

**HELP WANTED MANAGEMENT**

**Regional Corporate Affairs Director.** Corporate Affairs Department. Comcast Cablevision, a leader in the telecommunications industry, is seeking a highly-motivated individual to join our Midwest Regional Corporate Affairs Department. The ideal candidate will possess a Bachelor's degree; 3-5 years experience in the legal, government relations or communications field; strong communication and negotiation skills; and will be a highly-motivated, self-directed and organized individual. Primary responsibilities will include cable franchise renewal negotiations with local municipalities; the development and coordination of grass roots government relations initiatives; local, state and federal lobbying activities related to various cable television and telecommunications issues; and region-wide franchise compliance oversight. Comcast employees enjoy excellent compensation working with a progressive, cutting-edge organization. Please forward your resume with salary requirements to: Comcast Cablevision, MW Region, PO Box 5155, Southfield, MI 48034. Fax: 215/981-7830. EOE.

**HELP WANTED TECHNICAL**

**Broadcast Engineer**

The Military Channel is the leading global provider of military-theme programming, merchandise and software. We are seeking a high potential candidate for the following Louisville, Kentucky based career opportunity:

Pursuing a challenge-driven broadcast engineer who is a team player capable of working in a demanding environment of a fast growing global network. You will be the lead technical person on the ground at our facilities, responsible for tactical planning regarding equipment acquisitions, new construction and maintenance.

Applicants should have experience in the maintenance of digital TV systems as well as satellite uplink technology. A two-year degree in a relevant field of study or equivalent experience is required. Five years of experience in the maintenance of production and video tape equipment and cameras, along with video and audio systems is strongly preferred.

Send resume to: Military Channel, Attn. HR, 300 Distillery Commons, Suite 300, Louisville, KY 40206 or Fax to 502-584-9836.



**FOR DAILY  
CLASSIFIED  
UPDATES...**

**VISIT BROADCASTING & CABLE ONLINE [www.broadcastingcable.com](http://www.broadcastingcable.com)**



**HELP WANTED ALL POSITIONS**

**Roller Jam, TNN's new sports action series, is looking for:**

- Writers • Segment Producers
- Associate Producers • PA's

Must live in Orlando or work as local hire. Fax resume immediately to Andrew Meyer (310) 234-3498.

**ALLIED FIELDS****HELP WANTED TECHNICAL**

**Broadcast Engineer, Pima Community College, Community Campus.** Starting compensation from: \$39,631- \$45,292 (Depending on qualifications & experience) plus and Exceptional Benefits Package. *Closing Date: December 7, 1998.* Pima Community College located in Tucson, Arizona is the fifth-largest multi-campus community college in the nation and opens its doors to more than 53,000 credit and non-credit students each year. Five campuses offer university transfer programs, occupational, developmental and general education and corporate training and community education courses. The Community Campus is responsible for district-wide telecommunications, business and professional training, research and development for instructional community needs assessment, innovative and core curriculum, and exploratory site development. This position is responsible for directing and coordinating the operation of television cablecasting and satellite-delivered training and teleconferences in accordance with rules and regulations of Federal Communications Commission; performing a variety of technical support to production team, faculty and audio/video staff in repair, maintenance, installation, construction modification, and design of equipment; operating compressed-video multi-point system and coordinating transmission of multi-media graphics and data over computer networks. Tucson is located in a lush desert valley surrounded by four mountain ranges. A multicultural, southwestern city with more than 750,000 people in the metropolitan area, it is renowned for its rich heritage and superb weather. For application contact: Pima Community College, Human Resources, 4905-D E. Broadway Blvd. Room 102, Tucson, AZ 85709-1190. Toll-free 1-877-746-2562. Phone: (520) 206-4624 Fax: (520)206-4662. TTY For the Hearing Impaired: (520) 206-4852. <http://www.pima.edu/~humres/hrhome.html>. ADA accom avail EEO/AA.

Experienced TV Engineers willing to train to take over Satellite Truck. Must love to travel and have a clean driving record. Relocate to Youngstown, Ohio. Fax resume to 330-542-1020.

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

**Mobile Truck Engineer needed for Nashville** based production company. Exceptional opportunity for an experienced engineer to maintain, transport, and operate state-of-the-art digital mobile television equipment and systems. Successful candidate will be experienced in all types of equipment used in association with remote television production as well as experience in driving and emergency road repairs of vehicles used to transport remote television facilities. This position will require accurate record keeping and a great deal of travel. SBE certification desired. Must be willing to get CDL if not already held. Competitive salary and benefits. Please indicate position applied for and submit resume to Director of Human Resources, PVS/Speer International, 3201 Dickerson Pike, Nashville, TN 37207. FAX 616-650-6293. EOE.

**HELP WANTED MANAGEMENT**

**Director of Communications and Technology.** The Diocese is currently in the search process for the position of *Director of Communications and Technology.* The Director, as a member of Diocesan Services, is committed to advancing the Mission of Jesus Christ consistent with the core purpose and Gospel values enunciated in the Diocesan Services Mission Statement. The Director is responsible for coordinating and directing all aspects of communications, information processing, technology and public relations for the Diocese. The Director acts as the direct link with the Bishop and Diocesan staff regarding dissemination of information and production of programming and publications in the Diocese. Other responsibilities include: developing and implementing a strategic communications plan, promoting good communications with, and among, Diocesan Services staff by providing a process to share information. Overseeing and directing the acquisition and maintenance of existing communication equipment, setting of goals and objectives, supervising the operations of the Offices of Mail/Print Room, Computer, Audio/Video Center, Electronic Media, and the Catholic Spirit. Qualified persons must be in unity with the doctrine, teachings and traditions of the Roman Catholic Church, have a Masters Degree in communications, public relations, or related field with at least 5 years experience in the field of communications. Demonstrated management and administrative abilities through a progression of work activities, excellent interpersonal skills, and ability to establish goals, provide leadership and work in a team environment. Please send resume and cover letter no later than November 30, 1998 to: Mr. Michael A. Nau, Human Resources Office, Diocese of Wheeling-Charleston, PO Box 230 - 1300 Byron Street, Wheeling, WV 26003. Phone: 304-233-0880, Ext. 265. Fax: 304-233-0890. Email: mnau@dwc.org

**HELP WANTED PRODUCTION**

**Ducks Unlimited, World Leader in Wetlands Conservation,** is searching for an experienced "director-videographer-editor" for its expanding communications department. The person we are looking for will be able to handle any video assignment from conception to completion. This is not a beginners position. A thorough understanding and love of the out-of-doors and willingness to travel is a necessity. For more detailed information please contact: Chris Dorsey, Ducks Unlimited, One Waterfowl Way, Memphis, TN 38120 or email at: [cdorsey@ducks.org](mailto:cdorsey@ducks.org). No phone calls please.

**SITUATIONS WANTED FUNDRAISING**

South Jersey's only 24hr religious FM seeks professional fundraisers- Call Marc at 719-836-0839.

**EMPLOYMENT SERVICES****PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES**

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WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:  
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245 West 17th St., New York, New York 10011

**FOR SALE STATIONS**

**BANKRUPTCY SALE- NOV.13,1998**  
**WLNB (FM-102.7) RADIO**  
**LIGONIER/WARSAW, IN**  
 (40 Mi. NW. of Ft. Wayne)  
 Opening Bid: \$110,000.00 Cash  
 For License & Certain Assets  
 Contact: Ray H. Rosenblum, Media Broker/Appraiser  
 P.O. Box 38296, Pittsburgh, PA 15238  
 Phone: 412-362-6311, FAX: 412-362-6317

**ALABAMA - FLORIDA - CAROLINA'S**  
 Group, 2X AM & 2X FM Fla.-Ala. Market ..... \$4.8M  
 Carolina Coastal 2X AM & 2X FM Group ..... \$3.0M  
 S. Florida C2 50,000 watts Resort Market ..... \$1.3M  
 N. Florida 2X FM (1X 6KW, 1X C3) Deal ..... \$3.0M  
 FM C3 25KW E. Coast Fla. Top 75 Market ..... \$2.7M  
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 Learn how to get financing and buy right.  
 Six hours, one-on-one. Topics: 1998  
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 cash flow, and potential. Real Estate \$1,750,000.  
 Call Don Roberts 804-244-2666.

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 combo, attractive facility. Both opportunities  
 for professional sales effort. Mayo Communica-  
 tions. 813-971-2061.

**F.M. radio station on FLA's.** Gulf coast with  
 approved 50 k.w. c.p. \$425,000. Call Saunders  
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 Classified advertisers in Broadcasting & Cable can post their ad on our website. Updated daily, it's the industry's most read and most comprehensive online listing. Plus, as the industry's only categorized online listing, your ad is easier to find. Place your ad today—see it today!

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 Antoinette Pellegrino 212.337.7073  
 email: apellegrino@cahners.com  
 Francesca Mazzucca 212.337.6962  
 email: fmazzucca@cahners.com

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**!AUCTION TIME!**  
**WEDNESDAY, NOV. 18, 10:00 AM**  
 at "Chestnut Hall" 4319 W. Chestnut Expwy, Springfield, MO.  
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**BRANSON VIDEO DUPLICATION**  
**APPROXIMATELY \$500,000. OF FMV INVENTORY**  
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 Steve Freeman, Auctioneer

**BROADCASTING & CABLE'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Pellegrino at (212) 337-7073 or Francesca Mazzucca at (212)337-6962 .

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

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

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

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

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

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

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

**Color Classified Rates**  
 Non-Display: Highlighted Position Title: \$75. Display: Logo 4/C: \$250. All 4/C: \$500.  
 Online Rates: \$50 additional to cost of ad in magazine  
 Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$35 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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

# PROFESSIONAL CARDS

**du Treil, Lundin & Rackley, Inc.**  
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Sarasota, FL 34236

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FAX: (941) 366-5533

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# DATEBOOK

MAJOR MEETINGS

**Nov. 9**—**BROADCASTING & CABLE** 1998 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Cahners Business Information, (212) 337-7158.

**Dec. 1-4**—The Western Show, conference and exhibition presented by the **California Cable Television Association**. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

**Jan. 25-28, 1999**—35th annual **National Association of Television Programming Executives** conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

**April 19-20**—**Television Bureau of Advertising** annual marketing conference. Las Vegas Convention Center, Las Vegas. Contact: (212) 486-1111.

**April 19-22, 1999**—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**June 13-16, 1999**—48th annual **National Cable Television Association** convention and exposition. McCormick Place, Chicago. Contact: Bobbie Boyd, (202) 775-3669.

## THIS WEEK

**Through Nov. 3**—**Canadian Association of Broadcasters** Broadcasting '98 convention and national media expo. Vancouver Trade and Convention Center, Vancouver, British Columbia. Contact: 613-233-4035.

**Through Nov. 6**—**Museum of Television & Radio** 4th annual Radio Festival. Museum of Television & Radio, New York City. Contact: Chris Catanese, (212) 621-6735.

**Nov. 2-3**—Fifth annual **Wireless Cable Association** Technical Symposium. Grand Hyatt Hotel, Atlanta. Contact: Jenna Dahlgren, (202) 452-7823.

**Nov. 4**—**Pennsylvania Association of Broadcasters** engineering conference. Hershey Lodge and Convention center, Hershey, Pa. Contact: (717) 534-2504.

**Nov. 4**—12th annual Achievement in Media Awards recognizing excellence in Washington-area radio, presented by **The March of Dimes**. Omni Shoreham Hotel, Washington. Contact: Cynthia Byers, (703) 824-0111.

**Nov. 4-8**—**News World** 1998 conference and exhibition for the broadcast news industry. Fira Palace Hotel, Barcelona, Spain. Contact: +44 (0)171 491 0880.

**Nov. 5**—"Technology Law for the Information Age," conference on telecommunications and electronic commerce law presented by the **Computer and Telecommunications Law Section of the District of Columbia Bar**. International Trade Center, Washington. Contact: (202) 626-3463.

**Nov. 5**—"Regulator's Revenge: Whatever Happened to Telecommunications Deregulation?," policy forum presented by the **Cato Institute**. Cato Institute, Washington. Contact: Jeny Patterson, (202) 789-5229.

## NOVEMBER

**Nov. 9-11**—CBA '98, **Community Broadcasters Association** LPTV convention. Tropicana Hotel, Las Vegas. Contact: Mike Sullivan, (320) 255-5276.

**Nov. 9-13**—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Orlando, Fla. Contact: (888) 733-3883.

**Nov. 10**—1998 **Broadcast Advertising Club of Chicago** Person of the Year Luncheon honoring John R. Gehron. Hyatt Regency Hotel, Chicago. Contact: (312) 440-0540.

**Nov. 11**—"Conquer Your Competition: Achieving Superior Sales Performance," seminar presented by the Washington/Baltimore chapter of **CTAM**. Greenbelt Marriott, Greenbelt, Md. Contact: Sara Pangallo, (301) 771-5602.

**Nov. 11-15**—**National Association of Farm Broadcasters** 54th annual convention. Westin Crown Center, Kansas City, Mo. Contact: (612) 224-0508.

**Nov. 12**—"NFL at a Crossroads," **International Radio & Television Society Foundation** sports seminar. Official All-Star Cafe, New York City. Contact: John Kienker, (212) 867-6650.

**Nov. 12-13**—"Internet and the Law: Legal Fundamentals for the Internet User," seminar presented by **Government Institutes**. The Latham Hotel, Washington. Contact: (301) 921-2345.

**Nov. 14**—**Television News Center** reporter training seminar, conducted by CBS News correspondent Sharyl Attkisson and TNC President Herb Brubaker. Ventana Productions, Washington. Contact: Herb Brubaker, (301) 340-6160.

**Nov. 15-17**—**National Association of Broadcast-**

**ers** 1998 European Radio Conference. The Palace Hotel, Madrid. Contact: Mark Rebholz, (202) 429-3191.

**Nov. 16-20**—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Miami. Contact: (888) 733-3883.

**Nov. 17**—**Hollywood Radio and Television Society** newsmaker luncheon. Beverly Hilton Hotel, Los Angeles. Contact: (818) 789-1182.

**Nov. 18**—"Kids TV: Around the World in a Day," screening of innovative children's television from round the world presented by the **American Center for Children's Television**. Goethe House, New York. Contact: David Kleeman, (847) 390-6499.

**Nov. 18**—**Cabletelevision Advertising Bureau** traffic and billing/sales automation business interest group regional workshop. Atlanta Marriott Suites Midtown, Atlanta. Contact: Nancy Lagos, (212) 508-1229.

**Nov. 19**—"Gender Differences: Leadership and Influence," seminar presented by **Women in Cable & Telecommunications**. Westin Tabor Center, Denver. Contact: Laurie Empen, (312) 634-2353.

**Nov. 19**—**Federal Communications Bar Association** Ninth Annual Charity Auction to benefit See Forever/The Maya Angelou Public Charter School. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**Nov. 19-20**—**Arizona Broadcasters Association** 46th annual convention and SBE exhibition. Tempe Mission Palms Hotel, Tempe, Ariz. Contact: Art Brooks, 602-274-1418.

**Nov. 19-20**—**Institut de l'Audiovisuel et des Télécommunications en Europe** international conference. Le Corum, Montpellier, France. Contact: +33 (0)4 67 14 44 44.

**Nov. 19-20**—Third U.N. Television Forum, presented by the **International Council of NATAS, NHK** and **RAI**. United Nations Bldg., New York City. Contact: Linda Alexander, (212) 489-6969.

**Nov. 20**—19th annual **Broadcast Pioneers of the Washington Area Awards Banquet**. Kenwood Country Club, Bethesda, Md. Contact: Vince Curtis, (703) 812-0420.

**Nov. 23**—26th annual International Emmy Awards, presented by the **International Council of NATAS**. New York Hilton Hotel, New York City. Contact: Linda Alexander, (212) 489-6969.

**Nov. 24**—8th annual International Press Freedom Awards Dinner to benefit the **Committee to Protect Journalists**. Waldorf-Astoria, New York City. Contact: (212) 465-9344.

**Nov. 24**—**International Radio & Television Society Foundation** newsmaker luncheon featuring Wall Street media analysts. Waldorf-Astoria Hotel, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Nov. 30-Dec. 1**—"New Tools for the New Rules: Targeting Customers in a Competitive World," pre-Western Show workshop presented by **CTAM**. Anaheim Marriott Hotel, Anaheim, Calif. Contact: (703) 549-4200.

## DECEMBER

**Dec. 1**—**Cabletelevision Advertising Bureau** traffic and billing/sales automation business interest group regional workshop. Wyndham LAX Hotel, Los Angeles. Contact: Nancy Lagos, (212) 508-1229.

**Dec. 1-3**—"DTV4," digital TV forum and conference presented by **World Research Group**. Hotel Inter Continental, Los Angeles. Contact: (800) 647-7600.

**Dec. 2-4**—"Exploring Telecom Opportunities in

Brazil," conference presented by **IBC USA Conferences Inc.** Westin Resort Miami Beach, Miami. Contact: (508) 481-6400.

**Dec. 9**—**CTAM** Washington-Baltimore chapter annual holiday party to benefit Ronald McDonald House Charities. Sequoia Restaurant, Washington. Contact: Anne Wolek, (703) 790-8107.

**Dec. 10**—**Hollywood Radio and Television Society** Holiday Party Benefit. Beverly Hilton Hotel, Los Angeles. Contact: (818) 789-1182.

**Dec. 10-11**—16th annual Telecommunications Policy and Regulation Conference, sponsored by the **Federal Communications Bar Association** and the **Practising Law Institute**. Washington Hilton Hotel, Washington. Contact: (800) 260-4754.

## JANUARY 1999

**Jan. 21-23**—**Cabletelevision Advertising Bureau** cable sales management school. Mission Inn, Orlando, Fla. Contact: Nancy Lagos, (212) 508-1229.

**Jan. 23-28**—12th annual **International Teleproduction Society** president's retreat and management conference. Hilton Jalousies Resort and Spa, St. Lucia, W.I. Contact: (703) 319-0800.

**Jan. 25-28**—56th annual **National Religious Broadcasters** convention and exposition. Opryland Hotel Convention Center, Nashville. Contact: (703) 330-7000.

## FEBRUARY 1999

**Feb. 4-6**—**Eckstein, Summers & Co.** annual conference on new business development for the television industry. Don CeSar Beach Resort, St. Pete Beach, Fla. Contact: Roland Eckstein, (732) 530-1996.

**Feb. 4-7**—RAB '99, 19th annual **Radio Advertising Bureau** international conference. Hyatt Regency Hotel, Atlanta. Contact: Wayne Cornils, (800) 722-7355.

**Feb. 8-10**—16th annual **CTAM** Research Conference. Hilton San Diego Resort, San Diego. Contact: (703) 549-4200.

**Feb. 16-17**—"DBS: The Five Burning Questions," presented by **The Carmel Group**. Sheraton Gateway Hotel, Los Angeles. Contact: (831) 645-1055.

**Feb. 22-24**—**North American National Broadcasters Association** annual general meeting. The Freedom Forum, Washington. Contact: Paul Ferreira, (416) 598-9877.

**Feb. 24-26**—Texas Show '99, cable convention and exhibition presented by the **Texas Cable & Telecommunications Association**. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

## MARCH 1999

**March 3-5**—**CTAM** digital and pay-per-view conference. New Orleans Marriott Hotel, New Orleans. Contact: (703) 549-4200.

**March 4**—**Cabletelevision Advertising Bureau** 17th annual Cable Advertising Conference. New York Marriott Marquis, New York City. Contact: (212) 508-1214.

**March 10-13**—30th annual Country Radio Seminar, presented by **Country Radio Broadcasters Inc.** Nashville Convention Center, Nashville. Contact: (615) 327-4487.

## MAY 1999

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

—Compiled by Kenneth Ray  
(ken.ray@cahners.com)

# Sailing into cable's tech future

**A**sk the leaders in cable television what's special about Time Warner Cable's Jim Chiddix and the first thing likely to come up is his advocacy of fiber optics.

Chiddix is credited with spearheading efforts at what was then Time Inc. to demonstrate that fiber, coaxial cable and digital technologies not only could but should merge. The results of that marriage have yielded what's widely regarded as the dominant telecommunications conduit: Just ask Bill Gates, AT&T or the FCC.

"I kind of shudder to think where we would be without that," says Tom Elliott, senior vice president of Cable Television Laboratories, the industry's R&D arm. "Instead of being in front of the telcos in broadband deployment, we might have been on the other side of that issue."

And to think that Chiddix, the poster boy for HFC (hybrid fiber/coax), is a guy with an aversion to corporate bureaucracy who entered the cable business on a fluke.

Fresh out of Cornell University in 1971 (his college career was interrupted by a three-year stint in the Army), Chiddix was headed for his own version of *Adventures in Paradise* in Hawaii. A friend had offered him a job crewing on *The Seraphim*, a 50-foot trimaran; Chiddix, short on cash, figured why not.

But soon after his arrival in Honolulu, the charter sailing venture foundered on finances. When Chiddix heard about a job "fixing electronics" for a small cable operator, he swapped the lure of life on the water for a regular paycheck.

"I have no regrets," says Chiddix, who is a stoic about the 100,000-plus air miles he logs each year. "Cable has been a fantastic business to stumble into. In many ways, it's just a rocket sled ride hurtling into the future."

When Chiddix went to work for Cablevision Inc., a small cable system in Waianae, Oahu, he came armed with a good deal of technical knowledge of electronics but no college degree. His capabilities were clear, however, and within three years he'd worked his way up from service tech to general manager.

In 1978, he moved to Oceanic Cablevision in Honolulu, where he again rose rapidly through the ranks. "The Hawaiian island, while a wonderful place, wasn't always totally stimulating," he says. To counter boredom, he started an electronics



*"In many ways, [cable is] just a rocket sled ride hurtling into the future."*

## James Alan Chiddix

**Senior VP/engineering and technology, chief technical officer, Time Warner Cable, Stamford, Conn.; b. July 23, 1945, Easton, Pa.; attended Cornell University, 1964-67; U.S. Army, Fort Bliss, Tex., 1967-70; Cornell University, 1970-71; service technician, Cablevision Inc., Waianae, Oahu, Hawaii, 1971-73; chief technician, Cablevision-Waianae, 1973-74; GM, Cablevision-Waianae, 1974-78; VP/engineering, Oceanic Cablevision, Honolulu, 1978-82; senior VP/engineering, Oceanic-Honolulu, 1982-86; VP/engineering ATC, Denver, 1986-87; senior VP/engineering and technology, ATC, Denver/Stamford, Conn., 1987-90; senior VP/engineering and technology, Time Warner Cable, Stamford, Conn., 1990-96; current position since 1996; m. Trudy Evard, March 28, 1987**

manufacturing firm—CRC Electronics—to make video playback and commercial insertion systems.

Fifteen years into his island stay, and just about the time CRC was really starting to take off, Chiddix encountered one of those life-changing choices: hang in Hawaii or join ATC, the Time Inc. cable subsidiary in Denver that had purchased Oceanic.

Today, the 53-year-old Chiddix is widely considered a dean of cable technology. From his groundbreaking investigation of fiber to overseeing Time Warner's Full Service Network trial in Orlando, Fla., to involvement with Cable Television Laboratories and the Society of Cable Telecommunications Engineers, he has been at the red-hot center of cable technology for well over a decade. In silicon years, that's the equivalent of a few lifetimes.

But it's not tech savvy alone that distinguishes Chiddix, colleagues say. "Jim really has been one of the most articulate spokesmen for the cable industry's technology side," says Tony Werner of TCI. "He tackles weighty technopolitical issues with a panache unlike anyone else. ... His radio-quality voice, combined with a method of articulating complicated issues, helps give people a handle so they can make decisions."

His high profile notwithstanding, Chiddix maintains strong roots in the service tech sector, linked to the men and women who work in cable's trenches. "As often as I can, I try to get out and ride around with a service technician in one of our systems," he says. "It's easy to live in an ivory tower, deal with all the wonderful things Silicon Valley is going to bring us. But the service technicians are out there right on the front line, out there dealing with customers who have problems. ... That's a real good reminder about the real nature of the business."

Chiddix envisions a world of à la carte offerings, sort of VOD to the max. But with the enabling technology just now emerging, Chiddix is concerned that non-technical obstacles may impede progress.

"The thing that worries me is government, is regulation of these services," he says. "If government were to declare tomorrow that our modem services were common carrier services, that we were just a common carrier, it would remove the incentive we have to make the investments to make this all possible." —Price Colman

## BROADCAST TV



Corral

**Al Corral**, news director, KPPIX-TV San Francisco, joins KCET(TV) Los Angeles as executive producer, *Life & Times Tonight*.

**Ginny Lasco**, director of news graphics, WTXF(TV) Philadelphia,

named design director; he is responsible for the graphics presentation of each program and oversees the overall look of the station.

**Kathryn Kilroy**, chief of administration/associate superintendent, Arizona State Department of Education, joins KAET(TV) Phoenix and KUAT-TV Tucson, both Ariz., as director of ASSET (Arizona School Services Through Educational Technology), a service offered through the stations.



Pacheco

**Stephanie Pacheco**, director, international sales, CBS Broadcast International, Miami, named managing director, international sales, Latin America and the Caribbean.

**Emily Mihalik**, regional account

executive, WNWO-TV Toledo, Ohio, named national sales manager.

Appointments at WUPL(TV) New Orleans/Slidell, La.: **Peter Uzelac**, local sales manager, KXTX-TV Dallas, joins as general sales manager; **John Manzi**, account executive, Telerep, New York, joins as national sales manager.

Appointments at Meredith Corporation: **Cary Jones**, VP/GM, KPDX-TV Portland, and KFXO-LP Bend, both Ore., and **Frank DeTillio**, VP/GM, WSMV-TV Nashville, named VPs/group GMs, accepting management oversight responsibilities for additional stations.

Appointments at KSTP-TV Minneapolis/St. Paul: **Mike Smith**, production manager, named director of programming and production; **Katie Bowman**, support staff, creative services, named

programming assistant.

**Clyde Becker**, promotion manager, KPHO-TV Phoenix, joins KDVR(TV) Denver as creative services director.

## PROGRAMMING



Kabler

**Steven Kabler**, associate, Hogan & Hartson law firm, Denver, joins National Geographic Channels Worldwide, Washington, as director of business and legal affairs.

**Ward Bouwman**, international product manager, Palladium Interactive, joins Solid Entertainment, Los Angeles, as director, new business development.

**J.R. McCabe Jr.**, manager of Northeastern sales, Studios USA, Universal City, Calif., named VP, Northeastern sales, Studios USA Television Distribution.



McCabe

**David Weiss**, regional executive, commercial and broadcast services, Worldwide Television News Corp., named VP, sales, Select International Television Network, New York.

Appointments at CBS's *60 Minutes II*, debuting in early 1999, New York: **Michael Whitney**, senior broadcast producer, *CBS Evening News with Dan Rather*, New York, named senior producer; **Arthur Bloom**, director, *60 Minutes*, adds *60 Minutes II* to his directorial responsibilities.

**Jenny Lam**, director of project management, Scholastic Entertainment's *The Magic School Bus*, joins Children's Television Workshop, New York, as senior China director, international television group.

**Robert Mauro**, executive VP/COO, Window to the World Communications Inc., Chicago, has resigned.

**Stuart Baxter**, commercial director, EBN/CNBC, joins Warner Bros. Inter-

national Television Distribution, London, as director, business development, Europe.

## JOURNALISM

**John Jones** joins The Associated Press, Washington, as manager of marketing communications for The AP Broadcast News Center.

**Arthur Lord**, senior producer, NBC's West Coast Bureau in Burbank, Calif., retired in October. Lord, a 31-year veteran of NBC News, started as a news writer in New York in 1967. He was a war correspondent in Vietnam in 1971-72. He opened the Houston Bureau in 1973 and became director of network news in Burbank in 1979. He had been in his present position since 1982. Lord plans to consult, teach and free-lance.

Appointments at KXTV(TV) Sacramento, Calif.: **Dana Jacobson**, sports reporter, named weekend sports anchor; **Pat Walsh**, sports anchor/reporter, KFBK(AM) Sacramento, joins as fill-in sports anchor/reporter; **David Kirkland**, assistant news director, KGTV(TV) San Diego, joins as managing editor.

**Karen Koutsky**, assistant news director, WTVG(TV) Toledo, Ohio, joins WTHR(TV) Indianapolis in same capacity.

**Sam Litzinger**, correspondent, Mutual/NBC, Washington, joins CBS Radio, New York, in same capacity.

## RADIO

**Phil Catlett**, GM of three Central Star Communications radio stations in Grand Rapids, Mich., assumes responsibility for the company's 11 stations in Michigan and Illinois. Central Star, the Midwest region of Capstar Broadcasting Corp., is based in Cedar Rapids, Iowa.

**Michael Nasser**, station manager, KKPN(FM) Houston, joins Chancellor Media Corp., as director of sales for the company's radio stations in Dallas.

## CABLE

Appointments at GoodLife TV Network, Baltimore: **Steve Hagedorn**, promotions manager, named creative director; **Stacy Hurley**, marketing assistant, named marketing coordinator; **Yogi Collins**, associate producer, named producer; **Lisa Braun**, sales representative, named

sales manager: **Melissa Brown**, affiliate relations coordinator, named manager; **Michelle D'Girto**, affiliate marketing manager, named senior manager.

**Nicole Goesseringer**, public relations consultant, joins Comspan Communications Inc., Santa Monica, Calif., as manager of business development, domestic and international subsidiaries.



Schenk

**Rita Schenk**, director of communications, local programming and production operations, Garden State Cable, Cherry Hill, N.J., named VP of marketing.

**Helén Lerberg**, director, Fox Kids

Central Europe, London, named managing director, Fox Kids Poland, and director of development, Fox Kids Central Europe.

**Arthur Bell**, media consultant, joins Court TV, New York, as executive VP, strategic planning.

**Brian Bloodgood**, advertising sales account executive, East Coast, Comedy Central, New York, named director, West Coast national advertising sales.

**Susan Malfa**, director, East Coast sales, Comedy Central, New York, named VP, East Coast ad sales.



Malfa

Appointments to the Cabletelevision Advertising Bureau board of directors, New

York: **Stephen Brenner**, president, operations, USA Networks; **Rich Cronin**, president/CEO, Fox Family Channel/Fox Kids Network; **Bernard Gallagher**, president/COO, Century Communications; **Lou La Torre**, president of ad sales, Fox/Liberty Networks; **Johnathan Rogers**, president, Discovery Networks, U.S.

Appointments at Speedvision and Outdoor Life Network's affiliate sales division, Stamford, Conn.: **Kari Wolsky**, account manager, named director, Western region; **Susan Watters**, account manager, named senior account manager, Western region; **Evan Grossman** joins as account manager, Western

region: **Erin McGrath** joins as affiliate marketing director.

## ADVERTISING/MARKETING/ PUBLIC RELATIONS

**Bob Sullivan**, president/GM, WUSA(TV) Washington, joins The Broadcast Image Group, San Antonio, Tex., as executive director of consulting and strategic planning.

**Anne Pedersen**, television business affairs executive, International Creative Management, Los Angeles, named VP, television business affairs.

## ALLIED FIELDS

**Marc Nathanson**, governor, Broadcasting Board of Governors, Prague, Czech Republic, named chairman, succeeding David Burke, whose three-year term ended in August.

**Terrence Ward**, VP/manager, syndications division, FINOVA Capital Corp., joins Back Bay Capital, Los Angeles, as VP, business development.

## ASSOCIATIONS/LAW FIRMS

**Tina Van Dusen**, director of public affairs, Canadian Medical Association, joins Canadian Association of Broad-

casters, Ottawa, as executive VP/COO.

**June Travis**, executive VP/COO, National Cable Television Association, Washington, will leave near the end of the year. Travis has been at NCTA since 1994.

## INTERNET

**Dennis Phillips**, VP, finance, KCAL(TV) Los Angeles, joins iXL Inc., Los Angeles as executive VP, worldwide finance.

**Kirk Woerner**, VP, technology, 24/7 Media, joins Robocast Inc., New York, as VP, ad technology.

## SATELLITE/WIRELESS

Appointments at Local TV on Satellite, Raleigh, N.C.: **Teresa Artis**, VP, business affairs, Turner Home Satellite Inc., joins as general counsel and VP, business affairs; **Jerry Parker**, VP, programming and legal affairs, Superstar/Netlink Group, Tulsa, Okla., joins as VP, DBS distribution.

**James Welch**, VP/area manager, Global One, joins Comsat Corp., Bethesda, Md., as president/GM, Comsat International.

—Compiled by Denise Smith  
e-mail: [dsmith@cahners.com](mailto:dsmith@cahners.com)

# OPEN MIKE

## The other side on Stern

EDITOR: Regarding your Oct. 26 "Harvest of Shame" editorial, I quote: "We have a little trouble talking about this subject."

A little? You've got so much trouble talking about this subject that you can't seem to make a coherent point.

"Several more programmers at the station level decided last week that enough was enough and dropped the show."

You fail to mention that the owner of four of those stations is a card-carrying member of a pseudo religious front organization attempting to strong-arm advertisers into dropping support for this show. How you can ignore this under a column banner proclaiming "Committed to the First Amendment and the Fifth Estate" is beyond me. Most of those stations are in cities where the *Howard Stern Show* is broadcast on the radio. Were those station managers and programmers so out of touch that they really didn't know what the *Stern* show

was all about?

"Chasing the dollar is still important, of course, but it's also important to set limits on what you're willing to step in while you're chasing it. Stern is free to shock, nauseate or be cruel for the entertainment of his audience. CBS is free to abet him and collect the money. It's all about freedom and artistic expression and giving an audience what it wants."

Well, you've covered all the bases; which one will you defend? If everyone is acting within their rights ... then what exactly is your problem? Aren't home viewers smart enough to decide what they'd like to watch on television? Do you really think we are in need of a television programmer to be our moral compass? If this really is such an awful show, won't free-market dynamics decide its fate?

Are you enjoying all the attention using Howard Stern's name has brought you this week?—*Mark W. Tefft* (via *Broadcasting & Cable Online*: [www.broadcastingcable.com](http://www.broadcastingcable.com))

**Radio companies were pleased with third-quarter results that they reported last week.**

**Jacor Communications Inc.** improved on a 3Q 1997 loss of \$1.4 million, turning it into earnings of \$439,000 in the most recent quarter. Jacor's 97 stations contributed \$56 million to the quarter's record revenue of \$204.5 million, up 41.5%, while broadcast cash flow jumped 49%, to another record of \$75.7 million. Jacor Communications Inc. is merging into **Clear Channel Communications Inc.**, which reported earnings of \$11.5 million, down 38% from third quarter 1997. Net income fell because of an increase in non-cash expenses associated with deals completed since fourth quarter 1997. Net revenue doubled, to \$385.9 million. Meanwhile, net income at **Cox Radio Inc.** rose more than 25%,

to \$69.2 million, on revenue that was up 16.6%, to \$7 million. **Citadel Communications Corp.** had net income of \$637,000, compared with a net loss of \$825,000 last year, on revenue that rose 30%, to a record \$35.9 million. Broadcast cash flow was up nearly 40%, to \$12 million.

**Despite admonishments to NBC and CBS, the Big Three broadcast networks received FCC permission last Thursday to continue preempting Saturday morning educational programs for sporting events during the 1998-99 season.** In separate letters from the commission, the networks received varying grades on their preemption rates and efforts to promote educational television during the 1997-98 season. NBC was chastised the most for its high average preemption rate—10.7%—at its owned

stations. CBS and ABC had preemption rates of 4.1% and 5.7%, respectively. NBC also was criticized for airing fewer than one prime time promotion per week for educational programming on its O&Os and for failing to make those promos available to its affiliates. CBS was reproached because nearly one-third of its O&Os failed to provide on-air preemption notifications. In renewing the preemption rights, the commission urged the networks to step up their promotion: "Aggressively promoting Saturday morning educational programming during prime time on Friday evenings will help ensure the success of children's educational and informational programming." The 1998-99 season marks the second year of a mandate to air at least three hours of educational children's programming each week.

**Industry groups last Thursday asked the FCC to condition approval of the merger of AT&T and TCI on strict requirements for retransmission of broadcasters' digital signals.** The NAB and the Consumer Electronics Manufacturers Association said the merged company should be required to carry local TV stations' digital signals, and no signal degradation should be permitted. "It would be a shocking misuse of their monopoly status if the merged AT&T/TCI cable systems were to deny carriage to new digital television signals ... while at the same time urging the commission to rely on those same signals as competitive safeguards against monopolistic abuses," the NAB wrote. The Media Access Project urged the commission to forbid the merger, warning that the new company would block the development of Internet video services. "TCI wants to sacrifice the Internet to protect its TV programming networks," the public advocacy group said.

**Online viewership for live streaming of the Discovery space shuttle liftoff last week demonstrated the allure and limits of 'Net video:** both CNN Interactive and Broadcast.com apparently set usage records but couldn't cope with the demand. CNN claimed 494,000 hits per minute when John Glenn took off last Thursday, topping the 340,000 hits per minute recorded when CNN premiered the Starr Report on its site. But a CNN spokesperson conceded that technical problems prevented some PC users from accessing the link for the live launch video. Meanwhile, Broad-

## Republican TV blitz targets Clinton



After declaring a moratorium on TV spots dredging up the White House sex scandal early on, the National Republican Congressional Committee produced three spots highlighting that issue as part of a \$10 million buy in the election campaign's climactic week.

The ads are running in 30 congressional districts around the country, with the most direct anti-Clinton attacks airing in southern markets. The most aggressive spot features video of a finger-wagging President Clinton when he denied his sexual liaison with Monica Lewinsky, with the tagline: "It's Your Choice.

Vote Republican."

But the NRCC emphatically denies that it's simply playing the sex scandal card with the 11th-hour ad campaign. "The ads are not about the Monica Lewinsky scandal. The ads are about something much more," says Mary Crawford, NRCC spokeswoman. "In these ads, Bill Clinton is a symbol for everything mainstream America doesn't like."

While Democrats publicly declared their delight with what they viewed as a strategic gaffe by the GOP, the Democratic Party quickly drafted a TV spot criticizing the Republicans' "top priority" of removing Clinton rather than addressing Social Security and health care issues.

Tony Marsh, a Republican consultant who produced one of the spots, acknowledges the risk: "Whenever you do something like this, you're concerned about it." But Crawford says Republican polling late last week indicated no voter backlash in response to its three anti-Clinton ads.

—Richard Tedesco



cast.com estimates that 5% of the more than one million PC users who tried to watch the shuttle launch on its site couldn't get on. Both CNN and Broadcast.com report delivering smooth streams to those who could see their online video feeds.

**ESPN and ESPN2 are expanding their carriage agreement with NASCAR to become the exclusive cable networks for coverage of the NASCAR Craftsman Truck Series next year.** ESPN and ESPN2 will carry a combined 12 Craftsman events this fall, culminating with the season finale, live on ESPN2 on Sunday (Nov. 8). Starting in 1999, ESPN/ESPN2 will host 21 races per year, including several in prime time. Also, ABC Sports has agreed to televise its first NASCAR Craftsman Truck Series event on March 20, 1999, marking next season's opening, according to ESPN officials.

**The FCC plans to issue a notice of proposed rule-making next week on how to define who can receive distant network signals from satellite broadcasters,** according to an FCC source. Staffers are finishing the draft and sending it to commissioners for a circulation vote early next week. Commissioners are expected to give it a thumbs-up because FCC Chairman William Kennard already has promised Congress that the commission would wrap up the rulemaking by Feb. 28, 1999. "Our

## 'Leeza' heads to first-run

Paramount Domestic Television executives are bringing *Leeza* into first-run syndication for fall 1999 after NBC executives decided late last week not to renew the talk show after a six-season network run. Sources say NBC executives are looking to add another news-oriented show in the post-*Today Show* time periods that have been *Leeza's* domain since January, 1994. NBC executives are said to be considering an additional hour of the top-rated national news program or adding another soap opera to the network's daytime schedule. Sources say the network is currently developing a soap opera with *Days of Our Lives* writer/producer Jim Reilly that is tentatively called *Passions*. NBC executives had no comment. Sources say the network will make a decision on filling the time slot in the next few weeks. For Paramount executives, the move gives them another talk show to add to their syndication roster, joining Montel Williams and freshman talker *Howie Mandel*. "Basically NBC has some questions on whether or not they want to grow another soap opera and whether or not they want to grow another hour of *Today*," says Frank Kelly, Paramount Domestic Television's co-president. "From our standpoint, we've always had interest in the show from the syndication marketplace, and for us, the timing is now and we've got to get going." *Leeza* will remain on NBC through next August and will start in syndication Sept. 1, Paramount executives say.

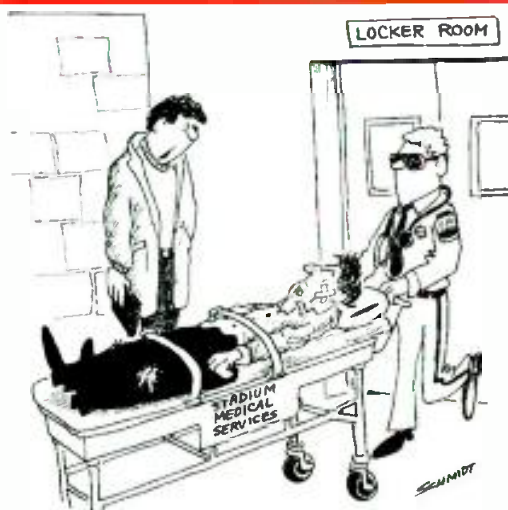
—Joe Schlosser

goal is to find the satellite subscribers who truly can't get network signals by putting an antenna on the roof," said an FCC source, who admitted that the law limits what the commission can do to determine who can legally get imported signals.

**The FCC's interpretation of the public interest standard to grant, renew or transfer broadcast licenses is too broad** for the rapidly changing telecommunications industry, Commissioner Michael Powell said last week. "We need to reassess the commission's application of the public interest standard," he told members of the Federal Communications Bar Association. "I believe it is imperative that we try to enunciate principles that will discipline the broad discretion we have held historically." The standard, which is included—but not

clearly defined—in the Communications Act, has allowed the FCC to extend its authority beyond its expertise, he said. One example: liquor advertising. "Who are we to judge on the health effects of liquor and teenage drinking?" he asked reporters following his speech. He also said the commission should question the propri-

ety of geographic limits placed on cable franchisees, telephone companies and other telecommunications companies. "It is time for all of us to exorcise the regulatory poltergeists that threaten the welfare of the dynamic and vibrant telecommunications world," he said in a speech laden with Halloween imagery.



Drawn for BROADCASTING & CABLE by Jack Schmidt

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

## Field general

The *New York Post* last week reported that NBC brought in pop guru Deepak Chopra to inspire a group of programming executives who have been watching their prime time ratings fall through the first several weeks of the TV season. Nothing against Chopra, but we think it's going to take more than New Age platitudes to keep NBC in first place. Fortunately, so does the real guru at the peacock network, Bob Wright. And that's why he sent the well-regarded Scott Sassa to Hollywood last week. The 39-year-old station chief will have a year under the tutelage of Don Ohlmeyer to complete his education in network programming and, not incidentally, to learn the necessary survival skills ("It's Antietam every day out here," says the veteran Ohlmeyer).

Sassa's arrival in Burbank comes as the jobs of all the networks' top programming executives are radically changing. Not only must they know the ancient science/art of choosing and scheduling sitcoms and dramas, but these days they must also be adept at producing shows and in extracting ownership interests in the shows they license. If any money is made after a show's network run, the networks want to make sure they get a share. Based on Sassa's record building TBS and TNT into cable powerhouses at Turner and his performance running the NBC stations, Wright and Ohlmeyer believe Sassa can cut it. So far, we have found few who don't share that faith.

P.S. There's no need here for a eulogy for Warren Littlefield, the man Sassa replaces. NBC may not believe he has the right stuff to run its programming shop, but his record at NBC proves he knows network TV. The leap from picking a winner to creating one is not all that great. According to Littlefield, Ohlmeyer says he'll be surprised if Littlefield doesn't have a sitcom on the NBC schedule next fall. So will we.

## T minus 36 years

The countdown; the catch of breath; the fingers crossed; the children gathered around TVs in their classrooms, and Walter Cronkite, shifting a model spacecraft in those now-wrinkled but familiar hands, explaining some finer point of telemetry during a last-minute hold. It was all just as it should be, the nitpickers over John Glenn's presence notwithstanding.

The boosters for this shuttle flight numbered not two but millions, united again by television in what had been—in the 1960s—the focus of a national TV ritual filled with wonder and pride. In the intervening years, and even with the jarring reality of the Challenger disaster in 1986, space flight has seemed more ho-hum than Homeric. Last week's coverage of the event helped remind us of how awe-inspiring it has always been.

It also reminded us of how much has changed since there were only a handful of astronauts and channels to chart their courses. This time Cronkite was anchoring for CNN, not CBS, the former having become a major force in breaking news and big-event coverage. And this time the event was available on broadcast networks and cable networks and streamed over Websites. It was even available in HDTV, which brings us to last week's other big TV event.

The shuttle blast-off marked the beginning of another mission: broadcasting's conversion to the digital world. The event was beamed in digital HDTV to a handful of stations as well as to monitors sharing the floor with Glenn's original Mercury spacecraft at the Smithsonian Air and Space Museum in Washington. (For comparison, there should have been an old Admiral cabinet-model TV set to represent how far TV has come.) The fingers crossed for this latest journey belong to TV executives, particularly those in the top 10 markets who are in the vanguard of this change. Ours are crossed, too.

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“I grew up in the small community of Kittanning, Pennsylvania. My parents spent their life savings to rent a building and open a grocery store. As a family, we made Stewart’s Market a success that lasted 35 years. My mother and brothers ran the grocery end of the business while my father and I cut meat. In our grocery business, customer service was never an option, it was a necessity. From the beginning, my father taught us the customer was always right. That philosophy helped keep the store open even as two larger chain grocery stores moved into the area.”

“I started working at age ten. Though I worked most evenings, I still enjoyed participating in the marching band and school athletics. After high school, I married my wife Gay. We moved to Grove City while I attended Grove City College. I earned a B.S. in Engineering and then went to work for PPG Industries as a mechanical engineer. In 1970, I joined my wife’s family business, Armstrong Cable.”

“Armstrong Cable began as a single franchise. To learn the business, I went out on calls, did installations, handled service problems and even climbed a few poles. Working in the field gave me the chance to meet some of our customers. We are always anxious to have their input on questions of service. We have centered this business on customer satisfaction and continually strive to better meet the needs of our customers.”

“Armstrong Cable has grown from a few thousand subscribers when I first started in the business to 200,000 today. I have seen so many changes over the years. Cable offers the opportunity for innovation, especially in education. C-SPAN is a prime example. With C-SPAN, government comes alive. Students can witness the process and politics of government; they can follow more closely the activities of their elected representatives. This is an overwhelming advantage to learning civics strictly from a book.”

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NATPE's IRIS AWARDS, the industry's only national award honoring local programming excellence, will be presented Tuesday, December 8, during a special luncheon, open to the industry, and held on the Paramount Studios lot in Los Angeles. Call 310-453-4440 for details

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*centralXpress.com "True Colors"* • WRAL-TV, Raleigh, NC  
*centralXpress.com "Brandie Has Bulimia"* • WRAL-TV, Raleigh, NC  
*I Can Quit, No Problem* • KUSA-TV, Denver CO  
*Whatever Show #C-3* • KARE 11 TV, Minneapolis, MN

### SPORTS PROGRAMMING

*Home For The Holidays* • KXAS-TV, Fort Worth, TX  
*Sonics Prime Time* • Fox Sports Northwest, Bellevue, WA  
*From The Heart: Special Edition* • WXYZ-TV, Southfield, MI  
*Living Their Dreams* • KWTW, Oklahoma City, OK  
*The Dream Season* • WXYZ-TV, Southfield, MI

### PUBLIC SERVICE ANNOUNCEMENT

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*Neediest Kids of All* • WKRC-TV, Cincinnati, OH  
*Profit In Education: Dreamer* • KQTV-TV, St. Joseph, MO  
*Broken Promise: Restoring The Dream* • WCCO TV, Minneapolis, MN  
*Helping Our Children Grow* • CT Public TV, Hartford, CT

### ON-CAMERA

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*From The Heart: Special Edition* • WXYZ-TV, Southfield, MI  
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*The Hidden Story of Pirates* • WJAR-TV, Cranston, RI  
*From The Heart: Special Edition* • WXYZ-TV, Southfield, MI

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*Women of Triumph II* • Maryland Public Television, Owings Mills, MD  
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*Faith's Story* • KTVU, Oakland, CA  
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