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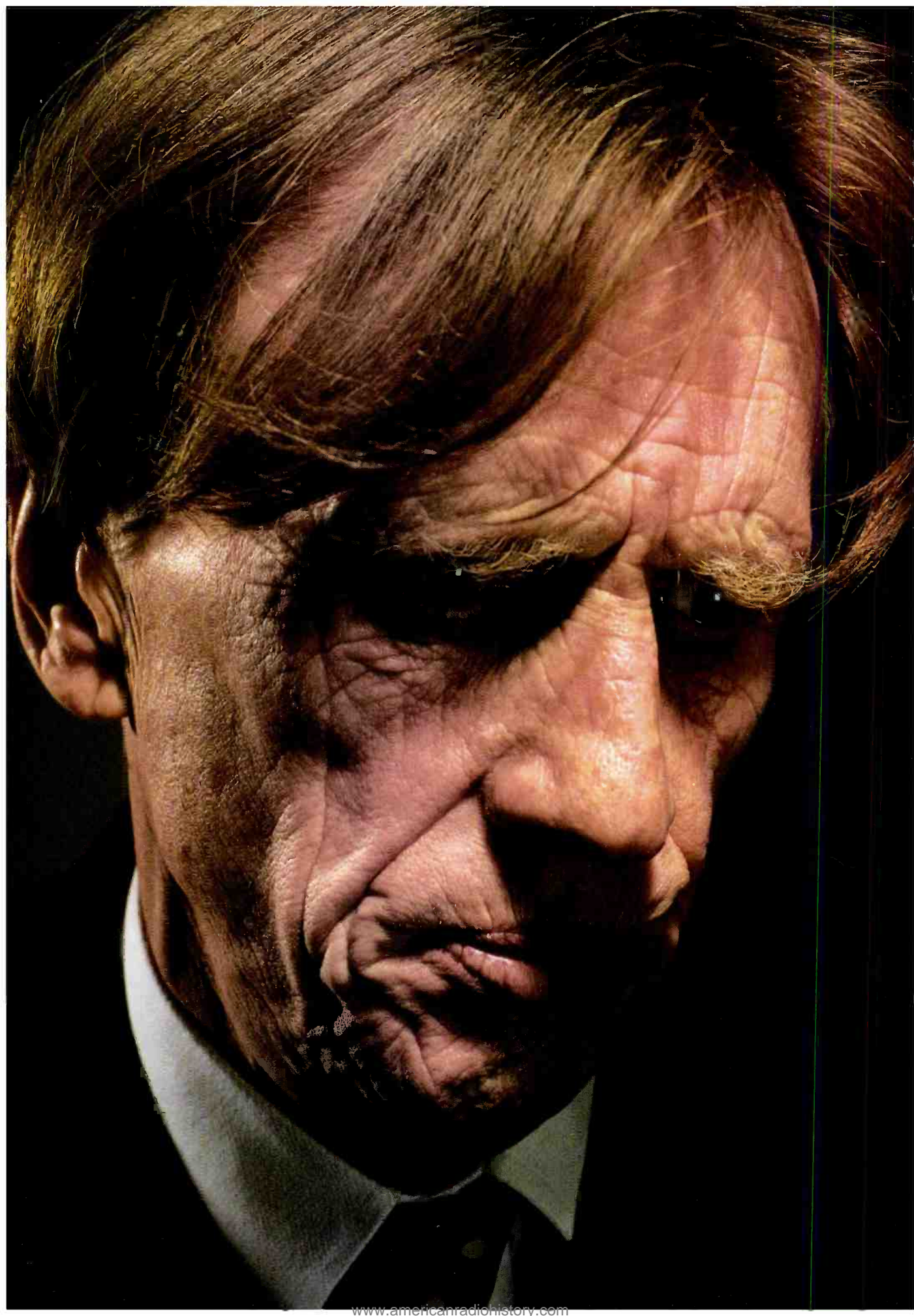
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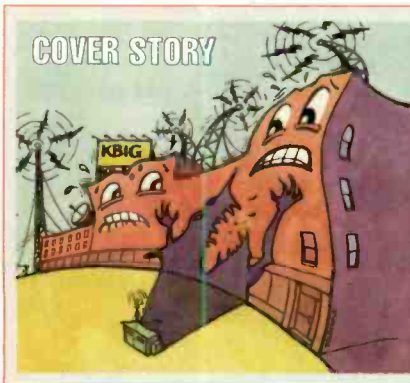
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Must-see interactive TV

With Intel, NBC to offer this fall DTV programming with Internet-like text, graphics

By Glen Dickson

NBC and Intel are planning a digital TV service that will bring multimedia features to NBC programming this fall, industry sources say.

The companies are expected to announce the service today (April 19) at the National Association of Broadcasters convention in Las Vegas.

Using its DTV channels and Intel's InterCast technology, NBC will broadcast standard-definition programming enhanced by graphics, text and possibly low-resolution video. The multimedia elements will pop up in windows on specially equipped TVs or computers. Viewers will interact with a remote, mouse or keyboard.

NBC plans to air several hours of the enhanced programming each week, including *TNBC*, its Saturday morning block of teen programming, and some sports events.

Although the proposed Intel deal marks NBC's first foray into delivering enhanced content with its DTV broadcasts, the network has already been working with Intel to deliver interactive data with its analog broadcasts



since summer 1996.

NBC and Intel are both members of the Advanced Television Enhancement Forum, an alliance of content providers and technology companies that are developing a specification for delivering data with television programming. Microsoft, Sony, CNN, PBS, Discovery, Disney, Tribune and Warner Bros. also belong to the group.

The Intel authoring-and-insertion technology NBC will use to insert enhanced content into DTV program streams is basically the InterCast system used for sending data in analog broadcasts. The difference is that while the analog version of InterCast had to work in the constricted confines of the television signal's vertical blanking interval (VBI), the digital InterCast service will

be able to take advantage of the 19.4 Mb/s MPEG-2 stream used for DTV. If NBC were to send an SDTV program at 12 or 15 Mb/s, that would still leave room for a lot of interactive content.

Intel is no stranger to enhanced DTV broadcasts. The company first applied for experimental DTV licenses in 1997 to test data delivery in the digital spectrum (BROADCASTING & CABLE, December 5, 1997), and has been working with PBS on the technology since early 1998 (BROADCASTING & CABLE, April 6, 1998). Last November, PBS aired its first enhanced DTV national broadcast using Intel's technology, delivering ancillary video, audio and graphics along with a standard-definition documentary on Frank Lloyd Wright.

PBS and Intel are moving forward with enhanced DTV with *ZOO-BOOMAFoo*, a children's nature program. Using Intel-equipped PCs, *ZOO-BOOMAFoo* viewers can click a mouse and make on-screen animations come to life, play an interactive on-screen game, or collect enhanced audio, video or graphical media in the form of souvenirs that can be interacted with later. "It's a completely immersive experience," says PBS spokesman Kevin Dando. ■

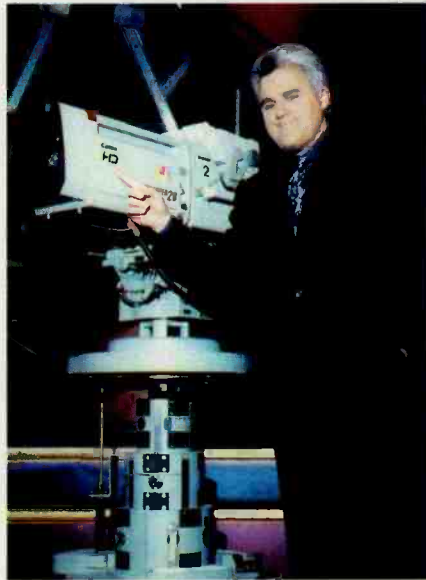
NBC ready to go with HD Leno

NBC will start broadcasting *The Tonight Show with Jay Leno* in high-definition next Monday (April 26), using a new Sony-equipped HDTV studio and control room. The 1080i program will mark NBC's first HDTV broadcast.

According to Gary Considine, executive producer for NBC Studios, *The Tonight Show* will do a full-blown test show in high-definition this Thursday [April 22] before switching over on Monday. From that point, NBC will broadcast *Tonight* in HDTV indefinitely. NBC's *Friday Night*, which runs after Leno on Fridays and is shot in the same studio, will begin broadcasting in HDTV on April 30.

Tonight's production staff has been testing Sony's HDTV studio cameras and field camcorders for several months, says Considine, and has become well-acquainted with some of HDTV's peculiar production challenges. "Things you never think you would see on camera are there," says Considine. "For example, in one test shoot you could see three pieces of lint on the guest chair. It's really bizarre, but it's a beautiful picture."

That kind of resolution has forced NBC to upgrade parts of the set, says Considine. He's also had to play with the lights—"it's a challenge to create depth"—and change camera placements so previously unseen cue-card holders don't appear in the sides of the widescreen picture. —Glen Dickson



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DTV plans of their own

ABC, CBS and Fox move ahead with programming, technology to exploit digital stations

By Glen Dickson

NBC is not the only network pushing ahead—albeit slowly—with DTV.

ABC may be ready to produce some sports in HDTV. Fox and Tribune are experimenting with multicasting regional news. And CBS says it will announce more HDTV programming next month.

So far, ABC has restricted its HDTV broadcasting to several movies each month. The network will air *Chain Reaction* in HDTV April 24 and broadcast five more movies in May, two airings each of *The Rock* and *Phenomenon* and the May 6 broadcast premiere of *A Time To Kill*.

But the network wants to expand into sports. “We’re still trying to identify a sporting event for live production, and we’ll be meeting with vendors at NAB about doing that,” says Preston Davis, ABC president of broadcast operations and engineering.

According to Davis, the network is waiting until a truck vendor or manufacturer builds a 720p-capable production truck that it could lease in the same manner that CBS has leased National Mobile Television’s Sony-equipped 1080i truck for NFL broadcasts.

For NAB ’99, ABC affiliate KTNV(TV) Las Vegas will broadcast in DTV and play back a 15-minute demonstration tape of 720p programming created in ABC’s New York-based HDTV Release Center. The tape includes 720p footage of *Good Morning America*, *Monday Night Football* and the 1999 Academy Awards broadcast.

Eighteen ABC O&O’s and affiliates are DTV-ready, and all but two are passing through ABC’s 720p high-definition programming.

Meanwhile, Fox is working with Tribune Broadcasting to develop a DTV system called “directed channel change.” It would allow DTV stations to multicast different programming to different areas within their markets.

The brainchild of Tribune, the system uses the PSIP (Program System and Information Protocol) to address each of the several standard-definition signals a DTV station can broadcast. Consumers



ABC will air 'A Time to Kill' in HDTV on May 6.

would program their ZIP codes into their DTV receivers, which would then receive only SDTV channels intended for their areas. Broadcasters could use the system to transmit regional spots, local newscasts or news inserts, or even multiplexes of regional programming.

“Newspapers have local inserts—depending on where you buy the paper, some part of the paper is different,” says Andrew Setos, executive vice president of News Corp.’s news technology group. “The LA Times has an Orange County edition, for instance. Hypothetically, you could do the same thing with five or 10 minutes of your 10 o’clock news.”

Fox will also begin experimenting with data broadcasting in Los Angeles

this spring, says Setos.

Fox has been distributing a standard-definition DTV feed during prime time, seven days a week, delivering it over fiber to Fox DTV stations. Most of the programming is delivered with a 480i format and conventional 4:3 aspect ratio. Fox has been trying to do more wide-screen programming. “Moving from 4:3 to 16:9 is a creative challenge,” Setos says. “It has very little to do with technology but instead with how one creates a compelling TV program for people to watch in both 4:3 and 16:9. It’s not a trivial exercise.”

Fox also plans to do its first HDTV broadcast in May, a 720p airing of *Independence Day*.

For its affiliates at NAB, Fox will conduct side-by-side comparisons of DTV formats on consumer receivers. “We’re going to stream some stuff we’ve done into actually purchased DTV sets to have them compare formats,” says Setos.

CBS, which has broadcast four football games and a smattering of prime time shows in HDTV, will announce a round of HDTV when it unveils its new fall season to advertisers on May 19, says CBS spokesman Dana McClintock.

55 DTV stations...and counting



According to BROADCASTING & CABLE’s latest count (as of April 16), 55 television stations are now broadcasting digital signals.

Some 29 markets have DTV. Although most of the buildout is in the top 10 markets—29 stations in total—there are six DTV broadcasters in markets 50 to 100, including ABC affiliate KXLY-DT Spokane (market 73) and noncommercial WMPN-DT Jackson, Miss. (market 90).

So far, 24 of the 41 major network affiliates and O&Os in the top 10 markets (we count WMUR-DT Manchester, N.H., which is in the Boston market) are on the air with DTV. Most of the remaining 17 say they’ll make their FCC-mandated May 1 deadline to begin DTV broadcasts and have already begun testing. Four have indicated that they won’t make the deadline due to tower problems—WNBC-DT and WABC-DT in New York and WMAQ-DT and WLS-DT in Chicago.

But some network sources and consumer set manufacturers are pointing to Nov. 1 as a more important bellwether for DTV. That’s when Big Four DTV affiliates in markets 11-30 are due to turn on. Even though some top 30 markets such as Denver are having tower problems, about 130 DTV stations should be on by then counting PBS stations, independents, and WB, UPN and HSN affiliates. —Glen Dickson and Marion A. Eccleston

Kids upfront flat at best

Nick still the leader, but Cartoon Net seen as viable alternative for advertising

By Steve McClellan

The 1999 kids upfront market is expected to be flat with last year's \$750 million market, according to sellers. Some buyers are more pessimistic, saying that the market may actually be down 5% or more.

At deadline last Friday, a handful of major kids advertisers, including toy maker Mattel, had yet to exercise their upfront buys. Other advertisers still to pull the trigger reportedly include Quaker, RJR Nabisco, Empire, TrendMaster and Old Navy.

Advertisers may hold back more dollars this year for the kids scatter market, which has had strong pricing during the past couple of years, say ad executives.

Normally, kids advertisers spend close to 90% of their money in the upfront market and 10% for scatter. This year, however, executives believe advertisers may hold back 15%-20% of their dollars on the bet that increased competition from Cartoon Network to Nickelodeon on the cable side and expanded inventory on the broadcast side with the Disney-UPN alliance will keep scatter prices at attractive levels.

"It's a more orderly market," says

Shelly Hirsch, CEO of Summit Media in New York. "I think the old way, where they [the networks] would keep you up all night to get the deals done, was childish. It was like Hell Night at my fraternity and left you asking, 'Why can't I start tomorrow morning again? I want to go home.'"

The Cartoon Network is also seen for the first time year as a viable alternative to Nickelodeon. Cartoon's household distribution is up 16% in the first quarter to 55.6 million, while kids 2-11 ratings are up 41%. More important, ad buyers say, many advertisers who had been doing two-year deals with Nickelodeon aren't extending them this year, betting that Cartoon's momentum will give them greater leverage in negotiating with Nick next year.

Last year, the kids upfront market proved a poor harbinger for the whole year: It was down 7%. Yet, according to Competitive Media Reporting, the New York ad tracker, the annual take actually grew 13.5%.

"A lot of buyers are saying they have 20% fewer dollars to spend in the upfront," says one senior level sales executive. "But I think you'll see a lot of that money placed later in the year."

Like last year, cable commands about 65%-70% of the upfront spending in kids. Nickelodeon gets the largest single share of dollars among the kids networks. Nick's estimated upfront take this year is said to be about \$325 million, down about 3% from last year. Some advertisers are said to be shifting dollars out of Nick's expensive fourth quarter into the first quarter.

Cartoon's upfront take is estimated to be \$120 million. Although its ratings were up, the network didn't raise prices, in an attempt to take market share from Nick, sources say. Fox Family will do \$25 million-\$30 million in kids upfront, sources say.

In broadcast, ABC and WB are posting pricing gains in the mid-single digits, sources say. ABC's upfront take is estimated at \$65 million. This year WB acquired the rights to Pokemon, the highest-rated kids series on commercial broadcast television. Kids' WB's upfront is estimated at \$75 million.

Sources say Fox Kids' Network's upfront take will decline almost 20%, to about \$80 million. The Disney-UPN block, with 95% clearance between the network and syndication, may do \$45 million, network sources say. ■

Jones talks tough in shooting trial

By Dan Trigoboff

Talk show host Jenny Jones last week defended her show as fun—not the cause of the 1995 shooting death of one of her guests at the hands of another.

In three days of attack from the family of victim Scott Amedure, Jones denied that her show had ambushed and humiliated guest Jonathan Schmitz with the revelation of Amedure's crush on him.

She also disputed plaintiff's attorney Geoffrey Fieger's contention that the show was negligent in not eliminating Schmitz as a guest because of his mental history.

The plaintiffs seek \$50 million in damages against the Jones show; the production company, Telepictures; and



Jones continues to contend that her show did not provoke the killer.

distributor Warner Bros

Schmitz shot and killed Amedure three days after they appeared together on the "secret crushes" show. The defense says Amedure pursued Schmitz before and

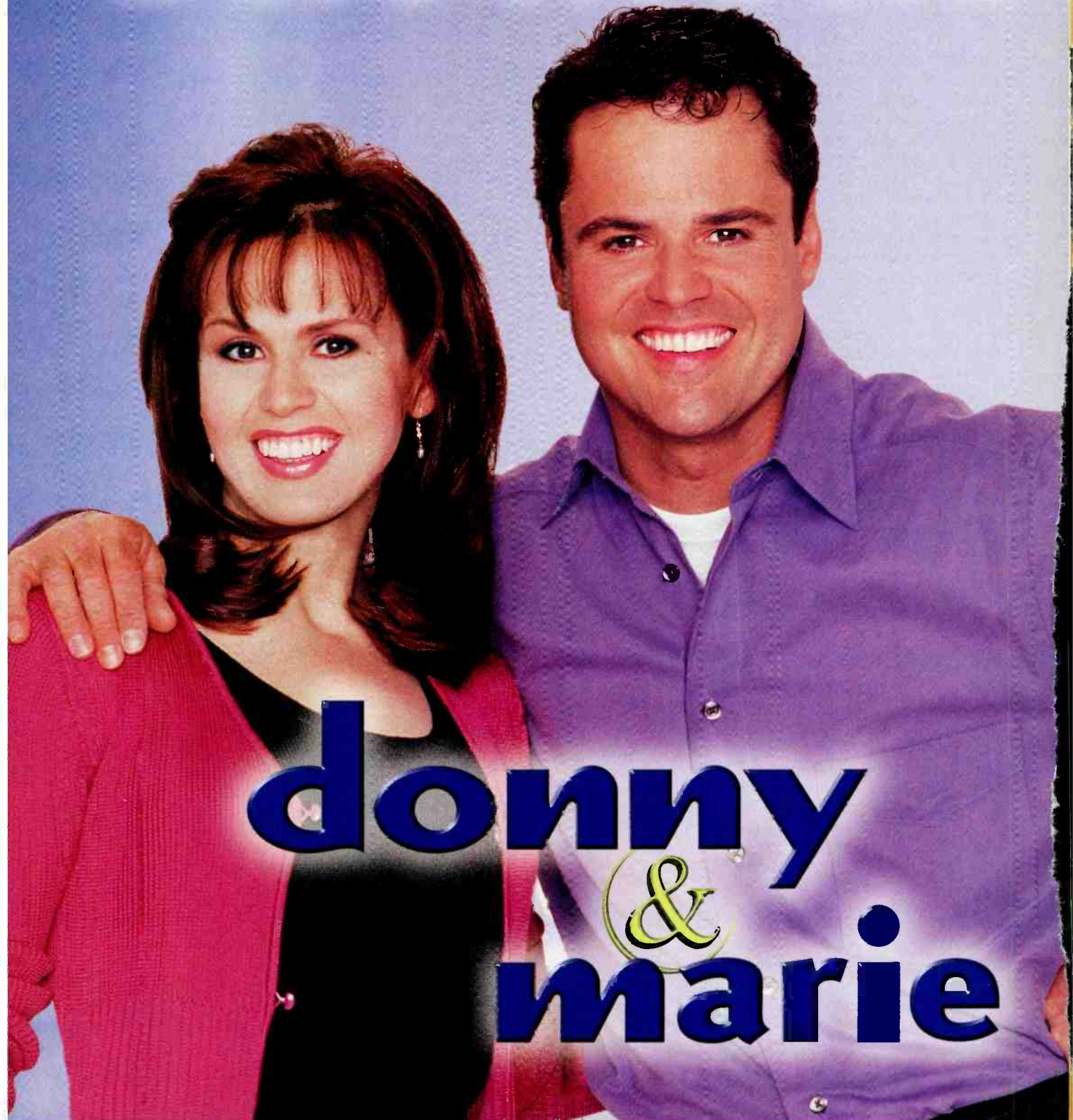
after the taping. The show was "a minor footnote in the trajectory in the relationship of these men," says a Warner Bros. attorney.

Jones was a different type of witness than she was in Schmitz's murder trial two years ago, in which she appeared unprepared. She was knowledgeable and self-assured last week, sparring with Fieger.

Fieger hammered at Jones, challenging the show's false sense of intimacy, which he said was demonstrated, among other things, by the use of first names among strangers.

When Fieger asked Jones if she personally would be taken aback by a fantasy—involving bondage, whipped cream and champagne—like that expressed by Amedure toward Schmitz, her response was, "It might be exciting." ■

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Rank	Program	W 18-34	W 18-49
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	Love Connection	+8%	+22%
	Forgive or Forget	+18%	+9%
	Change of Heart	nc	+7%
	Judge Joe Brown	nc	+7%
	Match Game	+13%	nc
	Judge Mills Lane	nc	nc
	Hollywood Squares	-8%	nc
	Howie Mandel	-25%	-13%
	Roseanne Show	-18%	-17%

www.sony.com

Source: NSI, SNAP, New first-run strips, Feb. '99 vs. Nov. '98, weighted average ratings, includes DR, 8+ telecasts, ranked by W18-49.

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Retrans fees from the sky?

They're coming, but EchoStar wants nondiscriminatory clause that could limit charges

By Paige Albiniaik

It's a good thing EchoStar CEO Charlie Ergen likes to play the odds because he's up against long ones once again.

Ergen is in a stand-off with cable programmers and broadcasters over a clause in the House Commerce Committee satellite TV reform bill (H.R. 851) that would guarantee satellite carriers "fair and nondiscriminatory access" to cable networks and local broadcast signals. It also would forbid local broadcasters from cutting any exclusive deals with cable companies or rival satellite carriers.

Broadcasters, who are looking forward to receiving hefty retransmission consent fees from satellite TV companies, strongly oppose the provision. "The language in the House bill makes us nervous that we won't be able to negotiate a marketplace value for our programming," said CBS Senior Vice President Martin Franks.

Cable networks oppose the provision because they not do want their negotiations with the satellite carriers to be governed by deals they cut with powerful cable operators. In other words, they want what the satellite—not cable—market will bear.

But satellite carrier EchoStar says if the provision is removed, it will oppose the bill.

"We walk away from the bill if it doesn't have this in there," says Karen Watson, a lobbyist for EchoStar. "This is the next step to make DBS providers truly competitive. This is as important as program access was in the early '90s."

Without such language, Watson says, broadcasters will be able to charge EchoStar exorbitant prices for their signals or grant them to one satellite carrier or cable company but not others. That would make it difficult for EchoStar to offer local programming in local markets. Congress wants to allow satellite carriers to offer local signals so satellite TV can compete more directly with cable.

Broadcast sources are ready to call EchoStar's bluff. "Let them walk. The bill would still go in a heartbeat," said one source. "Are they going to walk away from local-into-local, which they desperately need?"

Broadcasters also say it would be bad business for them not to give EchoStar access to their signals. "We're in the distribution business," Franks says. "We are not going to be unreasonable negotiators."

Still, a staffer for Rep. Ed Markey (D-Mass.) says the provision will stay in the bill. Markey and Rep. Billy Tauzin (R-La.), chairman of the House Telecommunications Subcommittee, support the measure, while Rep. John Dingell (D-Mich.), ranking member on the House Commerce Committee, opposes it.

"A provision that says broadcasters can't cut exclusive deals is about as far as he would like to go," the Dingell staffer says.

House Commerce Committee Chair-



Embattled Charlie Ergen will oppose bill if provision is removed.

man Tom Bliley (R-Va.) is silent on the issue. Sources say Bliley would like to offer his committee's bill on the House floor this week. That would prove bad timing for broadcasters, who are in Las Vegas this week for their annual convention.

The industries also are squabbling over language in the Commerce Committee bill that would require the local broadcast station to pay whenever a consumer asks for a signal-strength

test to see if he or she qualifies to receive distant network signals. Some members of Congress prefer that language because they want to encourage broadcasters to grant waivers liberally.

Broadcasters argue that the provision, as written, is unfair. They say that it would encourage satellite carriers to require a test at the broadcasters' expense every time a waiver request was denied. Broadcasters would prefer a "loser pays" scenario that encourages broadcasters and satellite carriers to legitimately evaluate whether a customer can receive an out-of-market TV signal before asking for a test, which costs about \$150.

Other controversial provisions in the bill passed by the House Judiciary Committee (H.R. 1027) have been removed. The bill will not require satellite carriers to provide free antennas to subscribers who are going to lose their out-of-market signals. A provision has also been removed that would have forbidden one satellite carrier from offering imported signals in a market once another satellite carrier offered local signals there.

Much less controversy surrounds separate bills from the Senate Commerce and Judiciary committees, due to be merged on the Senate floor. The remaining fight in the Senate is over a provision that would allow some satellite TV customers who illegally receive out-of-market signals to retain the service indefinitely. Sources say Senate Majority Leader Trent Lott (R-Miss.) has scheduled a Senate vote on satellite TV reform for next month. ■

Where to find us at NAB

BROADCASTING & CABLE's press room will be located in the Club Salon of the Las Vegas Hilton. Telephone: (702) 732-5866 (voice) and (702) 892-3241 (fax).

In attendance: Peggy Conlon, Don West, Gary Rubin, Harry Jessell, Dwight Cunningham, Paige Albiniaik, Liz Rathbun, Glen Dickson, Karen Anderson, Todd Gast, Mark Miller, Rick Higgs, Doris Kelly, John Caggiano, Estrella Diaz, Rob Foody, Chuck Bolcom, Craig Mathew, Rick Rowell



Time Warner huddles around Internet hubs

Declining to follow the heavy spending pattern of other media giants in buying Web portals, Time Warner Inc. has settled on a new Internet strategy that calls for mixing and matching its current Web sites to create five different "vertical hubs" to draw surfers.

The strategy is to draw content from the company's various print, television and entertainment operations that are already repurposed online and package similar units together. That is expected to replace Time Warner's Pathfinder site, an early money-losing attempt to build a single site around the company's various magazines. Internet industry executives had long expected Pathfinder's demise.

At meetings with analysts and reporters to discuss the company's first-quarter earnings, Time Warner chairman Gerald Levin said that, for example, a business-themed hub would combine content from CNNfn, *Fortune* magazine and *Money* magazine. A news hub would contain material from CNN and *Time* magazine.

Attendees at the meeting said that the other three hubs would be centered on sports, entertainment and lifestyle. Levin avoided his past habit of labeling the company's Web sites with the fashionable "portals," acknowledging that his goal is to keep surfers at Time Warner's sites rather than send them elsewhere, as search engine-based portal sites do.

—John M. Higgins

Weather Channel gets Anstrom

With a quiet legislative front, NCTA president leaves in August to head cable network

By Paige Albinak

With a clear regulatory forecast in Washington, NCTA President Decker Anstrom has decided it's time for a change of climate.

Anstrom is leaving the association in August to become president and CEO of The Weather Channel in Atlanta. The channel is owned by privately held Landmark Communications of Norfolk, Va., of which Frank Batten holds the controlling interest. Industry reports say Anstrom is eventually expected to take Landmark's helm.

Anstrom has enjoyed enormous popularity at the NCTA, where he is credited with bringing consensus to a fractured agency. He joined NCTA in 1987 and has been its president since 1994.

Before joining NCTA, Anstrom headed a public-policy consulting company and had served in the Office of Management and Budget and as assistant director of the White House Office of Presidential Personnel.

Many cable executives, government officials and lawmakers credit Anstrom with rebuilding the cable industry's Washington relationships after the passage of the regulatory 1992 Cable Act.

"It's a big loss to the association," said Rep. Billy Tauzin (R-La.), chairman of the House Telecommunications Subcommittee. "He's been a very effective voice for them on the Hill. He's calm, cool, collected. He listens. He's been a very productive person to work with."

Anstrom said he was pleased that his rebuilding effort with policymakers

"would enable our industry to invest, innovate and compete.... That job has been substantially completed. And it's now a good time for me to move on."

At The Weather Channel, its chairman, John "Dubby" Wynne, said his search for a "generalist" took just three weeks.

"Decker and I have known each other for a long time. I worked closely with him at the NCTA," Wynne said.

Leo Hindery, chairman of NCTA's board

and president of AT&T Consumer and Internet Services, also praised Anstrom: "There has never been a finer steward of an industry than Decker Anstrom. He has honored us for more than a decade with his grace, his professionalism, and his integrity—and his last five years as president of NCTA have defined our industry."

Anstrom's opposite number at NAB, Eddie Fritts, also paid tribute: "Decker is largely responsible for reshaping cable's image in the public-policy arena. He's been an ally on many issues, a worthy adversary on others, but always a class act and good friend."

NCTA's board, headed by Cox Communications CEO Jim Robbins, will form a search committee to find a successor. Anstrom predicted that NCTA would have the "pleasant chal-



Anstrom is departing D.C., having unified the cable industry and repaired relations with legislators.

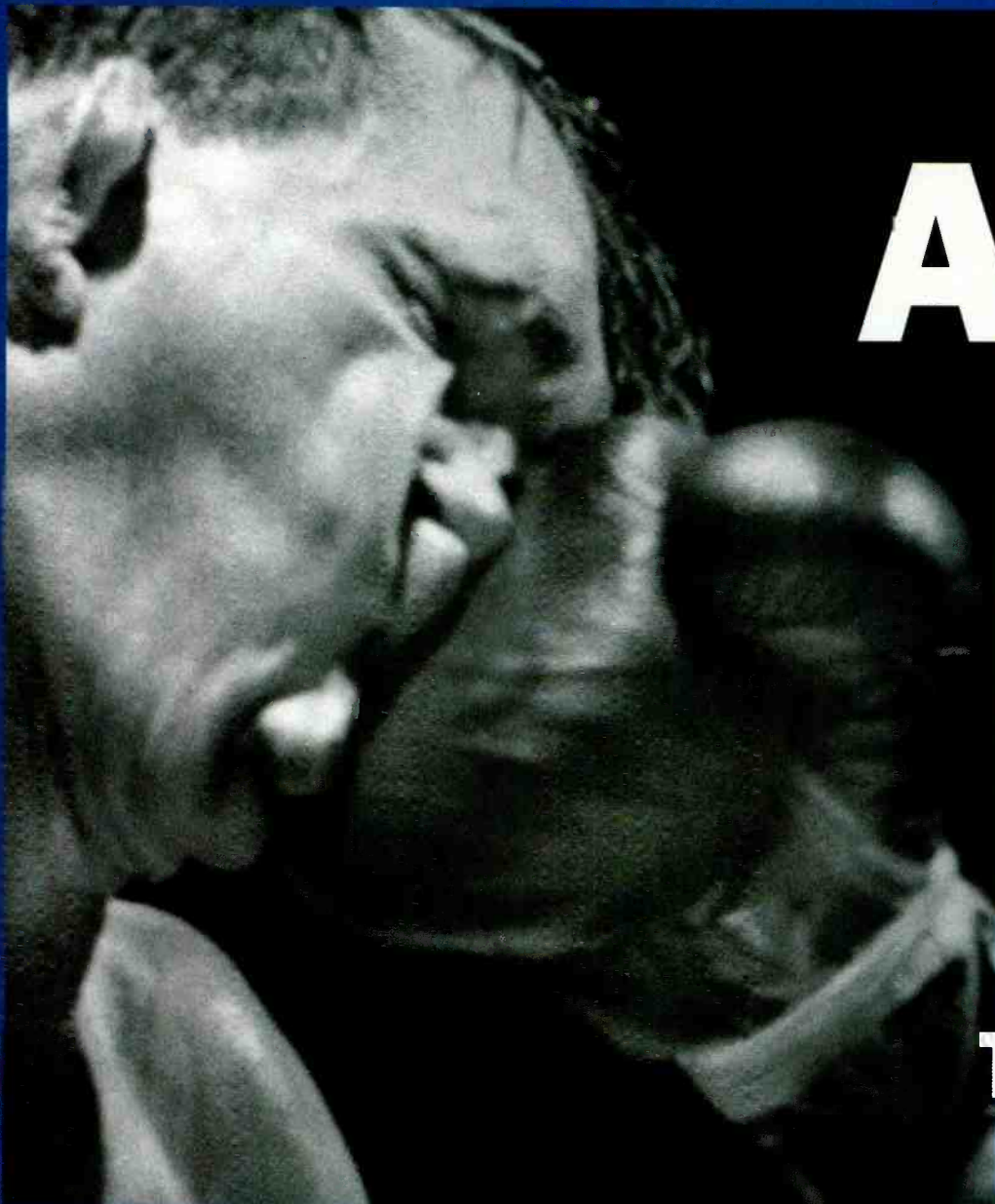
lenge of picking from a lot of very qualified candidates" because of the cable industry's current good standing in Washington.

Anstrom's departure marks the third top leadership spot at the NCTA to be vacated in the past six months. Executive Vice President June Travis left the association in December. Vice President of Public Affairs Torie Clarke departed earlier this year to become president of marketing at the consulting

firm BSMG Worldwide for Bozell Eskew Advertising. Josie Martin—from the American Red Cross—has filled Clarke's position, while Travis' remains empty.

The legislative and regulatory front for cable is largely quiet at the moment, but some big battles are ahead. The FCC has yet to determine whether cable will have to carry all the broadcasters' digital channels while still carrying their analog channels; America Online and Internet companies are pressuring the government to force cable companies to open their networks to competitors, and lawmakers are watching closely to see if cable companies jack up their rates now that they are deregulated.

—Deborah McAdams and John M. Higgins contributed to this story.



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FCC yanks Trinity license

Religious broadcaster loses Miami station after misleading the commission

By Bill McConnell

Trinity Broadcasting must give up its Miami TV license as penance for the FCC's deadliest sin: lying to regulators

By a 3-2 vote along party lines, the FCC last week revoked Trinity's license for WHTF(TV) Miami. FCC Chairman William Kennard and the panel's other two Democrats found the religious network was unqualified for a renewal of WHTF's license on grounds that organization officials deliberately misled the commission in the mid-1980s to evade ownership limits. The commissioners ruled that Trinity created National Minority TV Inc. as a front company to take advantage of higher limits for minority-owned broadcasters.

"We will not permit the public interest to be undermined by those who refuse to comply with the letter and spirit of our rules and policies," wrote Kennard and Commissioner Gloria Tristani in a joint statement. They also vowed to protect programs designed to help minorities and women from "abuses and shams."

Though the commission rarely denies license renewals — it has been more than 10 years since a station's permit was stripped—the outcome could have been much worse for Trinity. In fact, its entire network of 12 full-power and more than 300 low-power stations was at risk. But losing one station is punishment enough and should deter Trinity from future transgressions, the commissioners say. "These matters will warrant no further consideration in any future proceedings," the FCC said in its ruling.

The decision removes a cloud that has been hanging over Trinity's operation, which is run by televangelist Paul Couch. Nevertheless, the Miami revocation is unfair, says Trinity attorney Howard Topel, and the network will appeal.

The FCC also ruled that Glendale Broadcasting, which had challenged Trinity for the Miami license, was unqualified to hold it because Glendale had misled the



The commission thinks losing one station will be enough to keep Trinity clean.

agency about its lack of progress in constructing stations in other markets.

The commission did not resolve license renewal challenges by Glendale and Maravillis Broadcasting against four other stations. The agency did, however, dismiss a proposed \$55 million settlement between Trinity and the two companies that would have covered those and Miami.

The commissioners also dismissed a separate \$2 million settlement with the Spanish American League Against Discrimination and with other groups.

The FCC said it would, however, consider an amended settlement agreement that covered the four remaining challenges: WHSG(TV) Monroe, Ga.; WTBY(TV) Poughkeepsie, N.Y.; KTBNTV Santa Ana, Calif.; and KNMT(TV) Portland, Ore.

Topel acknowledges that the FCC might have reduced the need for a settlement by promising not to bring up the deception charges again but does not rule out a deal with challengers to

the remaining license renewals. "It's a brand new negotiation," he says.

By stripping Trinity of its Miami license, the commission reaffirms the 1995 decision of an agency administrative law judge who ruled that Trinity used a minority-controlled company to get around national ownership caps. Rules implemented in 1985 raised the ownership cap to 12 stations nationwide and a stake in two more if the extra outlets were minority controlled. In 1996, Congress eliminated the cap on the number of broadcast stations an owner may have.

The FCC judge found that Trinity was in charge of nearly every aspect of National Minority TV, including programming and finances, and that the two companies shared many of the same officials.

Commissioners Michael Powell and Harold Furchtgott-Roth voted against the revocation, arguing that the definition of "minority controlled" was unclear and that Trinity may not have intentionally misled the commission.

Topel notes that the majority's own ruling acknowledges that the agency's standards for determining what constitutes minority control were ambiguous—a point he plans to raise in an appeal. He surmises that the revocation was partially motivated by FCC Chairman William Kennard's effort to revive minority and small business incentive programs.

"I think [the FCC's Democrats] wanted to make a statement in support of new minority policies and that intentional abuses of ownership rules will be punished," he says. "But they picked the wrong case. There was no intent here." ■

Make way for auctions

The FCC last week cleared the way for broadcast license auctions this fall, rejecting most suggestions for changing the eight-month-old auction rules. The agency has 782 competing applications pending for 188 full-power TV and radio licenses. The FCC turned down a request to reimburse applicants for legal expenses incurred in preparing comparative license hearings, the old way of deciding among competing applicants. The FCC says permits that had been the subject of comparative hearings will be put up for bid. The agency also reaffirmed its plans to set minimum opening bids and to allow bidding credits for new entrants to the broadcasting industry. One agreed change: Ownership of low-power television stations in other markets would not disqualify bidders for new entrant credits.

—Bill McConnell

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Look who's not talking

In negotiating deals, less dialogue between networks and affiliate boards is expected

By Steve McClellan

With network-affiliate relationships under more strain than ever, the Big Four are taking a different tack in dealing with their allied stations—less dialog with affiliate boards. Instead, they favor going directly to station owners and group heads to get their deals done.

For example, Fox and ABC have flat-out stated that they are through negotiating proposed agreements with their affiliate boards that ultimately would have to be signed by individual station owners.

Privately, sources at those networks say negotiations with the boards waste time because, in the end, about all the boards can do is recommend a plan; after that, negotiations start again with individual owners.

And many groups appear ready to talk. "I look forward to talking with them," says Alan Bell, president of the broadcast division of Freedom Communications,

which owns both ABC and CBS stations. "The affiliate board represents who it represents—the people that are elected to the board. The board is not me and there are a lot of me's out there."

Bell says he's not thrilled with the way ABC has dealt with its affiliates in recent weeks over the launch of a soap opera channel on cable. In fact, he calls the network's handling of the situation, "dreadful... I don't like to pick up the paper and discover they are doing it to me," he says. At the same time, he says, network executives are under, "heavy, tectonic, grinding plates of pressure from the Disney company. Such pressure, he says, often results in "good sense" being left by the roadside.



Falco: 'It's a very difficult time' in the marketplace.

NBC hasn't stopped talking to its board, says NBC Television president Randy Falco. At the same time, however, Falco acknowledges that talks with owners about reducing compensation, improving clearances and exclusivity are going on and will expand as affiliate agreements come up for renewal over the next several years.

"It's a very difficult time," says Falco. "It's a complicated set of issues

about the cost of distribution and how we come together to react to changes in the competitive marketplace." Falco says he has held talks with the board and will continue to do so for some undefined period of time. But at some point, after an appropriate period of time, if the network and the board can't come up with a plan that works for both sides, "then we'll walk away from each other."

Falco wouldn't say how much time he thought it would take for the network and the board to come up with the outline of a plan. NBC affiliate board chairman Alan Frank says both sides had hoped to have some kind of plan on the table by this year's affiliate meeting in May. But Falco says he is not optimistic about having something in place by then, given the complexities of the issues.

While the relationship between NBC and its affiliates is under strain, so far there is not the outright animosity and gloves-off hostility that the Fox affiliates feel. "The NBC people are pretty straightforward," says Frank. "But so far we're not getting anywhere," with the big talks.

And while the gloves are still on in the give-and-take between NBC and its affiliates, Frank says that the affiliates remain disturbed by NBC's decision to do a deal with USA Studios that allows cable's USA Network to repeat NBC's new *Sex Crimes* series two weeks after it airs on the broadcast network.

Franks says studios have tried to force such deals on the networks for years. He says Universal tried to force CBS into a similar deal on one of its

Big 4 team to repeal ownership rules

In a move that may further aggravate network-affiliate relations, the four networks last week came together to launch a united offensive on Capitol Hill and at the FCC to eliminate broadcast ownership restrictions.

Leading the charge were ABC President Steve Bornstein, CBS President Leslie Moonves, NBC station group head Pat Wallace and News Corp.'s co-chief operating officer Peter Chernin. They met with key House and Senate Commerce Committee members, FCC Chairman William Kennard, FCC Commissioner Susan Ness and staffers for FCC commissioners Harold Furchtgott-Roth, Michael Powell and Gloria Tristani.

"Every hour of every day these four companies try to kill each other so when they show up together with essentially the same message, we hope it has some impact," says Martin Franks, CBS senior vice president.

The networks have been telling lawmakers and regulators for the past year that they need to own more stations if free over-the-air TV is going to continue. Their affiliates oppose allowing the networks to own stations, figuring that network leverage against them increases with every station they own.

"This is not about the vitality of the four parent corporations," Franks says. "This is about the extremely troubled state of their four network divisions, which are the backbone of free television."

"We always start out these meetings by saying that no one is crying crocodile tears for [network parent companies] GE, Disney, Westinghouse or News Corp. certainly," says an NBC executive. "But when you say that the free-TV system may go under, then people perk up."

—Paige Albinak

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prime time shows a year or two ago, but the network rejected it. "This is not a new tactic on the part of the studios," he says. "The surprise is one of the major networks agreed to it." Falco says the networks need the flexibility to do such deals. "It's a tough call and it's not our first choice," he says.

At Fox meanwhile, affiliates are still seething mad at the network's proclamation two weeks ago that it will recapture and then sell back to stations 22% of their allotted prime time inventory.

Several groups of Fox affiliates and owners were planning meetings at this week's National Association of Broadcasters convention in Las Vegas to discuss Fox's edict and possible alternatives.

Last week, normally rational and diplomatic station group heads affiliated with Fox were cursing the network's management from Rupert Murdoch on down. "They're all a group of assholes," says one irate station manager, who will be meeting with colleagues at NAB this week to assess the situation.

"We've bent over backwards to support their interests," says another Fox affiliate group head. "We went to Washington and told regulators to let them stay in the syndication business when the others weren't yet allowed in. We let them establish [cable channel] fx by assigning our retransmission rights to them. We agreed to give up compensation years ago and helped them pay for football from day one. We sold them Fox Kids Network for a song to help them build Fox Family Channel. Now these bastards think they don't need us..."

Another outraged station owner said if Fox proceeds with its plan, "it's going to be war on every single issue, and nothing is going to get done. Nobody will prosper but the lawyers."

Larry Jacobson, president, Fox Television Network, declined several requests last week to discuss the inventory shift. But Dan Kendall vice president, network distribution and cable operations, was available for comment. Kendall oversees FoxNet, which goes to 2 million viewers via cable and satellite in areas not served by Fox broadcast affiliates. Kendall confirmed last week FoxNet is "ramping up" in the event the feed is needed in broadcast markets where Fox and current affiliates part ways. "We hope it doesn't come to that but we're prepared," he said. FoxNet is relocating from Denver to Los Angeles where Fox executives can directly oversee the service. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

'Blue dogs' drop in on NBC

NBC today hosts 15 so-called "Blue Dog Democrats—moderate-to-conservative members of the House of Representatives—at its New York headquarters. The lawmakers are meeting with NBC executives to discuss the declining network business and the networks' desire for deregulation. "It's part of this whole effort to help [Congress] understand why we are in such dire straits," said an NBC executive.

Getting closure on set-top boxes

FCC Chairman William Kennard is aiming to settle disputes concerning cable set-top boxes next month, possibly at the commission's May 13 meeting, say his staffers. If that timetable is to be met, the Cable Services Bureau will have to wrap up its recommendation to the commissioners quickly. Currently, the bureau is reviewing a compromise worked out between the Consumer Electronics Manufacturers Association, Circuit City and the National Cable Television Association that would exempt analog-only devices from new rules requiring that cable companies separate the boxes' channel-surfing and security functions.

DENVER

Bird with a broken wing

More problems have cropped up with the Tempo high-power satellite in orbit at 119 degrees west longitude. In a filing with the Securities and Exchange Commission, Tempo parent TCI Satellite Entertainment discloses that the Space Systems/Loral-built bird, dubbed DBS-1, has experienced two recent power losses, one on March 29 and the other on April 2. The bird, which was to have been the platform for a high-power DBS service from Primestar, has been problem-plagued since its launch in March 1997.

During 1997, the satellite experienced at least nine separate power losses, all apparently stemming from its failure to fully deploy its solar array. Tempo still hasn't taken delivery on the bird from Loral and the two parties continue to negotiate a possible insurance settlement. It's unclear what impact the most recent power blips could have on DirecTV parent Hughes Electronics' deal to buy the Tempo assets. Hughes has already bought the ground spare DBS-2 for \$150 million, but the continuing problems with DBS-1 may prompt renegotiation of the \$500 million price for the Tempo assets.

NEW YORK

Wolzien's own

Although comfortable with the intellectual satisfaction of owning a patent, media analyst Tom Wolzien now has something more: financial satisfaction. ACTV Inc. is expected to disclose next week that it has acquired an interactive TV patent from the Sanford Bernstein & Co. analyst to incorporate into its own service. Four years ago Wolzien hit on the idea for embedding a Web address in TV programming, allowing viewers to click on an on-screen button to retrieve specific data from the Internet. Combining TV and the Internet didn't seem like much at the time, but that idea is now a key element of many cable and programmers' plans for interactive television. "The Wolzien Process" will now be included in ACTV's HyperTV software for content producers.

An aside: ACTV is giving anyone developing special programming aimed at helping disabled people get a big price break, a nod toward Wolzien's son, Trevor, who was paralyzed in a car accident three years ago.

Low-power TV fights for licenses

Industry wants permanent status; full-power broadcasters fear digital interference

By Paige Albiniaik

Low-power TV stations fear they are going to go out of business if they cannot get their licenses assigned permanently, industry representatives told a House panel last week.

The station owners say they cannot get needed investment capital because they cannot assure banks that they still will have licenses in the coming years.

"If I had a loan officer who made a loan to a low-power station today, I'd fire him on the spot," says Community Broadcasters Association Executive Director Michael Sullivan, quoting his association's president, Sherwin Grossman.

Reps. Charlie Norwood (R-Ga.), Nathan Deal (R-Ga.) and Ron Klink (D-Pa.) have sponsored legislation in the House that would make low-power TV stations' licenses permanent. House Telecommunications Subcom-

mittee Chairman Billy Tauzin (R-La.) held the hearing as a first step in moving the bill.

"I'm concerned about the future of low-power TV as someone on the committee and as a former broadcaster," Klink says. "Low-power broadcasters today are inventors. They put up compelling programming with local focus."

Although full-power broadcasters are not opposed to low-power stations, they worry that granting LPTVs permanent status could cause spectrum interference during the transition to digital television. Full-power broadcasters do not want low-power stations with a permanent channel assignment to cause a spectrum roadblock while they are changing channels and adjusting their transmitters.

Full-power broadcasters would not oppose permanent status for LPTVs once the transition to digital is complete, says James May, executive vice president of

the National Association of Broadcasters.

FCC Chairman William Kennard strongly supports granting LPTVs permanent licenses. Kennard says low-power TV stations can offer community programming that full-power stations do not, such as high school sports and local church services.

"I have urged my colleagues to issue proposed rules that will make clear that LPTV stations will survive and continue to provide broadcast service to their communities," Kennard said in a statement.

FCC commissioners are considering a ruling that would grant LPTVs permanent licenses, but other concerns besides interference—including how to structure competitive bidding for new licenses and whether broadcast ownership rules would apply to LPTVs—are holding up the process, says Roy Stewart, chief of the FCC's Mass Media Bureau. ■

Regulators unmoved by unbundling effort

Despite Internet company complaints, Congress is unlikely to open cable's broadband networks to competition

By Paige Albiniaik

So far, the government is not making any moves to pry open cable's broadband networks for the benefit of the industry's competitors. At most, lawmakers seem inclined to deregulate the phone companies' Internet businesses.

Last week, Senate Commerce Committee Chairman John McCain (R-Ariz.) said he, Sen. Conrad Burns (R-Mont.) and Sen. Ernest Hollings (D-S.C.) would introduce a bill to require the FCC and the National Telecommunications and Information Administration to study competition and access in the broadband Internet market.

A top McCain aide last month said the senator planned to introduce a bill

that would ensure phone and cable companies were treated equally as they race to provide broadband Internet service. McCain did not mention any such bill during or after last Tuesday's Senate Commerce Committee hearing on broadband access.

Rep. Billy Tauzin (R-La.), chairman of the House Telecommunications Subcommittee, intends to introduce a similar bill in the House, said Tauzin spokesman Ken Johnson last week.

Internet content provider America Online, regional phone company US West and Internet service provider MindSpring last week asked senators to force cable companies to grant competitors access to cable's broadband networks, arguing that the 1996 Telecommunications Act requires advanced networks to be accessible.

"Let me be clear. I oppose regulation of the Internet," says AOL Chairman Steve Case. "But, the broadband infrastructures on which the Internet rests—whether cable, telephone or other—must be open."

Case advocates what he calls a "light touch" to opening broadband access. "We must address the issues raised by convergence, and we can and should do so without broad, complex regulatory structures," Case says. "In fact, Congress has successfully used a light touch to protect consumers from closed infrastructures in the past."

"I'm not for changing the rules," says Charles Brewer, founder and CEO of MindSpring. "I think what we need is to follow the laws that we currently have. Cable companies are not 'cable services' for everything they could possibly sell in the world. Neither are telephone companies telephone companies for every possible thing they could sell in the world. The regulations as they are written apply to the service, so when cable companies enter the telecommunications field they need to be treated like any new entrant into the telecommunications industry."

Solomon Trujillo, president of US West, says that without regulation

some Americans will not be able to get high-speed Internet access. "Those without high-speed services will become second-class, less productive citizens.... Given current policies, we are on a dangerous path that leads to a nation of haves and have nots."

Representing the cable industry, Cox Communications President Jim Robbins

says it is too early to regulate advanced services. Robbins pointed out that cable has about 600,000 broadband customers compared to AOL's 16 million.

Robbins also says any regulation of advanced services would scare away investment, thus slowing deployment. "The mere suggestion from government that such risky investments could be

subjected to old-fashioned, cost-of-service regulation would have a chilling effect on going-forward investments and would slow down the rollout of these new advanced Internet services."

Case disagrees. "I can only say that the Internet right now is enjoying the biggest rush of capital in American history." ■

FCC on faster track for mergers

House committee will consider limiting the amount of time to rule on applications

By Bill McConnell

Legislation requiring the FCC to speed up its merger reviews could get its first congressional test by the end of the month.

Sen. Mike DeWine (R-Ohio), chairman of the Senate Antitrust Subcommittee, said last week he expects that his panel will soon take up a bill giving the agency a maximum of seven months to rule on telecommunications merger applications.

"The FCC simply has to act more rapidly," DeWine says. "Merging parties, and their competitors, cannot be asked to wait in regulatory limbo, month after month—not knowing if or when a merger will be allowed, not knowing what conditions may be attached."

The legislation, sponsored by DeWine and Sen. Herb Kohl (D-Wis.), would require the FCC to complete most merger reviews within seven months after receiving a merger request. Sen. Strom Thurmond (R-

S.C.) also endorsed time limits in a written statement issued last week.

The bill is necessary, DeWine says, because many of the FCC's reviews are taking too long. For instance, he notes that the merger of SBC and Ameritech has been on hold since July awaiting the agency's approval and is not expected to close before the end of June. Cumulus Media waited fully a year to win FCC approval to buy a small radio station group in Florence, S.C.

Senate Judiciary Chairman Orrin Hatch called the bill "an important step in the right direction" but stopped short of promising to bring the bill to a full committee vote. Hatch prefers stronger legislation that would reduce the FCC's merger review powers, says a staffer for the Utah Republican.

The bill was endorsed by Cumulus Media Chairman Richard Weening, who says an FCC decision to subject some radio mergers to closer scrutiny has slowed at least five of his company's mergers. Last summer, the agency said it

would seek public comment before approving radio mergers that would result in one owner holding more than 50% or two owners holding more than 70% of a local market's advertising revenue.

Roy Neel, president and chief executive of the U.S. Telephone Association, also endorsed the bill. Russell Frisby, president of the Competitive Telecommunications Associations, urged lawmakers to tweak the bill to allow the FCC to extend the time limit another 90 days. Ron Binz, president of the Competition Policy Institute, says the bill should also state that no new limits would be placed on the FCC's authority to request information on merging companies.

DeWine's bill would give the FCC 30 days to request data from interested parties after receiving an application for merger approval. The agency would then have another 180 days to decide on the merger. The bill would not strip the FCC of any of its merger approval powers. "We want the FCC to conduct thorough investigations," he says. ■

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4	720	1280	16:9	23.97724.0Hz	Progressive
5	720	1280	16:9	29.97730.0Hz	Progressive
6	720	1280	16:9	59.94760.0Hz	Progressive
7	480	704/720	4:3	23.97724.0Hz	Progressive
8	480	704/720	16:9	23.97724.0Hz	Progressive
9	480	704/720	4:3	29.97730.0Hz	Progressive
10	480	704/720	16:9	29.97730.0Hz	Progressive
11	480	704/720	4:3	59.94760.0Hz	Progressive
12	480	704/720	16:9	59.94760.0Hz	Progressive
13	480	704/720	4:3	29.97730.0Hz	Interlaced
14	480	704/720	16:9	29.97730.0Hz	Interlaced
15	480	640	4:3	23.97724.0Hz	Progressive
16	480	640	4:3	29.97730.0Hz	Progressive
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FCC probes Glencairn deal

Group president's \$40 million mistake raises issue of who controls company

By Bill McConnell

Glencairn President Edwin Edwards says he made a bookkeeping mistake and the FCC shouldn't hold it against him. Others say that \$40 million mistake means Edwards doesn't really run his company.

Glencairn, company critics say, is a particularly egregious example of how some local marketing agreements are turned into front companies to skirt the duopoly ban.

Edwards insisted in an April 5 statement to regulators that he calls the shots at his company even though he was off by \$40 million when he initially reported the purchase price of four TV stations to the government. Edwards reported in September that he was assuming \$80 million in debt to buy the stations from Sullivan Broadcasting, but he later revised the figure to \$40 million.

Edwards prepared his latest statement in response to eight questions about the deal posed by the FCC, which has been asked to block the deal by the Rev. Jesse Jackson-led Rainbow/PUSH and Oklahoma City-based Kelly Broadcasting. Except for the stations Glencairn wants to acquire, the rest of Sullivan is being purchased by Sinclair Broadcast for \$996 million.

At issue are Rainbow/PUSH allegations that Glencairn is a front created by Sinclair to evade rules barring a company from owning more than one TV station in a market. Attorneys for Rainbow/PUSH and Kelly Broadcasting argue that the \$40 million mistake is glaring evidence that Edwards is not really in control of Glencairn.

Edwards blamed his mistake on faulty information provided to him by corporate attorneys and accountants. Furthermore, his busy schedule and

poor communication with employees caused the mistake to go unreported for more than a month, he said.

Edwards insisted that the mistakes were of no consequence. "I can't see how overestimating the debt rather than underestimating it is harmful to anyone," he told the FCC.

Rainbow/PUSH attorneys had no immediate comment on Edwards' statement. They have until April 20 to file a response, but have asked for an extension until April 27.

All of Glencairn's stations are in markets where Sinclair also has outlets and all are operated by Sinclair through local marketing agreements. Also, more than 90% of Glencairn's equity is held by Carolyn Smith, whose four sons run Baltimore-based Sinclair.

There are more than 70 in-market LMAs in operation, but they are coming under increasing fire from the FCC's Democratic majority. ■



WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

Ergen asks Bliley for more time on cutoffs

EchoStar CEO Charlie Ergen last week asked House Commerce Committee Chairman Tom Bliley (R-Va.) to "at least temporarily" delay cutoffs of satellite TV subscribers who receive out-of-market signals. "These consumers are truly in a bind," Ergen writes. "On the one hand, it should be clear that most of them believe they cannot receive viewable signals over the air. If consumers really could receive such signals over the air for free, they would likely not pay operators such as

EchoStar for them. On the other hand, these consumers rightfully do not wish to be shackled to the newly deregulated cable monopolies, with their skyrocketing prices and poor service records, to receive network service."

About 2 million satellite TV subscribers are scheduled to lose their imported network signals on April 30 because of a federal court order.

House and Senate committees are working to craft bills on satellite TV reform to be ready for votes on the House and Senate floors before the end of the month.

McCain for president ... officially

Senator John McCain (R-Ariz.) last week made clear that he is running for president, although he has postponed the formal announcement because of the war in Kosovo. "While now is not the time for the celebratory tour I had planned, I am a candidate for president and I will formally kick off my campaign at a more appropriate time," McCain said in a statement. McCain also announced that he raised \$4.3 million in the first quarter of 1999. Democratic front-runner Vice President Al Gore has raised \$8.9 mil-

lion in the same time period, while Republican front-runner Texas Governor George W. Bush raised \$7 million.

Oxley, Stearns oppose microradio

Representatives Michael Oxley (R-Ohio) and Cliff Stearns (R-Fla.) say the low-power radio service proposed by the FCC would be "ill-advised," the two wrote in a letter last week to FCC Chairman William Kennard. "We know that you take the Commission's spectrum management responsibilities seriously," Oxley and Stearns wrote. "We are concerned, however, that low-power FM poses a grave threat to sound spectrum management." Besides possible interference with existing services, the two said they are worried that microradio will slow the conversion to digital radio.

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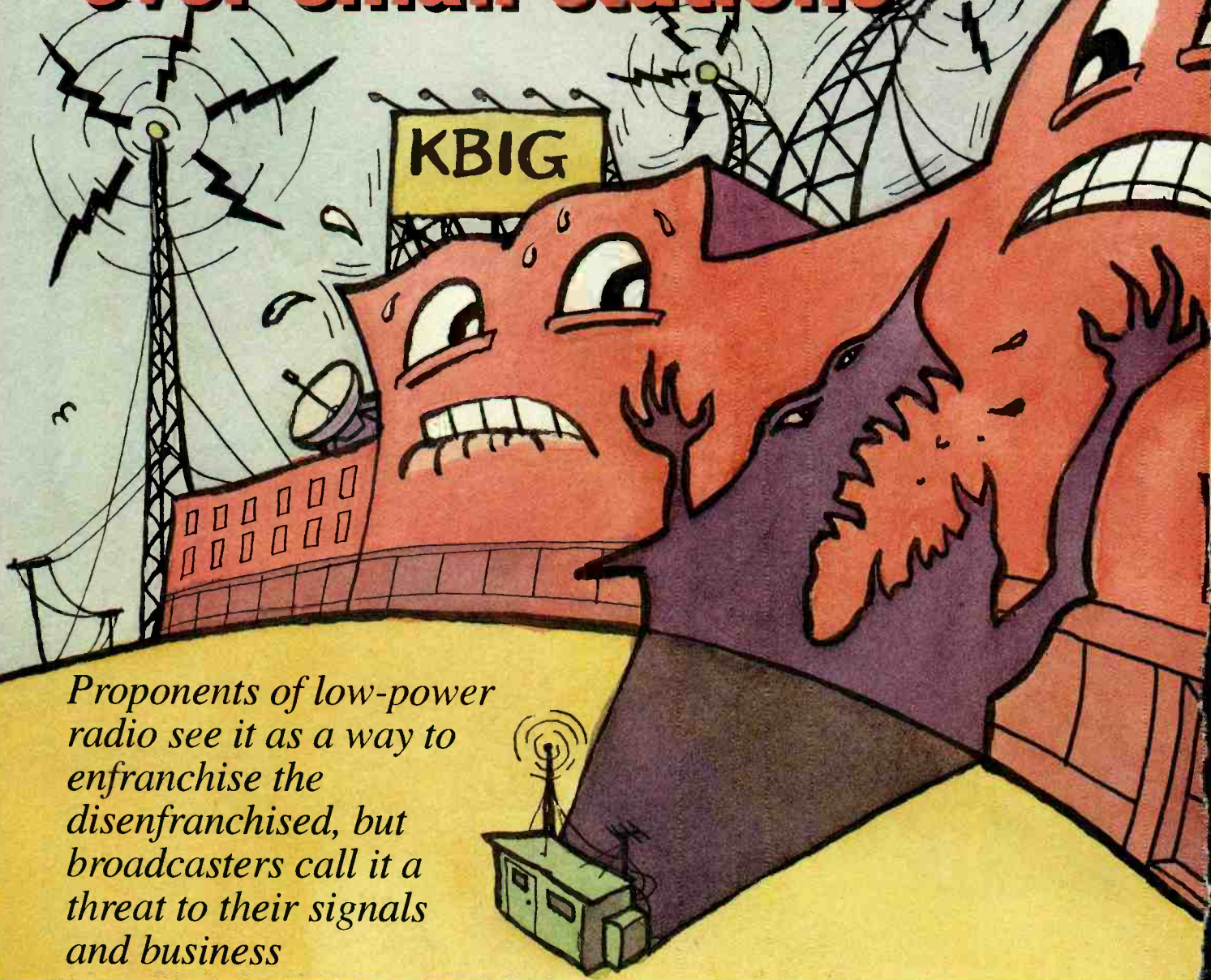
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SONY

Big flap over small stations



Proponents of low-power radio see it as a way to enfranchise the disenfranchised, but broadcasters call it a threat to their signals and business

By Bill McConnell

Hundreds, perhaps thousands, of new stations could soon begin to pepper the FM band under an FCC plan to create a low-power radio service. But the prospect of a new class of service is making established broadcasters apoplectic while engendering optimism among musicians,

colleges, community activists and a host of other would-be station operators.

Creating a low-power service is a key component of FCC Chairman William Kennard's effort to expand broadcast opportunities for minorities, women, small businesses and communities. Like proposals to boost investment incentives for minority broadcast ownership and tighten industry ownership rules, this plan isn't without controversy. Com-

mercial broadcasters are mounting a vigorous effort to defeat the plan, and some on Capitol Hill have asked whether the FCC should back off.

With the lines sharply drawn, it is unclear whether Kennard can accomplish his goal of diversifying the airwaves.

For starters, there is much debate about whether the FCC chairman has the authority to fulfill his pledge to ensure that minorities and other groups largely absent

mann, general counsel for the National Association of Broadcasters. Topping his list is the fear of increased interference on the FM band—both with existing analog signals and digital signals the industry hopes to introduce in the next few years. Baumann also notes that few large markets are expected to get low-power stations because the spectrum in big cities is already too crowded. Many broadcasters also complain that it is unfair for the government to create a class of potential competitors that can get into the business cheaply after so many station owners have invested so much to get full-power stations on the air.

"The FCC appears to be raising false expectations, especially in large cities where the agency's own analysis shows that you can put few low-power stations in major markets," Baumann says. "It's disingenuous to say you will be increasing diversity for minority groups, ethnic groups and churches in these areas."

But Kennard argues that the FCC has an obligation to create new telecommunications services for Americans, especially as consolidation causes an increasing share of broadcast outlets to be controlled by huge corporations.

"The low-power FM radio proposal is about using the broadcast spectrum more efficiently so that we can bring more voices to the airwaves," Kennard says. "It's about opening doors of opportunity for additional community uses of these public airwaves, particularly as consolidation closes those doors for so many new entrants."

The NAB, he says, is trying to goad him into conceding defeat before the difficult implementation issues have been explored.

"It is not helpful to hear



NAB's Jeff Baumann argues that low-power radio will increase FM-band interference.



Small-station-group owner Sandi Bergman believes low-power stations would have an unfair economic advantage.



Albuquerque public-radio-station owner Michael Brasher sees commercial potential in low-power stations.



Media Access Project's Cheryl Leanza wants the FCC to limit low-power licensees to just one station.

only 'the sky is falling' rhetoric from broadcasters—even before the rulemaking comments have been filed," Kennard notes. "We must find a way to determine how this new service can co-exist with existing broadcasters without creating interference and without hampering the conversion to digital. That is my commitment. Indeed, that is my responsibility."

The FCC has received more than 13,000 inquiries about starting a low-power service in the past year. That is a sure sign, says Kennard, that Americans aren't getting all they want from existing radio broadcasters and that the FCC has an obligation to launch a new type of radio service as long as existing signals are not affected.

A flood of comments from those supporting low-power radio has poured into the agency since January, when the commission's proposal was issued. Some examples:

Jenny Toomey, a Washington musician, who says her city needs a station to promote local bands and play recordings issued by independent labels;

Luis Vazquez-Elias, head of the Caribbean chapter of the National Religious Broadcasters, who says Puerto Rico's mountain ranges cut off many communities from islandwide broadcasters. Stations run by churches, colleges and community groups could serve these isolated areas;

Howard Steinberg, chairman of the New York State Thruway Authority, who says a low-power FM service would help solve interference problems plaguing many AM stations that the state now uses to broadcast travel advisories and public safety messages.

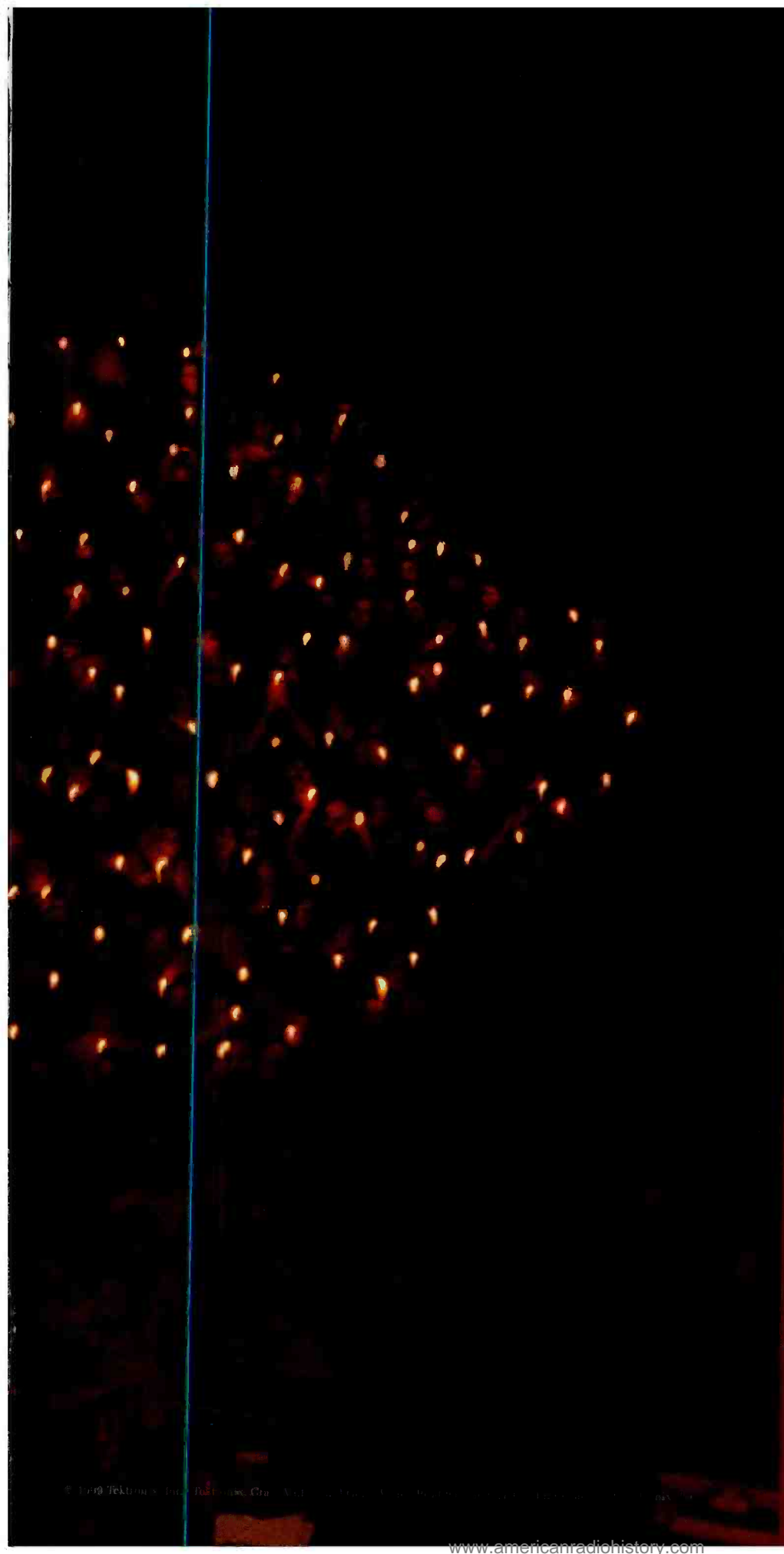
The FCC has proposed creating at least two, and possibly three, classes of low-power licenses that would be

from station ownership ranks receive a large share of low-power licenses. The fate of low power is also uncertain because Kennard and the four other FCC commissioners have promised not to create additional interference for existing full-power license holders, a vow that industry officials say means low-power radio will never get off the drawing board.

"There are probably 20 arguments against going forward," says Jeff Bau-

Illustration: Dan Dalrymple





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offered to new entrants into the broadcasting business. The agency has proposed establishing 100-watt and 1,000-watt stations and has asked for comment on whether 1- to 10-watt microradio stations should be created as well.

Despite Kennard's assurances, however, even some proponents of a new community-oriented radio service worry that the FCC's plan may do little to help those locked out of the broadcasting business.

"What the FCC is proposing is not truly low power," says Lawrence Soley, a Marquette University professor who chroni-

cled the rise of (and the FCC's effort to quash) the low-power "pirate" radio movement in *Free Radio: Electronic Civil Disobedience*. By showing a preference for 1,000- and 100-watt stations, which have coverage areas of 40 miles and three miles, respectively, the FCC is trying to create stations that would be nearly identical to full-power outlets already on the air.

"The FCC is looking at this as an entry-level business opportunity rather than a new service designed to serve neighborhoods and other constituencies not served by commercial radio," Soley

says. "The policies they are adopting will replicate what commercial broadcasters are doing, but on a smaller scale."

By signaling a strong preference for the 1,000- and 100-watt stations, Kennard appears determined to create a new service that can compete with some full-power stations for audience share. (Though full-power licensees must have at least 6,000 watts of clear spectrum to begin transmitting, their minimum signal requirement is only 100 watts.)

It's also unclear whether the new stations could be commercial operations or limited to nonprofit operations. If a commercial option is permitted, another huge question is how the FCC could issue licenses with any assurance that the stations would go to minorities or other groups for which the service is intended. The 1996 Telecommunications Act requires that commercial licenses be auctioned to the highest bidder, a prospect that would hardly benefit minorities, community groups or individual owners.

"They are severely limited constitutionally in awarding preferences to minorities and women," says NAB's Baumann. "Basically they are restricted to issuing licenses on a first-come, first-served basis or to conducting auctions. There would be no guarantee of who would be the winners."

That fact isn't lost on low-power radio's supporters, many of whom are pushing for low-power licenses to be awarded only to nonprofits. Civil rights groups initially pushed Kennard to back a commercial service in order to get minorities into the business and to prepare new ad reps and station managers for careers at full-power stations. But those demands have been scaled back.

"It might be good to start with only noncommercial stations," says David Honig, executive director of the Minority Media Telecommunications Council. "The important thing is to get people trained and in the pipeline for operating stations. Crumbs, if you are hungry, are a better meal than air."

But even for noncommercial stations, the FCC is struggling to devise a quick and fair way to issue licenses. The permits could be doled out by lottery or by a comparative hearing process. But both options are highly unpopular: the first for shunning merit in favor of the "astrologically blessed," as Honig puts it, and the second because of the near certainty that license approvals will get hopelessly bogged down by huge demand and an overwhelmed FCC staff.

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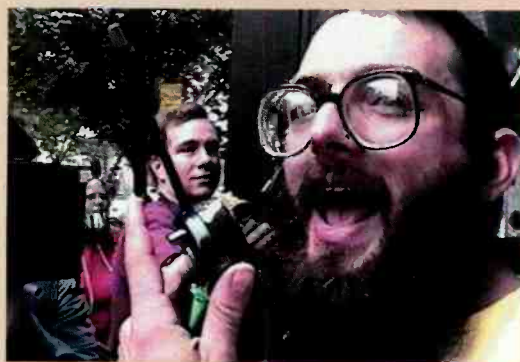
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Low power no boon for buccaneers

The FCC delivered a broadside to "pirate" broadcasters in 1997 when it unleashed a nationwide campaign to close unlicensed stations. During the past two years, the agency has shut down more than 400 illegal low-power stations. And although roughly 50 illegal stations may still be on the air, the FCC could soon virtually silence their raucous blend of neighborhood news, ethnic music and antiestablishment rants. Moreover, the government wants to make sure the buccaneer broadcasters stay off the air.



Pete triDish (foreground) of Radio Mutiny, would likely be barred from getting a low-power license because his pirate station's equipment was seized.

The commission's low-power FM proposal would bar many former pirates from getting low-power licenses, especially the 72 pirate broadcasters whose equipment was seized by the feds. The agency is considering letting former operators of unlicensed stations get on the air if they shut down voluntarily after an FCC warning. But those who have resisted the FCC's authority will likely find themselves locked out entirely. FCC staffers say the reason is simple: Anyone who has rejected the government's authority over the airwaves before is likely to do so again.

The proposed restrictions are no surprise, say pirates and their supporters. FCC Chairman William Kennard "is trying to take away the political legitimacy of the pirate movement," says Pete triDish, a founding member of Radio Mutiny, an unlicensed Philadelphia station that had its equipment seized in June. "Pirate broadcasting is an act of civil disobedience, but some of that will be lost if low power is approved," he says.

Still, triDish says he would support a plan that provides community groups with access to the airwaves, although he feels it would be unfair to bar him and his cohorts from getting licenses.

"That's like finally allowing blacks the right to sit in the front seat, but telling Rosa Parks to stay off the bus," he complains.

Many activist pirates like triDish would be willing to follow the law if citizens were assured some access to the airwaves. "Pirates are not the lawless thugs we've been characterized as," he asserts. "I don't believe that everyone has a right to have his own radio station. What we're talking about is a reasonable right for community groups to have access," he notes.

"We believe the consolidation of radio is dangerous for democracy," he continues. "Corporate culture already makes so many decisions in our economic life. It shouldn't have the same control over our political and cultural life as well."

But other supporters of the pirate movement take a harsher view of the FCC's plans.

"If you're thinking the FCC will do something to democratize the airwaves, don't count on it," says Louis Hiken, a San Francisco attorney who participated in the U.S. Supreme Court fight to keep pirate broadcaster Stephen Dunifer and his Free Radio Berkeley on the air. "The people who motivated the FCC to move on low-power certainly aren't going to be given licenses."

NAB general counsel Jeff Baumann wants all pirates kept out of broadcasting, irrespective of whether their equipment has been seized. "I find it rather humorous that you can have repentant pirates and nonrepentant pirates," he says.

His concern is whether the FCC will have the manpower to keep scofflaws off the air if low-power radio goes forward: "They appear to be going at warp speed to get low power going. I don't see how they can police this to keep pirates from going on the air."

—Bill McConnell

years," says Cheryl Leanza, deputy director of Media Access Project. To assure speedy license reviews, Leanza says, the FCC should consider a weighted point system that credits applicants on criteria such as the amount of locally originated programming, content not already available in the community and opportunity for public access.

MAP also wants the FCC to impose tighter ownership controls. "There's no reason to replicate the flaws of the full-power system and its heavy ownership concentration," she says.

The current plan calls for a cap of between five and 10 low-power stations nationwide for each licensee, with individual licensees limited to only one station in a market. License holders probably won't be permitted to own any full-power broadcast outlets, and the agency is considering a ban on newspaper cross-ownership as well.

Leanza says the commission should go further by limiting ownership to just one station per licensee nationwide instead of the proposed five to 10, to maximize the number of individual owners. Another drawback of the FCC's plan, she says, is its emphasis on 1,000- and 100-watt stations, few of which could be offered in major cities. To fit in even a handful of these stations, the FCC would have to weaken its interference rules, a move it is considering. Rather, Leanza says, the FCC should more aggressively pursue the 1- to 10-watt stations, which would have a coverage area of one to two miles from the transmitter. "We want to maximize the number of stations that will be authorized. In urban environments, that can provide a pretty decent audience."

But most supporters of low-power radio have been willing to ignore the proposal's shortcomings, concentrating instead on getting the service authorized, then working out the details as stations come on line.

"We're giving the FCC's plan the benefit of the doubt and, hopefully, they will make this happen," says Michael Bracy, executive director of the Low Power Radio Coalition in Washington. "Our main focus is simply getting past the argument that the NAB hates low-power radio, so it must be bad."

Similarly, the Rev. Jesse Jackson endorsed the FCC's effort as a vehicle that can "create new voices and new owners."

Low-power supporters are split on permitting commercial stations, however. While many activists prefer noncommercial licensing—either to avoid the FCC's auction requirements or because

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they want to keep out big business—a large portion want to create commercial services, which they see as a way to get into mainstream broadcasting.

"I don't see these as solely noncommercial outlets," says Michael Brasher, an Albuquerque city council member and general manager of public radio station KANW-FM. "A commercial service could be very beneficial in small communities because it could be the only local service you're ever going to get."

Michael Clem, who co-owns an AM station in West Frankfort, Ill., says he

would like to get into low power as a way to launch an FM station group and has asked the FCC to set a national cap of 15 outlets. Frustrated by the agency's slow pace of resolving competing license applications, he has given up trying to get a full-power FM permit. Clem says his low-power stations would feature more local news than competing full-power broadcasters, and he plans to carry a mixed pop music format ranging from 1950s rock 'n' roll to disco to classic rock. "Most stations concentrate on one particular age group," he says. "We want

to offer a broad range of musical eras."

Clem and Brasher are among the few broadcasters who want to bring low power on line.

Sitting on the sidelines are many of the established noncommercial broadcasters. National Public Radio, for instance, is taking a wait-and-see attitude until interference studies are completed. "NPR is not opposed to low-power FM," says Don Lockett, the organization's chief technical officer. "Our mission is to support diversity of voices and messages on the air. Our main concern is the possibility of interference." Lockett noted that public radio stations probably won't oppose some small increase in interference. "We lived with interference for years from television channel 60, and we got used to working around it."

But the commercial industry has waged an all-out assault on the service, basing its argument on the possible interference it will cause existing analog signals and future digital transmissions. To make room for the new stations, the FCC says it plans to drop the requirement that second and third channels adjacent to existing signals remain clear.

That's a bad move, says Bryan Smeathers, owner of WMTA-AM in Central City, Ky. "The FM band will in the end sound similar to CB radio," he complains. He also worries that the new service would trump AM broadcasters' pending request to fill in some vacant spectrum using FM translators.

"Any attempt to shoehorn in thousands of radio stations—with no protections for second- and third-channel interference—could lead to the same clutter the FCC has tried to eliminate from the AM band," adds Charles Giddens, president of the National Association of Media Brokers.

FCC staffers and low-power advocates believe there will be no problem caused by eliminating the second adjacent channel protection and predict that ongoing studies will prove that the third adjacent protection can be safely eliminated as well.

"Harmful interference is the same old line broadcasters have used to protect their monopoly for 30 years, but the threat of harmful interference is nonexistent," says Steve Hopp, who wants to launch a low-power station in Nashville, Tenn., with programming for the blind.

Inexpensive integrated circuit technology and transistors have improved transmitters markedly in the past 20 years, and receivers are becoming more selective as well, low-power supporters argue. "You don't need third adjacent protections any-

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more, and within a few years there will be no rational reason for second adjacent protections either," says MMTC's Honig.

But the FCC has asked for technical studies to determine how much interference would be created. NAB, Media Access Project and the Consumer Electronics Manufacturers Associations are racing to complete separate studies before the June 1 deadline for comments on the FCC's plan.

The FCC is giving interference the most attention. Even the commission's most ardent low-power enthusiasts—Kennard and Commissioner Gloria Tristani—insist they are withholding final judgment until the results come in.

Commissioners Susan Ness and Michael Powell supported the proposal but have expressed reservations about whether interference problems can be sufficiently resolved. Commissioner Harold Furchtgott-Roth, on the other hand, opposes the plan outright because of the diminished interference protections.

In fact, the FCC has told the NAB that the only thing that could doom the



Illustration: Dan Dalrymple

plan is the interference issue. Arguing that low power poses an unfair competitive threat "won't carry much weight inside the commission," Mass Media Bureau Chief Roy Stewart told NAB officials at a Washington conference last month.

The FCC's refusal to consider the competitive impact infuriates many indi-

vidual and small-station-group owners, who say they have invested hundreds of thousands, even millions, of dollars for licenses and equipment. After all that expense, they say, it's wrong for the FCC to create a class of competitors who can get into the business for less than \$50,000 (a high-end estimate for launching a 100-watt station).

"This is about economics," says Sandi Bergman, owner of a three-station group in New Mexico. To buy her first two stations, KSEL AM/FM in Portales, she mortgaged her father's house and borrowed from her mother's annuity. A third station, KSMX-FM in Clovis, was acquired with a \$600,000 loan from the Small Business Administration.

Even more bothersome, she says, is a local pirate broadcaster who continues to operate (with advertisements from local politicians' re-election campaigns, no less) despite her repeated requests for an FCC shutdown. All the while, her stations are paying annual regulatory fees and recently were forced to install new Emergency Alert System equipment. ■

Low-power FM radio dispute

The FCC's proposed low-power FM stations are not just an interference threat to analog signals, but would endanger the radio industry's switch to digital transmission, according to many broadcasters.

That's because the industry favors a digital technology called "in-band-on-channel" (IBOC), which allows digital and analog signals to be transmitted on the same frequency simultaneously. The added power from digital signals greatly increases the chance of interference with stations on nearby frequencies, according to industry engineers. So the more stations that are inserted into the spectrum, the greater the opportunity for signal conflicts.

"Any time you add more stations, there will be potential for some interference," says Jeff Jury, vice president for USA Digital Radio Inc. "As it is, having analog and digital signals is going to be complex. Low-power radio may increase that complexity."

USA Digital, which is backed by CBS, Gannett and other large broadcasting companies, is developing an IBOC standard. The company, along with rival IBOC developers, is waiting for the FCC to set digital standards that will allow commercial broadcasters to bring their systems online by 2000, when satellite-based competitors' digital services are scheduled to become operational.

According to the NAB, low power poses a threat to IBOC because the FCC wants to squeeze in as many low power stations as possible. To do so, the FCC says it may eliminate rules requiring that second and third channels adjacent to existing signals remain clear. Dropping those channel protections would create trouble, say industry technicians, because IBOC signals will have some bleed into adjacent channels.

USA Digital, which had assumed that the FCC would at least preserve second adjacent-channel protections, is conducting new tests to determine how the FCC's plan would affect the company's system.

But low-power advocates say big broadcasters are using IBOC as one more excuse to keep community-based stations off the air. "IBOC is robust enough to withstand more interference," says Cheryl Leanza, deputy director of Media Access Project. "We view digital as an opportunity for low-power radio rather than as a barrier. There's no reason why you can't structure digital technology so there is room for more voices."

But pirate broadcasters like Pete triDish say the FCC should reject IBOC as the digital standard. That's because the system would allow today's commercial stations to keep all the spectrum they now use for their analog signals, even though digital signals require much less frequency. If today's stations are permitted only enough frequency to broadcast one digital signal, triDish argues, the spectrum shortage will evaporate when the switch from analog is complete.

Staking out the middle ground in the digital low-power fight is Norman Miller, president of Digital Radio Express, which along with Lucent Technologies rivals USA Digital in the development of an IBOC system. "Low power can probably be made acceptable," he says. "There will be some interference, but with proper design these effects can be minimized. Fundamental physics can't be denied," he adds. "The impact of low-power FM on digital radio must be investigated thoroughly and acceptable guidelines developed before low-power licenses are granted."

—Bill McConnell



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Special Report

Top 25 Television Groups

They now own or control 471 stations—nearly 40% of the 1,200 commercial facilities on the air.

1. Fox (2)
2. CBS (4)
3. Paxson (1)
4. Tribune (3)
5. NBC (6)
6. ABC (10)
7. United TV (11)
8. Gannett (14)
9. Hearst-Argyle (13)
10. USA (5)
11. Sinclair (9)
12. Paramount (8)
13. Univision (7)
14. Belo (16)
15. Telemundo (12)
16. Cox (19)
17. Young (20)
18. Scripps (18)
19. Hicks Muse (17)
20. Shop at Home (15)
21. Post-Newsweek (23)
22. Raycom (21)
23. Meredith (22)
24. Media General (25)
25. Clear Channel (24)

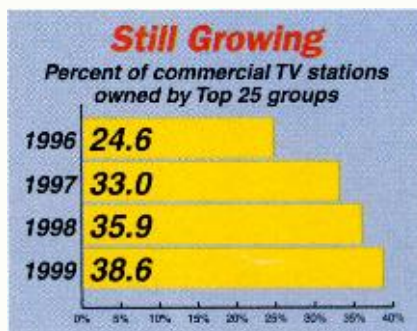
Fox is leader of the TV pack

By Elizabeth A. Rathbun

The top 25 TV groups continue to tighten their grip on the nation's commercial TV stations. In this year's top 25, as determined by BROADCASTING & CABLE, the country's TV broadcast groups own or control 471 stations, more than a third of the 1,219 commercial TV stations, according to the latest figures from the FCC. With 39 more stations than last year, the top 25 now control a total of 38.6% of the nation's TV stations. In 1998, the groups controlled 35.9%, or 432 of the 1,202 total commercial TV stations.

Of the top 25, the largest 10 station groups still control almost half the total TV stations on the list—43.5%, or 205 stations. That's a drop from last year when the top 10 weighed in with 44.4%, or 192, of the top 25 holdings.

Consolidation will accelerate if the FCC or Congress decides to lift the ownership cap on station groups, now



set at 35% of all TV homes. Fox Television Stations Inc. has been pushing hard for such a change, since it is nearly maxed-out at 34.9% for the past two years. That coverage makes Fox the nation's largest TV group for the third year in a row. Other networks want the cap relaxed as well, arguing that they need to own more stations to remain competitive.

CBS Television Station Group replaces Paxson Communications Corp. at No. 2 on this year's list. Paxson has spun off and sold a number of

stations and is concentrating on buying only UHF stations. CBS's \$485 million purchase last Monday of KTVT (TV) Dallas/Fort Worth raises the group's reach to 32.8% of the nation's households on an FCC-basis, but that isn't enough to overtake Fox.

The biggest changes on this year's list are the loss of one station group and the addition of two others. Granite Broadcasting Corp. drops off the list having sold several stations. Shop at Home Inc. moves onto the list at No. 20 with its recent deal to buy WBPT-TV in Bridgeport, Conn., part of the New York market. Another slot on the list opened up with the acquisition of Pulitzer Broadcasting Co. by Hearst-Argyle Television Inc. in March. Separately, those station groups last year ranked No. 23 and No. 15, respectively. The combination cracks the top 10 at No. 9. Meanwhile, the elimination of Pulitzer makes way for Clear Channel Communications, which joins the list at No. 25. (Granite would be No. 26).

HOW TO READ THE TOP 25

This exclusive list of the nation's top 25 TV groups ranks them according to percentage of household coverage as calculated for compliance with the FCC ownership cap (shown in list as percentage "per FCC"). That method discounts coverage of UHF stations—channel numbers 14 and above—by 50%. The list also shows total household coverage without the UHF discount (shown in list as percentage "of U.S."). How the groups rank without the UHF discount is shown by the numbers in parentheses in the chart at left. The DMAs and household (HH) numbers used here are Nielsen Media Research estimates as of Jan. 1. Stations owned, operated or otherwise affiliated in the same designated market area (DMA) are not counted toward a group's total.

Each group's address, telephone number, Web site—when there is one—and top executives also are given. If a group or its parent is public, the stock symbol appears next to the company name.

Here's a guide to the symbols used throughout this list:

*=station operated under local marketing agreement

B=station being purchased by group

S=satellite station

JSA=joint sales agreement in effect

TBA=time brokerage agreement in effect

1 Fox Television Stations Inc.

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Mitchell Stern, chairman, Fox TV Stations



23 stations/40.6% of U.S./34.5% per FCC

Station	Market <small>(all Fox affiliates unless noted; ch.)</small>	DMA	U.S. Hhs reached	Hhs per FCC
WNYW(TV)	New York (ch. 5)	1	6.854	6.854
KTTV(TV)	Los Angeles (ch. 11)	2	5.167	5.167
WFLD(TV)	Chicago (ch. 32)	3	3.184	1.592
WTXF(TV)	Philadelphia (ch. 29)	4	2.684	1.342
WFXT(TV)	Boston (ch. 25)	6	2.199	1.0995
KDFW-TV	Dallas/Fort Worth (ch. 4)	7	1.972	1.972
KDFI-TV*	Dallas (Ind.; ch. 27)			
WTTG(TV)	Washington (ch. 5)	8	1.968	1.968
WJBK-TV	Detroit (ch. 2)	9	1.858	1.858
WAGA-TV	Atlanta (ch. 5)	10	1.733	1.733
KRIV-TV	Houston (ch. 26)	11	1.676	.838

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 *—station operated under local marketing agreement
 B—station being purchased by group

S—satellite station
 JSA—joint sales agreement in effect
 TBA—time brokerage agreement in effect

WJW-TV	Cleveland (ch. 8)	13	1.485	1.485
WTVT(TV)	Tampa, Fla. (ch. 13)	14	1.472	1.472
KSAZ-TV	Phoenix (ch. 10)	17	1.351	1.351
KDVR(TV)	Denver (ch. 31)	18	1.238	.619
KTVI(TV)	St. Louis (ch. 2)	21	1.117	1.117
WITI-TV	Milwaukee (ch. 6)	31	.814	.814
WDAF-TV	Kansas City (ch. 4)	33	.807	.807
KSTU(TV)	Salt Lake City (ch. 13)	36	.711	.711
WBRC-TV	Birmingham, Ala. (ch. 6)	39	.661	.661
WHBQ-TV	Memphis, Tenn. (ch. 13)	43	.625	.625
WGHP-TV	Greensboro, N.C. (ch. 8)	47	.588	.588
KTBC-TV	Austin, Tex. (ch. 7)	60	.474	.474

3 Paxson Communications Corp. PAX

601 Clearwater Park Road
 West Palm Beach, Fla. 33401
 Phone: (561) 659-4122
 Fax: (561) 659-4754
 Web site: pax.net

Lowell W. "Bud" Paxson, chairman,
 Paxson Communications Corp.
 Jon Jay Hoker, president, TV group



Jay Hoker

49 stations/58% of U.S./29% per FCC

Other media interests: Fox Television Network; Fox Filmed Entertainment (Fox Television Studios, 20th Century Fox, Twentieth Television; cable channels Fox News Channel, 50% of FX (buying remainder), 34% of Outdoor Life and 33% of Golf Channel; 50% of Fox/Liberty (sports) Networks and Fox Sports Net (buying remaining 50%); 49.5% of Fox Family Worldwide (Fox Family Channel, Fox Kids Network); *New York Post*, *TV Guide*

2 CBS Television Station Group CBS

51 W. 52nd St.
 New York, N.Y. 10019
 Phone: (212) 975-4321
 Fax: (212) 975-4516
 Web site: cbs.com

Mel Karmazin, president, CBS Corp.
 Jonathan Klein, president, TV group



Jonathan Klein

15 stations/33.7% of U.S./32.8% per FCC

Station	Market (all CBS affiliates; ch.)	DMA	U.S. Hhs reached	Hhs per FCC
WCBS-TV	New York (ch. 2)	1	6.854	6.854
KCBS-TV	Los Angeles (ch. 2)	2	5.167	5.167
WBBM-TV	Chicago (ch. 2)	3	3.184	3.184
KYW-TV	Philadelphia (ch. 3)	4	2.684	2.684
KPIX-TV	San Francisco (ch. 5)	5	2.383	2.383
WBZ-TV	Boston (ch. 4)	6	2.199	2.199
KTVT(TV) ^B	Dallas/Fort Worth (ch. 11)	7	1.972	1.972
WWJ-TV	Detroit (ch. 62)	9	1.858	.929
WCCO-TV	Minn./St. Paul (ch. 4)	15	1.466	1.466
WFOR-TV	Miami (ch. 4)	16	1.428	1.428
KCNC-TV	Denver (ch. 4)	18	1.238	1.238
KDKA-TV	Pittsburgh (ch. 2)	19	1.143	1.143
WJZ-TV	Baltimore (ch. 13)	24	.998	.998
KUTV(TV)	Salt Lake City (ch. 2)	36	.711	.711
WFRV-TV	Green Bay, Wis. (ch. 5)	69	.387	.387

Other media interests: CBS Television Network; 83% of Infinity Broadcasting Corp. (about 160 radio stations, TDI Worldwide Inc. [outdoor advertising]); CBS Radio; Eyemark Entertainment; CBS Broadcast International; cable channels Nashville Network, Home Teams Sports, Country Music Television; CBS New Media; 30% of CBS TeleNoticias; buying King World Productions

Station	Market (all Pax affiliates unless noted; ch.)	DMA	U.S. Hhs reached	Hhs per FCC
WPXN-TV	New York (ch. 31)	1	6.854	3.427
KPXN(TV)	Los Angeles (ch. 30)	2	5.167	2.5835
WCPX-TV	Chicago (ch. 38)	3	3.184	1.592
WPPX(TV)	Philadelphia (ch. 61)	4	2.684	1.342
KKPX(TV)	San Francisco (ch. 65)	5	2.383	1.1915
WPXB(TV)	Boston (ch. 60)	6	2.199	1.0995
KPXD(TV)	Dallas/Fort Worth (ch. 68)	7	1.972	.986
WPXW(TV)	Washington (ch. 66)	8	1.968	.984
WWPX(TV) ^{TBA}	Washington (ch. 60; option to buy)			
WPXD(TV)	Detroit (ch. 31)	9	1.858	.929
WPXA(TV)	Atlanta (ch. 14)	10	1.733	.8665
KPXB(TV)	Houston (ch. 49)	11	1.676	.838
KWPX(TV)	Seattle (ch. 33)	12	1.558	.779
WVPX(TV)	Cleveland (ch. 23)	13	1.485	.7425
WXPX(TV)	Tampa/St. Pete, Fla. (ch. 66)	14	1.472	.736
KPXM(TV)	Minn./St. Paul (ch. 41)	15	1.466	.733
WPXM(TV)	Miami (ch. 35)	16	1.428	.714
KPXC-TV	Denver (ch. 59)	18	1.238	.619
WPCB-TV ^B	Pittsburgh (ch. 40, Pax TV/WB)	19	1.143	.5715
KSPX(TV) ^{TBA, B}	Sacramento, Calif. (ch. 29)	20	1.138	.569
WOPX(TV)	Orlando, Fla. (ch. 56)	22	1.079	.5395
KPXG-TV	Portland, Ore. (ch. 22)	23	1.000	.5000
WFPX(TV)	Raleigh/Durham, N.C. (ch. 62)	29	.839	.4195
WNPX(TV)	Nashville, Tenn. (ch. 28)	30	.817	.4085
KPXE(TV)	Kansas City (ch. 50)	33	.807	.4035
KUWB-TV	Salt Lake City (ch. 16)	36	.711	.3555
WPXH(TV)	Birmingham, Ala. (ch. 44)	39	.661	.3305
WPXV(TV)	Norfolk, Va. (ch. 49)	40	.648	.324
WPXL(TV) ^{TBA, B}	New Orleans (ch. 49)	41	.632	.316
WPXX(TV) ^{TBA, B}	Memphis, Tenn. (ch. 50)	43	.625	.3125
WPXP(TV)	West Palm Beach, Fla. (ch. 67)	44	.611	.3055
KOPX(TV)	Oklahoma City (ch. 62)	45	.601	.3005
WGPX(TV)	Greensboro, N.C. (ch. 16)	47	.588	.294
WBNA(TV) [*]	Louisville, Ky. (ch. 21; option to buy)	48	.573	.2865
WQPX(TV)	Wilkes Barre, Pa. (ch. 51)	51	.554	.277
WYPX(TV)	Albany, N.Y. (ch. 55)	53	.511	.2555
KPXF(TV)	Fresno, Calif. (ch. 61)	55	.505	.2525
KYPX(TV) ^{TBA, B}	Little Rock, Ark. (ch. 42)	57	.487	.2435
WLPX-TV	Charleston, W.Va. (ch. 29)	58	.483	.2415
KTPX(TV)	Tulsa, Okla. (ch. 44)	59	.476	.238
WPXK(TV)	Knoxville, Tenn.	63	.449	.2245
WPXR(TV)	Roanoke, Va. (ch. 38)	68	.404	.202
KPXO(TV)	Honolulu (ch. 66)	71	.384	.192

(WB/Pax TV; ch. 54; LMA'd to Acme Television LLC)



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KPXJ(TV)	Shreveport, La. (ch. 21)	75	.373	.185
KPXR(TV)	Cedar Rapids, Iowa (ch. 48)	88	.310	.155
WEPX(TV) ^B	Greenville, N.C. (ch. 38)	105	.239	.1195
WJPX-TV	San Juan, P.R. (ch. 24)	N/A	N/A	N/A
WJWN-TV	San Sebastian, P.R. (ch. 38)	N/A	N/A	N/A
WKPV(TV)	Ponce, P.R. (ch. 20)	N/A	N/A	N/A

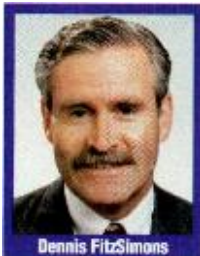
Other media interests: Pax TV network; two radio stations

4 Tribune Broadcasting Co.

435 N. Michigan Ave.
 Suite 1900
 Chicago, Ill. 60611
 Phone: (312) 222-3333
 Fax: (312) 329-0611

Web site: tribune.com

John W. Madigan, president, Tribune Co.
 Dennis J. FitzSimons, broadcasting president



Dennis FitzSimons

TRB

20 stations/37.5% of U.S./27% per FCC

Station	Market <small>(all WB affiliates unless noted; ch.)</small>	DMA	U.S. Hhs reached	Hhs per FCC
WPIX(TV)	New York (ch. 11)	1	6.854	6.854
KTLA(TV)	Los Angeles (ch. 5)	2	5.167	5.167
WGN-TV	Chicago (ch. 9)	3	3.184	3.184
WPHL-TV	Philadelphia (ch. 17)	4	2.684	1.342
WLVI-TV	Boston (ch. 56)	6	2.199	1.0995
KDAF(TV)	Dallas/Fort Worth (ch. 33)	7	1.972	.986
WBDC-TV ^M	Washington (ch. 50)	8	1.968	.984
WGNX(TV)	Atlanta (CBS; ch. 46)	10	1.733	.8665
KHTV(TV)	Houston (ch. 39)	11	1.676	.838
KTZZ-TV	Seattle (ch. 22)	12	1.558	.779
WDZL(TV)	Miami (ch. 39)	16	1.428	.714
KWGN-TV	Denver (ch. 2)	18	1.238	1.238
KTXL(TV)	Sacramento, Calif. (Fox; ch. 40)	20	1.138	.569
WXIN(TV)	Indianapolis (Fox; ch. 59)	25	.962	.481
KSWB-TV	San Diego (ch. 69)	26	.951	.4755
WTIC-TV	Hartford, Conn. (Fox; ch. 61)	27	.915	.4575
WTXX(TV)*	Waterbury, Conn. (UPN; ch. 20)			
WXMI(TV)	Grand Rapids, Mich. (Fox; ch. 17)	38	.671	.3355
WGNO(TV)	New Orleans (ABC; ch. 26)	41	.632	.316
WPMT(TV)	Harrisburg, Pa. (Fox; ch. 43)	46	.596	.298

M=management agreement

Other media interests: Four radio stations; Tribune Entertainment Co.; superstation WGN; Tribune Media Services; cable channels CLTV News in Chicago, 50% of Central Florida News 13; 33% of Qwest Broadcasting LLC; 25% of WB Television Network; 50% of Knight-Ridder/Tribune Information Services; four newspapers. Online holdings include 20% of Digital City Inc., 16% of CareerPath.com; 8% of iVillage Inc., 4% of Excite Inc., 2% of America Online

5 NBC Inc. (subsidiary of General Electric Co.)

30 Rockefeller Plaza
 New York, N.Y. 10112
 Phone: (212) 664-4444
 Fax: (212) 664-4085

Web site: nbc.com

John F. Welch Jr., chairman, GE
 Robert C. Wright, president, NBC
 Patrick T. Wallace, president, TV group



Patrick Wallace

GE

13 stations/28% of U.S./26.6% per FCC

Station	Market <small>(all NBC affiliates unless noted; ch.)</small>	DMA	U.S. Hhs reached	Hhs per FCC
WNBC(TV)	New York (ch. 4)	1	6.854	6.854
KNBC(TV)	Los Angeles (ch. 4)	2	5.167	5.167
WMAQ-TV	Chicago (ch. 5)	3	3.184	3.184
WCAU(TV)	Philadelphia (ch. 10)	4	2.684	2.684
KXAS-TV	Dallas/Fort Worth (ch. 5)	7	1.972	1.972
WRC-TV	Washington (ch. 4)	8	1.968	1.968
WTVJ(TV)	Miami (ch. 6)	16	1.428	1.428
KNSD(TV)	San Diego (ch. 39)	26	.951	.4755
WVIT(TV)	Hartford, Conn. (ch. 30)	27	.915	.4575
WNCN(TV)	Raleigh/Durham, N.C. (ch. 17)	29	.839	.4195
WCMH-TV	Columbus, Ohio (ch. 4)	34	.752	.752
WVTM-TV	Birmingham, Ala. (ch. 13)	39	.661	.661
WJAR(TV)	Providence, R.I. (ch. 10)	50	.563	.563

Other media interests: NBC Television Network; cable channels CNBC and MSNBC (with Microsoft Inc.); joint venture member in A&E Television Networks (with ABC Inc. and Hearst-Argyle Television Inc.); CNBC Europe and other broadcasting and cable networks in Europe and Asia; buying 15% of ValueVision International (home shopping) Network. Online interests include MSNBC.com, NBC Online Ventures, NBC SuperNet (with Microsoft) VideoSeeker, InterView, 60% of Snap!, buying 6% of Intertainer

6 ABC Inc. (subsidiary of Walt Disney Co.)

77 W. 66th St.
 New York, N.Y. 10023
 Phone: (212) 456-7777
 Fax: (212) 456-6850

Web site: abc.go.com

Michael D. Eisner, chairman, Disney
 Steven M. Bornstein, president, ABC Inc.
 Robert F. Callahan, president, broadcasting operations



Bob Callahan

DIS

10 stations/24.2% of U.S./24% per FCC

Station	Market <small>(all ABC affiliates unless noted; ch.)</small>	DMA	U.S. Hhs reached	Hhs per FCC
WABC-TV	New York (ch. 7)	1	6.854	6.854
KABC-TV	Los Angeles (ch. 7)	2	5.167	5.167

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 TBA = time brokerage agreement in effect

WLS-TV	Chicago (ch. 7)	3	3.184	3.184
WPVI-TV	Philadelphia (ch. 6)	4	2.684	2.684
KGO-TV	San Francisco (ch. 7)	5	2.383	2.383
KTRK-TV	Houston (ch. 13)	11	1.676	1.676
WTVD(TV)	Raleigh/Durham, N.C. (ch. 11)	29	.839	.839
KFSN-TV	Fresno, Calif. (ch. 30)	55	.505	.2525
WJRT-TV	Flint/Saginaw, Mich. (ch. 12)	64	.448	.448
WTVG(TV)	Toledo, Ohio (ch. 13)	66	.412	.412

Other media interests: ABC Television Network; 35 radio stations; ABC Radio Networks; Buena Vista Television (distribution); Disney/ABC Cable Networks including Disney Channel, Toon Disney, 80% of ESPN, 50% of Lifetime Television, 39.5% of E! Entertainment Television, partner in A&E Television Networks (with NBC Inc. and Hearst-Argyle Television Inc.); Walt Disney Television International; Fairchild Publications (including *W*, *Women's Wear Daily*) and *Jane*. Online holdings include ABC Multimedia Group, ABC.com, ABC-News.com, 43% of Infoseek

7 United Television Inc./Chris-Craft Industries Inc.

132 S. Rodeo Drive, 4th Floor
 Beverly Hills, Calif. 90212
 Phone: (310) 281-4844
 Fax: (310) 281-5870

Herbert J. Siegel, president, CCI
 Evan C. Thomson, president, United TV;
 executive vice president, CCI



Evan Thompson

UTVI

10 stations/21.7% of U.S./18.8% per FCC

Station	Market (all UPN affiliates unless noted; ch.)	DMA	U.S. Hhs reached	Hhs per FCC
WWOR-TV	New York (ch. 9)	1	6.854	6.854
KCOP(TV)	Los Angeles (ch. 13)	2	5.167	5.167
KBHK-TV	San Francisco (ch. 44)	5	2.383	1.1915
KMSP-TV	Minneapolis/St. Paul (ch. 9)	15	1.466	1.466
KUTP(TV)	Phoenix (ch. 45)	17	1.351	.6755
WRBW(TV) ^B	Orlando, Fla. (ch. 65)	22	1.079	.5395
KPTV(TV)	Portland, Ore. (ch. 12)	23	1.000	1.000
WUTB(TV)	Baltimore (ch. 24)	24	.998	.499
KTVX(TV)	Salt Lake City (ABC; ch. 4)	36	.711	.711
KMOL-TV	San Antonio, Tex. (NBC; ch. 4)	37	.672	.672

Other media interests: 50% of UPN (joint venture with Viacom Inc.)

8 Gannett Broadcasting

GCI

1100 Wilson Blvd.
 Arlington, Va. 22209
 Phone: (703) 284-6760
 Fax: (703) 247-3114
 Web site: gannett.com

John J. Curley, chairman,
 Gannett Co. Inc.
 Cecil L. Walker, president, broadcasting



Cecil Walker

21 stations/17.3% of U.S./17.2% per FCC

Station	Market (affiliates; ch.)	U.S. Hhs DMA	Hhs per reached	FCC
WUSA(TV)	Washington (CBS; ch. 9)	8	1.968	1.968
WXIA-TV	Atlanta (NBC; ch. 11)	10	1.733	1.733
WKYC-TV	Cleveland (NBC; ch. 3)	13	1.485	1.485
WTSP(TV)	Tampa, Fla. (CBS; ch. 10)	14	1.472	1.472
KARE(TV)	Minn./St. Paul (NBC; ch. 11)	15	1.466	1.466
KPNX(TV)	Phoenix (NBC; ch. 12)	17	1.351	1.351
KNAZ-TV ^S	Flagstaff, Ariz. (NBC; ch. 2)			
KMOH-TV ^S	Kingman, Ariz. (WB; ch. 6)			
KUSA-TV	Denver (NBC; ch. 9)	18	1.238	1.238
KXTV(TV) ^B	Sacramento, Calif. (ABC; ch. 10)	20	1.138	1.138
KSDK(TV)	St. Louis (NBC; ch. 5)	21	1.117	1.117
WZZM-TV	Grand Rapids, Mich. (ABC; ch. 13)	38	.671	.671
WGRZ-TV	Buffalo, N.Y. (NBC; ch. 2)	42	.631	.631
WFMY-TV	Greensboro, N.C. (CBS; ch. 2)	47	.588	.588
WTLV(TV)	Jacksonville, Fla. (NBC; ch. 12)	52	.523	.523
KTHV(TV)	Little Rock, Ark. (CBS; ch. 11)	57	.487	.487
WBIR-TV	Knoxville, Tenn. (NBC; ch. 10)	63	.449	.449
WCSH(TV)	Portland, Me. (NBC; ch. 6)	80	.354	.354
WLTX(TV)	Columbia, S.C. (CBS; ch. 19)	86	.316	.158
WMAZ-TV	Macon, Ga. (CBS; ch. 13)	122	.208	.104
WLBZ(TV)	Bangor, Me. (NBC; ch. 2)	155	.129	.129

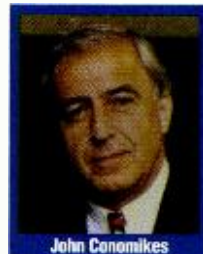
Other media interests: Multimedia Cablevision Co.; about 90 newspapers including *USA Today*. Online interests include Gannett New Media, USA Today Online, New Century Network

9 Hearst-Argyle Television Inc.

HTV

888 7th Ave.
 New York, N.Y. 10106
 Phone: (212) 887-6800
 Fax: (212) 887-6875

Web site: hearstcorp.com/feat21.html
 Frank A. Bennack Jr., president,
 Hearst Corp.
 John G. Conomikes, president,
 H-A Television; vice president, Hearst



John Conomikes

32 stations/17.6% of U.S./16.1% per FCC

Station	Market (affiliates; ch.)	DMA	U.S. Hhs reached	Hhs per FCC
WCVB-TV	Boston (ABC; ch. 5)	6	2.199	2.199
wwwb(TV) ^M	Tampa, Fla. (WB; ch. 32)	14	1.472	.736

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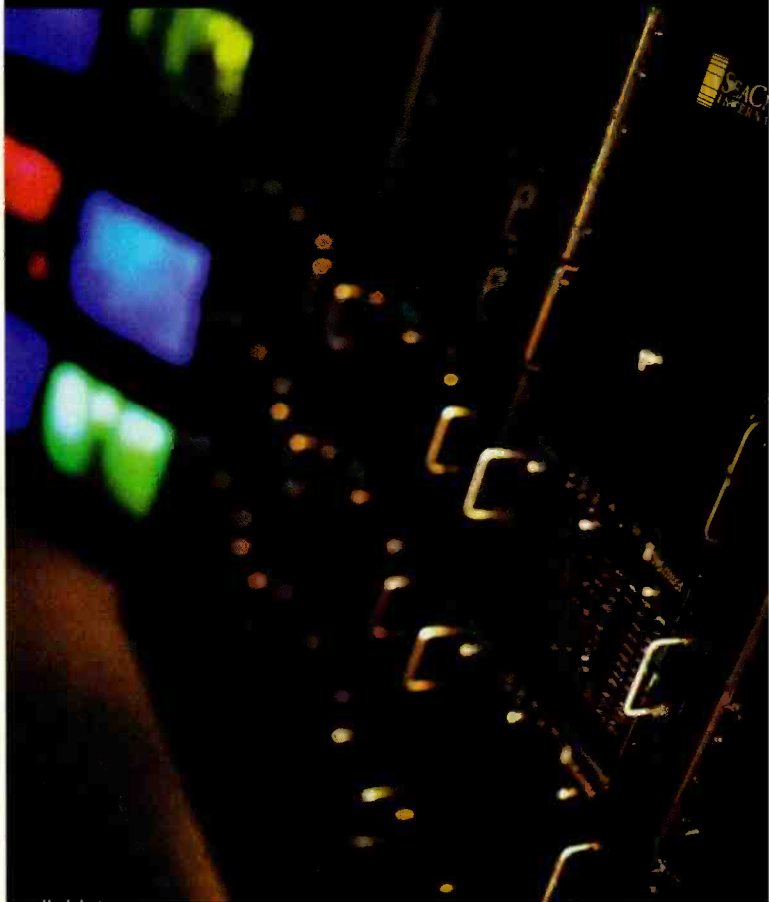


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S = satellite station
 JSA = joint sales agreement in effect
 TBA = time brokerage agreement in effect

WTAE-TV	Pittsburgh (ABC; ch. 4)	19	1.143	1.143
KCRA-TV	Sacramento (NBC; ch. 3)	20	1.138	1.138
KQCA(TV) ^{TBA}	Sacramento (WB; ch. 58)			
WESH(TV)	Orlando, Fla. (NBC; ch. 2)	22	1.079	1.079
WBAL-TV	Baltimore (NBC; ch. 11)	24	.998	.998
WISN-TV	Milwaukee (ABC; ch. 12)	31	.814	.814
WLWT(TV)	Cincinnati (NBC; ch. 5)	32	.811	.811
KMBC-TV	Kansas City (ABC; ch. 9)	33	.807	.807
KCWE-TV*	Kansas City (UPN; ch. 29)			
WYFF(TV)	Greenville, S.C. (NBC; ch. 4)	35	.744	.744
WDSU-TV	New Orleans (NBC; ch. 6)	41	.632	.632
WPBF(TV) ^M	West Palm Beach, Fla. (ABC; ch. 25)	44	.611	.6055
KOCO-TV	Oklahoma City (ABC; ch. 5)	45	.601	.601
WGAL(TV)	Lancaster, Pa. (NBC; ch. 8)	46	.596	.596
WXII-TV	Greensboro, N.C. (NBC; ch. 12)	47	.588	.588
WLKY-TV	Louisville, Ky. (CBS; ch. 32)	48	.573	.2865
KOAT-TV	Albuquerque, N.M. (ABC; ch. 7)	49	.570	.570
KOCT(TV) ^S	Carlsbad, N.M. (ABC; ch. 6)			
KOVT(TV) ^S	Silver City, N.M. (ABC; ch. 10)			
KCCI(TV)	Des Moines, Iowa (CBS; ch. 8)	70	.386	.386
KITV(TV)	Honolulu (ABC; ch. 4)	71	.384	.384
KHVO(TV) ^S	Hilo, Hawaii (ABC; ch. 13)			
KMAU(TV) ^S	Wailuku, Hawaii (ABC; ch. 12)			
KETV(TV)	Omaha, Neb. (ABC; ch. 7)	73	.377	.377
WAPT(TV)	Jackson, Miss. (ABC; ch. 16)	89	.303	.1515
WPTZ(TV)	Burlington, Vt. (NBC; ch. 5)	91	.293	.293
WNNE(TV) ^S	Hartford, Vt. (NBC; ch. 31)			
KHBS(TV)	Fort Smith, Ark. (ABC; ch. 40)	117	.222	.111
KHOG-TV ^S	Fayetteville, Ark. [ABC; ch. 29]			
KSBW(TV)	Monterey, Calif. (NBC; ch. 8)	119	.218	.218

M=management agreement

Other media interests: Seven radio stations; Hearst-Argyle Television Productions; Hearst Entertainment and Syndication, Hearst New Media and Technology (stake in Netscape, 50% of Women.com Networks). Parent owns 50% of Lifetime Television, New England Cable News (with MediaOne); TVA (Brazilian pay-TV company, with ABC Inc.), 20% of ESPN and partner in A&E Television Networks (with NBC Inc. and ABC); 12 newspapers; 16 consumer magazines including *Esquire*, *Town & Country*, *Good Housekeeping*, *Harper's Bazaar*; book publishing (William Morrow & Co., Avon Books)

10 USA Broadcasting Inc.

152 W. 57th St.
 New York, N.Y. 10019
 Phone: (212) 314-7200
 Fax: (212) 314-7309

Barry Diller, chairman, USA Networks Inc.
 Jon Miller, president, USA Broadcasting



Jon Miller

USAI

13 stations/30.9% of U.S./15.5% per FCC

Station	Market (incl. HSN affiliates unless noted; ch.)	DMA	U.S. Hhs reached	Hhs per FCC
WHSE-TV	New York (ch. 68)	1	6.854	3.427
WHSI-TV ^S	Smithtown, N.Y. (ch. 67)			
KHSC-TV	Los Angeles (ch. 46)	2	5.167	2.5835
WEHS-TV	Chicago (ch. 60)	3	3.184	1.592
WHSP-TV	Philadelphia (ch. 65)	4	2.684	1.342
WHSI-TV	Boston (ch. 66)	6	2.199	1.0995
KHSX-TV	Dallas/Fort Worth (ch. 49)	7	1.972	.986
WNGM-TV	Atlanta (The Box; ch. 34)	10	1.733	.8665
KHSH-TV	Houston (ch. 67)	11	1.676	.838
WQHS-TV	Cleveland (ch. 61)	13	1.485	.7425
WBHS-TV	Tampa, Fla. (ch. 50)	14	1.472	.736
WAMI-TV	Fort Lauderdale, Fla. (City Vision; ch. 69)	16	1.428	.714
WBSF(TV)	Orlando, Fla. (ch. 43)	22	1.079	.5395

Other media interests: 49% of KPST-TV San Francisco and 45% of KTVJ(TV) Denver, WHSL(TV) St. Louis and WPMW(TV) Washington; option to buy 45% of WJYS(TV) Chicago. Parent owns Home Shopping Network; Studios USA; cable networks USA Network and Sci-Fi Channel; Ticketmaster. Online interests include Ticketmaster Online-CitySearch Inc.; is buying Lycos (Internet portal)

11 Sinclair Broadcast Group Inc. SBGI

2000 W. 41st St.
 Baltimore, Md. 21211
 Phone: (410) 467-5005
 Fax: (410) 467-5043
 Web site: sbgi.net



David Smith

David D. Smith, president, TV

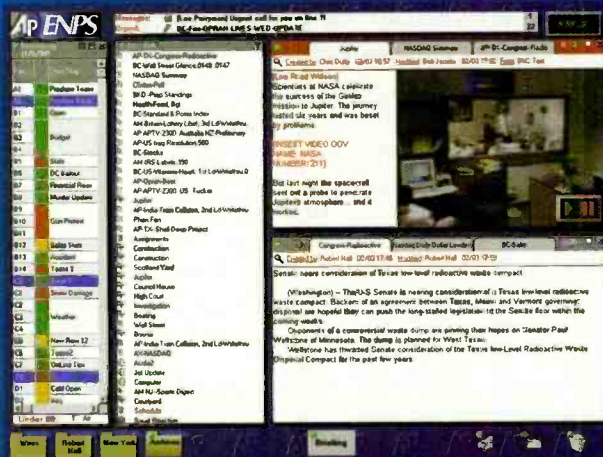
56 stations/24.4% of U.S./14.2% per FCC

Station	Market (affiliates; ch.)	DMA	U.S. Hhs reached	Hhs per FCC
WTTA(TV)	Tampa, Fla. (Ind.; ch. 38)	14	1.472	.736
KMWS-TV ^B	Minn./St. Paul (WB; ch. 23)	15	1.466	.733
WPGH-TV	Pittsburgh (Fox; ch. 53)	19	1.143	.5715
WCWB(TV)*	Pittsburgh (WB; ch. 22)			
KOVR(TV)	Sacramento (CBS; ch. 13)	20	1.138	1.138
KDNL-TV	St. Louis (ABC; ch. 30)	21	1.117	.5585
WBFF(TV)	Baltimore (Fox; ch. 45)	24	.998	.499
WNUV(TV)*	Baltimore (WB; ch. 54)			
WTTV(TV)* ^B	Indianapolis (WB; ch. 4)	25	.962	.962
WTTK(TV)* ^B	Indianapolis (simulcasts WTTV; ch. 29)			
WLFL(TV)	Raleigh/Durham, N.C. (WB; ch. 22)	29	.839	.4195
WRDC(TV)*	Raleigh/Durham, N.C. (UPN; ch. 28)			
WZTV(TV) ^B	Nashville, Tenn. (Fox; ch. 17)	30	.817	.4085
WUXP(TV)* ^B	Nashville, Tenn. (UPN; ch. 30)			
WCGV-TV	Milwaukee (Ind.; ch. 24)	31	.814	.407
WVTV(TV)*	Milwaukee (WB; ch. 18)			
WSTR-TV	Cincinnati (WB; ch. 64)	32	.811	.4055
KSMO-TV	Kansas City (WB; ch. 62)	33	.807	.4035

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Top
25
Television
Groups

Here's a guide to the symbols used throughout this list:
*—station operated under local marketing agreement
B—station being purchased by group

S—satellite station
JSA—joint sales agreement in effect
TBA—time brokerage agreement in effect

WTTE(TV)	Columbus, Ohio (Fox; ch. 28)	34	.752	.376
WLOS(TV)	Asheville, N.C. (ABC; ch. 13)	35	.744	.744
WFBC-TV*	Greenville, S.C./Asheville, N.C. (Ind.; ch. 40)			
KABB(TV)	San Antonio, Tex. (Fox; ch. 29)	37	.672	.336
KRRR(TV)*	San Antonio (WB; ch. 35)			
WTTO(TV)	Birmingham, Ala. (WB; ch. 21)	39	.661	.3305
WABM(TV)*	Birmingham, Ala. (Ind.; ch. 68)			
WDBB(TV)*	Birmingham/Tuscaloosa (simulcasts WTTO; ch. 17)			
WTVZ(TV)	Norfolk, Va. (WB; ch. 33)	40	.648	.324
WUTV(TV) ^B	Buffalo, N.Y. (Fox; ch. 29)	42	.631	.3155
KOCB(TV)	Oklahoma City (WB; ch. 34)	45	.601	.3005
KOKH-TV ^B	Oklahoma City (Fox; ch. 25)			
WXLV-TV ^B	Greensboro, N.C. (ABC; ch. 45)	47	.588	.294
WUPN-TV* ^B	Greensboro (UPN; ch. 48)			
WKEF(TV)	Dayton, Ohio (NBC; ch. 22)	54	.507	.2535
WRGT-TV ^B	Dayton, Ohio (Fox; ch. 45)			
KVWB(TV)	Las Vegas (WB; ch. 21)	56	.500	.250
WCHS-TV	Charleston, W.Va. (ABC; ch. 8)	58	.483	.483
WVAH-TV ^B	Charleston, W.Va. (Fox; ch. 11)			
WRLH-TV ^B	Richmond, Va. (Fox; ch. 35)	61	.471	.2355
WEAR-TV ^B	Pensacola, Fla. (ABC; ch. 3)	62	.466	.466
WFGX(TV)*	Mobile, Ala./Pensacola (WB; ch. 35)			
WSMH(TV)	Flint, Mich. (Fox; ch. 66)	64	.448	.224
WDKY-TV	Lexington, Ky. (Fox; ch. 56)	67	.411	.2055
KDSM-TV	Des Moines, Iowa (Fox; ch. 17)	70	.386	.193
WSYT(TV)	Syracuse, N.Y. (Fox; ch. 68)	74	.374	.187
WNYS-TV*	Syracuse, N.Y. (UPN; ch. 43)			
KBSI(TV)	Cape Girardeau, Mo. (Fox; ch. 23)	76	.371	.1855
WDKA(TV)*	Paducah/Cape Girardeau, Mo. (UPN; ch. 49)			
WUHF(TV) ^B	Rochester, N.Y. (Fox; ch. 31)	77	.370	.185
WGME-TV	Portland, Me. (CBS, ch. 13)	80	.354	.354
WMSN-TV ^B	Madison, Wis. (Fox; ch. 47)	84	.318	.159
WEMT(TV)	Tri-Cities, Tenn. (Fox; ch. 39)	92	.292	.146
WGGB-TV	Springfield, Mass. (ABC, ch. 40)	104	.244	.122
WYZZ-TV	Peoria, Ill. (Fox; ch. 43)	110	.231	.1155
WTWC(TV)	Tallahassee, Fla. (CBS; ch. 40)	114	.226	.113
WMMP(TV)	Charleston, S.C. (UPN; ch. 36)	120	.217	.1085
WTAT-TV ^B	Charleston, S.C. (Fox; ch. 24)			

Other media interests: About 50 radio stations

12 Paramount Stations Group Inc. (subsidiary of Viacom Inc.) VIAB

5555 Melrose Ave.,
Los Angeles, Calif. 90038
Phone: (323) 956-8100
Fax: (323) 862-0121

Web site: paramount.com/hometv.html
Sumner M. Redstone, president, Viacom
Anthony Cassara, president,
Paramount Stations Group



Tony Cassara

19 stations/25.6% of U.S./13.6% per FCC

Station	Market (all UPN affiliates unless noted; ch.)	DMA	U.S. Hrs reached	Hrs per FCC
WPSG(TV)	Philadelphia (ch. 57)	4	2.684	1.342
WSBK-TV	Boston (ch. 38)	6	2.199	1.0995
KTXA(TV)	Dallas/Fort Worth (ch. 21)	7	1.972	.986
WDCATV)	Washington (ch. 20)	8	1.968	.984
WKBD(TV)	Detroit (ch. 50)	9	1.858	.929
WUPA(TV)	Atlanta (ch. 69)	10	1.733	.8665
KTXH(TV)	Houston (ch. 20)	11	1.676	.838
KSTW(TV)	Seattle (ch. 11)	12	1.558	1.558
WTOG(TV)	Tampa (ch. 44)	14	1.472	.736
WBFS-TV	Miami (ch. 33)	16	1.428	.714
WNPA(TV) ^B	Pittsburgh (ch. 19)	19	1.143	.5715
KMAX-TV	Sacramento, Calif. (ch. 31)	20	1.138	.569
WNDY-TV	Indianapolis (ch. 23)	25	.962	.481
WWHO(TV)	Columbus, Ohio (WB/UPN; ch. 53)	34	.752	.376
WGNT(TV)	Norfolk, Va. (ch. 27)	40	.648	.324
WUPL(TV)	New Orleans (ch. 54)	41	.632	.316
WTVX(TV)*	West Palm Beach, Fla. (ch. 34)	44	.611	.3055
KAUT(TV)	Oklahoma City (ch. 43)	45	.601	.3005
WLWC(TV)*	Providence, R.I. (WB/UPN; ch. 28)	50	.563	.2815

Other media interests: UPN (joint venture with Chris-Craft Television Inc.); Paramount Domestic Television. Parent owns cable networks MTV, Showtime and a stake in Comedy Central; Paramount Pictures; 80% of Spelling Entertainment; book publisher Simon & Schuster; Blockbuster Video; movie theaters with more than 1,000 screens. Online holdings include Imagine Radio, Red Rocket

13 Univision Communications Inc. UVN

1999 Avenue of the Stars
Suite 3050
Los Angeles, Calif. 90067
Phone: (310) 556-7676
Fax: (310) 556-7615
Web site: univision.net



Jerrold Perenchio

A. Jerrold Perenchio, chairman,
Univision
Thomas Arnost, Michael Wortsman,
co-presidents, television group

13 stations/27.1% of U.S./13.5% per FCC

Station	Market (all Univision affiliates unless noted; ch.)	DMA	U.S. Hrs reached	Hrs per FCC
WXTV(TV)	New York (ch. 41)	1	6.854	3.427
KMEX-TV	Los Angeles (ch. 34)	2	5.167	2.5835
WGBO-TV	Chicago (ch. 66)	3	3.184	1.592
KDTV(TV)	San Francisco (ch. 14)	5	2.383	1.1915
KUVN(TV)	Dallas/Fort Worth (ch. 23)	7	1.972	.986
KXLN-TV	Houston (ch. 45)	11	1.676	.838
WLTV(TV)	Miami (ch. 23)	16	1.428	.714
KTWV-TV	Phoenix (ch. 33)	17	1.351	.6755
KUVS(TV)	Sacramento, Calif. (ch. 19)	20	1.138	.569
KWEX-TV	San Antonio (ch. 41)	37	.672	.336
KLUZ-TV	Albuquerque, N.M. (ch. 41)	49	.570	.285

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* = station operated under local marketing agreement
B = station being purchased by group

S = satellite station
JSA = joint sales agreement in effect
TBA = time brokerage agreement in effect

KFTV(TV)	Fresno, Calif. (ch. 21)	55	.505	.2525
KUVI(TV)	Bakersfield, Calif. (ch. 45)	130	.180	.090

Other media interests: Spanish-language Univision Network; cable channel Galavision

14 A.H. Belo Corp.

400 S. Record St.
Dallas, Texas 75202
Phone: (214) 977-6606
Fax: (214) 977-2030

BLC



Ward Huey

Robert W. Decherd, president,
Belo; 9% owner

Ward L. Huey Jr., president,
broadcasting division; vice chairman, Belo

22 stations/13.6% of U.S./13.4% per FCC

Station	Market (affiliates; ch.)	DMA	U.S. HMs reached	HMs per FCC
WFAA-TV	Dallas/Fort Worth (ABC; ch. 8)	7	1.972	1.972
KHOU-TV	Houston (CBS; ch. 11)	11	1.676	1.676
KING-TV	Seattle (NBC; ch. 5)	12	1.558	1.558
KONG-TV*	Seattle (Ind.; ch. 16)			
KMOV(TV)	St. Louis (CBS; ch. 4)	21	1.117	1.117
KGW-TV	Portland, Ore. (NBC; ch. 8)	23	1.000	1.000
WCNC-TV	Charlotte, N.C. (NBC; ch. 6)	28	.865	.865
KENS-TV	San Antonio, Tex. (CBS; ch. 5)	37	.672	.672
WVEC-TV	Norfolk, Va. (ABC; ch. 13)	40	.648	.648
WWL-TV	New Orleans (CBS; ch. 4)	41	.632	.632
WHAS-TV	Louisville, Ky. (ABC; ch. 11)	48	.573	.573
KASA-TV	Albuquerque, N.M. (Fox; ch. 2)	49	.570	.570
KOTV(TV)	Tulsa, Okla. (CBS; ch. 6)	59	.476	.476
KVUE-TV ^B	Austin, Tex. (ABC; ch. 24)	60	.474	.237
KHNL(TV)	Honolulu (NBC; ch. 8)	71	.384	.384
KFVE(TV)*	Honolulu (Ind.; ch. 5)			
KREM-TV	Spokane, Wash. (CBS; ch. 2)	72	.381	.381
KSKN(TV)*	Spokane (WB; ch. 22)			
KMSB-TV	Tucson, Ariz. (Fox; ch. 11)	78	.367	.367
KTTU-TV*	Tucson, Ariz. (UPN; ch. 18)			
(owned by Clear Channel Communications Inc.)				
KTVB(TV)	Boise, Idaho (NBC; ch. 7)	125	.196	.196
KTFT-TV*	Twin Falls, Idaho (NBC; ch. 38)	189	.057	.0285

Other media interests: Two radio stations; cable channels Northwest Cable News, TXCN; six daily newspapers. Online holdings include dallasnews.com

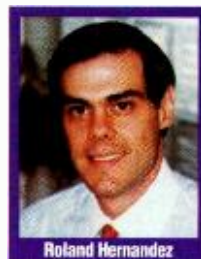
Sources: Nielsen Media Research; corporations, company web sites and TV stations; Hoover's Online; Securities & Exchange Commission filings

Compiled by: Elizabeth A. Rathbun

15 Telemundo Group Inc. PRIVATE

(subsidiary of Sony Pictures Entertainment and AT&T Corp.'s Liberty Media Corp.)

2290 W. 8th Ave.
Hialeah, Fla. 33010
Phone: (305) 884-8200
Fax: (305) 889-7980



Roland Hernandez

Peter Tortorici, president
Roland A. Hernandez, CEO, Telemundo

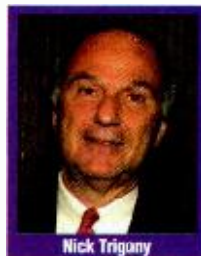
8 stations/21.4% of U.S./10.7% per FCC

Station	Market (all Telemundo affiliates; ch.)	DMA	U.S. HMs reached	HMs per FCC
WNJU(TV)	New York (ch. 47)	1	6.854	3.427
KVEA(TV)	Los Angeles (ch. 52)	2	5.167	2.5835
WSNS(TV)	Chicago (ch. 44)	3	3.184	1.592
KSTS(TV)	San Francisco (ch. 48)	5	2.383	1.1915
KTMD(TV)	Houston (ch. 48)	11	1.676	.838
WSCV(TV)	Fort Lauderdale, Fla. (ch. 51)	16	1.428	.714
KVDA(TV)	San Antonio, Tex. (ch. 60)	37	.672	.336
WKAQ-TV	San Juan, P.R. (ch. 2)	N/A	N/A	N/A

Other media interests: Spanish-language Telemundo network

16 Cox Broadcasting Inc. PRIVATE

1400 Lake Hearn Drive NE
Atlanta, Ga. 30318
Phone: (404) 843-5000
Fax: (404) 843-5280



Nick Trigony

Web site: cimedia.com/business/aboutcim/coxglance.html

David Easterly, president,
Cox Enterprises Inc.
Nicholas Trigony, president, broadcasting

11 stations/9.8% of U.S./9.6% per FCC

Station	Market (affiliates; ch.)	DMA	U.S. HMs reached	HMs per FCC
KTVU(TV)	San Francisco (Fox; ch. 2)	5	2.383	2.383
WSB-TV	Atlanta (ABC; ch. 2)	10	1.733	1.733
KIRO-TV	Seattle (CBS; ch. 7)	12	1.558	1.558
WPXI(TV)	Pittsburgh (NBC; ch. 11)	19	1.143	1.143
WFTV(TV)	Orlando, Fla. (ABC; ch. 9)	22	1.079	1.079
WSOC-TV	Charlotte, N.C. (ABC; ch. 9)	28	.865	.865
WAXN(TV) ^{JSA}	Charlotte, N.C. (Ind.; ch. 64)			
WHIO-TV	Dayton, Ohio (CBS; ch. 7)	54	.507	.507
KFOX-TV	El Paso, Tex. (Fox; ch. 14)	99	.270	.135
KRXI(TV)	Reno (Fox; ch. 11)	108	.235	.235
KAME-TV*	Reno (UPN; ch. 21)			

Other media interests: Parent owns/is buying 59 radio stations; owns 18 cable systems and cable channels including 50% of Spanish-language Gems Television, 24.6% of Discovery Communications Inc. and 10.4% of E! Entertainment Television; 10% of Primestar

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Here's a guide to the symbols used throughout this list:
* = station operated under local marketing agreement
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S = satellite station
JSA = joint sales agreement in effect
TBA = time brokerage agreement in effect

17 Young Broadcasting Inc. YBTV

599 Lexington Ave.
New York, N.Y. 10022
Phone: (212) 754-7070
Fax: (212) 758-1229

Web site: wric.com/young.html

J. Vincent Young, chairman, Young
Deborah A. McDermott, executive vice
president, operations



Deborah McDermott

13 stations/9.1% of U.S./9% per FCC

Station	Market (affiliates: ch.)	DMA	U.S. HHs reached	HHs per FCC
KCAL(TV)	Los Angeles (Ind.; ch. 9)	2	5.167	5.167
WKRN-TV	Nashville, Tenn. (ABC; ch. 2)	30	.817	.817
WTEN(TV)	Albany, N.Y. (ABC; ch. 10)	53	.511	.511
WRIC-TV	Richmond, Va. (ABC; ch. 8)	61	.471	.471
WATE-TV	Knoxville, Tenn. (ABC; ch. 6)	63	.449	.449
WBAY-TV	Green Bay, Wis. (ABC; ch. 2)	69	.387	.387
KWQC-TV	Davenport, Iowa (NBC; ch. 6)	90	.302	.302
WLNS-TV	Lansing, Mich. (CBS; ch. 6)	106	.239	.239
KELO-TV	Sioux Falls, S.D. (CBS; ch. 11)	109	.233	.233
KDLO-TV ^S	Florence, S.D. (CBS; ch. 3)			
KLFY-TV	Lafayette, La. (CBS; ch. 10)	123	.201	.201
WKBT(TV)	LaCrosse, Wis. (CBS; ch. 8)	129	.181	.181
WTVO(TV)	Rockford, Ill. (NBC; ch. 17)	134	.168	.084

No other media interests

18 E.W. Scripps Co. SSP

312 Walnut St.
Suite 2300
Cincinnati, Ohio 45201
Phone: (513) 977-3000
Fax: (513) 977-3728

Web site: scripps.com

William R. Burleigh, president, Scripps
Paul "Frank" Gardner,
senior vice president, broadcasting



Frank Gardner

10 stations/9.9% of U.S./8.05% per FCC

Station	Market (affiliates: ch.)	DMA	U.S. HHs reached	HHs per FCC
WXYZ-TV	Detroit (ABC; ch. 7)	9	1.858	1.858
WEWS(TV)	Cleveland (ABC; ch. 5)	13	1.485	1.485
WFTS(TV)	Tampa, Fla. (ABC; ch. 28)	14	1.472	.736
KNXV-TV	Phoenix (ABC; ch. 15)	17	1.351	.6755
WMAR-TV	Baltimore (ABC; ch. 2)	24	.998	.998
WCPO-TV	Cincinnati (ABC; ch. 9)	32	.811	.811
KSHB-TV	Kansas City (NBC; ch. 41)	33	.807	.4035
KMCI(TV)*	Kansas City (Ind.; ch. 38)			
WPTV(TV)	West Palm Beach, Fla. (NBC; ch. 5)	44	.611	.611
KJRH(TV)	Tulsa, Okla. (NBC; ch. 2)	59	.476	.476

Other media interests: Scripps Productions; cable channels Home & Garden TV and the Food Network, and a stake in SportSouth; Scripps Media; 19 newspapers

19 Hicks, Muse, Tate & Furst Inc. PRIVATE

200 Crescent Court, Suite 1600
Dallas, Texas 75201
Phone: (214) 740-7300
Fax: (214) 740-7313

Thomas O. Hicks, chairman

Hicks Muse owns 80% of LIN Television Corp. and about 87% of Sunrise Television Corp.

29 stations/10.4% of U.S./8.01% per FCC

LIN

PRIVATE

4 Richmond Square, Suite 200
Providence, R.I. 02906
Phone: (401) 454-2880
Fax: (401) 454-5286
Web site: lintv.com
Gary R. Chapman, president
Paul Karpowicz, vice president,
television



Paul Karpowicz

13 stations/6.858% of U.S./5.3425% per FCC

Station	Market (affiliates: ch.)	DMA	U.S. HHs reached	HHs per FCC
KXTX-TV*	Dallas (Ind.; ch. 39)	7	1.972	.986
WISH-TV	Indianapolis (CBS; ch. 8)	25	.962	.962
WTNH-TV	New Haven, Conn. (ABC; ch. 8)	27	.915	.915
WBNE(TV)*	Hartford/New Haven, Conn. (WB; ch. 59)			
WOOD-TV ^B	Grand Rapids, Mich. (NBC; ch. 8)	38	.671	.671
WOTV(TV)* ^B	Grand Rapids, Mich. (ABC; ch. 41)			
WAVY-TV	Norfolk, Va. (NBC; ch. 10)	40	.648	.648
WVBT(TV)*	Norfolk, Va. (Fox; ch. 43)			
WIVB-TV	Buffalo, N.Y. (CBS; ch. 4)	42	.631	.631
KXAN-TV	Austin, Tex. (NBC; ch. 36)	60	.474	.237
KNVA(TV)*	Austin, Tex. (WB; ch. 54)			
WAND(TV)	Champaign, Ill. (ABC; ch. 17)	82	.337	.1685
WANE-TV	Fort Wayne, Ind. (CBS; ch. 15)	103	.248	.124

Sunrise Television Corp. PRIVATE

3839 4th St. N, Suite 420
St. Petersburg, Fla., 33703
Phone: (727) 821-7900
Fax: (727) 821-8092
Web site: stc-sunrise.com
Robert N. Smith, president
Sandy DiPasquale, COO, Sunrise



Bob Smith

16 stations/3.549% of U.S./2.669% per FCC

Station	Market (affiliates: ch.)	DMA	U.S. HHs reached	HHs per FCC
WNAC-TV	Providence, R.I. (Fox; ch. 64)	50	.563	.2815
WDTN(TV)	Dayton, Ohio (ABC; ch. 2)	54	.507	.507

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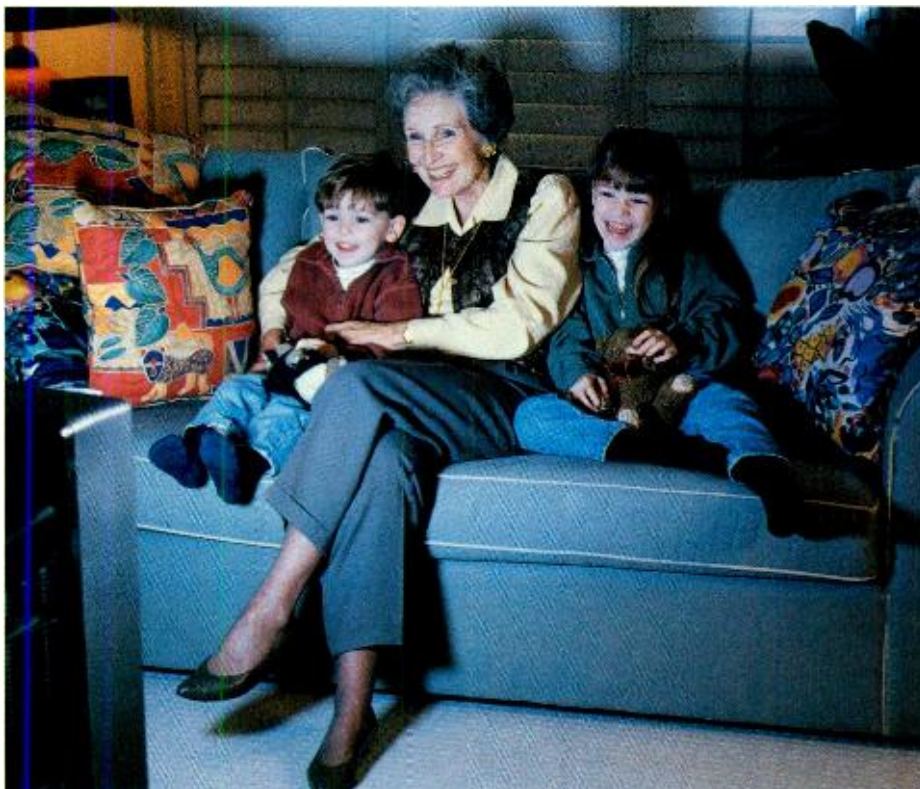
In 1997, Lowell "Bud" Paxson had a new vision. He wanted to create a family-oriented network called PAXTV to be broadcast on his group of more than 70 owned and operated television stations. When he brought the idea to Union Bank of California, we knew he was on to something. Since 1994, we have supported the company through its transition from radio, to infomercial TV, to PAXTV. And since 1995, we have agented a total of \$422 million of senior debt financings and have also provided private equity capital to support his business plans. Today, PAXTV is broadcast in 42 of the top 50 markets in the country, and will soon reach greater than 80% of U.S. households. We helped Paxson Communications, and we can help you. After all, when you have a vision, you need someone else who can see it too.

*Communications/
Media Division*

*Bill Gooch
Senior Vice President
& Manager
(213) 236-6908*

*Mike McShane
Senior Vice President
(213) 236-5812*

*Christine Ball
Senior Vice President
(213) 236-6176*



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Top
25
Television
Groups

Here's a guide to the symbols used throughout this list:
*--station operated under local marketing agreement
B=station being purchased by group

S=satellite station
JSA=joint sales agreement in effect
TBA=time brokerage agreement in effect

WEYI-TV	Flint, Mich. (NBC; ch. 25)	64	.448	.224
WUPW-TV	Toledo, Ohio (Fox; ch. 36)	66	.412	.206
WICD-TV ^B	Champaign, Ill. (NBC, ch. 15)	82	.337	.1685
WICS-TV ^B	Springfield/Decatur (NBC, ch. 20)			
KGAN-TV ^B	Cedar Rapids, Iowa (CBS, ch. 2)	88	.310	.310
WJAC-TV	Johnstown, Pa. (NBC; ch. 6)	93	.290	.290
KVLY-TV	Fargo, N.D. (NBC; ch. 11)	115	.224	.224
WTOV-TV	Wheeling, W.Va. (NBC; ch. 9)	138	.158	.158
KFYR-TV	Bismarck, N.D. (NBC; ch. 5)	150	.136	.136
KUMV-TV ^S	Williston, N.D. (NBC; ch. 8)			
KMOT-TV ^S	Minot, N.D. (NBC; ch. 10)			
KQCD-TV ^S	Dickinson, N.D. (NBC; ch. 7)			
KRBC-TV	Abilene, Tex. (NBC; ch. 9)	159	.113	.113
KACB-TV	San Angelo, Tex. (NBC; ch. 3)	195	.051	.051

Station	Market (affiliation; ch.)	DMA	U.S. HHS reached	HHS per FCC
WDIV-TV	Detroit (NBC; ch. 4)	9	1.858	1.858
KPRC-TV	Houston (NBC; ch. 2)	11	1.676	1.676
WPLG-TV	Miami, Fla. (ABC; ch. 10)	16	1.428	1.428
WKMG-TV	Orlando, Fla. (CBS; ch. 6)	22	1.079	1.079
KSAT-TV	San Antonio, Texas (ABC; ch. 12)	37	.672	.672
WJXT-TV	Jacksonville, Fla. (CBS; ch. 4)	52	.523	.523

Other media interests: Hicks Muse owns Chancellor Media Corp. (about 450 radio stations, 35,000 billboards, AM/FM Radio Networks after merger with sister radio company Capstar Broadcasting Corp.); Petry and Katz Media

Other media interests: Parent owns CableOne Inc.; Pro Am Sports System (sports network); *Newsweek* magazine; 24 daily and weekly newspapers, including *The Washington Post* and 50% of *International Herald Tribune*. Online holdings include newseek.com

20 Shop at Home Inc.

SATH

5388 Hickory Hollow Parkway
Nashville, Tenn. 37230
Phone: (615) 263-8000
Fax: (615) 263-8084

Web site: shopathomeonline.com
Kent E. Lillie, president, Shop at Home
Everit A. Herter, executive vice president, affiliate relations



Everit Herter

6 stations/15.4% of U.S./7.7% per FCC

Station	Market (all SAH affiliates unless noted; ch.)	DMA	U.S. HHS reached	HHS per FCC
WBPT-TV ^B	New York (Pax TV, ch. 43)	1	6.854	3.427
KCBS-TV	San Francisco (ch. 38)	5	2.383	1.1915
WMFP-TV	Boston (ch. 62)	6	2.199	1.0995
KZJL-TV	Houston (ch. 61)	11	1.676	.838
WOAC-TV	Cleveland (ch. 67)	13	1.485	.7425
WRAY-TV	Raleigh/Durham, N.C. (ch. 30)	29	.839	.4195

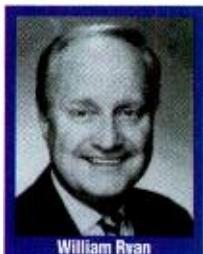
Other media interests: Internet shopping

21 Post-Newsweek Stations Inc.

(subsidiary of Washington Post Co.) WPO

3 Constitution Plaza
Hartford, Conn. 06103
Phone: (860) 493-6530
Fax: (860) 493-2490

Web site: washpostco.com
Donald E. Graham, chairman, The Washington Post Company
G. William Ryan, president, Post-Newsweek Stations



William Ryan

6 stations/7.2% of U.S./7.2% per FCC

22 Raycom Media Inc.

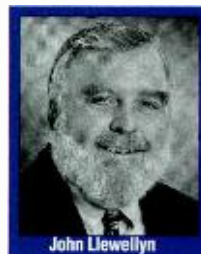
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Montgomery, Ala. 36104
Phone: (334) 206-1400
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Web site: raycomsports.com/media.html
John Hayes, president, Raycom Media
Wayne Daugherty, John Llewellyn, Jeff Rosser, TV group vice presidents



Wayne Daugherty



John Llewellyn



Jeff Rosser

**30 stations/
8.8% of U.S./
6.6% per FCC**

Station	Market (affiliation; ch.)	DMA	U.S. HHS reached	HHS per FCC
WOIO-TV	Cleveland (CBS; ch. 19)	13	1.485	.7425
WUAB-TV	Cleveland (UPN; ch. 43)			
WXIX-TV	Cincinnati (Fox; ch. 19)	32	.811	.4055
WMC-TV	Memphis, Tenn. (NBC; ch. 5)	43	.625	.625
WFLX-TV	West Palm Beach (Fox; ch. 29)	44	.611	.3055
WTVR-TV	Richmond, Va. (CBS; ch. 6)	61	.471	.471
WTNZ-TV	Knoxville, Tenn. (Fox; ch. 43)	63	.449	.2245
WNWO-TV	Toledo, Ohio (NBC; ch. 24)	66	.412	.206
WSTM-TV	Syracuse, N.Y. (NBC; ch. 3)	74	.374	.374
KSLA-TV	Shreveport, La. (CBS; ch. 12)	75	.373	.373
KFVS-TV	Cape Girardeau, Mo. (CBS; ch. 12)	76	.371	.371
KOLD-TV	Tucson, Ariz. (CBS; ch. 13)	78	.367	.367
WAFF-TV	Huntsville, Ala. (NBC; ch. 48)	81	.338	.169
WACH-TV	Columbia, S.C. (Fox; ch. 57)	86	.316	.158
KWWL-TV	Cedar Rapids, Iowa (NBC; ch. 7)	88	.310	.310
WAFB-TV	Baton Rouge, La. (CBS; ch. 9)	98	.274	.274
WTOG-TV	Savannah, Ga. (CBS; ch. 11)	100	.267	.267
KSFY-TV	Sioux Falls, S.D. (ABC; ch. 13)	109	.233	.233
KABY-TV ^S	Aberdeen, S.D. (ABC; ch. 9)			
KPRY-TV ^S	Pierre, S.D. (ABC; ch. 4)			
WPBN-TV	Traverse City, Mich. (NBC; ch. 7)	118	.219	.219

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*—station operated under local marketing agreement
B—station being purchased by group

S=satellite station
JSA=joint sales agreement in effect
TBA=time brokerage agreement in effect

WTOM-TV ^S	Cheboygan, Mich. (NBC; ch. 4)			
WTVM(TV)	Columbus, Ga. (ABC; ch. 9)	128	.185	.185
WECT(TV)	Wilmington, N.C. (NBC; ch. 6)	152	.135	.135
WDAM-TV	Hattiesburg, Miss. (NBC; ch. 7)	167	.098	.098
WLUC-TV	Marquette, Mich. (NBC; ch. 6)	177	.083	.083
KTVO(TV)	Ottumwa, Iowa (ABC; ch. 3)	198	.049	.049
WLIH(TV)	San Juan, P.R. (Ind.; ch. 11)	N/A	N/A	N/A
WSUR-TV ^S	Ponce, P.R. (Ind.; ch. 9)	N/A	N/A	N/A
WSTE(TV) ^{TBA}	Ponce, P.R. (Ind.; ch. 7)	N/A	N/A	N/A

Other media interests: Two radio stations; Raycom Sports (marketing and production)

23 Meredith Broadcast Group MDP

1716 Locust St.,
Des Moines, Iowa
50309
Phone: (515) 284-3348
Fax: (515) 284-2393

Web site: meredith.com

William T. Kerr, chairman, Meredith Corp.
John Loughlin, president, broadcast group



John Loughlin

11 stations/7.8% of U.S./6.3% per FCC

Station	Market (affiliation: ch.)	DMA	U.S. HNs reached	HNs per FCC
KPHO-TV	Phoenix (CBS; ch. 5)	17	1.351	1.351
WOFL(TV)	Orlando, Fla. (Fox; ch. 35)	22	1.079	.5395
KPDx(TV)	Portland, Ore. (Fox; ch. 49)	23	1.000	.500
WFSB(TV)	Hartford, Conn. (CBS; ch. 3)	27	.915	.915
WSMV(TV)	Nashville, Tenn. (NBC; ch. 4)	30	.817	.817
KCTV(TV)	Kansas City (CBS; ch. 5)	33	.807	.807
WHNS(TV)	Asheville, N.C. (Fox; ch. 21)	35	.744	.372
KVVU-TV	Las Vegas (Fox; ch. 5)	56	.500	.500
WNEM-TV	Flint/Saginaw, Mich. (CBS; ch. 5)	64	.448	.448
WOGx(TV)	Gainesville, Fla. (Fox; ch. 51)	165	.103	.0515
KFXO(TV)	Bend, Ore. (Fox; ch. 39)	200	.041	.0205

Other media interests: Parent owns 20 magazines including *Better Homes and Gardens* and *Ladies' Home Journal*; book publishers Meredith and Ortho books

24 Media General Broadcast Group MEGA

100 N. Tampa St., Suite 3150,
Tampa, Fla. 33602
Phone: (813) 225-4600
Fax: (813) 225-4601

Web site: media-general.com

J. Stewart Bryan III, president,
Media General Inc.
James Zimmerman, president,
broadcast group



Jim Zimmerman

13 stations/5.3% of U.S./4.4% per FCC

Station	Market (affiliation: ch.)	DMA	U.S. HNs reached	HNs per FCC
WFLA-TV	Tampa, Fla. (NBC; ch. 8)	14	1.472	1.472
WIAT(TV)	Birmingham, Ala. (CBS; ch. 42)	39	.661	.3305
WJWB(TV)	Jacksonville, Fla. (WB; ch. 17)	52	.523	.2615
WTVO-TV	Lexington, Ky. (ABC; ch. 36)	67	.411	.2055
WSLS-TV	Roanoke, Va. (NBC; ch. 10)	68	.404	.404
WDEF-TV	Chattanooga, Tenn. (CBS; ch. 12)	87	.316	.316
WJTV(TV)	Jackson, Miss. (CBS; ch. 12)	89	.303	.303
WJHL-TV	Tri-Cities, Tenn. (CBS; ch. 11)	92	.292	.292
WSAV-TV	Savannah, Ga. (NBC; ch. 3)	100	.267	.267
WNCT-TV	Greenville, N.C. (CBS; ch. 9)	105	.239	.239
WCBD-TV	Charleston, S.C. (NBC; ch. 2)	120	.217	.217
WHLT(TV)	Hattiesburg, Miss. (CBS; ch. 22)	167	.098	.049
KALB-TV	Alexandria, La. (NBC; ch. 5)	173	.088	.088

Other media interests: Parent owns Media General Cable; 21 newspapers; 40% of *Denver Post*; online holdings include 18% of Hoover's Online

25 Clear Channel Communications CCU

200 Concord Plaza, Suite 600
San Antonio, Texas 78216
Phone: (210) 822-2828
Fax: (210) 822-2299

Web site: clearchannel.com

L. Lowry Mays, chairman, Clear Channel
William R. "Rip" Riordan, COO, Clear
Channel Television, executive vice president,
Clear Channel Communications



Rip Riordan

18 stations/7% of U.S./4.2% per FCC

Station	Market (affiliation: ch.)	DMA	U.S. HNs reached	HNs per FCC
WFTC(TV)	Minn./St. Paul (Fox; ch. 29)	15	1.466	.733
WKRC-TV ^B	Cincinnati (CBS; ch. 12)	32	.811	.811
WPTY-TV	Memphis, Tenn. (ABC; ch. 24)	43	.625	.3125
WLMT(TV)*	Memphis, Tenn. (UPN; ch. 30)			
WHP-TV	Lancaster, Pa. (CBS; ch. 21)	46	.596	.298
WLYH-TV*	Harrisburg/Lancaster, Pa. (UPN; ch. 15)			
WPRI-TV	Providence, R.I. (CBS; ch. 12)	50	.563	.563
WNAC-TV*	Providence, R.I. (Fox; ch. 64)			
WAWS(TV)	Jacksonville, Fla. (Fox; ch. 30)	52	.523	.2615
WTEV-TV*	Jacksonville, Fla. (UPN; ch. 47)			
WXXA-TV	Albany, N.Y. (Fox; ch. 23)	53	.511	.2555
KASN(TV)*	Little Rock, Ark. (UPN; ch. 38)		.487	.2435
KOKI-TV	Tulsa, Okla. (Fox; ch. 23)	59	.476	.238
KTFO(TV)*	Tulsa, Okla. (UPN; ch. 41)			
WPML(TV)	Mobile, Ala. (NBC; ch. 15)	62	.466	.233
WJTC(TV)*	Pensacola, Fla. (UPN; ch. 44)			
KSAS-TV	Wichita, Kan. (Fox; ch. 24)	65	.436	.218
KAAS-TV ^S	Salina, Kan. (rebroadcasts KSAS-TV; ch. 18)			

Other media interests: 454 radio stations and radio networks in nine states including Premiere (after merger with Jacor Communications Inc. is completed); 70 radio stations in foreign countries; about 220,000 outdoor faces; 29% of Spanish-language radio-station owner Heftel Broadcasting Corp.

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Hey, big spender! CBS on spree

Pays Gaylord \$485 million for KTVT, the underperforming Dallas-Fort Worth affiliate

By Steve McClellan

CBS' acquisition spree continued last week. Two weeks after announcing a deal to buy heavy-weight syndicator King World Productions, the network struck a \$485 million stock deal to acquire Gaylord Entertainment's remaining TV station—KTVT(TV) Dallas-Fort Worth. CBS also made two more Internet-related investments that the company valued at \$200 million.

KTVT is one of CBS' most underperforming major-market affiliates. Broadcasting executives and Wall Street analysts say they expect big changes at the station once CBS acquires it, particularly given CBS CEO Mel Karmazin's interest—and skill—in getting more bang for his owned-station buck. The changes will be designed to cut costs and boost ratings and revenues.

According to the local Nielsen ratings book for Dallas-Fort Worth for February 1999, KTVT has the lowest audience-share levels in households and across most of the key selling demographics (sign-on-to-sign-off) among the Big Four affiliates in the market. The station's estimated annual cash flow is between \$22 million and \$25 million. Sources estimate the station's operating cash-flow margin to be 35%-40% (on revenues of about \$65 million) versus 50% for the CBS station group as a whole.

Part of the station's problem has been its stand-alone status, which gives it little leverage in the program syndication marketplace and makes it harder to get good shows to drive ratings. That status will change when it becomes part of the CBS group. "They've eliminated a big headache" by buying the station, says one Wall Streeter of CBS. "If [the station] did just average ratings, it would be generating \$40 million in cash flow."

Indeed, analysts report that CBS executives tell them they think they can increase the station's cash flow approx-

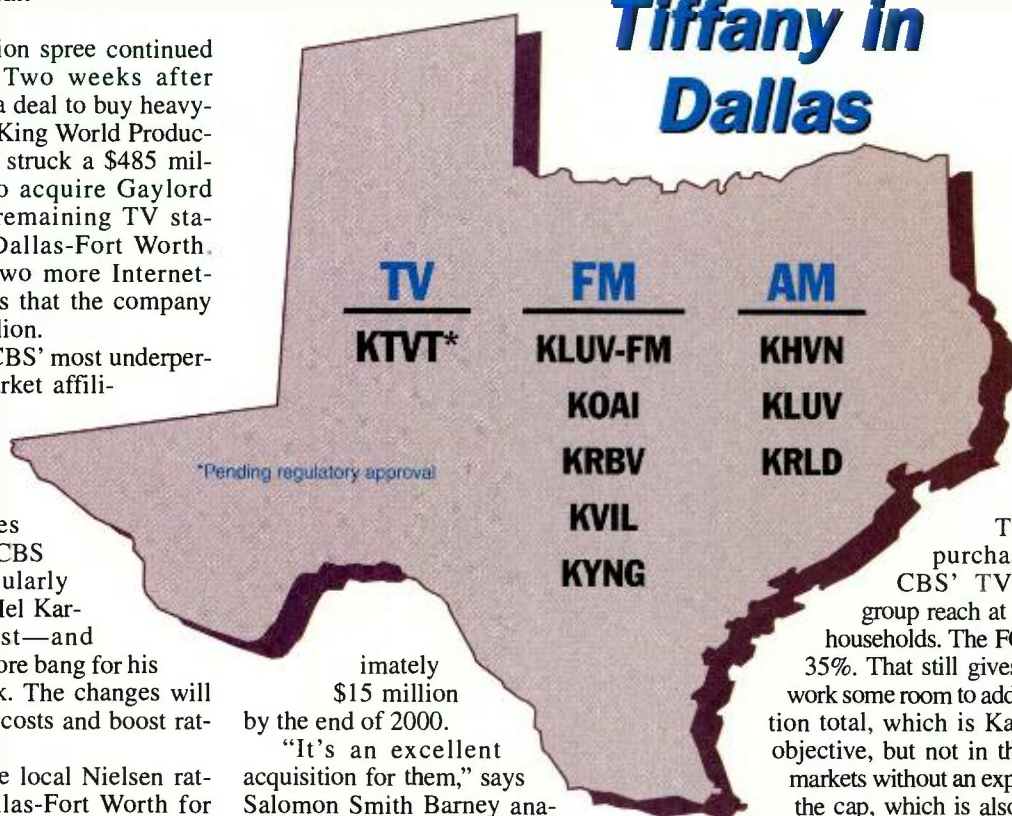
imately \$15 million by the end of 2000.

"It's an excellent acquisition for them," says Salomon Smith Barney analyst Paul Sweeney. "They get a double benefit of picking up a top-10 market and improving the profitability of the network by strengthening one of its weakest affiliates. There's a tremendous amount of upside at the station, as well as cost savings opportunities."

SG Cowen media analyst Ed Hatch notes that with eight radio stations in the market, CBS will become the largest broadcaster in Dallas-Fort Worth. "We expect CBS can significantly improve results through buying programming with its greater group clout and superior advertising sales leverage

In a statement announcing the KTVT acquisition, Karmazin said: "Our strategy is to concentrate our media ownership in the largest advertising markets in the nation.... This acquisition allows us a very rare opportunity to expand our TV holdings into a growth market where CBS already has a significant media position." Major market VHF stations, he says, "are the most scarce assets in this business."

Tiffany in Dallas



The KTVT purchase puts CBS' TV station group reach at 32.8% of households. The FCC cap is 35%. That still gives the network some room to add to its station total, which is Karmazin's objective, but not in the top-10 markets without an expansion of the cap, which is also the network's objective.

Two years ago Gaylord sold CBS TNN and Country Music Television cable networks, also in a stock transaction. That was when CBS' stock was trading at 18. Last Tuesday it closed at 45-7/16, up 3/4 from the previous day. "Gaylord has to be pleased with its investment in CBS," says one media analyst.

As part of the deal, Gaylord Entertainment receives \$1 million in advertising time on KTVT each year for 10 years. "The station has served as a tremendous marketing force for our various entertainment and hospitality businesses," notes Gaylord Entertainment CEO Terry London. In addition to the "Grand Ole Opry" and Opryland Hotel in Nashville, Gaylord has a new venture—the Opryland Hotel-Texas.

Gaylord has owned KTVT since 1963. The station was an independent for 32 years, before affiliating with CBS in 1995 as part of the round of affiliate switches that began with the jump of the New World stations from CBS to Fox ■



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May's greatest stunts

Networks add minis, movies and death-defying leaps to help stations boost ad rates

By Joe Schlosser

Daredevil Robbie Kneivel has nothing on the networks as far as stunts go. With the final sweeps period only days away, the broadcast networks are loading up on movies, minis, specials and stars for the important month of May.

"May seems to always be a little more prone to stunting than the November and February sweeps," says Kelly Kahl, senior vice president of program planning and scheduling at CBS. "You've got a little bit more freedom than you do in the other two months."

With each sweeps period come the usual gripes and groans from network executives about having to assemble a schedule that is hardly representative of the other nine months of programming. Fox Entertainment President Doug Herzog, who will be experiencing only his second sweeps period since arriving from Comedy Central, says he is not a big fan of the sweeps.

"It's a game we are forced to play, and when you're trying to concentrate on developing programming and developing a brand, for me, who is new at the game, I find it takes my eye off the ball," Herzog says. "It's not really about the network or the brand; it's about other things."—namely local station ad rates.

CBS' top brass continues to lament the idea of changing its schedule in the name of ratings, but others say it doesn't appear that the sweeps are going to be swept away anytime soon, so they are making the most out of them.

"While sweeps mean nothing to the networks, they mean everything to the affiliates," says NBC Entertainment's Executive Vice President of Programming and Scheduling Preston Beckman. "And the May sweeps are the most important to the stations. The numbers from May last until almost December, and that is what many local affiliates will be using



'Joan of Arc' is reportedly CBS' most costly and ambitious mini-series ever.

to sell advertising up to that point."

Among the shows making those sales pitches will be a handful of big-ticket miniseries, including ABC's *Cleopatra*, NBC's *Noah's Ark* and CBS' *Joan of Arc*. And on the theatrical front, broadcasters will resemble top pay-cable channels with box-office hits playing nearly every night, including some double features, of a sort, from ABC.

CBS has *The American President* and *The First Wives Club*, Fox has *True Lies* and *Inde-*

pendence Day, NBC has *Bulletproof* and ABC is looking to get the most bang out of its top films. *The Rock*, *Father of the Bride II* and *Phenomenon* will be shown twice during sweeps, along with single runs of *Flubber*, *Happy Gilmore*, *A Time To Kill* and the Tom Cruise film *Mission Impossible*.

A number of top sitcoms and dramas will be saying goodbye, including *Mad About You*, *The Nanny*, *Melrose Place* and *Home Improvement*. Guest appearances are also big in May. They will include everyone from Paula Abdul (The WB's *Wayans Bros.*, May 6) to Oscar winner Kathy Bates (NBC's *3rd Rock From the Sun*, May 4) to alien puppet ALF (UPN's *The Love Boat: The Next Wave*, April 30).

And then, of course, there will be the usual stunts, ranging from profes-

sional wrestling and chip-off-the-old-bike Robbie Kneivel to shameless crossovers and yet another Fox reality special.

UPN is getting into the ring on April 29 with the World Wrestling Federation for a two-hour special entitled *WWF Smackdown*. Fox continues to follow the leaps and falls of Evil Kneivel's son with Robbie's "most breathtaking jump yet." This time Fox will be live on April 29 from The Grand Canyon. CBS has *Even More Shameless Crossover Monday* on May 3, bringing together the casts of *Cosby*, *King of Queens*, *Everybody Loves Raymond* and *Becker*. And on May 25, Fox will pre-empt *King of the Hill* and *Futurama* for embarrassing moments caught on tape in *Busted Everywhere!*

Here is quick look at what each of the six major broadcast networks have in store for next month:

NBC is going into the May sweeps one year after the *Seinfeld* finale attracted Super Bowl-type ratings for the popular sitcom's send-off. NBC is going to try to keep its prime time advantage over the other five networks with a smattering of series finales, original programming and three mini-series. *Mad About You* will say good bye on May 24 in a special one-hour episode full of returning guest stars



The cast of 'Home Improvement' will bid farewell, as will other long-running programs.

TV Listings Section 6

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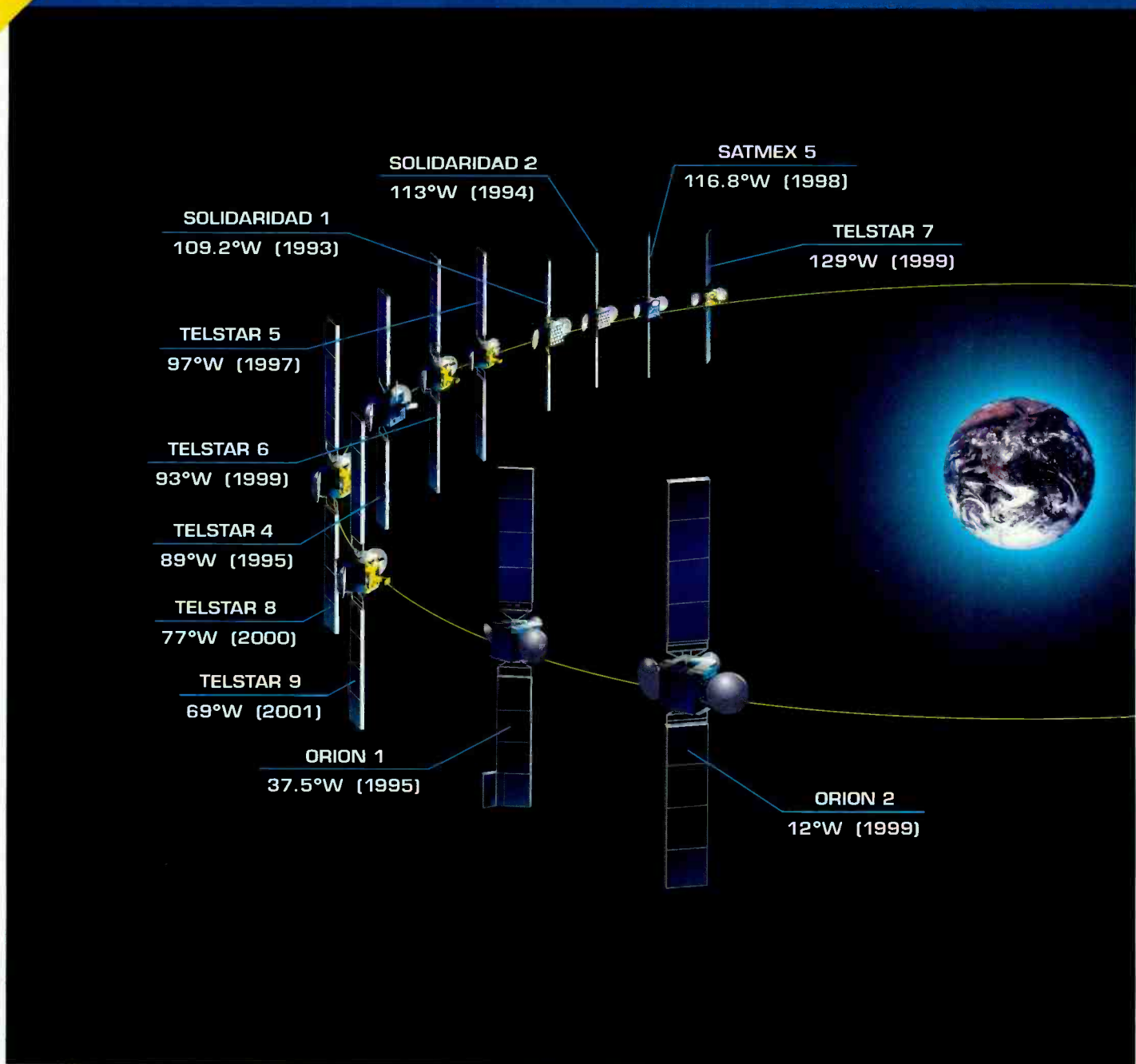
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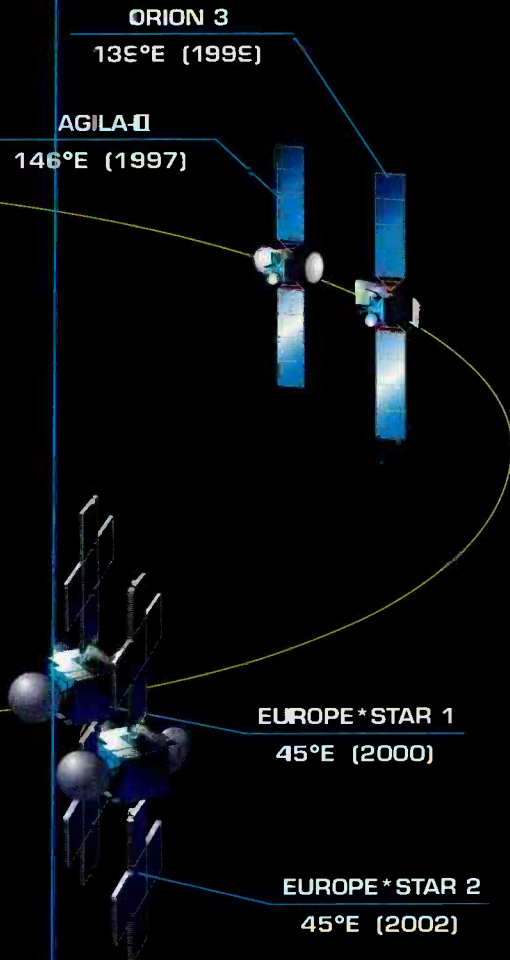
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and other celebrities.

Everyone from William Shatner to Hulk Hogan to Carol Burnett and Carol O'Connor will appear on NBC sitcoms or dramas during the month. In an unprecedented move, the Saturday-night drama *The Pretender* will get a three-hour long season finale on May 22. As for specials, NBC has a few reality series including *Dave Barlia: Extreme Stuntman* on May 15 and an unauthorized look into wrestling star-turned governor Jesse Ventura on May 23. The network's mini-series include *Atomic Train*, *Noah's Ark* and *The Hunt for the Unicorn Killer*.

At CBS, network executives are calling next month Miraculous May. They are hoping that a big mini-series and the return of a few familiar faces will help draw viewers. *Joan of Arc* is said to be CBS' most expensive and ambitious mini-series ever. The two-day tale (May 16, 17) stars Jacqueline Bisset, Powers Boothe, Olympia Dukakis and Peter O'Toole. CBS is also airing a made-for-TV movie about Michael Landon's relationship with his son. It has also slated three awards programs: *The 34th Annual Academy of Country Music Awards*, *The 26th Annuals Day-*

time Emmy Awards and *The 48th Annual Miss Universe Pageant*. Angela Lansbury is coming back to CBS in *The Unexpected Mrs. Polifax*, and Jane Seymour is back home in *Dr. Quinn, Medicine Woman: The Movie*.

ABC has its hands full with movies, movies and more movies. Not only is the network airing the mini-series *Cleopatra* near the end of the month (May 23, 24), but ABC has four made-for-TV films and seven big-time theatricals scheduled for sweeps. Included in the made-for-TV batch is *Double Platinum* on May 16, a Sunday-night film that stars Diana Ross and Brandy. Other specials include the *1999 World Music Awards* (May 20), a Dick Clark-hosted bloopers special (May 1) and the ABC News Special, *A Celebration: 100 Years of Great Women*, with Barbara Walters on April 30.

Fox will continue its trend with reality specials in May. The network is also saying goodbye to one of its early hit series, *Melrose Place*. After seven seasons, the cast of *Melrose Place* will hang it up May 24. Reality specials set for the month include *Guinness World Records: Primetime* (April 30), an all-new episode of *The World's Scariest Police Chases* (April 30, May 7, 14 and 20) and the

400th episode of *Cops* (May 1).

The WB doesn't have any reality specials or mini-series set for May. Instead, it is slating lots of original series episodes and season-ending cliff-hangers. The network has a pair of two-part season-enders for *7th Heaven* and *Buffy the Vampire Slayer* and dramatic send-offs for both *Felicity* and *Dawson's Creek*. *The Jamie Foxx Show* (April 29) will feature the cast appearing on the Warner Bros. syndicated series *Change of Heart*.

UPN is counting on the animated comedy *Home Movies*, professional wrestlers and Steve Oedekerk's spoof of *Star Wars* (*Thumb Wars*) to boost ratings. *Home Movies*, which features comedian Paula Poundstone's voice, debuts Monday April 26 and will air original episodes throughout May. On April 29, the WWF returns to network television in a two-hour event that will feature Sable, Stone Cold Steve Austin and The Undertaker. *Thumb Wars* is a half-hour comedy from the writer behind such films as *Patch Adams* and *Ace Ventura: When Nature Calls*. It will air on May 18, the eve of the release of the eagerly anticipated *Star Wars: Phantom Menace*. ■

NBC reorganizes daytime programming

Network drops veteran soap 'Another World,' picks up 'Sunset Beach,' trades 'Sunrise'

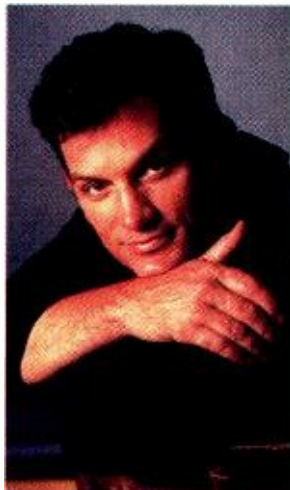
By Joe Schlosser

NBC canceled 35-year-old soap *Another World* and shook up morning news schedules last week in an effort to shore up the network's morning and daytime lineups.

The 6-year-old early morning news program *NBC News at Sunrise* was canceled to make room for *Early Today*, a program to be produced with co-owned cable network CNBC, airing this fall.

Affiliates will be getting back half an hour this fall: *Early Today* will air at 4:30 a.m., while *NBC News at Sunrise* aired at 5 a.m. Affiliates will have the two-hour block before *Today* for local programming.

NBC executives also decided to pick up a six-month option on soap *Sunset Beach*, which NBC Studios produces with Spelling Entertainment.



Jensen Buchanan and Tom Eplin from 'Another World,' which is singing its swan song.

Plans for the already-announced news program *Later Today* were also unveiled last week. The hour follow-up to *The Today Show* will be hosted by NBC News' Jodi Applegate and is slated to debut in September. *Later*

Today will air at 9 a.m., leading out of the popular morning news program, and will replace the syndicated series, *Leeza*, which moves to syndication.

The scheduling changes, says NBC Entertainment President Scott Sassa, are an effort to make NBC's daytime lineup more "promotable" on a day-and-date basis.

"We wanted to get our daytime more out of the syndication game and into more day-and-date programming," Sassa says. "It is a huge thing for us to get everything into a pattern, with the *Today* programs in the morning and the soaps together in daytime. Now we can promote it every day and say, 'Here's what's happening tomorrow.'"

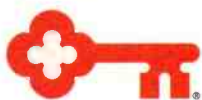
Sassa says that "many more" changes are coming. "We are not going to rest until we are firmly number one, and we are a ways away from that

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happening."

One of those changes will be the debut this summer of a new soap, *Passion*, which will be produced by NBC Studios. It launches July 5 at 2 p.m. as the lead-out for the network's popular daytime series, *Days of Our Lives*.

NBC executives had been contemplating *Another World* and *Sunset Beach*'s futures for some months. It was reportedly one or the other, and one factor may have been that *Another World* is

produced by Procter & Gamble Productions, while NBC shares an ownership stake in *Sunset Beach*. *Another World* will end its 35-year turn on June 25.

"It was a really, really tough decision, because [*Another World*] has been a big part of NBC for a long time," Sassa said. "Unfortunately, the world changes and times change, and we have to move on."

Sassa said *Sunset Beach* has been showing signs of improved ratings among younger women and that was

the sole reason behind keeping the newer soap. *Another World*, by contrast, is down 24% in the key soap demographic of women 18 to 49 in year-ago comparisons, according to Nielsen Media Research. *Sunset Beach* averages nearly 1 million fewer viewers per episode but has improved dramatically in teen viewership. As for *Sunset Beach*'s long-term future, Sassa would only say he hopes it can "pick up some steam by the end of the year." ■



GET WITH THE PROGRAM

By Joe Schlosser

New slate from CTW

Children's Television Workshop (CTW) unveiled its first development slate under new Group President Alice Cahn last week. CTW is partnering with UK producer Pepper's Ghost Productions on the animated series *Tiny Planets*, and is teaming with Rudling Productions for the puppet series *Fred The Wonder Dog*. The children's producer is also producing *Now & Then* with Hodding Carter Jr., the game show *Act It Out* and a soap opera for 8-12 year-olds with Zenith Productions. Other shows planned for the fall include a live-action series with the writers of *The Magic School Bus* entitled *Watch This Book*, and a number of made-for-TV movies based on classic family literature.

KW on up and up

King World Productions reported second-quarter earnings of \$39.3 million on Tuesday. King World, which earlier in the month entered into a definitive merger agreement with CBS Corp., saw its revenue rise 14 percent versus the same quarter 1998 to \$197.5

million and net income grow 17 percent.

More Moesha spells more teens

UPN's two-hour stunt with sitcom *Moesha* paid off. The network scored its highest teen rating ever on a Thursday night with four episodes of the sitcom back to back on April 8. The two hours averaged a 2.1 rating/7share among teen viewers, according to Nielsen Media Research. The *Moesha* quartet also drew the network's best numbers for women 18-34 (1.4/4) for the night since the sitcom debuted back in October 1998.

Hope springs from Pax TV

Pax TV, Lion's Gate Television and Paramount International Television have joined forces to produce and launch *Hope Island*. The series is based on the British series *Ballykissangel* and will be co-produced and aired on Pax TV domestically. The three studios are producing 13 original episodes of the family series, and Pax TV executives say they will likely launch the show in prime time next season.

Family Guy wins time period

The regular season premiere of *Family Guy* won its time period Sunday on Fox. The new animated series, which has The Simpsons for a lead-in, scored a 9.5 rating/28 share in adults 18-34 and a 10.8/32 in men 18-34. The show attracted 14.2 million viewers, up from The Simpsons' 13.6 million and averaged an 8.6/14 household number, according to Nielsen Media Research.

Disney's block: It's Whomptastic!

Buena Vista Television and Walt Disney Television Animation executives have branded their two-hour syndicated children's block of programming headed to UPN in September, *Disney's Whomptastic*. The new name was unveiled at a gathering of station general managers in Orlando, Fla., last Monday. Disney executives also announced that more than 750 new character sketches will be used as interstitials during the 1999-2000 season. As for *Whomptastic*'s origins,

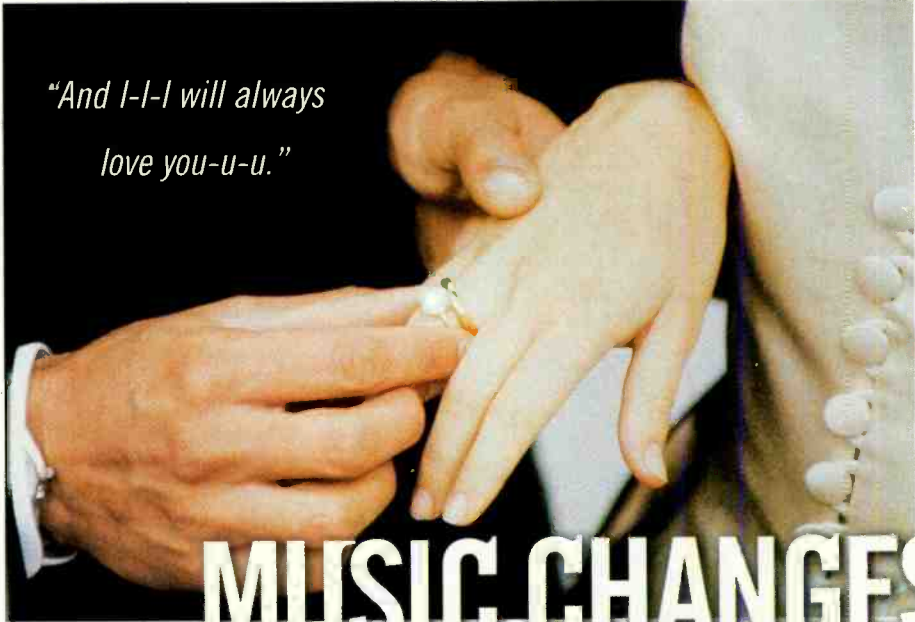
Disney executives say it stems from an episode of *Disney's Recess* and can be substituted for any word imaginable. The two-hour block of animation debuts in syndication and on UPN Sept. 6 and includes *Disney's Doug*, *Recess*, *Hercules* and *Sabrina, the Animated Series*.

Summer seller

TWI is selling Joel Siegel's *Summer Film Preview* for a third season in syndication. The hour special will go behind-the-scenes on the sets of a number of top films hitting the theaters this summer, including *The Haunting*, *Mystery Man* and *Summer of Sam*. The special is already cleared on more than 120 stations, including in nine of the top 10 markets. The special is available on a 7/7 barter split (station and distributor each get seven minutes of ad time to sell in the show) and can air between May 10 and June 6.

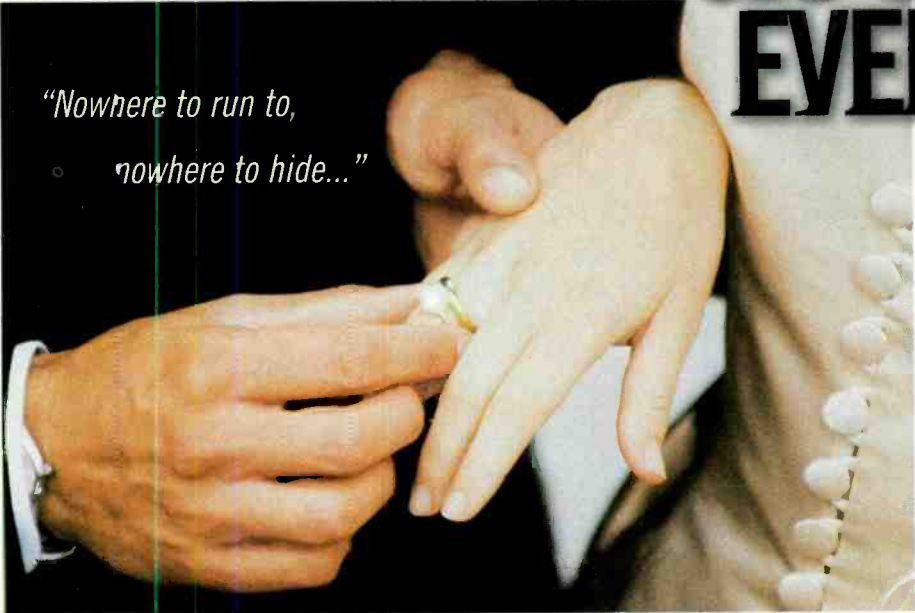
Casting on the Amazon

Eyemark Entertainment executives have added Carol Alt and C. Thomas Howell to the cast of their upcoming syndicated action series *Peter Benchley's Amazon*. Howell (*Soul Man*) will play a heart surgeon and Alt (*Private Parts*) a flight attendant.



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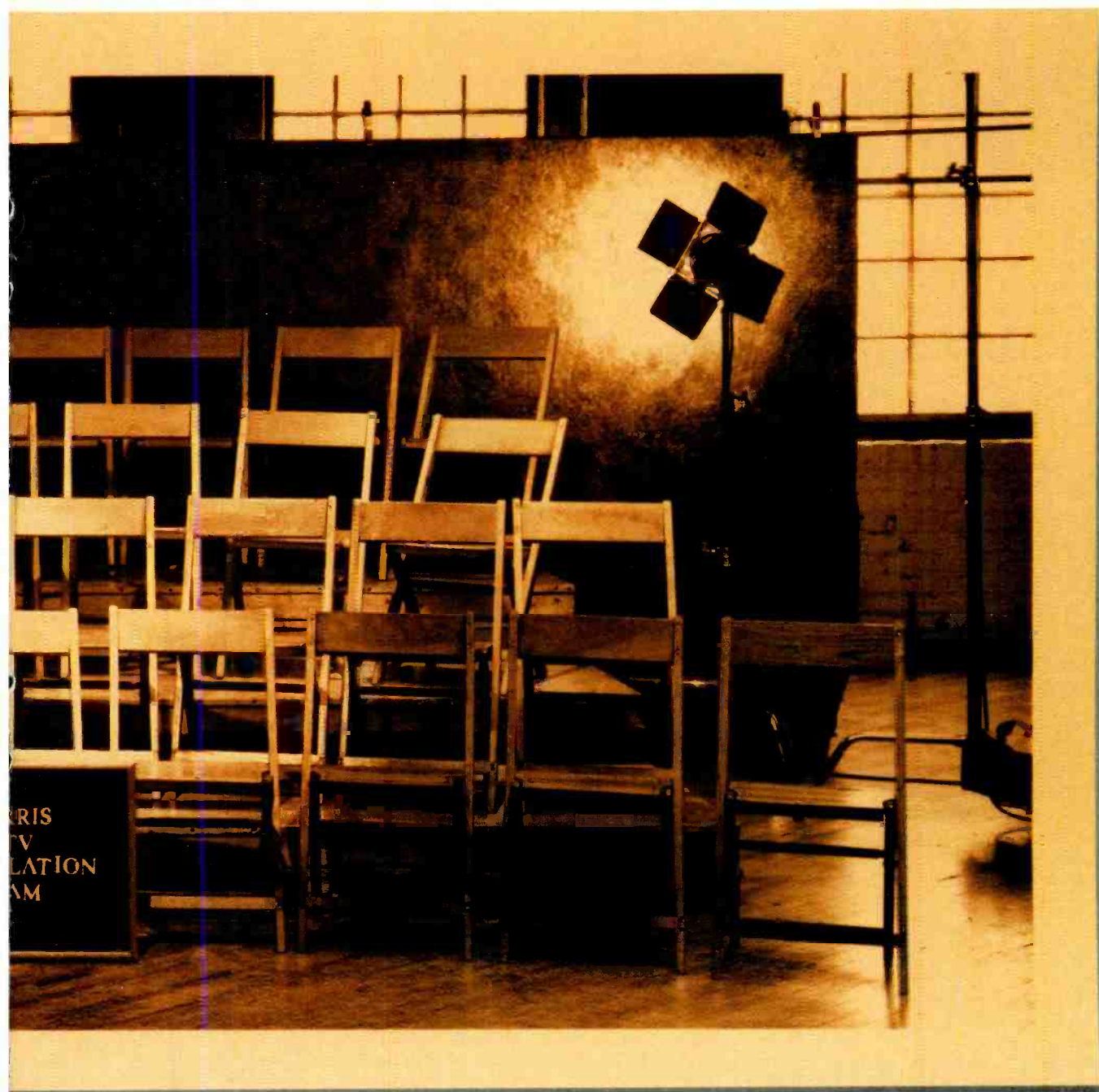
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STATION BREAK

By Dan Trigoboff

Straight from California

Last week KCOP(TV) Los Angeles tied a week-long series on its 10 p.m. news to the *Scared Straight 20 Years Later* documentary that also ran on UPN stations. In deciding to do the



KCOP(TV) found plenty of at-risk teens at San Quentin 20 years after the original program.

series, "we asked if this sort of hard-core [prison] program still exists," says news director Steve Cohen. "And we found it at San Quentin, which has the same components: Hardened criminals confronting at-risk juveniles." In Arnold Shapiro's follow-up to his legendary 1970s documentary *Scared Straight* from Rahway Prison in New Jersey and the KCOP report, *Scared Straight California*, there's a sharp difference between the kids confronted 20 years ago and today, says Cohen. "[Today's] kids, at 15 and 17, are pretty hard cases themselves," he observed. "This is not a group that winds up in tears," as did those in the original documentary. Cohen says KCOP's reports took a gritty, cinema vérité approach resembling Shapiro's original work and that he hopes to pull it together for a one-hour special in June.

AFTRA wins in KC...

The labor battle at WDAF-TV Kansas City, Mo., will continue. The station says it will further challenge a recent decision of a National Labor Relations Board panel that led to a vote favoring American Federation of Television and Radio Artists (AFTRA) representation of station on-air talent.

WDAF-TV had challenged a ballot in the election to determine representation, contending that the voter was not eligible because she lacked permanent or full-time status. Both local and national NLRB arbiters argued the ballot should be opened. It was, and favored the union.

General Manager Stan Knott says the Fox-owned station plans to take the case to a federal appeals court. Local AFTRA representative Don Scott says he expects the ruling to survive further challenge. The station was successful last year in dividing on-air personalities and photographers into separate groups, but AFTRA has won representation of the photographers as well.

...ain't it a dog?

Windy, the weather-dog embroiled in another Kansas City labor controversy, has taken on a stand-in. Although long associated with Gary Lezak's forecasts during his days at WDAF-TV, Windy appeared to be riding in the KSHB-TV float during a recent parade. It turned out not to be the bona fide fido, however,

but a look-alike dog owned by one of the station's salespeople.

KSHB-TV News Director Laura Clark acknowledges that a reasonable person might easily mistake the pet for the celebrity canine who, with Lezak, will be coming to her station this summer. But Clark says that Windy herself did not appear because the station did not want to violate the noncompete clause of Lezak's contract with WDAF-TV. Although KSHB-TV has drawn the ire of Lezak's former employer with promos featuring Windy—without her owner—her appearance in a parade would have required Lezak's accompaniment. Clark says it was not, as a source told a local newspaper, because Windy hates crowds. The dog regularly accompanies Lezak to schools and on other public appearances, she noted. However *The Kansas City Star* gets credit for a lyrical headline addressing the dog's association with the parade: "Who's riding down the streets of the city?"

Ads off in New York

Two New York City stations refused an ad promoting a rally against police brutality last week, an ad some police said was racist in its portrayal of white cops. Although the ad ran on some local broadcast and cable stations, WABC-TV and WNBC-TV said no.

WNBC-TV said the ad was not acceptable to its broadcast standards department, but its presi-

dent and general manager, Dennis Swanson, met with protest leaders David Dinkins, a former New York City mayor, and a local activist, the Rev. Al Sharpton. They said they would produce a new ad. The ads were paid for in part by the National Health and Human Services Employees Union. Recent weeks have seen prominent protests against police brutality, stemming largely from the trial of police for the alleged 1997 torture of Abner Louima and the recent shooting death by police of Amadou Diallo.

San Antonio station honored

KMOL-TV San Antonio received the prestigious Corporate Citizenship of San Antonio Award for its various community projects, including its breast cancer awareness series, called *Bosom Buddies*, and its similar prostate cancer series, *Man Alive*. The station is only the ninth recipient of the award, and the first in eight years.

General Manager Don Perry also reports that the station will begin streaming its news on its own Web sites, crediting the idea to a recent retreat by consultant Brad Joblin & Associates that he says generated more than 200 ideas. Perry says that although most retreats include only management, Joblin's "workouts" invite all employees, and that in addition to generating ideas, "it's been great internal PR for me."

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



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How Sweet It Was

After 64 years of chasing stories and trying to beat rival radio networks, the Mutual Broadcasting System quietly called it quits. Its legacy includes some first-rate broadcast journalism, classic radio shows and countless alumni tales that stretch back to its Depression-era roots. Here are those of Dick Rosse, a correspondent who labored 36 years for the network in Germany, New York and Washington before retiring last year.

The Mutual Broadcasting System died (this week) and, aside from the folks who worked there, you'd have to go a long way to find anyone who was saddened, or even cared.

Certainly, word of Mutual's demise was not a subject of discussion among the suits over lunch at "21" or the Four Seasons. Maybe out there, in the boonies (Mutual's natural habitat) some listener might sense that something had vanished from his radio universe.

Old age killed Mutual. That, and increasing irrelevance in a world that associates "radio" with Rush, Howard and Doctor Laura. So when Jack Kevoorkian (in the guise of CBS head Mel Karmazin) paid his call, Mutual didn't need much of a push.

Broadcast veterans are probably amazed that the company's run lasted as long as it did. Clarity of vision never figured much in the way Mutual was managed. Among the major radio networks, only Mutual lacked owned-and-operated stations.

When one of the company's many owners (this magazine always identified MBS as "the frequently traded Mutual") finally made a station purchase, WCFL, that Chicago powerhouse had become an AM white elephant. And the network's owner du jour, Amway, overpaid by several millions.

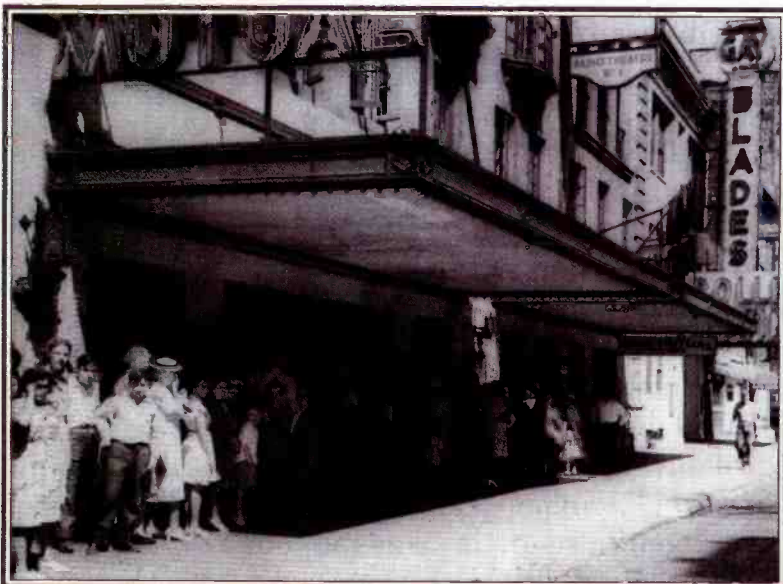
Also, Mutual, again demonstrating its superb lack of vision, eschewed television. This, at a time when radio, film and newspapers were hemorrhaging in their battle with the tube.

Things were so precarious for Mutual that the employees, at 1440 Broadway, would rush down to the nearby Chase Bank as early as possible on payday, just in case there was a shortage of funds in the MBS account. On a personal note, I was hired in Germany, throwing aside a secure, comfortable career with the American Forces Network. The afternoon I submitted my



Larry King signed with Mutual in 1981 and he soon became the network powerhouse.

In 1984, Vice President Ron Nessen presides over the Mutual newsroom in Arlington, Va.



Crowds line up outside the Mutual-WOR playhouse in New York in 1943.

resignation to AFN, one of my colleagues said he had read in this magazine that Mutual had filed for bankruptcy. A smarter, less prideful person would have withdrawn his resignation. I didn't, and it turned out the AFN guy had got it wrong. The deep-pocketed 3M people had saved MBS from bankruptcy and added Mutual to their line of products which ranged from Scotch Tape to billboard advertising.

Those were the halcyon days. Even Mike Wallace took a turn at MBS reporting and hosting *The World Today*. The original Voice of God, Westbrook Van Voorhis, did newscasts and Bill Stern covered sports. One night, Stern was watching Johnny Carson and Ed McMahon reminiscing about





Ben Martel,
Falcons' fan on their 34-to-19 loss
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the dead legends of sportscasting: Ted Husing, Graham McNamee and Bill Stern. Furious, Stern called NBC, reminded them of his long-term employment with them and insisted he was not only alive but doing nightly shows on Mutual.

Some might have said that working at Mutual was hardly proof that you were extant. Since the company couldn't compete for listeners or advertising dollars in the major markets, it focused on "Main Street." The Mutual station was the tiny cinder block building outside town, often with a hand-painted sign to identify it. Once I found myself in Huntsville, Ala. to interview rocket scientist Wernher Von Braun. His secretary said, "Oh, I hear you on our local station." A Mutual person never got that kind of recognition in New York or Los Angeles.

We always showed up at news conferences with the cheapest recording gear. Often we were late because we were rushing from some other assignment. The pay, while not on a scale with NBC, ABC or CBS, was adequate. And, despite the company's often crushing debt, the checks always arrived on time.

Maybe we were deluding ourselves, but we thought our "product" was as good as the other guy's. We even scooped the competition on rare occasions. That legendary eye-witness description of Robert Kennedy's assassination ("Oh my God, the senator's been shot!") was by a Mutual stringer. We beat the world by 36 hours on the defection of Stalin's daughter. But some of our exclusives were more questionable.

The company actually paid a stringer to go the Budapest after he, the resourceful Serge Fliegers, assured MBS he could obtain the first interview granted by Jozsef Cardinal Mindszenty, who had received U.S. asylum after fleeing the Communists.

Alas, Serge had no better luck than the others in gaining a one-on-one with the reclusive prelate. The network brass had gathered in the control room to hear the report it had paid all that money to obtain. What they heard was Serge, speaking in a half-whisper: "Ladies and Gentlemen, I am at the American Legation in Budapest, Hungary. The footsteps you hear are those of Jozsef Cardinal Mindszenty, pacing the floor above me."

A bit later, Fliegers was in Rome to cover the death of the pope. That report began: "Ladies and Gentlemen, I am in the papal bedchamber. The sounds you hear are the death rattle of His Holiness."

The network's news coverage seldom won awards.

But, all in all, we were a merry bunch. And we got merrier as the day went on, since the Stockholm Restaurant was right across the street on West 51st Street. The Stockholm was so popular that the Mutual man-

agement had its own phone extension, 248, at the end of the bar. From noon to three, that's where most of the company business was conducted, with barkeep John dela Portis serving up martinis in 6 ounce beer glasses. He would furtively pour a second, always on the "quiet doctor."

Our beloved watering hole suddenly dried up when a company president, searching in vain for any of his department heads between noon and 3, put the Stockholm off-limits. All that did was require a longer walk to Rose's or Toots Shor's.

Mutual didn't die from any single cause. Everybody drank too much. The company didn't have the resources to really make a difference in the industry. The only true "star" it created was Larry King who was brought up from Miami by a network president looking for a cheap replacement for the Long John Nebel overnight show.

The network was created to provide "mutual" protection for a group of stations that preferred to be independent of CBS and NBC. It was a presence, if not a major one, in the '30s and '40s. The MBS mike tag was visible on nearly every shot of FDR. Mutual programming provided some of the background for *The Last Picture Show*. *Superman* and *The Shadow* were Mutual staples.

The company seemed to attract leaders who ranged from the larcenous to the whacko. One served federal prison time for taking money from a Central American dictator to make the dictator look good on Mutual newscasts. One president had bottled water delivered so he wouldn't have to drink the building's supply which, of course, had been poisoned by Communist fluoride. We had owners who were said to have links with organized crime in Pennsylvania. We had a president who frequently called his department heads into conference to hear his plans (and admire his blueprints) for relieving traffic congestion at JFK (having the planes hover over the terminal and disgorge the passengers down a long chute).

Maybe the guy who drank the bottled water was right: maybe there was something in the stuff that came out of the Mutual drinking fountain.

In my later years with the network, they would turn to me to write the obituaries. If the deceased were big enough, we'd give him or her a special show. I don't think the death of Mutual would warrant that kind of treatment. Although, I kind of wish that our Voice of God, Westbrook Van Voorhis, were around to proclaim: "As it must to all men and institutions, death came to the frequently traded Mutual Broadcasting System. Time marches on!"



For most of its history, Mutual took its place alongside the major nets. President Harry Truman is seen here in April 1945.



Author Dick Rosse is shown here when he was New York Bureau Chief in 1964.

GROUPSM

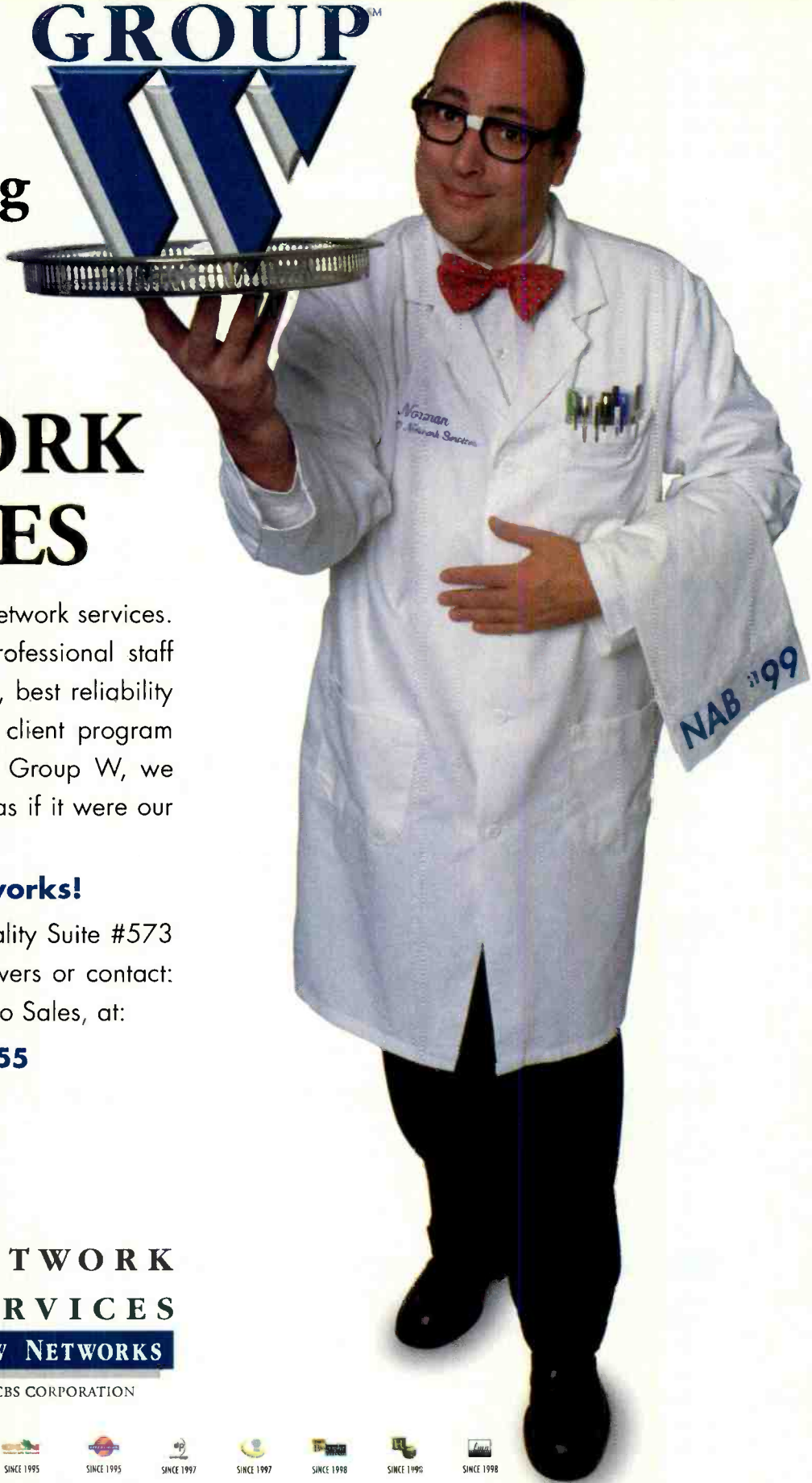
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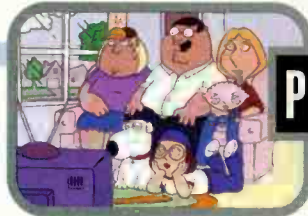
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APRIL 5-11

Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

Safely hammocked between 'The Simpsons' and 'The X-Files,' Fox's official Sunday debut of 'Family Guy' finished 22nd for the week.

Week	abc	CBS	NBC	FOX	UPIN	WB		
29	6.9/11	8.5/14	6.6/11	7.8/12	1.7/3	3.4/5		
MONDAY	8:00 33. 20/20 7.8/13	42. Cosby 7.4/13	80. Suddenly Susan 5.3/9	72. Melrose Place 5.6/9	105. Dilbert 2.2/4	90. 7th Heaven 4.3/7		
	8:30	35. King of Queens 7.7/13	76. Caroline in/City 5.5/9		113. Redhanded 1.7/3			
	9:00	59. The Century, Part 4 6.5/10	8. Ev Lvs Raymd 10.9/17	51. Law & Order 6.9/11	12. Ally McBeal 9.9/15	120. The Sentinel 1.4/2	102. Rescue 77 2.5/4	
	9:30		17. Becker 9.1/14					
	10:00		32. 48 Hours 7.9/13	42. Dateline NBC 7.4/13				
TUESDAY	8:00 27. Home Imprvmt 8.1/14	27. JAG 8.1/14	49. Frasier 7.1/13	86. King of the Hill 4.7/8	106. Moesha 2.0/4	102. Buffy the Vampire Slayer 2.5/4		
	8:30 33. The Hughleys 7.8/13		50. 3rd Rock fr/Sun 7.0/12	69. Futurama* 5.7/10	119. Family Rules 1.5/3			
	9:00 27. Spin City 8.1/13	30. CBS Tuesday Movie—Something Borrowed, Something Blue 8.0/13	14. Just Shoot Me 9.5/15	82. The PJs 5.2/9	120. Malcolm & Eddie 1.4/2	110. Felicity 1.8/3		
	9:30 53. Sports Night 6.8/11		35. Evrythng's Rltv* 7.7/12	80. Family Guy 5.3/8	113. Between Brothers 1.7/3			
	10:00 13. NYPD Blue 9.6/16		35. Dateline NBC 7.7/13					
WEDNESDAY	8:00 47. Dharma & Greg 7.2/13	65. Ev Lvs Raymd 6.0/11	24. Dateline NBC 8.4/15	66. Beverly Hills, 90210 5.9/10	113. 7 Days 1.7/3	104. Dawson's Creek 2.4/4		
	8:30 47. It's Like, YKnow 7.2/12	69. Payne 5.7/10						
	9:00 18. Drew Carey 9.0/15	35. 60 Minutes II 7.7/12	64. World's Most Amazing Videos 6.1/10	30. World's Sexiest Commercials 8.0/13	101. Star Trek: Voyager 2.6/4	88. Charmed 4.4/7		
	9:30 26. Norm Show 8.2/13		19. Law & Order 8.9/16					
	10:00 14. 20/20 9.5/16	39. Body Human 2000 7.6/13						
THURSDAY	8:00 88. America's Funniest Home Videos 4.4/8	42. Promised Land 7.4/13	3. Friends 14.8/26	76. World's Wildest Police Videos 5.5/10	113. Moesha 1.7/3	113. Smart Guy 1.7/3		
	8:30		7. Will & Grace 13.0/22		113. Moesha 1.7/3	108. Jamie Foxx 1.9/4		
	9:00 84. The Century, Part 5 4.9/8	45. Turks 7.3/12	2. Frasier 15.2/25	67. Fox Files 5.8/9	110. Moesha 1.8/3	106. Steve Harvey 2.0/4		
	9:30		6. Just Shoot Me 13.1/21		110. Moesha 1.8/3	108. For Your Love 1.9/4		
	10:00 19. 48 Hours 8.9/15		1. ER 17.9/30					
FRIDAY	8:00 76. Sabrina/Witch 5.5/11	56. Kids/Darndest 6.7/13	16. Providence 9.4/18	91. Guinness World Records 4.2/8	120. Am Greatest Pets 1.4/3			
	8:30 79. Boy Meets Wrld 5.4/10	62. Candid Camera 6.3/12			120. Am Greatest Pets 1.4/3			
	9:00 62. Two Guys, a Girl 6.3/11	53. Unsolved Mysteries 6.8/12	25. Dateline NBC 8.3/15	91. Millennium 4.2/8	124. Love Boat: The Next Wave 1.1/2			
	9:30 72. Brothr's Keeper 5.6/10		41. Homicide: Life on the Street 7.5/14					
	10:00 19. 20/20 8.9/16	51. Nash Bridges 6.9/13						
SATURDAY	8:00 95. The Big Moment 3.2/6	58. Ice Wars: Four the World 6.6/13	93. National Geographic Special 4.1/8	86. Cops 4.7/10	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			67. Cops 5.8/12				
	9:00 94. The Century, Part 6 3.8/7		53. The Pretender 6.8/12	72. AMW: America Fights Back 5.6/10				
	9:30		69. Profiler 5.7/11					
	10:00	56. Sons of Thunder 6.7/12						
SUNDAY	7:00 72. Wonderful World of Disney—Harriet the Spy 5.6/9	10. Masters Tourn 10.1/22	85. NBA Basketball Game 2 4.8/9	83. World's Funniest! 5.0/9				
	7:30	4. 60 Minutes 13.7/23	61. Dateline NBC 6.4/10	23. The Simpsons 8.5/14				
	8:00	5. Touched by an Angel 13.2/20	39. NBC Sunday Night Movie—Wyatt Earp, Part 1 7.8/12	22. Family Guy* 8.7/14				
	8:30			9. The X-Files 10.4/16				
	9:00 45. 20/20 7.3/11							
	9:30	10. CBS Sunday Movie—Blue Moon 10.1/17						
	10:00 59. The Practice 6.5/11							
10:30				100. 7th Heaven Beginnings 2.6/5	97. Sister, Sister 2.9/5	96. Smart Guy 3.0/5	97. Zoe Dunc Jck Jn 2.9/4	97. Unhapp Ever After 2.9/4
WEEK AVG	6.4/11	8.3/14	8.2/14	6.3/11	1.7/3	2.7/5		
STD AVG	8.3/14	9.1/15	8.9/15	7.1/12	2.0/3	3.2/5		



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Hangover from takeovers

Programmers see themselves caught in the pricing downdraft of consolidation

By Deborah McAdams
and John M. Higgins

With cable's deal frenzy shoving systems into a smaller number of hands, cable network executives are getting anxious that ownership concentration will hurt their operations. The latest takeover wave—in which deals for \$80 billion worth of systems have been cut so far this year—threatens to give MSOs greater leverage in their perennial tug-of-war of needing programming and networks needing distribution.

Fearing increased fallout from consolidation, this time around network executives have history as a guide. "It's like having to deal with TCI every time you do a negotiation," said the CEO of one major network, referring to Tele-Communications Inc.'s historically hardball stance in negotiating with programmers. "It makes it a little difficult to plan your business."

At issue is the specter of MSO demands for lower license fees and far fewer avenues to get startup channels to consumers. Publicly, the cable networks display happy faces, saying they actually see advantages in dealing with fewer operators to get access to millions of subscribers. Privately, however, some programmers say they expect to gradually feel a squeeze.

"The longer term-effect, of course, of increased consolidation in the distribution channels is that the remaining players are bigger and more powerful," said Roger Werner, president Cable Network Services, which owns networks Speedvision and Outdoor Life. (Cable Network Services, in turn, is owned by three MSOs.) "The ultimate result will be lower subscriber fees for networks—but they haven't taken a hit at this point."

When it comes to pricing or launching new networks, "From our perspective, the more gatekeepers to the consumer the better," said an affiliate sales executive with another independent network.

Over the years, the increase in concentration has been intense. In 1994, for example, the five largest cable operators controlled 49% of all cable sub-

scribers. The wave of deals in the past year means that the top five operators control about 65% of cable subscribers. Moreover, the top 10 operators controlled about 61% of subscribers five years ago, versus 80% today.

That doesn't include direct broadcast satellite operators who carry the same "cable" programming to a total of 8.8 million subscribers. DirecTV itself ranks as the fourth largest "operator."



But throwing them into the mix doesn't dramatically change the current concentration of the top five video "operators."

Large operators get bulk discounts, with significant price breaks coming when operators hit 1 million subscribers and the largest operators with 10 million subscribers frequently paying 25% less than smaller operators. Since programming is an operator's single largest expense, those discounts help drive the urge to get larger.

Programming discounts are so critical that one Cox Communications Inc. executive privately worries that its once-huge 3.3 million-subscriber portfolio leaves the company at a "tremendous" disadvantage compared to its peers.

TCI's portfolio—with 15 million subscribers and some partially owned affiliates serving another 5 million more—helped the MSO get the best deals.

Time Warner Inc., with about 12 million subs, also carried a lot of weight. Other top 10 operators had 1 million to 3 million subscribers.

But TCI, taken over by AT&T in February, is shrinking to 10.7 million O&Os by spinning systems off into partnerships with other operators.

And acquisitions are making the "small" operators much bigger, with Comcast's planned \$60 billion takeover of MediaOne Group Inc., pushing the company past 10 million and other deals tripling Adelphia Communications Corp. to 5 million. Charter Communications Inc. is also likely to go north of 5 million customers.

Cable takeovers generally don't substantially impact consumers because cable systems don't compete against each other—except in a few rare markets such as Anne Arundel County, Md., and parts of eastern Pennsylvania. DBS and some telcos compete against cable, but MSO mergers don't dramatically change those fights.

While program suppliers can feel the pinch, they are far from alarmed. Even the latest wave is simply a climactic moment in a trend that has ebbed and flowed during the last 15 years.

"Most programmers have the sense that industry consolidation has been coming," said MTV Networks president Mark Rosenthal, whose parent company Viacom Inc. no longer owns any cable systems. "If you've somewhat predicted this and planned accordingly, you're probably in good shape. If you have strong consumer brands, that always puts you in a good position."

But even MSOs acknowledge that the now-huge operators will have greater power to dictate pricing to networks. That includes Time Warner Chairman Gerald Levin, who runs both systems and networks. "Pricing will be under pressure, but that was already happening" because of political pressure on cable rates and, hence, programming costs.

Networks and operators typically see themselves at each other's mercy. To networks, cable systems are the dreaded gatekeepers determining what



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programming gets distributed and what doesn't. While operators argue they want quality product, they often have their hands out for cash from networks wanting to get on their systems. Programming executives say that demand for launch fees has ballooned the cost of launching a basic network from around \$100 million five years ago to about \$250 million today.

Operators have little sympathy for programmers. Once a network hits it big, operators' leverage dissipates. Removing a highly rated channel is guaranteed to bring outcry from subscribers, fueled in part by networks who attempt to fuel grassroots support. That has allowed programmers like ESPN or TBS to successfully demand 25%, 50% and even 100% increases in license fees.

Asked about the effect of concentrated system ownership on programmers, an MSO president asked "You mean they can't hold this sledge hammer over our heads in quite the same way?"

One of the first things programmers see when a system merger is nothing. Uncertainty rules. "Often, the acquired company has a freeze on new business," Werner said. "The most measurable and

immediate impact is that it slows the process of acquiring distribution."

But big mergers do yield benefits. Bill Goodwyn, Discovery Networks' senior vice president of affiliate sales, likes the idea that calling on a single vendor will potentially cover a huge chunk of the viewing nation once the Comcast-MediaOne marriage is officially consummated.

"Now there's one entity with 11 million subscribers to negotiate with instead of two half that size," he said. "I can go to three or four big distributors and cover most of the nation."

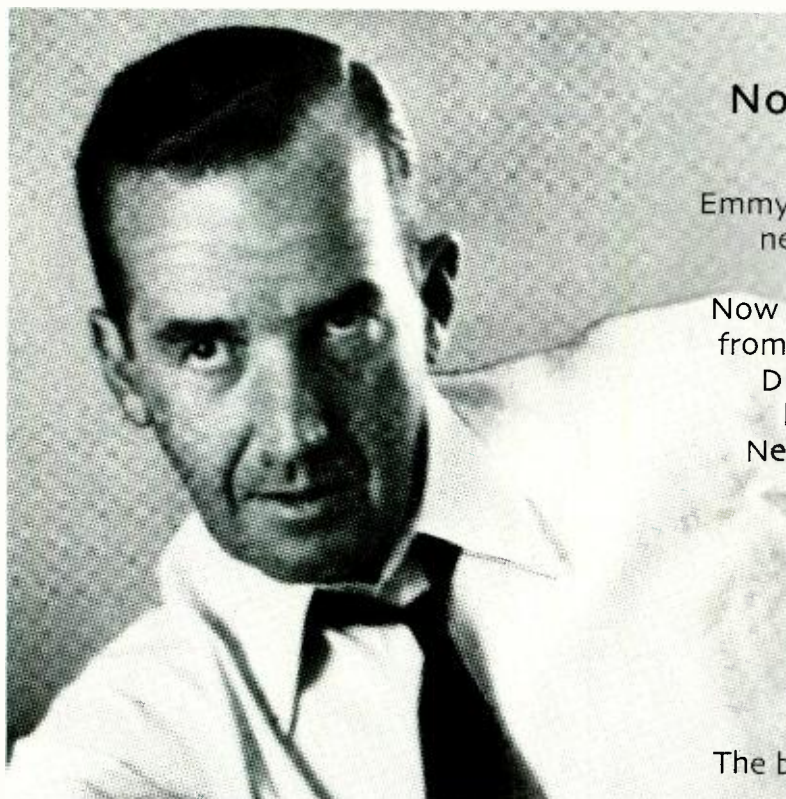
One problem comes in most-favored nation clauses that large operators often secure from programmers. Such clauses are supposed to guarantee an MSO of getting as good a price as any other operator, sometimes excluding Time Warner and TCI. "We'll buy someone and find they were getting better deals than we were, even though we had an MFN," said the CFO of one operator. "We'll definitely hit the network on that one."

Rate hits are no concern for John Sie, chairman, president and chief executive officer of Encore Media, whose Encore

and Starz! premium movie channels reach 10 million and 3.5 million subscribers, respectively. "It actually helps," he said, referring to MSO consolidation. "You get into a more unified packaging approach as MSOs gets more centralized."

Networks will eventually align themselves with MSOs to protect their presence, said Kate McEnroe, president of AMC Networks, which is owned by MSO Cablevision Systems Corp. "Co-branding," she called it—viewers associate the network with the cable provider and vice-versa. Co-branding would theoretically ensure a network's position on the MSO's spectrum.

McEnroe, for her part, is more concerned with positioning her network with the MSOs than salvaging rate fees. "This merger is so huge, it will probably have an impact on the way programmers do business," she said. In the past, for example, AMC ran several regional offices. "Within a DMA, we'd have two or three promos going on at once. Now, we're considering clustering our offices around MSOs. I think it's something you have to look at when you have three main MSOs." ■



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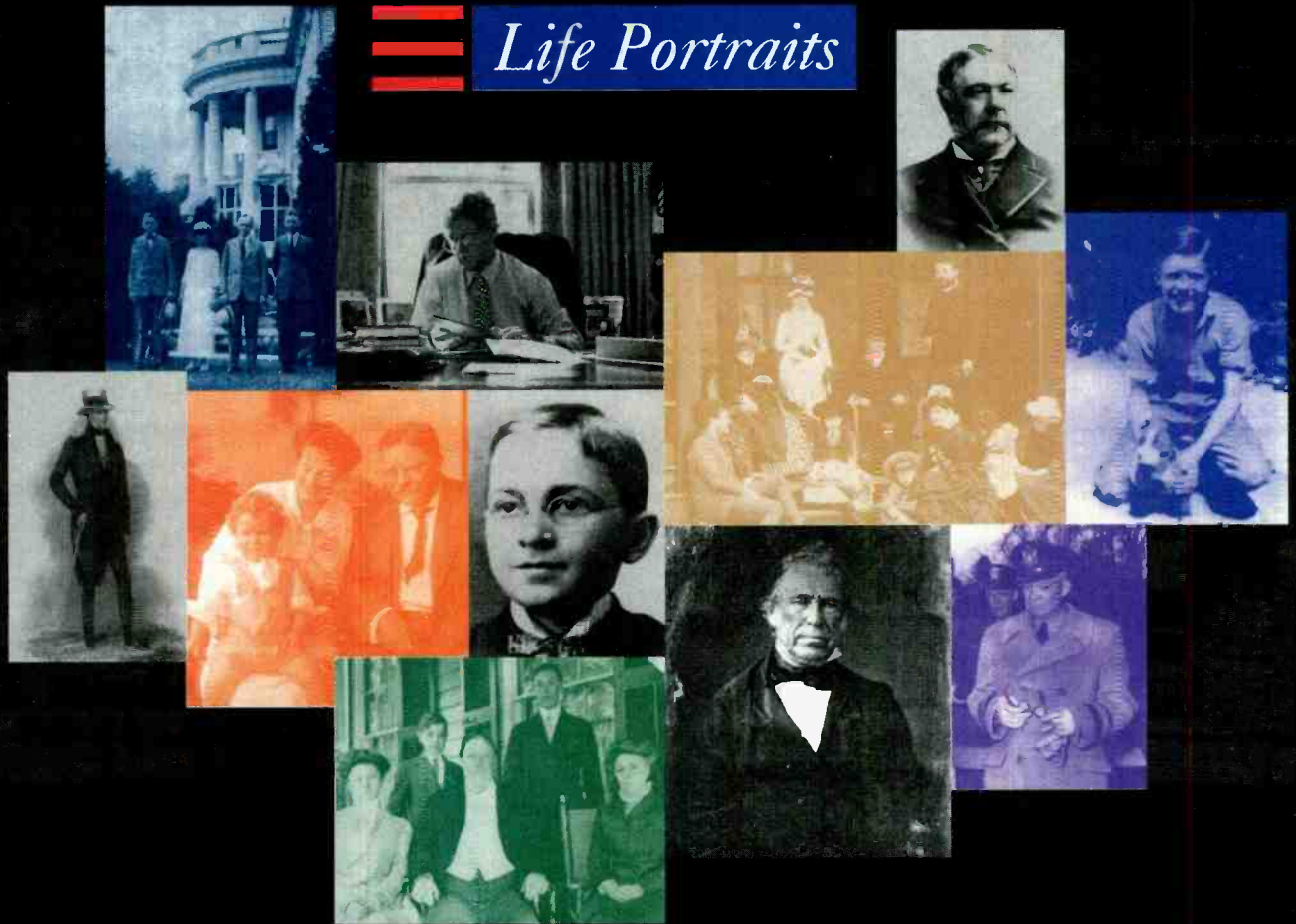
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Photos: clockwise, starting at bottom, William Howard Taft & family; Theodore Roosevelt & family; Andrew Jackson; Calvin Coolidge & family; Bill Clinton; Ulysses S. Grant with friends & family; Chester A. Arthur; Jimmy Carter as a boy; Dwight D. Eisenhower; Zachary Taylor. Center: Harry S. Truman as a boy.

HBO deals Matoian out

Albrecht takes over, but leadership shuffle won't shift content at movie production office

By Deborah D. McAdams

John Matoian's sudden departure last week from HBO does not signal a parallel departure from the network's continuing goal to expand its slate of original productions.

"This management structure change wasn't done in order to change strategy," says Jeff Bewkes, HBO president and CEO.

The leadership shifted last Monday when programming head Chris Albrecht was handed the reins of HBO's movie production division, leaving Matoian, movie chief since October 1996, cleaning out his desk only five months before his contract expired.

The executive shuffle was Bewkes' way of bringing three of the network's four production departments under one person. Bewkes gave Matoian the option of answering to Albrecht, but



Matoian's stint at HBO's movie unit had highs and lows.

the former Fox Entertainment president passed. "It was really his choice," Bewkes says. Matoian's two-and-a-half year tenure at the premium movie network was marked by peaks and valleys. His successes include 11 Emmys—five for *Miss Evers' Boys*, two for *Don King: Only in America* and one each for *Gotti*, *The Second Civil War*, *Gia* and *The Pentagon Wars*. The division also collected three Peabodys—for *Body Doubles: The Twin Experience*; *Don King*; and *Shot Through the Heart*. Low points included *Winchell*, reportedly the network's lowest rated original

film to date, and *A Bright Shining Lie*, the network's most expensive endeavor at \$14 million when it aired to lukewarm reception in May 1998.

Bewkes did not say if Matoian's flops were a factor in the consolidation, but Albrecht's tenure was. "The 15 years did make a difference." Published reports link Matoian with blocking some film projects favored by network colleagues, but Bewkes praised his former chief for helming "a lot of great movies."

Albrecht, a 15-year HBO veteran, is credited with bringing such Emmy-award winners as *From the Earth to the Moon*, *The Larry Sanders Show*, *Tracey Takes On ...*, and *Dennis Miller Live* to HBO's schedule. Under Albrecht's four-year watch, the programming division collected 38 prime time Emmys. His other successes include *Sex and the City*, *The Sopranos*, *The Chris Rock Show* and *Oz*. ■

Albrecht's four-year watch, the programming division collected 38 prime time Emmys. His other successes include *Sex and the City*, *The Sopranos*, *The Chris Rock Show* and *Oz*. ■

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Wireless cable gets boost

Sprint-PCTV \$420 million deal may whet telcos' appetite for wireless cable spectrum

By Price Colman

Sprint Corp.'s acquisition last week of People's Choice TV has apparently resurrected the long-dormant market for wireless cable deals.

"I think the next year will be one of many transactions for the wireless cable business," says Bruce Dickinson, wireless cable broker at Daniels & Associates. "It's pretty clear to me that not only the super big guns—the Sprints and MCI WorldComs—but also other people will be involved. If those people want significant wireless cable spectrum, this [Sprint-PCTV deal] will accelerate acquisitions."

Sprint's acquisition of PCTV gives it invaluable last-mile access to con-

At A Glance

Name: People's Choice TV
Headquarters: Shelton, Conn.
Business: Wireless communications
Executives: Matt Oristano, co-founder, co-chairman, CEO; Victor Oristano, co-founder, co-chairman
Employees: 350
Markets: Chicago, Detroit, Houston, Indianapolis, Milwaukee, Phoenix, Salt Lake City, St. Louis, Tucson, Ariz.
TV Households: 10.2 million

sumer homes and small business sites in several key markets, including Chicago, Detroit, and Houston.

The Sprint-PCTV deal is worth

about \$420 million: \$104 million that Sprint is paying to acquire PCTV's common stock at \$8 per share; \$23 million for PCTV's preferred stock; and about \$332 million in assumed debt. That translates into about \$40 per TV household for PCTV's 10.2 million TV households. The deal also includes PCTV's cash of about \$40 million.

Stocks in other wireless firms, including CAI, Nucentrix (formerly Heartland Wireless) and American Telecasting jumped in the wake of the Sprint-PCTV deal, a sign that investors see those companies as likely acquisition targets.

Other possible acquirers include Internet service providers looking for alternatives to the Baby Bell networks, which are offering their broadband, high-speed DSL service only on a limited basis.

What many experts consider the single most attractive property—Austin, Texas-based PrimeOne's Los Angeles market—is high on the list, as telecommunications providers scramble to snap up crucial last-mile access to residences and businesses. PrimeOne bought the property from SBC-Pactel for roughly \$25 million last October, a time when wireless values were in the tank and few saw any hope for a rebound.

Since then, however, what used to be called the wireless cable industry has shifted its focus from video to high-speed data—rekindling interest in its spectrum.

"That market has proved out technically as well as demographically," says Michael Harris of Phoenix-based Kinetic Strategies, a market research firm. "PrimeOne didn't buy it for video."

Long-distance providers—namely Sprint and MCI WorldCom—are considered the most likely buyers of wireless spectrum. "The issue really is that they have to defend their long-distance brands," says one industry source. "Long-distance is a commodity. Unless you're offering other services around that commodity, you risk losing market share."

By renewing interest in wireless spectrum, the Sprint-PCTV deal may also undercut the AOL-led OpenNet alliance. That group contends that cable holds a monopoly in high-speed data.

"AtHome will use this Sprint-PCTV transaction to say it's definitely not opening up its network because there



CABLE'S TOP 25

PEOPLE'S CHOICE

There's no doubt that wrestling is the cable ratings champion. Last week, USA's WWF Wrestling took the top two spots, earning a 9.9 and 8.1 share, respectively.

Following are the top 25 basic cable programs for the week of April 5-11, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe, U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable U.S.	HHs (000)	Cable Share
1	WWF Wrestling	USA	Mon	10:00P	65	6.1 4.7	4624	9.9
2	WWF Wrestling	USA	Mon	9:00P	60	5.5 4.2	4150	8.1
3	NASCAR/Food City 500	ESPN	Sun	1:00P	211	4.9 3.8	3751	11.6
4	WCW Monday Nitro Live!	TNT	Mon	10:00P	62	4.5 3.4	3393	7.2
5	WWF Wrestling	USA	Sun	7:00P	60	4.4 3.3	3325	7.4
6	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	4.2 3.2	3205	6.7
6	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	4.2 3.2	3182	6.2
8	South Park	CMDY	Wed	10:00P	30	4.0 2.3	2324	6.4
9	Rugrats	NICK	Sat	9:30A	30	3.6 2.7	2719	12.4
9	Movie: 'D. Steels Changes'	LIF	Sun	4:00P	120	3.6 2.6	2626	7.3
11	Movie: 'Lies Before Kisses'	LIF	Sun	6:00P	120	3.4 2.5	2500	6.0
12	Movie: '36 Hours To Die'	TNT	Sun	8:00P	120	3.3 2.5	2527	5.0
13	Wild Thornberrys	NICK	Sat	10:00A	30	3.2 2.4	2421	10.8
14	Movie: 'Locked Up: ...'	LIF	Sun	2:00P	120	3.1 2.3	2270	7.1
15	Walker, Texas Ranger	USA	Wed	9:00P	60	3.0 2.3	2291	4.6
15	Rugrats	NICK	Sun	10:00A	30	3.0 2.3	2260	8.9
15	Hey Arnold	NICK	Sun	10:30A	30	3.0 2.3	2242	8.6
15	Rugrats	NICK	Sat	8:00P	30	3.0 2.3	2241	5.9
15	Wild Thornberrys	NICK	Sat	10:30A	30	3.0 2.2	2232	9.7
15	Rugrats	NICK	Tue	7:30P	30	3.0 2.2	2215	5.3
15	Rugrats	NICK	Sat	9:00A	30	3.0 2.2	2207	10.1
22	Rugrats	NICK	Mon	7:30P	30	2.9 2.2	2162	5.1
22	Hey Arnold	NICK	Sat	11:00A	30	2.9 2.2	2158	9.7
22	Movie: 'Horatio Hornblower'	A&E	Sun	8:00P	120	2.9 2.2	2138	4.5
25	The FBI Files	DISC	Tue	10:00P	60	2.8 2.1	2127	4.5
25	Kenan & Kel	NICK	Sat	9:00P	30	2.8 2.1	2106	5.0
25	All That	NICK	Sat	8:30P	30	2.8 2.1	2082	5.2

Civic Journalism is ...

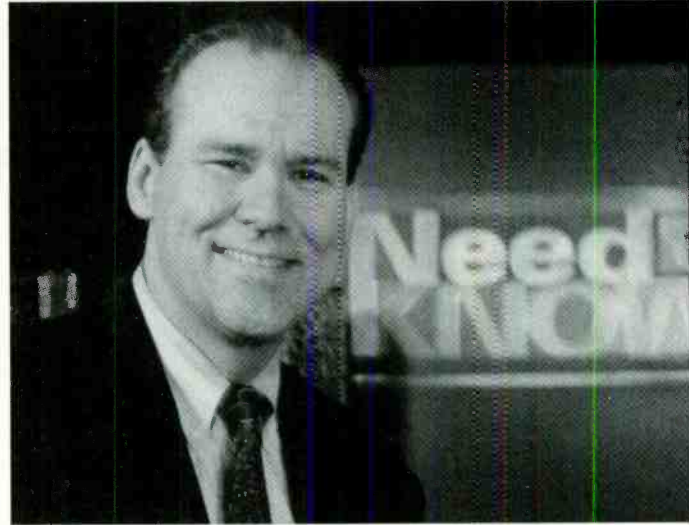
About re-invigorating coverage.

It was the 1993 mayoral election in Rochester that changed the way I approach journalism and has, frankly, kept me in this business. That election showed me that the news media can be essential to our civic lives and, if I may sound so bold, essential to our democracy.

That year, the five-term mayor of Rochester decided to retire. There were five candidates to replace him. I approached the local newspaper about collaborating on a series of live, two-hour, prime-time debates. I suggested a format in which citizens would get to ask the candidates some of the questions.

The citizens' questions were direct and intelligent and far different from reporters' questions. They didn't talk about how much development money would go downtown. They asked about graffiti and noise ordinances and what could be done about stray dogs. And the candidate who was trailing the pack, with no money for TV ads, went from last place to first and eventually won the race. Rochester elected its first African-American mayor. He credited the debates with his election.

It was the first time in my career that I saw my work have impact. I discovered what was, for me, a new formula for journalism: meaningful coverage on issues meaningful to people and involving the citizens in your community. It is a way to better journalism. It is the kind of journalism I want to practice.



Gary Walker
Vice President, News & Public Affairs
WXXI-TV, Rochester, NY

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are other ways to offer high-speed data besides cable," predicts one wireless industry executive. AtHome officials declined to comment.

MCI WorldCom was first to tacitly acknowledge the value of PCTV's wireless spectrum when it bought an estimated 51% of PCTV bonds only days before the Sprint deal. But Sprint, which had been negotiating with PCTV for some time, moved quickly to block MCI WorldCom's takeover attempt. "In essence, MCI WorldCom was outmaneuvered," a source says.

The wireless approach to high-speed data faces line-of-sight constraints, but it doesn't have the same distance restrictions of phone companies' DSL service. DSL speed declines the farther a user is from the phone company's central office, and at 18,000 feet is roughly equivalent to dial-up speeds of 56,600 bits per second.

Wireless, by contrast, can offer speeds similar to cable modems—up to 1.5 megabits per second—with proper equipment and a two-way network.

"I think the big losers in this are the Baby Bells," says a wireless industry source. ■

Adelphia buys Harron system

Adelphia Communications Corp. pounced once again, agreeing to buy MSO Harron Communications Corp.'s cable systems for \$1.17 billion.

The deal is Adelphia's third major acquisition in two months, after a \$5.2 billion agreement to buy Century Communications Corp. and a \$2.1 billion pact to buy FrontierVision Partners LP.

While a number of operators with between 1 million and 2 million subscribers have decided to take advantage of rising system prices to exit the business, Adelphia is taking the opposite tack, buying heavily to boost its size. The company contends that it needs greater scale to efficiently launch advanced services like high-speed Internet and telephone products.

Harron has 300,000 subscribers in New England, Pennsylvania and Michigan. Some systems are close to Adelphia's existing operations, but that hasn't been a high priority in the company's recent acquisitions. Century and FrontierVision's systems have little overlap with Adelphia's portfolio.

"They primarily want bulk," said one investment banker who has advised the company.

Unlike its other recent deals, the Harron buy won't be a stock swap. The company said it is paying it all in cash, planning to use the proceeds of a coming \$750 million stock sale to help pay for it. Communications Equity Associates represented Harron.

When completed, the deals will make Adelphia the nation's fourth-largest cable operator with about 5 million subscribers, pushing ahead of Cox Communications. The Harron deal comes to \$3,900 per subscriber and about 13 times Harron's estimated running-rate cash flow at the transactions' March 2000 closing. The price is probably double what the company would have gotten one year ago.

—John M. Higgins

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HOOKED UP

By Nolan Marchand

Basic viewers on the rise

Nearly 3 million more people tuned into basic cable during the first full week of April 1999, compared to the same period last year. According to the Cable Advertising Bureau, Nielsen data indicated that ad-supported cable's average prime time U.S. household delivery for the week was 24.7 million, up 3 million from 1998. Ratings likewise climbed 2.7 points to 24.8, an increase of 12.2%. Share jumped 3.6 points to 42.5%, a 9.3% increase. Conversely, the aggregate prime time audience of ABC, CBS, NBC and Fox was down for the same seven-day period by about half a million viewing homes—a 1.7% decline. Ratings dropped by a point, and share was down three points, the CAB said.

'Titanic' no sinking ship for HBO

Apparently, seeing *Titanic* three times in the theater, twice on pay-per-view and owning the video wasn't enough for all those Leo lovers. The Oscar-winning film's debut on HBO Saturday night earned a whopping 18.3 rating, according to the latest Nielsen numbers. That's the highest-rated HBO movie since the 1997 blockbuster *Twister*.

'South Park' opener down in ratings

Comedy Central's *South Park* season opener on April 7 went south this year with 38% fewer viewers

than last season's debut. A spokesman for the network confirmed that the latest opener scored a 4.0 rating/3.4 share, compared to the April 1, 1998 debut. The highest rating the show ever achieved was an 8.2 in the '98 season, during the height of a *South Park* media frenzy. From week to week, the show continues to be among the 25 highest-rated shows on basic cable.

An 'Electric' return

Nickelodeon will resurrect The Electric Company for the analog debut of Noggin, which will be carried April 26 on *Nick's TV Land*. The kids program, a staple of '70s after-school television, hasn't aired on national television in more than 20 years. Noggin, described as a "thinking channel for kids," was launched in February, a joint venture of Nickelodeon and the Children's Television Workshop. Noggin reaches 2 million subscribers through digital carriage. During the two-hour cross-promotion, the channel will be available to TV Land's 38 million analog subscribers.

E!, TBS, MTV top clutter study

No, it's not your imagination: There really are more ads on television these days. According to a study released this month, an average hour of prime time TV contained 15 minutes, 44 seconds of advertising last November, an increase of 25 seconds over 1998. It was the most ad and promo-

tional time ever recorded since the measuring began in 1989. The most cluttered cabling? That would be E! Entertainment Television, TBS and MTV. The three networks had about 18 minutes of ad time during an average hour, the study said. The report was prepared by the American Association of Advertising Agencies and the Association of National Advertisers Inc.

TCM grows, adds 30% more subs

Turner Classic Movies network turned up the sales and turned out a 30% increase in subscribers over the last year. The network added more than 10 million subscribers since 1998, for a total of 32 million. The growth represents TCM's most explosive increase since the network was launched five years ago on April 14. A total of 6.3 million subscribers was added in the previous year, compared to 6.8 million from April 1996 to April 1997. A TCM spokesman attributes the increase to TCM's carriage on the TCI digital tier, but he did not indicate how many of the 10 million subscribers can be attributed to digital carriage. TCM is a commercial-free movie channel, drawing on classics from Time Warner's pre-1948 Warner Bros. library, as well as a collection of more than 5,600 films from the Time Warner and Turner libraries, which include those of MGM, Warner Bros. and RKO and from licensing agreements with Paramount, Universal,

MGM/UA and Columbia. The network airs about 318 different films per month. Recent cable systems taking on TCM include AT&T (formerly TCI) systems in the Midwest, Time Warner Cable, Frontiervision, Intermedia Partners, RCN, Northland Cable Television, Service Electric Cable TV, Inc. and Prestige Cable TV in the East.

A&E's full of Monty

A&E Home Video has acquired the cult television series *Monty Python's Flying Circus* for home video and DVD release in the North American market, it was announced Monday. The British sketch comedy, which first aired in the UK in 1969, features John Cleese, Eric Idle and the rest of the Monty Python gang. The video collection will be launched beginning in August in commemoration of the troupe's 30th anniversary.

Whatcha gonna do when they come...?

Uh-oh. Not only is this tax month, but for the next few months TCI Cablevision of Florida will conduct visual and electronic inspections of residential cable lines to find people who are receiving cable TV service and not paying for it. The Neighborhood Audit Teams are part of TCI's "Theft of Service" awareness initiative, which began April 1 and includes messages on TV and radio, not to mention postcards and door hangers. According to Edward Garcia, TCI Florida's regional director of government affairs and communications, the teams are a result of some 10%-12% of non-cable "subscribers" who may be illegally connected.

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CNN invests in digital future

Selects Sony/IBM for \$20 million storage and media management system, Leitch for playout servers

By Glen Dickson

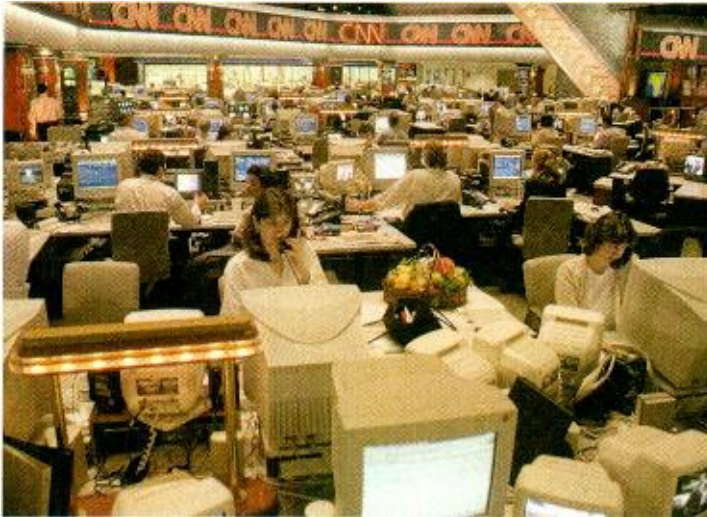
CNN is firing up its checkbook as it enters the digital age. The cable news giant has closed several deals with suppliers to convert its Atlanta headquarters from an analog, tape-based plant to an MPEG-2, server-based environment that will let it produce news more easily and repurpose content more efficiently.

CNN's biggest check is going to Sony and IBM, which CNN has selected to create a \$20 million digital storage system that will handle both archived content and new material. The project encompasses the digitization of over 100,000 hours of analog tape.

CNN is also spending roughly \$2 million on a low-resolution browsing system created by Virage, Informix and SGI, which it has already been testing for over a year, and another \$2 million or so on playout servers from Leitch.

"When video comes into CNN, it will immediately split into the low-resolution path and the high-resolution path," says Gordon Castle, vice president of research and development. "Eventually they're all integrated, but they will be used slightly differently. The low-res path will be more accessible to lots of people, but it will be more restricted in terms of capabilities such as editing. The broadcast-res path will be available to less people, but it will allow higher degrees of editing. It will also let you play back content to air and save it for long-term storage."

CNN's low-res browsing system, which incorporates video recording and cataloging from Virage, storage and streaming from SGI and media management from Informix, can record 40 feeds and playout 300 streams. On the other hand, the mirrored Leitch VR300 playout servers CNN is buying will be set up to record 12 inputs and play back 18 channels of video. Each will have



Newsroom staffers will have the means to browse low-resolution video at their desktops.

about 50 hours of JPEG storage (CNN plans to upgrade the servers to MPEG-2 in the future). The Leitch servers will be used to distribute finished packages from CNN's "media operations" center to the various CNN networks.

"All places will have direct access to all cut material," says Castle. "Instead of taking a videotape over to CNN Control A for playback, the connection from CNN Control A goes into the server."

CNN is converting broadcast-res playback to digital first because it's the easiest, says Castle. Hi-res feed recording will come early next year, followed quickly by editing. Castle is waiting for MPEG-2 editing to be viable before buying new feed recording and editing systems.

"By the time the feed servers are operational, we want everything to be in MPEG at that point," he says. "The editing tie-ins will come at the tail end of the feed server integration."

Integrating with all of CNN's production systems—eventually—will be the massive "media asset management" system that Sony and IBM are creating. Sony is the prime contractor on the \$20 million deal and will be providing systems integration and digital data tape storage systems, while IBM will be supplying its robust "digital library" software and experience in hierarchical storage management. Sony and IBM started bidding

separately on the project last year, and teamed up over the winter at CNN's request. The two companies now plan to co-market similar solutions to others.

Instead of combing through stacks of tape for archive material, the Sony/IBM system will allow "all tapes to go away and all video will be accessible as files," says Scott Teissler, CNN's chief information officer. But the innards of the system will be based on Sony's PetaSite robotic tape systems and DTF data tape, which is compatible with CNN's archives of Beta-

cam SP tape. Using DTF tape drives will allow CNN to maintain a hybrid PetaSite of digital and analog tape as it gradually digitizes its huge archives.

"The question was, 'How do you get everything in a digital format without undertaking a massive effort?'" says Conrad Coffield, Sony's national account director for CNN. "You have a digitization effort going on continually and also every time you call for something from the archive, you digitize it. So you store some material in the archive without changing it to digital data tape, and then you digitize it as it's called for and it's stored on a new digital tape. It's a very clean migration path."

The Sony/IBM system will not only handle the archives, but will also store new content in both low-res and high-res form, says CNN's Castle. "This is the central place to store and manage media, both daily and long-term," he says. "For the user, we'd like them to be able to think [in terms of] they just want media, instead of now, where they have to think whether it was media that was sent in today or two years ago. The plan is to make it all just feel like one."

That includes users all over the world, adds Castle, as CNN plans to connect the Sony/IBM archive over its wide-area network (WAN) to domestic and international bureaus.

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CBS News sticks with Sony

Network spends \$20 million to outfit bureaus with SX digital ENG format

By Karen Anderson

In a \$20 million deal, CBS news is buying Sony Betacam SX digital electronic newsgathering gear to replace aging Sony SP equipment at its domestic and international news bureaus.

CBS conducted an intensive six-month evaluation of Betacam SX and Panasonic's DVCPRO50. "Both companies were very aggressive in terms of proposal and both products are excellent formats," says CBS Vice President of News Operations Frank Governale. "Unfortunately for Panasonic, the ability to preserve our infrastructure while migrating to digital was most attractive."

According to Governale, Sony is working with CBS to develop a 50 Mb/s MPEG-2 4:2:2 player-recorder that will enable the bureaus to playback archived SP footage. "If we were to go to DVCPRO50, we would have had to maintain some of our Beta SP equipment to playback archival tape and there's obviously a cost to maintain and operate it, and with SX there is no cost."



The eventual migration to high-definition news production was also a consideration for CBS, which broadcast a 1080i version of its *48 Hours* newsmagazine on April 1. "We felt Sony had a very good migration to HD, where the proposed HD recorders and players will be able to playback the historical SX, Digital Beta, and the MPEG tapes as well," he says.

CBS is purchasing over 800 SX

Sony's SX digital recorder will playback CBS News archival SP videotape.

pieces including widescreen-

compatible camcorders, editing VTRs, laptop editors and DNW-A25 machines,

which are half the size of a laptop editor with single VTR record and playback capability.

That CBS' TV stations are equipped with DVCPRO is not a problem, Governale says. "Most of the feeds that we take from our [stations] is via satellite so we do very little tape swapping," he says. "Because of the stations' decision to go to DVCPRO at 25 Mb/s, we already have a very small infrastructure in place to playback DVCPRO tapes in the bureaus."

Despite the Sony SX deal, Panasonic maintains a healthy relationship with CBS, says Warren Allgyer, president, Panasonic Broadcast & Television Systems. "The network's owned-and-operated stations have universally converted to DVCPRO and are enjoying outstanding success."

CBS' SX rollout will begin this August in New York, its largest bureau, followed by Washington and Los Angeles. Miami, Dallas and Chicago, will receive the new equipment in September. "We need to get this in place, de-bugged and tested before the end of the year so we can start our national presidential campaign in 2000," says Governale. CBS will roll out the equipment at its international bureaus in Tel Aviv, Tokyo, Beijing, Moscow and Manila between September and November.

ABSAT begins shift to digital

ABSAT, ABC's Ku-band newsgathering system, has begun implementing its digital satellite newsgathering (DSNG) technology with the installation of mobile MPEG-2 uplinks at ABC-owned KTRK Houston and affiliate KOMO-TV Seattle. Up to 30 of ABSAT's 100 member-stations will get the new Tiernan-supplied DSNG systems by the end of 1999.

ABSAT is moving to digital compression to squeeze more feeds through its existing satellite capacity, says Richard Wolf, ABC vice president of telecommunications. ABC owns two transponders on Loral Skynet's Telstar 4, leases another full-time and leases other capacity as needed. ABC has been sending two analog feeds on each 54 Mhz transponder. With DSNG, it will be able to fit eight MPEG-2 feeds, each encoded at 7.1 Mb/s, into the same space.

"Our goal with digital compression is to rely far less on occasional capacity and rely on our full-time capacity for the larger amount of our newsgathering feeds," says Wolf.

ABSAT will phase in DSNG over a two-year period. "We'll start off by allocating one half of a 54 Mhz transponder to digital, and we'll load 4 digital channels in that 27 Mhz resource to get our foot in the door," says Wolf. Loral has upgraded its satellite scheduling software to handle the additional feeds, he says.

KTRK has installed a Tiernan DSNG uplink in its satellite truck, but is still waiting for a DSNG receiver, says News Director Bill Bouyer. Nonetheless, Bouyer is excited about the new technology. "When there's a big story, it's going to mean a lot more satellite space to go around. When there's a big spot news story like the Oklahoma City bombing, or even a planned event like the John Glenn shuttle launch or the elections, there's never enough satellite time to do all the tape feeds and get all the live windows you want." —Glen Dickson

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Media General opts for DVCPRO

TV group to equip its 14 stations with Panasonic gear for news and programming playback

By Karen Anderson

Tampa-based Media General will standardize its 14 television stations' news and on-air broadcast operations with Panasonic DVCPRO50 gear.

Under the multi-million-dollar, three-year agreement, Media General will migrate from Sony's Betacam SP to DVCPRO50 for electronic news gathering. The group is also converting all programming and commercial playback to DVCPRO50.

"[DVCPRO50] will be used to handle long-form programming and programming that is not appropriate to be processed on file servers," says Ardell Hill, Media General vice president of broadcast operations. "We get a lot of



The group's conversion to DVCPRO50 is part of a migration to digital operations that will include playback from file servers.

programming in today that we play back a week from today....If you record it in digital format in DVCPRO50 you can move it from DVCPRO digital tape onto the file server when want to play it on-air. That's where the four-times transfer really becomes dynamic. When you've got an hour of programming that you

can spool into your server in 15 minutes, you save a lot of time."

A major selling point for DVCPRO was the ability to edit directly from DVCPRO VTRs to a number of different file servers. "I don't have to decide today that I'm going to use HP file servers or Tektronix file servers," Hill says. "I can delay that decision until I am more comfortable with some of the networking issues that are still open."

According to Hill, the group will begin outfitting its Miami NBC affiliate WFLA-TV with DVCPRO gear in about eight months. The rollout will continue at its stations over the next two to three years.

Hill would not discuss dollar figures. "When you are buying equipment of this scope and making a format transition over 14 TV stations over a couple of years, you are going to spend a lot of money—a lot more money than our corporate [management] really wants to spend," he explains. ■

What's your strategy for digital conversion?

Going digital is about much more than application deadlines and new equipment. Digital television completely changes the rules of television and how your company will operate in the years ahead.

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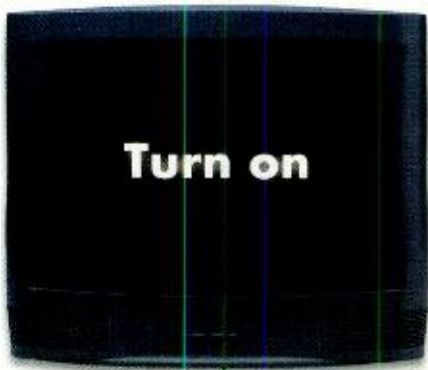
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WMUR-TV picks Vibrint for news

New Hampshire station hopes system will help small staff fill big news hole

By Karen Anderson

WMUR-TV Manchester, N.H., has begun using Vibrint's NewsEdit computer-based editing system to help its news staff handle six daily newscasts and to move the station toward digital news production.

"Our problem is we do a lot of news and we're a small station," says WMUR-TV Director of News Operations Jim Breen. "We are looking at Vibrint to get us into the nonlinear editing field."

Vibrint's Windows NT-based NewsEdit nonlinear editor is designed to replace the record deck in cuts-only edit bays, but provide the same functionality and speed as deck-to-deck editing.

"This machine is built to be a news editor and nothing more," says WMUR-TV Chief Engineer Joe Paciorkowski. "It's not a softened nonlinear system, and that means that the interfaces are

designed to be very easy to train. Jim [Breen] is very good but he doesn't have a lot of NLE experience and he's the first to admit that, and he had a package cut the first day."

WMUR-TV is also using Vibrint's FeedClip feed recording system to manage incoming feeds from various wire sources including ABC, Fox and CNN. FeedClip will also allow producers to do rudimentary editing as feeds come in. In a time crunch, producers will be able to edit clips and arrange them in a playlist without ever going to tape, Breen says.

Paciorkowski adds, "With FeedClip, we'll be able to monitor all three feeds, pull out the pieces that we want from each, and play them out to air directly from the server." NewsEdit and FeedClip both run on the Windows NT-based MPEG-2 Vibrint VideoServer.

"In news a lot of the backhaul satellite

transmission for news feeds are in MPEG-2," says Vibrint Vice President of Marketing Roland Boucher. "We're dealing with mixed formats in news all the time."

Vibrint and Sony have developed an interface between Sony's Betacam SX products and NewsEdit. SDTI-CP interface will allow broadcasters to capture video in the Betacam SX format and then edit directly from tape-to-disk on Vibrint's NewsEdit without generational loss.

In addition, Vibrint has begun working with Hewlett-Packard to allow transfer of MPEG-2 video files from Vibrint's news production systems to Hewlett-Packard's MediaStream playback server. The system is planned for availability shortly after NAB.

"We have a philosophy here that we want to be a totally open-systems company," Boucher says.

Vibrint will be demonstrating a prototype DV-native version of NewsEdit at NAB '99 and looking for customer feedback. Existing DVCPRO customers like WMUR-TV can use the current MPEG-2 based system through its SDI interface. ■



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AP prompts ENPS

The Associated Press has added a custom version of BDL Autoscript's +WinPlus+ prompting system as a standard component of AP's newsroom computer systems. The Windows-based +WinPlus+ adds integrated prompting to AP's ENPS and NewsCenter and works with all TrueType and Adobe fonts and with any language or character set supported by Windows. The custom designed software will drive the PC display, a VGA-to-NTSC or VGA-to-PAL encoder for distribution of a video signal, and a closed captioning encoder. It can be controlled using the keyboard, a mouse, or an optional hand or foot-pedal device and can be upgraded with additional hardware-assisted features through BDL.



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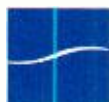
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Quantel's path to high-def

New products allow HD editing on existing platforms, support 24fps editing

By Karen Anderson

Quantel will introduce products at NAB'99 to provide broadcasters and other programmers a clear path to high definition. Two such products, Quantel says, are its Publisher HD and Editbox Chaser.

"Our step-by-step strategy is very focused on what many American customers are telling us—that there isn't going to be an overnight switch-off of existing equipment and switch-on to high-definition equipment," says Quantel Product Marketing Manager Steve Owen. "Their concerns are how they can afford new high-definition equipment and continue to make use of existing equipment," he notes. "Part of the strategy is to make products and infrastructures, like networking infrastructures, which can handle different resolutions, not one at a time, but at the same time."



Post-production gear will allow users to handle HD in an SDTV environment.

Publisher HD facilitates standards and format conversions in any resolution. "If you've got a drama or an episodic comedy and you want to get it out in HD ... then up-rez[ing] [upgrading resolution] is a very cost-effective and practical approach," says Owen.

The Editbox Chaser provides users with native HD editing while working in a standard-definition environment.

According to Quantel Vice President of Engineering Jonathan Pannaman, users edit "proxies" while real-time up-rez is taking place in the Chaser. Editors can work in both 4:3 and 16:9 aspect ratios.

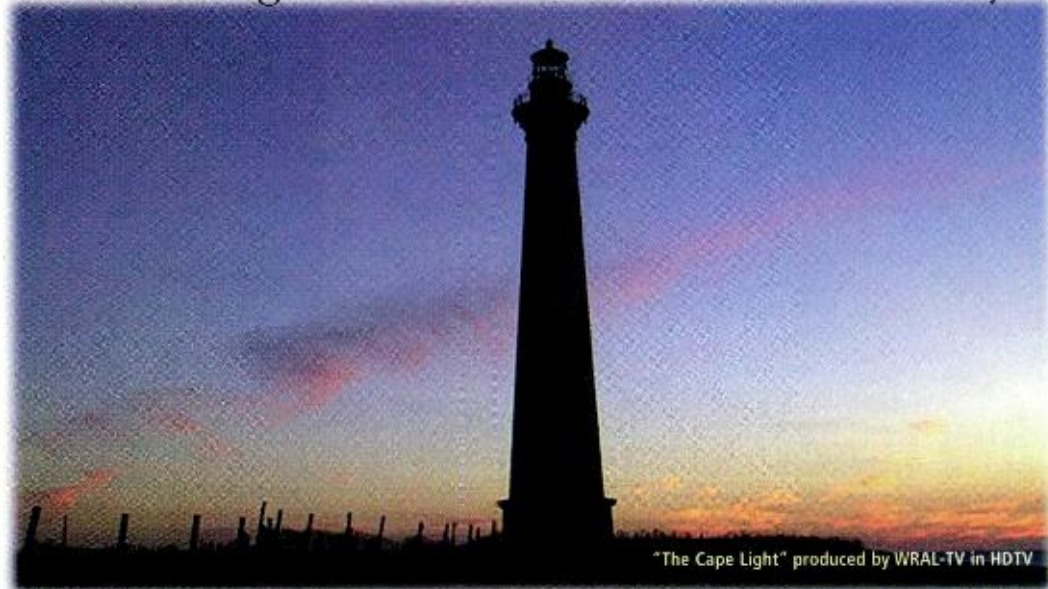
Quantel's Clipnet Gigabit Ethernet open network links standard-definition equipment to the new high-definition products.

Quantel will also introduce a 24fps-production format option for Editbox designed to deliver multiformat SD and HDTV programs from a single master. Quantel engineers have developed a way to allow standard VTRs to load 24-frame material into the Editbox.

"You telecine at 25fps on standard VTRs, so a dual-standard D-1 [deck] can record at 25fps," he says. "We load into a standard Editbox at 25fps and then apply the soft switcher in the Editbox which takes it back to the native 24 frames." ■

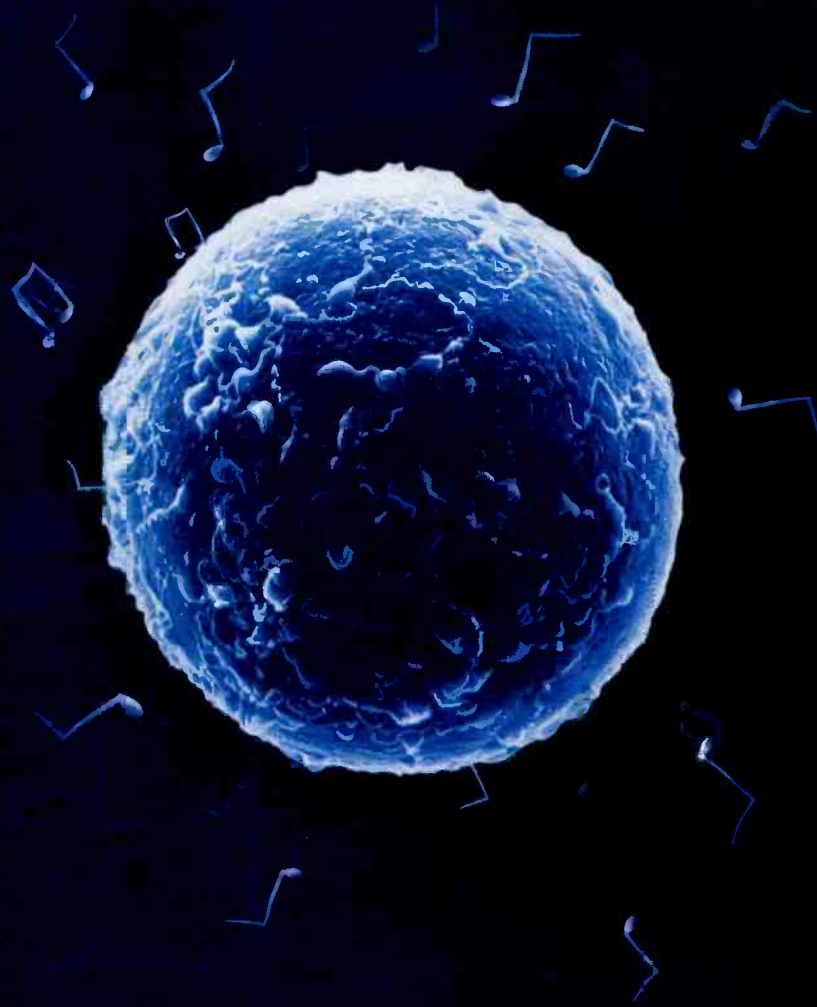
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New home for KHON-TV

DST designs digital plant for Emmis' Honolulu station

By Karen Anderson

After 45 years with the studio and broadcast operations in one building and administration in another, Honolulu's KHON-TV is bringing it all together in a new serial digital plant. The facility, which should be ready to go late this summer, also prepares the Emmis Television station for digital broadcasting.

Digital System Technology (DST), Irwindale, Calif., designed the facility along the lines of an earlier job for KITV, Hearst-Argyle's Honolulu station. KHON-TV is following KITV's lead and using the Philips Diamond Digital production switcher and Venus router with Jupiter control system.

KHON-TV plans to spend \$4 million-\$5 million to equip the new plant, according to Vice President and General Manager Kent Baker.

KHON-TV's plant will be based on a 360 Mb/s infrastructure that will allow the station to route 4:1 compressed high-definition signals. According to DST engineer Dwight Crumb, an uncompressed 1.5 Gb/s infrastructure is not yet practical or cost effective. "I think [1.5 Gb/s products] will be more and more available," Crumb says. "It's the latest and greatest thing out there, and everybody is building to a 1.5, but you've got a lot of processing stuff that's going to have to go in there."

"It's going to be interesting to see where you are going to do it. Do you

upconvert everything for your master control switcher? Do you run standard def because the master control switchers are still 270 Mb/s? Today the price difference between doing 270 and 360 is nothing, so it's crazy not to do at least a 360 infrastructure."

KHON-TV has decided to go with Sony's Betacam SX tape format for news. Improvements in Panasonic's DVCPRO as well as Digital-S (the format used by KITV) made the decision more difficult, Baker says, but the station had been shooting on analog Betacam for years and has been satisfied with performance.

With a support facility in Honolulu, Sony will be able to provide hands-on support. "Sony has a major presence here in Hawaii," he says.

KHON-TV will use Sony 900 studio cameras with Radamec robotic control. It has ordered five Sony 700 nonlinear editors and one Sony 100 editor that will be connected to a Sony news server. Associated Press' Electronic Newsroom Production System will allow journalists to receive news feeds and edit clips on their desktops. Each computer will be linked to the Sony news server for playout.

In addition to using Sony news servers, KHON-TV will use Hewlett-Packard Media Stream servers for programming and commercial playout under the control of a Louth automation system.

"We finally get the opportunity to get away from tape," says KHON-TV director of engineering Dave Moore. ■



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Broadcasters face ENG crunch

Stations look to be compensated for problems created by the shrinking spectrum

By Bill McConnell

Broadcasters are battling to make sure they get a good price for spectrum they are losing—spectrum they are now using to beam coverage of news, sporting and other live events back to their stations

Within the next two months the FCC is expected to disclose how the industry will be reimbursed for electronic newsgathering spectrum the government is taking away for use in global wireless phone systems. Under a reallocation ruling issued in November, the FCC will shift broadcasters' ENG spectrum from the 1,990mhz-2,110mhz band to the 2,025mhz-2,110mhz band. The change will also cut the available spectrum from 120mhz to 85mhz, thus slashing the size of the seven ENG frequencies from roughly 18mhz to 12mhz.

Mobile satellite services (MSS) providers that plan to offer the new phone service, including Comsat, Hughes Space and Communications, Personal Communications Satellite Corp. and Celsat America, are trying to persuade the FCC that reimbursement should be kept to a bare-bones minimum. One plan MSS operators have floated is to reimburse broadcasters for



FCC plans to auction off part of the ENG spectrum may force broadcasters to install expensive digital microwave equipment in their ENG vans.

only the depreciated value of their ENG equipment.

But broadcasters insist that idea would give them far less than they are due for re-equipping their transmission trucks and receiver sites to adjust for the smaller spectrum size. "Under FCC rules new entrants are required to pay all of the relocation costs of displaced

spectrum users. There's no leeway there," said Lynn Claudy, the National Association of Broadcasters' senior vice president for science and technology. The NAB wants the FCC to order the satellite companies to begin price negotiations as soon as possible.

Joining the NAB in its demand for a higher price are the Association for Maximum Service Television, the Radio-Television News Directors Association, and several broadcast station groups.

Reimbursement only for the depreciated value of soon-to-be obsolete equipment "is inconsistent with any reasonable standard for 'comparable facilities,'" RTNDA, Cosmos Broadcasting and other station operators told the FCC in comments filed March 5.

RTNDA urged that broadcasters be paid the full cost of replacing their equipment, which must be changed because the ENG services are being moved to a new spot on the radio spectrum and they are being forced to rely on channels with smaller bandwidths. Broadcasters are entitled to replacement costs plus an additional 22%-48% to cover sales taxes, shipping, legal, engineering and installation costs, said RTNDA.

The typical station, with three live trucks and two receive sites, will be due



This shot, taken from Tribune's digital ENG trial in Chicago, shows a side-by-side comparison of NDS' digital COFDM system (l) and an analog system (r).



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\$75,000 for equipment alone, plus up to another \$36,000 for the additional costs, according to RTNDA. Digital stations may need as much as \$370,000. The estimates could be more than four times that amount at large-market stations, which may have as many as 12 live trucks and four receive sites as well as helicopters and traffic cameras. Some stations also would have to replace microwave dishes and transmission lines at a cost of \$150,000 per station.

Staffers in the FCC's Office of Engineering and Technology, who are expected to make their recommendation to the five commissioners in the next month or so, would not say how they plan to come down on the reimbursement issue. But broadcast industry officials familiar with the deliberations are confident their more lucrative plan will prevail. They also take heart that their plan mirrors other reimbursement plans used under the FCC's emerging technology spectrum rules. And Chairman William Kennard vowed to stick by the old rules when the current spectrum reallocation plan

was unveiled in November. "I believe we have made a wise decision...to extend [emerging technology] policies to the relocation of licensees in the broadcast auxiliary service," he said.

But satellite providers insist that the FCC has changed its thinking. The reallocation order issued in June pointed out that some co-existence between the ENG and satellite services "may be possible."

The mobile satellite providers would begin to receive new spectrum from fixed providers beginning Jan. 1, 2000, but when the exchange of ENG spectrum would occur is still up in the air.

But broadcasters aren't entirely on the same page in the reallocation fight. The NAB is urging the FCC to quickly establish the reimbursement formula and set a timetable for the transition. The RTNDA and smaller station owners prefer that the switch be staggered over several years so some broadcasters can stay on the current ENG spectrum until any technical bugs are worked out, including the shift to digital ENG transmissions. RTNDA also has not given up hope that the FCC will

reverse its decision to cut the amount of ENG spectrum, even though Congress mandated the reduction.

"This is going to cause chaos for the industry because the narrow channel bandwidth will not be sufficient for analog ENG transmissions and digital technology is not ready," said Scott Patrick, an attorney for the Washington firm Dow, Lohnes & Albertson. The firm represents Cosmos Broadcasting and other station groups.

But the NAB argues that although the smaller channel size is regrettable, the issue is closed and equipment manufacturers need to begin modifying transmitters and receivers for the new standards. Delaying the transition would hurt the industry because the ability to send news feeds nationwide is dependent upon having a single standard, noted the NAB's Claudy. For instance, large-market stations may not be able to cover major stories from remote locations such as the FBI stand-off at Waco, Texas, or the arrest of the Unabomber in Montana if those smaller markets were still using incompatible ENG frequencies.

"The transition needs to be seamless and to not require a significant amount of time," said Mary Newcomer Williams, a Covington & Burling attorney who represents the NAB. "Otherwise broadcasters can't provide the kind of coverage viewers have gotten used to."

Making spectrum sharing even more unpalatable in the NAB's eyes are attempts by some satellite companies to be exempt from reimbursement. Cel-sat, for instance, argues that it has developed a hybrid system that will not cause interference with broadcasters that remain on the MSS band. "Relocation costs should be borne only by [new entrants] who cannot share the spectrum with incumbent users," said Cel-sat attorney Antoinette Cook Bush in comments to the FCC.

The ENG reallocation has a tortured history. The FCC first announced it would cut the spectrum size from 120mhz to 105mhz in March 1997. But later that year Congress ordered a big portion of that spectrum to be auctioned, a move that would have cut the bandwidth available to ENG to only 70mhz. At the urging of the administration, the FCC in November returned 15mhz to the industry after the National Telecommunications and Information Administration promised to find some other spectrum to sell. ■

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TECHNOLOGY



CUTTING EDGE

By Karen Anderson and Glen Dickson



WNET gets in the HD swing with a jazz program produced in conjunction with NHK

Swingin' with HD

WNET New York has produced a high-definition version of its *Great Performances* program, *Swingin' With Duke: Lincoln Center Jazz Orchestra with Wynton Marsalis*. WNET will broadcast a downconverted version for NTSC that will air May 12 at 9:00 p.m. and be distributed in HDTV to PBS stations nationwide that are currently broadcasting DTV. The program mixes footage from concerts and swing dance clubs with archival footage of Ellington. *Swingin'* was produced in conjunction with NHK using four Sony portable HD cameras and five HD studio cameras, a Sony HDCAM studio deck and four Panasonic D-5 recorders. All editing was done on an Avid Media Composer.

Fox saves \$33 million with Digital-S

According to Fox Television's calculations, the company has

saved \$33 million by using JVC's Digital-S as the in-house videotape format for Fox News Channel and Fox Sports News and the archive standard for the Fox Network Center. The savings

prompted Fox to spend \$3 million more for Digital-S editing recorders and players. According to Andrew G. Setos, executive vice president of News Corp.'s news technology group, the \$33 million figure represents savings from comparing the cost of Digital-S to the three "prevailing digital formats"—Panasonic D-5, Ampex DCT and Sony Digital Betacam—available at the time Fox made its decision in 1996. "We compared it to the various digital options, considering the cost of machines, the cost of heads, the cost of videotape stock, and our assumptions about how frequently we would have to replace the heads."

SGI builds hi-def I/O board

SGI has developed a high-definition input/output (I/O) board, the XT-HD, that will allow its Onyx2 workstation and SGI Origin server to generate and accept real-time, uncompressed HDTV in the 1080i,

1080p and 720p formats. SGI says the board will allow customers to reduce the cost and time of HDTV post-production. The XT-HD board for the Onyx2 will ship in June for \$18,000, while the model for the Origin 200 and 2000 servers will be available by the end of 1999. Post-production vendors who will be at NAB '99 demonstrating solutions using the XT-HD include Discreet, Jale and Philips.



SGI's high-definition input/output board will allow SGI's Onyx2 and Origin platforms to handle uncompressed HDTV.

HRS Picks AMS Neve consoles

Hudson River Studios, a television and film production complex being built in New York City, has selected AMS Neve Libra Live audio consoles for use in four of the facility's studios. Two 48-fader and two 24-fader Libra Live digital on-air production consoles will be installed in the live television production facility at its opening next year.



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CBS' cheap shot at success

Vertical-integration strategy also entails streaming video to fill out the picture

By Richard Tedesco

On the road to building a major Internet empire, CBS is clearly going against the grain: it's not throwing money at the Web.

Unlike Disney and NBC, which have invested significantly in online development, CBS is doing it on the cheap. It is stringing together Web properties in trade for promotional spots as it seeks a cohesive 'Net strategy. The latest acquisitions, hollywood.com and storerunner.com, are incidental stops on the road to what CBS hopes will be a blockbuster, brand-building endgame—with a potential initial public offering and the means of selling advertising across all media as potential payoffs.

Still, CBS' strongest play remains to be made, a network official said. Flush with cash from spinning off its Infinity Radio station group in December as an IPO, CBS now appears poised to leap into 'Net broadcasting with Infinity.com, an online entity that would rival Broadcast.com by streaming live audio from the 164 Infinity stations and some video from CBS TV stations. "We're certainly contemplating it," said Fred Reynolds, CBS chief financial officer, who formulates its Web strategy with Mel Karmazin, CBS president and CEO. "We have terrific content. We have all the ingredients" for Infinity.com to become a reality by year's end.

Acquisitions of a health site and a women's site are also high on CBS' list, he said.

Media analysts consider Infinity.com a likely move. "When you've got stations in the top 50 markets and you're covering close to half the country with your radio stations, it makes a tremendous amount of sense," says Tom Wolzien, media analyst for Sanford Bernstein & Co.

Personalities with the national appeal of Don Imus and Howard Stern strengthen prospects of drawing an online audience at nominal cost.

Another expert, Tim Wallace, broadcasting analyst for Lehman Brothers, believes CBS realizes the unique quality of its product and has been contemplat-



hollywood.com fits CBS' vertical strategy in the entertainment category.

ing the Infinity.com strategy all along. "They've held back their radio stations from Broadcast.com for a very specific reason," Wallace said. "They could basically create another Broadcast.com."

Broadcast.com, the most popular online broadcasting site, claims an average of 1.1 million visitors daily.

Streaming video is vital to fill out that picture, said Wallace, adding: "Just putting radio stations over the Internet is not the business they want to be in."

Further, analysts said that CBS can



storerunner.com gives CBS a virtual shopping mall property.

differentiate itself by leveraging its on-air network content online. Streaming news content from its TV stations—a tactic ABC is starting to exploit with its station group—is a likely initial video strategy.

They caution that some potential pitfalls await CBS, however. What the network lacks is a business plan to drive Infinity.com that would structure exactly how it generates revenue to jus-

tify its existence.

That somewhat solves itself if CBS uses its TV and radio assets to drive an audience online. "I'm not sure how they're really thinking about it," said Paul Sweeney, broadcasting analyst for Salomon Smith Barney. "What they do know is that their media properties possess one tremendous asset: the ability to deliver a mass audience."

Apart from simply extending its signals into cyberspace, Infinity.com neatly serves an essential CBS objective: selling advertising across all media. "We want to be as close to one-stop shopping for advertisers as we can," said Reynolds, who believes building its Internet portfolio is essential.

That's where hollywood.com and storerunner.com come in. All told, CBS spent just \$200 million of its own airtime. It's a formula CBS will follow for other items on its shopping list. It's a replicated strategy of how CBS played catch-up in the 'Net game in 1997, committing \$112 million to acquire SportsLine USA and build MarketWatch with Data Broadcasting.

"We're trying to build verticals that fit well with us," said Reynolds. Hollywood.com fits in the entertainment column. A women's site would appeal to CBS' daytime audience.

An umbrella portal for those sites is under discussion, according to Reynolds, who said CBS doesn't have a clear concept for a portal structure.

Disney's strategy with the Go Network, providing entry to a strong group of sites that includes ESPN.com, ABCNews.com and the Disney properties, is a powerful model. The question is whether CBS will boast the online muscle to mimic it.

Bill Bass, senior analyst for Forrester Research, is doubtful. "They don't have nearly enough assets to do something like Go," he said.

Bass sees strong potential in a health site, capitalizing on the 'Net's community ethos, and women's sites as the 'Net audience expands and becomes "more like mainstream America."

But he said Disney's strength in cable translates well to the Web, while CBS' audience holds much less crossover potential: "When you look at the audience for *Touched By An Angel*, there isn't a hell of a lot of overlap there."

But CBS' basic focus on news, sports and entertainment with its own CBS.com site creates a collective 'Net gravity. CBS.com is also the working title for a new corporate structure and IPO of 'Net properties that Karmazin has been publicly touting.

"Ultimately, you wind up owning the content for all these sites and all these guys in a mature business wind up as part of CBS," said Wolzien. ■

CNNfn pairs with PCQuote

By Richard Tedesco

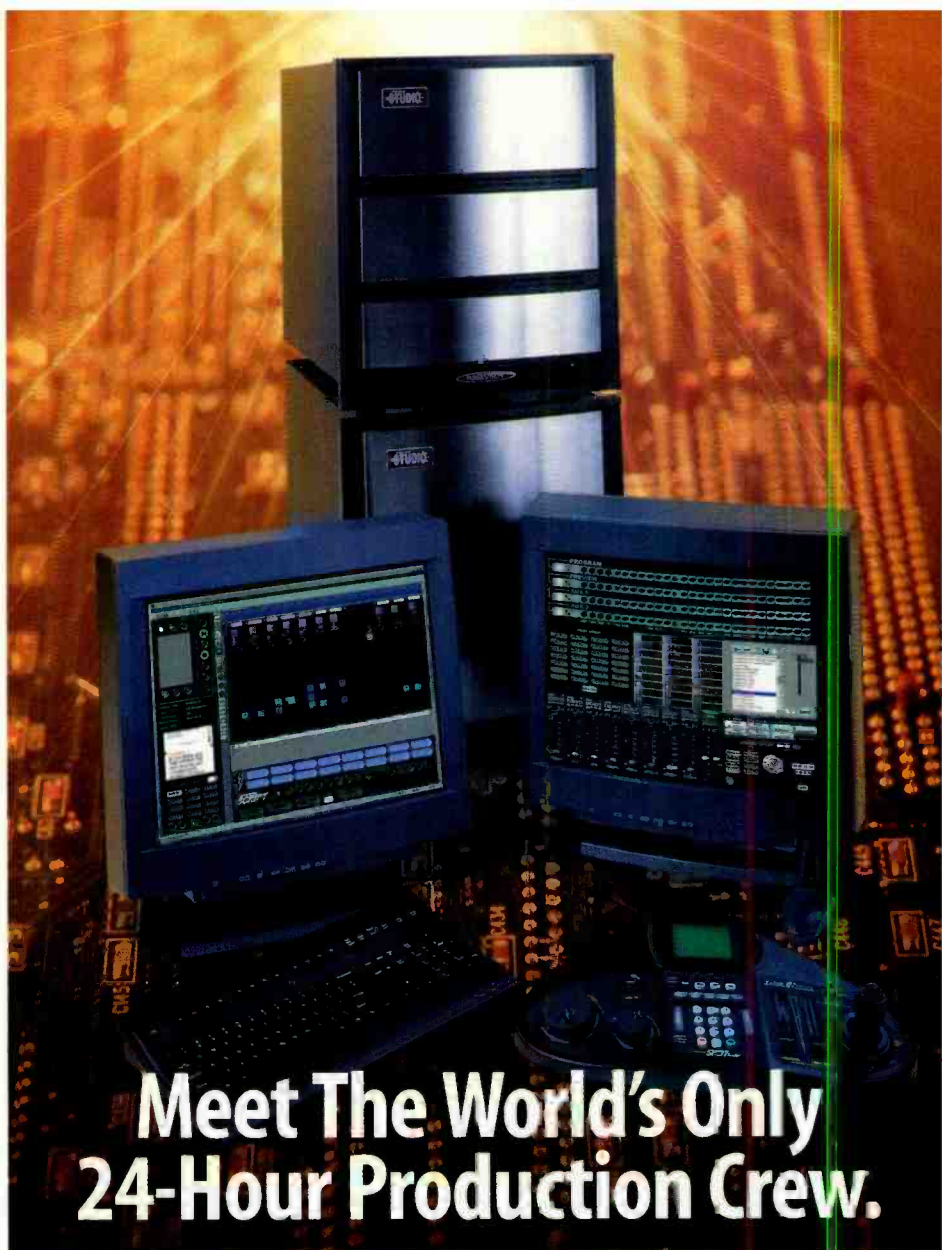
CNNfn last week struck a strategic partnership with PCQuote.com and will take a minority stake in the market data Web service. The partnership coincides with CNNfn's recent announcement of plans to launch a full-service Internet financial news and information directory with search capability by June.

PCQuote.com and CNNfn.com will each provide financial news and links to the other's Web site. CNNfn.com headlines will appear on PCQuote.com, which will provide its real-time stock quotes on CNNfn.com. The alliance is the latest in a series of ties CNNfn is creating toward boosting CNNfn.com's profile with the financial community online.

"The PCQuote.com relationship is consistent with our long-term strategy to provide the highest possible value to our Web users," says Lou Dobbs, president of CNNfn.

Intuit and Inktomi currently provide software to CNNfn, which features a bond database from Barra Inc. and access to trading accounts on Discover Brokerage and E*Trade.

CNNfn.com, which generated annual revenue of \$25 million last year, is among the properties being considered for an Internet IPO package expected from Time Warner. ■



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Finding the missing link

After TCI, Jerome Kern confronts another entrepreneurial test

By Price Colman

When Jerome Kern dealt himself out of a job as vice chairman of TCI, he could have worked anywhere. Or, given his substantial wealth, nowhere at all.

But he picked LinkShare, a little-known Internet start-up that seeks to become a major clearinghouse for e-commerce transactions, becoming CEO. In doing so, Kern has sent an unmistakable message to the investment community and Internet aficionados alike: LinkShare's obscurity is about to end.

Kern was TCI vice chairman from June 1998 until TCI's merger with AT&T—which he helped engineer—closed in March. His other credits include a stint as an attorney at the prestigious New York law firm Baker & Botts and as outside counsel at TCI.

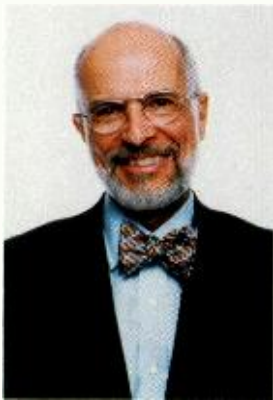
"What I bring to LinkShare is experience, access and credibility in the financial marketplace," says Kern.

Kern's cachet and contacts will be particularly important for LinkShare, which differs from the sexy portal companies or electronic storefronts that measure the fences for e-commerce home runs. LinkShare is just looking for base hits as a facilitator and tracker of online transactions.

"Most banner ads are sold by impression, but LinkShare is capturing information on how people react to the banner," says David Alschuler of Boston-based Aberdeen Group, a market research and analysis firm.

Positioning itself as matchmaker and go-between for Internet advertisers and merchants, the 3-year-old startup works something like this:

After seeing a banner ad on his portal, Joe Netsurfer orders a Mother's Day bouquet for his mom from the 800-FLOWERS Internet site. Joe's about to sign off when he sees an Omaha Steaks ad on the 800-FLOWERS site, coupled with the reminder that Father's Day is only a month away. A few more clicks and Joe has ordered Father's Day filets for dad as well.



Kern's contacts and expertise are welcome at fledgling start-up.

Joe Netsurfer is a LinkShare dream come true. Because 800-FLOWERS and Omaha Steaks are LinkShare clients, LinkShare picks up a small percentage—LinkShare says only that the numbers "are flexible"—of each of Joe's orders. And because Joe clicked on the Omaha Steaks banner ad on the 800-FLOWERS site, the cyber-florist gets a referral fee.

There's more. As LinkShare clients, Omaha Steaks and 800-

FLOWERS have purchased LinkShare's proprietary tracking software to measure what happens in a transaction—from the first click on a banner ad to a completed sale and referral.

"Anywhere there's interactivity, LinkShare plays a role," says Steve Messer, the firm's president and co-founder (with sister Heidi). "When you're betting on e-commerce, you're betting on LinkShare."

LinkShare has about 150 clients, including computer maker Dell, Avon Products, FAO Schwartz, CBS Sports Line, and Cyberian Outpost. In all, it has signed up more than 10,000 Web-sites for its affiliate network.

In a medium fraught with uncertainty about the reliability of Internet advertising, LinkShare's approach gives "a level

of comfort to the advertiser and sponsoring site alike," where each partner "can have appropriate payment and compensation," says Alschuler.

Still, a lot of challenges are mingled with LinkShare's opportunities, says John Hearn, lead analyst for interactive marketing at Gartner Group, a market research firm.

"LinkShare wants to be a generalized clearinghouse for deals between online organizations," Hearn says. "The announcement of new management seems to be well aligned to that vision. But the real challenge is going to be explaining the definition of the company, selling it to clients, then selling it to Wall Street."

If anybody can do it, Kern can, says Julian Brodsky, vice chairman of cable powerhouse Comcast as well as Kern's friend and fellow LinkShare board member.

"It's extraordinary that a guy of Jerry's reputation, ability and sophistication would invest his own money and be CEO of a relatively young company," says Brodsky. "Jerry has fantastic skill at reducing complex things to real-world practicality."

LinkShare is closely held by investors, including the Messers, Kern and some unnamed venture capital funds. With a new round of financing in the works, Kern isn't ruling out an IPO and says he would welcome interest from his old buddy, John Malone, now head of Liberty Media Group.

But for LinkShare to play Cupid at the e-commerce party, it needs to stay independent, Kern says. "Everyone we've talked to wants to own us. But for us to be valuable, it's important to remain independent. I think my coming to the company will emphasize that." ■

Dueling Web tunes

Microsoft, RealNetworks in online music battle

By Richard Tedesco

Microsoft and RealNetworks, already rivals in video streaming, are now competitors in the race to create technologies for digital music delivery.

Microsoft Corp. unveiled its software solution, MS Audio 4.0, at a Los Angeles music club event last week. Microsoft is touting MS Audio as an alternative to the predominant MP3 software that has

stirred up the music industry by enabling pirate downloads of music online. But efforts by Microsoft to pump up support for MS Audio among the major record labels fell flat.

Simultaneously, RealNetworks struck a \$75 million stock deal to acquire Xing Technology, one of the leading developers of MP3. That deal came on the heels of RealNetworks pact with IBM to develop a product that allows digital music downloads

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WHAS-TV

Louisville, Ky.

ABC, ch. 11

Site features: Live streaming of newscasts daily at 5 a.m., noon, 5, 5:30, 6 and 11 p.m., and Louisville Tonight Live at 7 p.m.; Storm Team Nexrad Radar and Doppler Radar; links to ABCNews.com, ESPN and Go Kentuckyiana, local entertainment/restaurant guide in partnership with Lexington Herald Leader

Site launched: Late 1996; relaunched March 1, 1999

Site director: Roger Taylor, WHAS Webmaster

Number of employees: 2

Design: in-house, iXL

Streaming technology: RealVideo

Traffic generated: Averaging 8,000 page views daily

Advertising: Banner ads

Revenue: N/A

Highlights: Weather reports, always a big draw in Louisville, along with the latest about the upcoming Kentucky Derby; WHAS drew 2,300 page views on its weather radar maps alone last week

—Richard Tedesco

with IBM's electronic music management system.

IBM is testing that system with five major music labels in a trial set to start over the Road Runner high-speed cable 'Net service in San Diego, with the new RealNetworks technology to be incorporated during the course of that test.

The major music labels are looking for a uniform solution in the secure digital music initiative (SDMI), hoping to establish common ground for a secure method of selling music online, along with the players to enable PC users to hear it. "While these announcements indicate movement in the right direction, they do not fully address our concerns regarding security and interoperability," says Kevin Conroy, senior vice president of worldwide marketing for BMG Entertainment, which is participating in SDMI and the IBM test.

So RealNetworks is playing ball with IBM as it focuses on the legitimate use of MP3, including the 10,000 artists who provide content to MP3.com. Rob Glaser, RealNetworks CEO, is professing a "format agnostic" attitude. "If somebody's trying to cram an alternative to SDMI down the throats of the major labels, they're not going to be very successful," says Glaser. "Likewise, if somebody is trying to cram an alternative down the throats of the indigenous MP3 community that's sprung up, I don't think they're likely to be successful."

Microsoft's hard-sell tactics—including trashing the SDMI effort in

which it's participating—were a factor in turning off record label executives

"If you're the music industry, do you want to bless a pirate format or force novice consumers to change over?" says Mark Hardie, senior analyst for Forrester Research, who says the music label's unresponsiveness to Microsoft isn't necessarily a reaction to the Redmond, Wash., giant itself. "It has nothing to do with them or the format," says Hardie. "It has to do with the fact that the record industry just isn't ready."

Gary Schare, lead product manager for Microsoft's Windows Media, claims labels feared increased piracy with the release of MS Audio, which enables faster downloads than MP3. "They were so impressed with the audio quality that they got frightened about the rights issues," he says.

But Schare says Microsoft is most intent on establishing MS Audio as a de facto standard. And it will advance that cause by bundling it with Windows 5.0 when that ships in June—notwithstanding the prospect of prompting more music piracy. "As a company that makes its living selling software, we're concerned. But there is a legitimate use for music on the PC," says Schare.

Meanwhile, Lucent Technologies, Liquid Audio and AT&T have technologies for the nascent digital music downloading space. And if it does come down to a slugfest between RealNetworks and Microsoft, even SDMI isn't likely to settle that fight in the foreseeable future. ■

BRIEFS

SBC expands ADSL reach

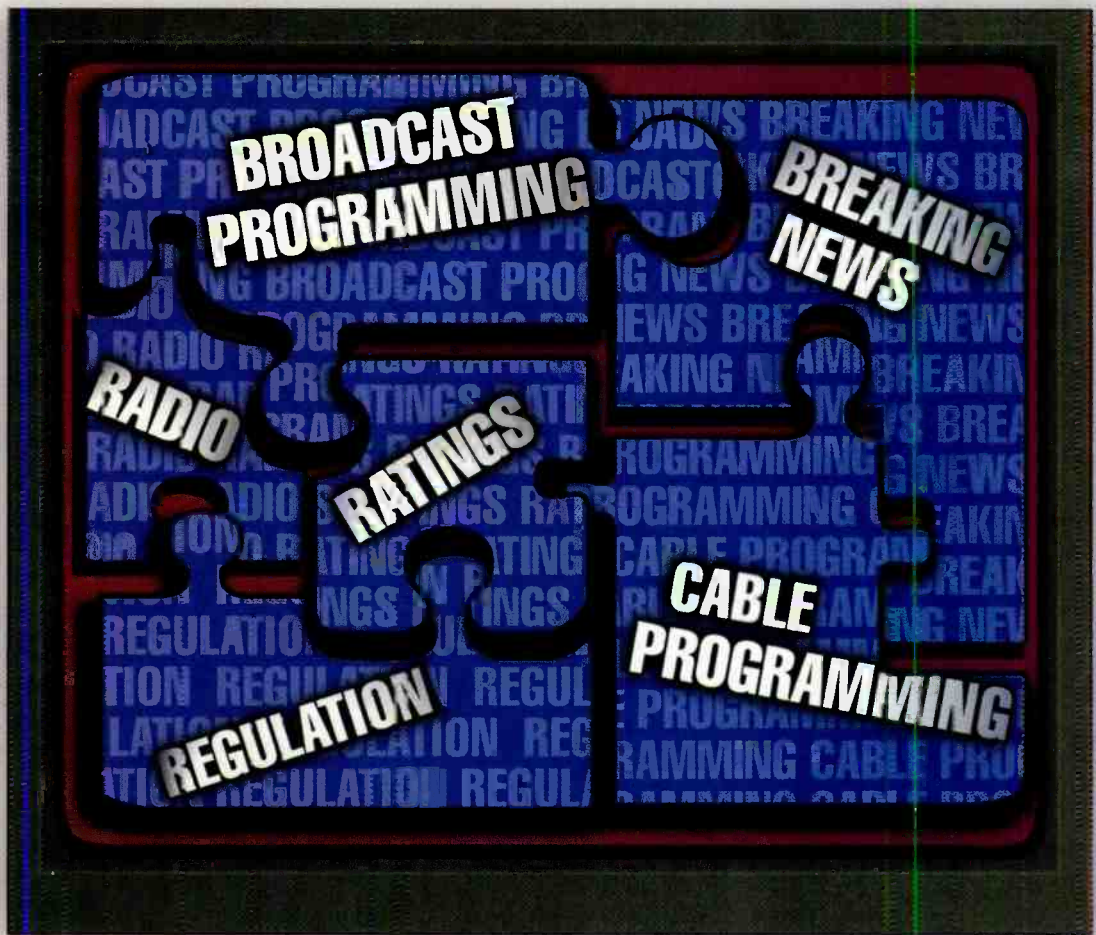
SBC Communications is rolling out high-speed asymmetrical digital subscriber line (ADSL) service to the Houston, Dallas and Austin markets. The Texas ADSL deployments are part of an effort to make the Internet access technology available to 8.2 million consumers and 1.3 million businesses by the end of the year. The move includes establishing Southwestern Bell

Network Integration, a data networking center, in Dallas.

SBC introduced ADSL in California in 1998 through Pacific Bell, which will reach 5 million consumers and 900,000 businesses by the end of 1999. SBC intends to deploy the service in its Nevada Bell service territory, and its Southern New England Telecommunications unit is currently conducting trials.

CMT music video debut online

Country Music Television and its www.country.com will simultaneously debut a Brooks & Dunn video during CMT Delivery Room on Wednesday April 21 at 10 a.m. (ET). The music video, to be streamed with Microsoft Windows Media, marks the first debut of a country music video both on air and online.



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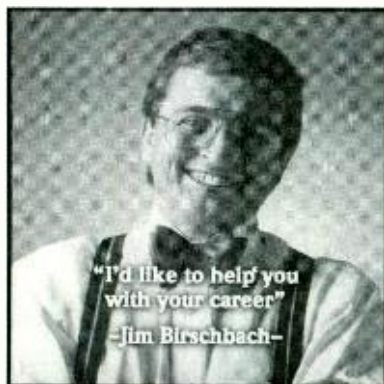
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Traffic Manager, KOB-TV, Albuquerque, NM. Top 50 market seeking a traffic manager with BIAS experience as well as management experience. Strong communications and organizational skills required, along with good attention to detail. Send resume to: KOB-TV, Job #11-99, 4 Broadcast Plaza, Albuquerque, NM 87104. EOE/M-F.

Sales Manager: KAUZ-TV Wichita Falls, Texas has opening for sales manager to oversee local team. Our new SM will have 3 - 5 years sales experience, good communication skills, strong interpersonal skills and "burnin' desire". Resumes to Gary Powers, KAUZ-TV, PO Box 2130, Wichita Falls, TX 76709 or email to email@kauz.com. EEO.

Local Sales Manager - WNYT-TV, the leading station and NBC affiliate in Albany, NY is looking for an individual that will lead and motivate an experienced sales staff. Candidate will have college degree, and 3+ years of proven television sales. Strong working knowledge of TV Scan, Scarborough and computers a must. Send resume to Tony McManus, WNYT-TV, PO Box 4035, Albany, NY 12204. EOE.

General Sales Manager, KOIN-TV, CBS in beautiful Portland Oregon (market rank 23) seeks talented and experienced General Sales Manager to join our winning team. This key position reports to the general manager, and is responsible for leading the sales and sales/marketing efforts at KOIN-TV. In addition to a proven record of success in broadcast sales management, the top candidate will have the demonstrated ability to grow station revenue share, develop sales staff, practice goal management, design and implement innovative sales and sales/marketing programs, and work effectively in a team environment. Must be a willing and enthusiastic ambassador with local and national customers. Please send application, resume and cover letter outlining your ability to manage change and respond to competitive pressures. State your salary history and objectives. To request an application call our KOIN-TV operator at (503) 464-0600. Send application, letter and resume ASAP to: KOIN-TV Human Resources, General Sales Manager Search, 222 SW Columbia, Portland, OR 97201. KOIN-TV/Lee Enterprises are Equal Opportunity Employers.

Account Executive: 2 positions open at WTXX, CT's UPN affiliate and home of the champion UCONN Huskies. Preferred applicants will have prior television sales experience, a proven track record in new business development and a strong desire to succeed. Established relationships with CT and regional advertising agencies a plus. Please send resume and cover letter to: Human Resources, WTIC & WTXX Television, One Corporate Center, Hartford, CT 06103. EOE M/F.

Local Sales Manager: Raleigh-Durham-Fayetteville, one of the fastest growing DMA's has an immediate opening for a dynamic local sales manager. Lead this sales team of top professionals into the new millenium. TV Scan, Scarborough, CMR and research a must. Excellent compensation and benefits. Group owned. Send resume and qualifications to: General Sales Manager, WKFT TV, P.O. Box 2509, Fayetteville, NC 28302. EOE.

National Sales Manager: WWHO-UPN 53, one of Viacom's newest stations seeks a high energy, results oriented individual to effectively lead and focus the national sales force. Strong experience in the New York, Detroit, and Chicago media communities preferred. This individual will direct and motivate the national rep to achieve goals and objectives, have strong interpersonal skills, and the conviction to win. Solid and proven ability to negotiate, package, and control station inventory needed. Paramount is an equal opportunity employer. Send resume to: General Sales Manager, WWHO-UPN 53, Dublin Rd, Suite 500, Columbus, OH 43215.

KWBA-TV the new WB station in beautiful Southern Arizona is seeking a highly motivated and professional sales AE to add to our current sales staff. Candidates must have a minimum of two years of "independent-type" selling experience and be able to demonstrate a successful track record of achieving high shares (at great rates) through effective packaging and presentations. The ability to sell sponsorship, specials, sports, and weather updates, etc., is a must. Leadership skills and management potential will also be important. Send resume and documented sales success ASAP to: Human Resources, KWBA-TV, 3481 E. Michigan, Tucson, AZ 85714, or fax to (520) 889-5855. Resumes are being accepted until cost of business April 23, 1999.

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Chief Engineer and Operations Manager. Immediate opening with small progressive television group based in Los Angeles with full-power and low-power stations across US. Minimum 5 years experience in maintenance of transmitters and master control equipment. Engineering responsibility for constructing stations and then for overall hands-on operation. Good computer, communications and management skills required. SBE certification preferred. Formal education equivalent of AA degree in electronics. Fax resume to Human Resources at 323-469-2193 or email to elissa@loop.com.

KENS-TV a subsidiary of Belo is taking applications for an Assistant Chief Engineer. Requirements are 8 years as a broadcast maintenance engineer and 3 years management experience. Prefer BS degree in Electrical Engineering and SBE certification. This is a hands-on position; person must be able to install, repair and maintain various types of equipment - analog/digital switchers, studio cameras, tape machines, editors and related terminal gear. Applicant must have good people skills and extensive knowledge of video servers, computer system support and video compression technologies and ready for the digital era. Applicants should send resume to the attention of Personnel Director (reference position #99-410-02) at P.O. Box TV5, San Antonio, Texas 79299. We are an Equal Opportunity Employer.

Chief Engineer: Trinity Broadcasting station - Upstate New York. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, Mail: P.O. Box C-11949, Santa Ana, CA 92711; E-mail: Bmiller@TBN.ORG; Fax: 714/665-2101. M/F EOE.

Chief Engineer and Operations Manager. Immediate opening with startup TV station in south-central Michigan market. Minimum 5 years experience in maintenance of transmitters and master control equipment. Good computer, communications and management skills required. SBE certification preferred. Formal education equivalent of AA degree in electronics. Fax resume to Human Resources at 323-469-2193 or email to elissa@loop.com.

Chief Engineer: KAUZ-TV Wichita Falls, Texas will soon have an opening for a hands-on Chief Engineer. Resumes to Gary Powers, KAUZ-TV, P.O. Box 2130, Wichita Falls, TX 76309 or email to email@kauz.com. EEO.

Chief Engineer- WAND-TV the ABC in Decatur, Illinois has an opening for a Chief Engineer. Job functions include: inspect, direct and/or perform testing, maintenance and repair of studio and remote broadcasting equipment. Establish, enforce and follow procedures for operation and maintenance of studio, remote control and microwave transmission equipment. Maintain FCC compliance for the facility. Prepare and maintain annual engineering operational expense budgets and capital project budgets. The successful candidate will also have the following: FCC Radiotelephone General Class and/or SBE Certification preferred. Strong RF background. Experience with digital video systems and DTV integration a plus. Demonstrated ability to handle multiple tasks, supervise staff, delegate and/or perform specific assignments and work under pressure. Minimum 5 years of television broadcast engineering experience and a Bachelor's Degree in a related field or equivalent combination of education and experience. Send resume and Cover Letter to WAND-TV, Attn: President/General Manager, 904 Southside Drive, Decatur, IL 62521. EOE.

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Producer/Writer (Television). International Christian Relief organization located in western NC seeking a television producer with strong broadcast quality writing and creative skills to write and produce programs, promos, PSAs, direct response, features, and corporate videos. Minimum of 3-5 years experience required. Must be able/willing to travel at any time. If interested send resume to Box 01533 EOE.

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Producer: If you are right for this job, you enjoy formatting and creating your own shows. You can write clear, concise and accurate copy in minutes, and your editorial judgement is strong. 3+ years TV newscast producing experience and a willingness to work hard will help you nab a job at one of the best stations in the country. You must be willing to work various shifts including nights, weekends, and early mornings. Send resume, recent non-returnable show tape with a brief critique (no calls/faxes) to Camille Edwards, Asst. News Dir., WVPI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

Photographer/Editor: KJRH 2NEWS NBC in Tulsa seeking aggressive, eager, easy-to-work-with photographer. Previous video photography and editing experience preferred. Must know how to operate a microwave live truck. *No phone calls please.* Send resume to: KJRH 2NBC, Lori Doucain, PO Box 2, Tulsa, OK 74101. EOE.

Photographer/Editor: Full time News Photographer/Editor wanted in growing, competitive market. Must have 2 yrs experience in shooting/editing on DVC-PRO or Beta formats. Avid Newscutter is a plus. Must have Microwave Live Truck experience. Must be able to work quickly under multiple deadline pressure. Send tape (DVC-PRO, Beta or VHS) and resume to Box 01535 by April 28th, 1999. EOE.

Newschannel 8, the region's only 24-hour local news station, is looking for a photo-journalist. Visit our joblink at www.newschannel8.net for more information. To apply, please send cover letter, resume, and non-returnable tape to HR, NEWSCHANNEL 8, 7600 D. Boston Blvd., Springfield, VA 22153. No telephone calls, please. EOE.

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KXLY ABC-4 is looking for someone to co-anchor our weekend newscasts and do some weekday reporting. 2 yrs. exp. reporting or anchoring and journalism or related degree are min. requirements. Send resume and tape with your last 5 stories to EEO Coordinator, KXLY-TV, 500 W. Boone Ave, Spokane, WA 99201 by April 23, 1999. NO PHONE CALLS. EOE.

Morning Newscast Producer: Are you ready to take over the highest rated morning newscast in Tampa? If you believe you have the formula and winning edge to compete in an aggressive market with lots of breaking news, then you are the person we want. WFLA-TV, NBC/Tampa, is looking for a 6am producer. We want a producer who will keep this newscast focused on a harder news approach. You must be aggressive, creative and have a clear vision on what makes a morning newscast relevant to the community. You must be a great writer with a flair for production values. This is a newsroom that puts a high value on people who can think, create and contribute to our overall success. Must possess more than two years on-line producing experience, a college degree and good computer skills. Send newscast, resume and references to: WFLA-TV Personnel Dept., 905 E. Jackson St., Tampa, FL 33602. NO Phone Calls! WFLA-TV is an equal opportunity employer M/F, pre-employment drug screening required.

Executive Producer/Reporter: Small market NBC affiliate seeks qualified person to oversee news. 1 year experience. Must be familiar with all aspects of news. Reporting an on-air abilities essential. Resume and VHS to John Nelson, KOBR-TV, 124 East Fourth, Roswell, NM 88201. No phone calls please. EOE/M-F.

Assignment Editor for NBC affiliate in Temple/Waco Texas. Must be strong newsroom leader able to run day-to-day operation. Responsible for developing stories that touch our viewers. Experience required. People skills a must. Excellent benefit package. Applications accepted through April 30, 1999. Send resume and salary requirements to: KCEN-TV Personnel Dept. 24, P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

Anchor: Strong anchor needed for prime newscasts in the 37th market. We need people who want to be hands on anchors and will complement a strong team of journalists. If you're interested in shaping the news content you will be communicating each day, rush your tape to: Tim Malone, News Director, WOTV 41, 5200 W. Dickman Road, Battle Creek, MI 49016. (No phone calls).

41 Sports: We need another sports star. Our last weekend sports anchor is working in the top 15, so we're looking for a hard working sports journalist. You will be shooting and editing on the latest digital equipment. We do much more than 4 minute sports casts. If you're interested, we need you NOW. Rush your tape and resume to: Tim Malone, News Director, WOTV 41, 5200 W. Dickman Road, Battle Creek, MI 49016. (No phone calls).

News Co-Anchor: Midwest ABC affiliate is searching for a main Co-Anchor for 5, 6 & 10pm newscasts. We're looking for an upbeat, experienced candidate with a personable on-air manner. Good reporting skills as well as community involvement is essential. We're part of the Young Broadcast Group just one hour from Chicago. For immediate consideration send resume and VHS tape to: WTVO-TV, News Director, Mike Wright, 1917 N. Meridian, Rockford, IL 61105. EOE. No Calls.

Anchor. Proven communicator needed for 82nd market ABC affiliate to complement already established male counterpart. This is a hands-on position with supervisory responsibilities. Must have minimum 3-5 years reporting/producing/anchoring experience, excellent broadcast writing skills and strong news judgement. Send non-returnable tape, resume, news philosophy and references to Debra Harris, News Director, WAND, 904 Southside Drive, Decatur, IL 62521. EOE. No calls, please.

Anchor/Producer: Looking for aggressive, hardworking, team player to produce and anchor weekend newscasts and report during the week. Priortelelevision anchoring and producing experience is required. Must have college degree in Journalism, Television Communications or related field. Send resume and reel to: Sharon Quackenbush, EEO Officer, WEYI-TV NBC25, 2225 West Willard Road, Clio, MI 48420. EOE. M/F. No Phone Calls Please.

News Promotion Producer: News is our Number One product, and Northwest Ohio's dominant TV station seeks a strong News Promotion Producer to help sell it! If you have the ability, we have the production tools to make it happen! Two years hands-on writing/editing/producing experience and degree in related field a must. Resume and tape to Personnel Administrator-119, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. EOE.

News Director/Anchor Marquette, Michigan (DMA #175) Are you really passionate about local news? Are you committed to help, coach, train and critique the work of your staff? Do you have excellent writing, editing, reporting, assignment and anchoring skills that you'll bring to the job, and do you consider your staff one of your best sources of ideas? If so, and you embrace our Corporate Culture of broadcast excellence, openness, absolute honesty, respect for others and a strong commitment to community, send a detailed resume, letter of introduction and a tape (Beta, 3/4" or VHS). Our studios are in Michigan's Beautiful Upper Peninsula, with four seasons of outdoor beauty, unsurpassed hunting, fishing and recreation, Lake Superior, and more snow in the winter than you can imagine! We do morning cut-ins, Noon, 6 and 11PM Newscasts, and 11PM weekends. We're a Betacam shop with a great on-air look, an ABC Affiliate, and we're locally owned and operated. Reply to General Manager, WBKP TV5&10, 1122 Calumet Avenue, Calumet, MI 49913. (EOE/MF)

News Reporter Position requires a minimum of 3 years experience in television news reporting. Candidates must possess exceptional writing skills, be able to produce and tell visual stories, conduct interviews in live, on-camera situations, work well with others and be creative with story ideas. College degree is preferred. Send resume with cover letter to Personnel Coordinator, WDSU-TV, 846 Howard Ave., New Orleans, LA 70113. NO PHONE CALLS, PLEASE. AN EQUAL OPPORTUNITY EMPLOYER.

Newscast Producer: WTVR-TV, a Raycom Media in Richmond, VA, is looking for an experienced Newscast Producer. Please send resume to: Trina Lee, WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230. WTVR is an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. No phone calls please.

HELP WANTED MANAGEMENT

Group-owned NBC affiliate in small SW market seeks a creative, energetic News Director. Great opportunity for first-time manager. Send resume to Box 01534 EOE.

Assistant Business Manager. Responsibilities include corporate-level financial operations and reporting (including budgeting, general ledger, audit, credit & collections). Will report directly to Owner/President with responsibilities to CFO at corporate headquarters. Will act as alternate business manager for three subsidiaries (tv stations). Primary responsibility includes personal financial operations for Owner. Qualified candidate will have 5-7 years' experience, preferably in broadcasting industry; accounting degree REQUIRED; CPA preferred. Ability to work independently and prioritize work a must. Must be Bondable. Salary commensurate with experience. Send resume and salary history to: Human Resources, 800 N. Shoreline Blvd, Suite 2700 South, Corpus Christi, TX 78401 or fax (512) 884-0718. No Phone Calls. EOE.

HELP WANTED MARKETING

Research/Marketing Director. WNOL-TV WB38 in New Orleans is offering the opportunity to combine Research and Marketing in this new position. Candidate must have a working knowledge of NSI, TVSCAN, QUALITAP and Scarborough. The Marketing role will be to create new non-traditional revenue sources as well as increase revenue from existing clients. Creativity and strong communications skills are a necessity. Please forward resume to A. Oliva, WNOL-TV, 1661 Canal Street, New Orleans, LA 70112. No phone calls. Deadline: April 30, 1999. EOE.

HELP WANTED PRODUCTION

Weekend Graphics Operator: Austin, Texas television station is seeking an A.M. Graphics Operator. Experience with Chyron Infinitt and Quantel Picturebox helpful. Duties include studio camera operation. Qualified applicants please send resume and salary requirement to Box 01527, Production Operations Supervisor by April 23, 1998. EOE.

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

**HELP WANTED
FINANCIAL & ACCOUNTING**

BROADCAST CONTROLLER

Belo, with headquarters in Dallas, is one of the nation's largest media companies, with a diversified group of television broadcasting, newspaper publishing, cable news, and electronic media assets. We are seeking a Controller for a network affiliated television station that we are about to acquire in Austin, Texas. This position will be an integral part of the station's management team and will be responsible to the supervision of the station's business office and reporting requirements to the corporate headquarters. Qualifications include a college degree, preferably in accounting and three to five years of related work experience in television accounting. Qualified candidates should send their resume to:

BELO

Belo Corporation
400 S. Record Street - 13th floor
Dallas, Texas 75202

Fax: (214) 977-6603
E-mail: belojobs@ahbelo.com

Equal Opportunity Employer

Production Accountant - Large Philadelphia sports production company seeks degreed accountant. Responsible for production budgeting, actualizing of jobs and financial reporting. 3-5 years television or comparable experience required. Ability to work independently and prioritize work a must. Salary commensurate with experience. Send resume and salary history to: Box 01537. EOE.

HELP WANTED LEGAL

ASSISTANT GENERAL COUNSEL

Raycom Media, headquartered in Montgomery and one of the nation's leading broadcasters with over 30 TV stations, is seeking an attorney with a minimum of 3+ years general corporate law experience. Qualified candidate must also be a state bar member. Mail or fax resume and salary requirements to:

**RAYCOM
Media**

Raycom Media, Inc.
Department RB
201 Monroe Street, 20th Floor
Montgomery, AL 36104
(334) 208-1555

Equal Opportunity Employer M/F/D

HELP WANTED PROMOTION

KGOTELEVISION, the ABC owned station in San Francisco is seeking to fill the following positions:

Graphic Designer

Responsibilities will include producing daily news graphics, support for promotion, print and web designs. Must have at least 3 years experience in television graphics. Must be proficient in Macintosh and Quantel equipment. Paintbox, Picturebox, and Hal experience a plus. Must be able to work flexible hours and overtime. Position open till filled.

Senior Writer/Producer

The Promotions Department is seeking an experienced promotion producer to produce promotional pieces for news and programming. Will oversee daily work assignments for producing staff. Candidates should have outstanding writing skills, a strong production background including film experience and a developed sense of graphics. Knowledge of strategic marketing and non-linear editing is helpful. Excellent communication skills and the ability to work well with others is required. Prior supervisory experience is preferred. Position open till filled.

Promotion On-Air Producer

Will write and edit on-air promotional pieces for news, programming, sales and station events. A minimum of 2 years experience in major market news promotion is preferred. Excellent writing skills, non-linear editing experience and strong sense of graphics and audio production are required. Application deadline: April 30, 1999.

Please send cover letter indicating position of interest and resume to:

KGOTELEVISION
900 Front Street
San Francisco, CA 94111
Attn: Personnel Department



KGOTELEVISION

Equal Opportunity Employer. NO PHONE CALLS ACCEPTED.

Assistant Promotion Director: Exciting opportunity with KNVA 54, WB affiliate in Austin, Texas. Looking for a hands-on supervisor to write, produce and oversee station campaigns, contests, Public Service Announcements, and growing Kids Club. Must have strong writing and communication skills and be very organized. Internet/HTML experience a plus. 1-2 years supervising and AVID experience preferred. Send resume and non-returnable tape by April 30, 1999 to Box 01532. No phone calls please. EOE.

Promotion Director: KXLY TV ABC 4 in the Pacific Northwest is seeking a Promotion Director to manage all television Promotion and Marketing efforts. Must be highly creative with excellent writing and production skills. A strong management background is essential. This is an opportunity to work with a cohesive team of managers and a highly creative and motivated staff. Please send resume with qualifications and background to EEO Coordinator, KXLY Broadcast Group, 500 W. Boone Avenue, Spokane, WA 99201 by 4/30/99. EOE.

Promotion Director. Paramount owned UPN affiliate in Sacramento is looking for someone with strong creative sense, excellent writing skills and superior marketing background. Must be able to meet tight deadlines, be able to see the finest details and have the vision of the big picture. Ideal candidate should have 5-7 years of on-air promotion marketing, producing and directing. Must have great people skills and be able to manage creative staff, be familiar with media buying and have a great eye for graphics. Send resume and non-returnable demo to: Personnel - Promotion Director; 500 Media Place; Sacramento, CA 95815. Qualified candidates will be called for an interview. EOE.

Writer/Producer: Looking for an energetic person to write and produce on-air and radio spots for image, special reports and topicals in top 8 market. This position will also play an active role in all other marketing department projects. College degree preferred with at least two years experience writing, producing and editing. Please send resume to: NBC5/KXAS-TV, PO BOX 1780, Fort Worth, TX 76101, ATTN:Employee Relations.

Asst. Director of Creative Services: WPVI-TV, an ABC owned station is looking for a top-notch assistant director of creative services. Responsibilities include overseeing on-air promotion, writing and producing, and organizing special events. Must be fast, creative, detail-oriented, and a true team player. A great opportunity at Philadelphia's #1 station. Three years experience writing news promotion a must; experience using an Avid and/or digital on-line edit suite a plus. Send letter, resume and non-returnable VHS or broadcast beta tape (no calls/faxes) to Caroline Welch, Director of Creative Services, WVPI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

HELP WANTED CREATIVE SERVICES

Help Wanted - Major Market NBC affiliate seeks strong designer with proven management skills. Newschannel 8 (NBC) is the flagship station for the Media General Broadcast Group and will soon move into an all-new digital facility. Previous supervisory experience required. A strong background in both broadcast and print design with an emphasis on news is a must. Computer graphic experience should include Quantel Paintbox, Pinnacle and Macintosh/PC (Adobe Photoshop, Illustrator, AfterEffects and Quark Express). Send resume and VHS (not Beta) demo reel to: Personnel Department, WFLA-TV, PO Box 1410, Tampa, FL 33601. EOE, M/F. Pre-employment drug screening required.

Assistant Creative Services Director. Tampa TV station seeks experienced marketing and promotion pro with production background to fill number two position in Creative Services Department. Successful candidate will be a key player with direct hands-on supervision of all aspects of on-air promotion, outside media, sales, marketing and community projects. Hands-on experience with linear and non-linear editing preferred. Independent TV background a plus. If you understand branding, love to push the envelope and are a leader with strong organizational and client relation skills, send your resume and non-returnable tape to TV 32, 7201 E. Hillsborough Ave., Tampa, Florida 33610, ATTN: Human Resources. TV32 is a Hearst-Argyle Managed Television Station and an EEO employer. No phone calls please.

SITUATIONS WANTED TECHNICAL

Director of Engineering - Technical Professional seeking opportunity to lead your facility into the new millennium. Well versed with all aspects of engineering and station management. Presently serving in senior television stations management position. Proficient with all technical disciplines as well as fiscal responsibility and possess the experience you require. Prefer Western US, will consider all offers. Please fax your interest and particulars to: (404) 845-4036. Attn: "Television Management Position".

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- Host of nationally televised magazine format show

If your broadcast organization is looking for an executive with experience, youth and imagination fax or mail inquiries to: 727/539-8305, PO Box 23522, Tampa, Florida 33623

CABLE

HELP WANTED NEWS

*We need an excellent story teller...
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- Must set up and supervise field shoots as well as make original copy sing
- We place as high a priority on pictures as we do on words
- We give you the tools: top notch crews and the time to make sure you get "the right stuff"; you give us well-crafted, complete, 5-minute feature scripts
- No beginners
- We don't want the same old stuff; we do want to hear from creative, original thinkers

Rush non-returnable tape illustrating *only* the type of writing/producing we seek: Broadcasting & Cable, Box 01536, 245 W. 17th St., NY, NY 10011

PRODUCER

FOX News Channel, a fast-paced 24-hour news operation seeks a Producer for our new show. This innovative person will be a risk taker, eager to accept new challenges and possess strong creative and management skills. Previous talk-show experience a plus. Producer will oversee all aspects of talk-show development, booking, audience coordination and on-line producing necessary. If you're interested in joining the FOX News team, please fax your resume and cover letter to:

212-301-8588

FOX News is an equal opportunity employer and prides itself on not discriminating based upon race, religion, national origin, gender, union membership, disabilities or age.



Editor. Fox Sports New England is seeking a full-time Editor to work with our related production staff on the creation of sports packages and features for both live and taped productions. Will also be working with On-Air Promotions in creation of elements for on-air and marketing. Selected candidate must possess a knowledge of sports (Basketball and Hockey are big on our list), willing to work flexible hours, have strong communication skills and the ability to pay attention to details in a fast-paced, deadline driven environment. Minimum 3 years hands-on experience with tape based editing systems. Knowledge of Sony 9100/900 a plus. Non-linear experience will be considered. Please send non-returnable tape and resume to: Director of Production, Fox Sports New England, 10 Tower Office Park, Woburn, MA 01801. EOE.

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

HELP WANTED TECHNICAL



Technical Director

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Our local station, WTWN-19, is currently searching for a Technical Director. In this position, you will be responsible for the daily newscast, directing studio productions, and producing live shows and promotional spots. You must possess relevant experience, and excellent communication, organizational, and management skills.

We offer competitive compensation and outstanding benefits with eligibility for health care, dental and vision coverage after 30 days. We also offer a 401(k) plan after 90 days, tuition reimbursement, and stock options. Please send your resume, referencing Source Code EJB&C, to: MediaOne, Human Resources, Attn: ZC, 141 NW 16th Street, Pompano Beach, FL 33060. Fax: (954) 532-6612. MediaOne is an Equal Opportunity Employer and encourages the referral of diverse applicants. Drug screening/background required.

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CREATIVE SERVICES

graphic DESIGN

can you fill this space?

Court TV's On-Air Promotion Dept. is seeking an inspired, very inspired Graphic Designer to create campaign logos, show opens, title pages, lower thirds, bugs, and art direct live-action film shoots.

Knowledge of After Effects, Photoshop, and Illustrator a must. We are looking for a minimum of 2 years experience in television and design. Designer art school required.

FOR IMMEDIATE CONSIDERATION, SEND RESUME, DEMO REEL, AND SALARY REQUIREMENTS TO COURT TV, ATTN: HUMAN RESOURCES - RG, 600 THIRD AVENUE, NY, NY 10016. NO PHONE CALLS PLEASE.



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System Design Engineers/Project Managers and Installers. We have immediate openings for these positions in our suburban Pittsburgh headquarters and fabrication facility. Some travel required, but no long posting to job sites. Relaxed atmos. and excellent benefits: 401k, life, health, dental, vision coverage, EEO. *Requirements for Design Engineers:* Exp. with commercial or public broadcasting stations required. Knowledge of video servers, automation, SMPTE 259M systems, video compression, non-linear editing. Must have managed projects and/or designed facilities in the last 12 months or be working for a system integration firm. Exp. with CAD preferred. Computer literate, interest in technical challenges. Knowledge of HDTV valuable. *Requirements for Installers:* Exp. in all aspects of video and audio system wiring, cabling. Knowledge of television broadcast operations valuable. Must be computer-literate, self-motivated and willing to travel. *For immediate consideration,* send letter of interest and resume with salary history via fax 724-873-4770, or mail to Synergistic Technologies Inc., 121 Hillpointe Drive, Suite 700, Canonsburg, PA 15317, or e-mail to jobs@stidigital.com. For more info, see us at www.stidigital.com or at NAB99 Booth #L13129.

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TV Reporters, Anchors, Producers: NEWSDirections works. Professional, reliable, affordable. Call Tony Windsor (423) 843-0547 or (800) NEWSDIR.

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

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For Sale: C,2FM West Texas rated market \$895,000. Contact John Saunders at (713)-789-4222.

Florida - W. Palm Beach Area, AM cash flow Excellent potential \$1,250,000. Call Don Roberts 804-244-2666.

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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 Helen Steriti at (212) 337-7073 or Sari Weiner 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.

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April 19-20—*Television Bureau of Advertising* marketing conference. Las Vegas Hilton Hotel. Contact: (212) 486-1111

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

May 17-20—39th annual *Broadcast Cable Financial Management Association* conference. MGM Grand Hotel, Las Vegas. Contact: Mary Teister (847) 296-0200

June 10-15—*21st Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Switzerland. Contact: (800) 348-7238

June 13-16—Cable '99, 48th annual *National Cable Television Association* convention and exhibition. McCormick Place, Chicago. Contact: Bobbie Boyd (202) 775-3669

Nov. 8—9th annual *Broadcasting and Cable Hall of Fame* reception and program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

Dec. 14-17—The Western Show conference and exhibition presented by the *California Cable Television Association*. Los Angeles Convention Center. Contact: (510) 428-2225.

Jan. 24-29, 2000—36th annual *National Association of Television Programming Executives* conference and exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: (310) 453-4440.

THIS WEEK

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

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

April 21—*Broadcasters Foundation* American Broadcast Pioneers Breakfast. Las Vegas Convention Center, Las Vegas. Contact: Gordon Hastings, (203) 862-8577.

April 23-25—"Gearing up for the 2000 Elections." *Radio and Television News Directors Foundation*. Radisson Hotel Berkeley Marina, Berkeley, Calif. Contact: Anvi Patel, (202) 467-5215.

April 24-27—6th annual *Small Cable Business Association* Conference. Washington Court Hotel, Washington. Contact: Stacey DeLisio (412) 922-2110.

April 25-27—First annual ENTERTECH Conference, presented by *IDG Conference Management Company*. La Costa Resort & Spa, Carlsbad, Calif. Contact: (877) 223-9753.

APRIL

April 26—*Broadcasters Foundation* Golden Mike Award. The Plaza Hotel, New York City. Contact: Gordon Hastings, (203) 862-8577.

April 26-30—*Harris/PBS DTV Express* DTV Seminar. Charleston, W.V. Contact: (888) SEE-DTVE.

April 27—*HRTS* Newsmaker Luncheon. Regent Beverly Wilshire Hotel, Beverly Hills. Contact: (818) 789-1182.

April 27-28—"Executive Development Seminar Mastery Course." *Women in Cable and Telecommunications*. Sylvan Dale Ranch, Loveland, Colo. Contact: Laurie Empen (312) 634-2353.

April 30-May 5—*National Association of Black Owned Broadcasters* 23rd annual Spring Broadcast Management Conference. Maho Beach Hotel & Casino, St. Maarten, Netherlands Antilles. Contact: Cynthia Smith, (202) 463-8970.

April 30—*DuMont Television Network* Reunion. The Museum of Broadcast Communications, Chicago Cultural Center. Contact: Chris Boyles, (312) 629-6013.

MAY

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

May 3-6—*Women in Cable and Telecommunications* "National Management Conference." San Francisco Hilton and Towers, San Francisco. Contact: WICT (312) 634-2330.

May 3-7—*Harris/PBS DTV Express* DTV seminar series. Springfield, Ill. Contact: (888) SEE-DTVE.

May 4—*IRTS Foundation* Foundation Awards Luncheon. The Waldorf-Astoria Hotel, New York.

Contact: Marilyn Ellis, (212) 867-6650, ext. 306.

May 4-6—*Kagan Seminars* "Cable TV Values and Finance" seminar. The Park Lane Hotel, New York. Contact: Tim Aikins, (831) 624-1536.

May 5—*American Center for Children's Television* "Kids' TV goes Digital" seminar. Media Studies Center, New York. Contact: David Kleeman (847) 390-6499.

May 10-12—6th annual *Denver DBS Summit* Sheraton/Denver Tech Center, Denver, Colo. Contact: (719) 545-1210.

May 10-14—*Harris/PBS DTV Express* DTV seminar series. Des Moines, Iowa. Contact: (888) SEE-DTVE.

May 11-12—*Kentucky Cable Telecommunications Association* annual convention. Radisson Plaza Hotel, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

May 14-15—*Pennsylvania Associated Press Broadcasters Association* annual convention. Holiday Inn, Harrisburg, Hershey, Grantville, Pa. Contact: Dick Lawyer, (215) 561-1133.

May 17—59th annual *Peabody Awards* luncheon. Waldorf-Astoria Hotel, New York. Contact: Dr. Barry Sherman (706) 542-3787.

May 17-19—"Advancing the Science and Art of Marketing," eighth annual *Ciartitas* Precision Marketing Conference. Fairmont Hotel, Chicago. Contact: (800) 678-8110.

May 17-19—"Cable & Satellite Mediacast: Delivering the Digital Future," forum for the digital broadcast, IT and telecommunications industries, presented by *Reed Exhibition Companies*. Earls Court 2, London. Contact: +44 (0) 181 910 7962.

May 17-20—39th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. MGM Grand Hotel, Las Vegas. Contact: Mary Teister, (847) 296-0200.

May 25-28—*Cable-Tec* Expo '99. Orange County Convention Center, Orlando, Fla. Contact: (610) 363-3822.

May 31-June 4—*Harris/PBS DTV Express* DTV seminar series. Sacramento, Calif. Contact: (888) SEE-DTVE.

JUNE

June 5-7—*Cabletelevision Advertising Bureau* local cable sales management conference. Hyatt Regency, Chicago. Contact: Nancy Lagos, (212) 508-1229.

June 7-8—53rd annual *New Jersey Broadcasters Association* convention and Mid-Atlantic States Expo. Trump's World's Fair Resort and Casino at Trump Plaza, Atlantic City. Contact: Phil Roberts, (888) 652-2366.

June 10-15—21st *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Switzerland. Contact: (800) 348-7238.

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

KNDO-TV
Yakima, Washington
and
KNDU-TV
Richland, Washington
from
Raycom Media, Inc.
John Hayes
President and CEO
to
KHQ, Inc.
Lon Lee, President

Brian E. Cobb
represented the buyer.

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CHANGING HANDS

The week's tabulation of station sales

TVS

KTVT-TV Fort Worth/Dallas

Price: \$485 million (in stock)

Buyer: Gaylor Entertainment Co., Nashville, Tenn. (Terry London, president); owns WSM-AM-FM and WWTN(FM) Nashville

Seller: CBS Corp., New York (Mel Karmazin, president); owns 14 other TVs; owns/is buying 46 AMs and 114 FMs

Facilities: Ch. 11, 316 kw, ant. 1,670 ft
Affiliation: CBS

KWTX-TV Waco and satellite KBTX-TV Bryan/Waco, Texas, and KXII(TV) Sherman, Texas/Ada, Okla.

Price: \$139 million (KWTX and KBTX: \$97.5 million cash and shares; KXII: \$41.5 million cash)

Buyer: Gray Communications Systems Inc., Albany, Ga. (J. Mack Robinson, president/shares ownership with two other directors), owns 10 other TVs and four daily newspapers (none in Texas)

Seller: KSTX-TV: KWTX Broadcasting Co., Waco (Ray Deaver, president) no other broadcast interests; KBTX-TV: Brazos Broadcasting Co., Bryan (Ray Deaver, president; 50% owner), no other broadcast interests; KXII Broadcasters Inc. Sherman (Ray Deaver, president). No other broadcast interests

Facilities: KWTX-TV: ch. 10, 209 kw visual, 21 kw aural, ant. 1,820 ft.; KBTX-TV: ch. 3, 69.2 kw visual, 6.9 kw aural, ant. 1,689 ft.; KXII: ch. 12, 224 kw visual, 22.4 kw aural, ant. 1,781 ft.

Affiliations: All CBS

KNDO(TV) Yakima, Wash., and satellite KNDU(TV) Richland/Yakima, Wash.

Price: \$22.25 million

Buyer: Cowles Publishing Co., Spokane (Betsy Cowles, board member); owns KHQ-TV Spokane and daily newspaper in Spokane

Seller: Raycom Media Inc., Montgomery, Ala. (John Hayes, president); owns/operates 30 TVs, two radios

Facilities: KNDO: ch. 23, 501 kw visual, 61 kw aural, ant. 961 ft.; KNDU: ch. 25, 661 kw visual, 66.1 kw aural, ant. 1,348 ft.

Affiliations: NBC

COMBOS

WXBD(AM) Biloxi, WLRK(FM) and WXYK(FM) Gulfport/Biloxi, WXRG(FM) Pascagoula-Moss Point/Biloxi

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$646,250,000 ■ 3
Combos ■ \$10,325,020 ■ 5
FMs ■ \$788,000 ■ 3
AMs ■ \$1,968,750 ■ 11
Total ■ \$659,331,770 ■ 22

SO FAR IN 1999

TVs ■ \$1,227,269,005 ■ 30
Combos ■ \$615,936,697 ■ 47
FMs ■ \$423,002,213 ■ 78
AMs ■ \$80,411,500 ■ 69
Total ■ \$2,346,619,415 ■ 224

and WCPR-FM Wiggins/Biloxi, Miss.

Price: \$7.8 million

Buyer: Triad Broadcasting Co. Inc., Monterey, Calif. (David Benjamin, CEO); no other broadcast interests

Seller: Gulf Coast Radio Partners Inc., Providence, R.I. (Aaron Daniels, Steve Fehder, Monte Lang and

Michael F. Schwartz, principals); owns one AM and seven FMs

Facilities: WXBD: 1,490 khz, 1 kw; WLRK: 96.7 mhz, 3 kw, ant. 245 ft.; WXYK: 107.1 mhz, 1.85 kw, ant. 394 ft.; WXRG: 105.9 mhz, 25 kw, 312 ft.; WCPR-FM: 97.9 mhz, 50 kw, ant. 466 ft.

Formats: WXBD: big band; WLRK: AC; WXYK: light rock/AC; WXRG: classic rock; WCPR-FM: alternative rock
Broker: Bergner & Co.

KHBM-AM-FM Monticello and KXSA-FM Dermott/Monticello, Ark.

Price: \$1.4 million

Buyer: Community Radio Network Inc., Monticello (P.Q. Gardner, owner). Gardner owns KGPQ(FM) Monticello

Seller: Midway Broadcasting Co., Monticello (Truman and Mary Hamilton, owners); no other broadcast interests

Facilities: KHBM(AM): 1,430 khz, 1 kw days, 30 w night; KHBM-FM: 93.7 mhz, 25 kw, ant. 423 ft.; KXSA-FM: 103.1 mhz, 5,500 w. ant. 328 ft.

Formats: KHBM(AM): AC; KHBM-FM: bright AC; KXSA-FM: country

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Appointments requested during NAB.

Broker: Sunbelt Media Inc.

**WEKY(AM) Richmond/Lexington and
WKXO(AM) Berea/Richmond-WKXO-FM
Berea/Richmond/Lexington, Ky.**

Price: \$765,000

Buyer: Wallingford Communications
LLC, Irvine, Ky. (Kelly T. Wallingford,
owner). Wallingford owns two AMs
and two FMs

Seller: Commonwealth Broadcasting
Corp., Glasgow, Ky. (Brereton Jones,
chairman); owns nine AMs and 10
FMs

Facilities: WEKY: 1,340 khz, 1 kw;
WKXO(AM): 1,500 khz, 250 w day;
WKXO-FM: 106.7 mhz, 1.95 kw, 584 ft.

Formats: WEKY: AC; WKXO(AM): AC;
WKXO-FM: gospel

WPCO(AM)-WBLZ-FM Mt. Vernon, Ind.

Price: \$360,000

Buyer: Original Co. Inc., Vincennes,
Ind. (spouses Mark R. Lange,
president/50% owner and Sandra K.
Lange, secretary/50% owner); owns
three FMs. Langes also own 50% of
Old Northwest Broadcasting Inc.,
which owns two AMs and one FM
Seller: Posey County Broadcasting
Corp., Mount Vernon (Ann Nussel,
president); no other broadcast
interests

Facilities: WPCO: 1,590 khz, 500 w
day, 35 w night; WBLZ-FM: 106.7 mhz,
3 kw, ant. 295 ft.

Formats: WPCO: AC; WBLZ-FM: CHR

**KSWD(AM) and construction permit for
KPFN(FM) Seward, Alaska**

Price: \$20

Buyer: Phoenix Broadcasting Inc.,
Spokane, Wash. (President William
Holzheimer, Donald P. Cary and
Charles F. Dunham, each 33%
owner); no other broadcast interests
Seller: Glacier Communications Inc.,
Seward (William Holzheimer, presi-
dent/president of buyer)

Facilities: AM: 950 khz, 1 kw; FM:
105.9 mhz, 3 kw, ant. -1,200 ft

Formats: AM: sports

FMS

WRHY(FM) Centre, Ala.

Price: \$380,000

Buyer: Williams Communications
Inc., Birmingham, Ala. (Walton E.
Williams Jr., president). Williams
owns WFOA(TV) Montgomery, Ala.
Seller: Cherokee Broadcasting Corp.,
Centre (Wynette R. Hayes, president);
no other broadcast interests

Facilities: 105.9 mhz, 6 kw, ant. 150 ft.
Format: Country

**KRAR(FM) (formerly KLZX-FM) Brigham
City, Utah**

Price: \$300,000

Buyer: Trumper Communications Inc.,
Westmont, Ill. (Jeffrey E. Trumper,
president); owns two AMs and seven
FMs

Seller: First National Broadcasting
Corp., Roy, Utah (Brent Larson,
president); owns KSOS(AM) and
KXOL(AM) Brigham City

Facilities: 106.9 mhz, 68 kw, ant.
2,369 ft.

Format: Classic rock

**KEEP(FM) Bandera/Fredericksburg,
Texas**

Price: \$108,000

Buyer: Fritz Broadcasting Co. Inc.,
Fredericksburg (Jayson Fritz,
president); owns KFAN-AM-FM Johnson
City/Fredericksburg, Texas

Seller: James Withers, Chesterfield,
Mo.; no other broadcast interests

Facilities: 98.3 mhz, 1.43 kw, ant. 381
ft.

Format: Americana AAA (simulcasts
KFAN-FM)

AMS

KWYZ(AM) Everett/Tacoma, Wash.

Price: \$480,000

Buyer: Jean J. Suh, Federal Way,
Wash.; no other broadcast interests
Seller: Quality Broadcasting Corp.,
Lynnwood, Wash. (Barbara Chase,
president/owner); no other broadcast
interests

Facilities: 1,230 khz, 1 kw

Format: Korean

KTMR(AM) Edna, Texas

Price: \$333,750

Buyer: Siga Broadcasting Inc., Hous-
ton (Gabriel Arango, president);
owns KLV(L)AM
Pasadena/Houston, Texas

Seller: Maranatha Church of Laredo
Inc./Good News Broadcasting, Lare-
do, Texas (Israel Tellez, president);
owns KTNR(FM) Kenedy-Karnes
City/Laredo, Texas

Facilities: 1,130 khz, 10 kw day

Format: Spanish

Broker: Dave Garland Media Brokerage

WSMQ(AM) Bessemer/Birmingham, Ala.

Price: \$250,000

Buyer: PowerNomics Birmingham
LLC, Bethesda, Md. (Joel N. Fer-
nebok, managing member); no other
broadcast interests

Seller: Bessemer Radio Inc., Besse-
mer (Betty Landau, president); no
other broadcast interests

Facilities: 1450 khz, 1 kw

Format: Talk

Broker: Hadden & Associates

WXWY(AM) Robertsdale/Florence, Ala.

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 **WBNS·DT 21**
COLUMBUS DIGITAL TELEVISION

 **WTNR·HD 46**
INDIANAPOLIS DIGITAL TELEVISION

Price: \$224,000
Buyer: Gulf Coast Broadcasting Co. Inc., Orange Beach, Ala. (R. Lee Hagan, president); owns/is buying two AMs and two FMs
Seller: JTL Broadcasting, Robertsdale (James T. Lee, principal); no other broadcast interests
Facilities: 1,000 khz, 1 kw day
Format: Christian

KQLO(AM) Reno, Nev.
Price: \$170,000
Buyer: Thomas Aquinas School, Tahoe City, Calif. (Douglas M. Sherman, president); owns KIHM(AM) Sun Valley and KQLO(AM) Reno, Nev.
Seller: Universal Broadcasting Inc., Reno (Flordelisa Liriano, president); no other broadcast interests
Facilities: 920 khz, 5 kw day, 1 kw night
Format: Regional Mexican

WELP(AM) Easley/Spartanburg, S.C.
Price: \$150,000
Buyer: Upstate Radio Inc., Spartanburg (spouses Robert and LuAnn Wilkins, principals). Wilkinses own WFAM(AM) Augusta, Ga., and WLMR(AM) Chattanooga, Tenn.
Seller: Associated Broadcasting Corp., Spartanburg (Thomas Churchill Lewis, president/owner); owns WKDY(AM) Spartanburg
Facilities: 1,360 khz, 1 kw day, 87 w night
Format: Classic hit country

KRIL(AM) Odessa, Texas
Price: \$110,000
Buyer: Cumulus Media Inc., Milwaukee (Richard W. Weening, executive chairman); owns/is buying 232 radios
Seller: Clyde Butter, Odessa; no other broadcast interests

BY THE NUMBERS	
BROADCAST STATIONS	
Service	Total
Commercial AM	4,785
Commercial FM	5,697
Educational FM	2,030
Total Radio	12,512
VHF LPTV	561
UHF LPTV	658
Total LPTV	1,587
FM translators & boosters	3,164
VHF translators	2,164
UHF translators	2,738
Total Translators	8,066
Commercial VHF TV	558
Commercial UHF TV	651
Educational VHF TV	125
Educational UHF TV	242
Total TV	12,276

CABLE	
Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

*Based on TV household universe of 98 million
 Sources: FCC, Nielsen, Paul Kagan Associates
 GRAPHIC BY BROADCASTING & CABLE

Facilities: 1,410 khz, 1 kw
Format: News/talk

KUYO(AM) Evansville, Wyo.
Price: \$75,000
Buyer: Wyoming Christian Broadcasting Co., Evansville (Stephen Stumbo, president); no other broadcast interests
Seller: North Valley Broadcasting

Enterprises Inc., Kalispeli, Wyo. (Bruce Erickson, president). Erickson also is president of KALS(FM) Kalispeli
Facilities: 830 khz, 10 k day
Format: Classic Christian

WWPA(AM) Williamsport, Pa.
Price: \$65,000
Buyer: Sabre Communications Inc., Williamsport (Joel M. Hartstone, chairman); owns WILQ(FM) Williamsport, WZXR(FM) South Williamsport, three AMs and four FMs
Seller: DHRB Inc., South Williamsport (Sabatino Cupelli, president); no other broadcast interests
Facilities: 1,340 khz, 1 kw
Format: Talk

WHHQ(AM) (formerly WKPP) Elizabethton, Tenn.
Price: \$65,000
Buyer: St. Thomas More Broadcasting Association Inc., Annapolis, Md. (Dennis Kelly, president); no other broadcast interests
Seller: Elizabethton Broadcasting Corp., Elizabethton (Don Crisp, president; CB Radio, 51% owner); owns WBEJ(AM) Elizabethton. CB Radio owns one TV, four AMs and two FMs
Facilities: 1520 khz, 1 kw day, 500 w night
Format: News

WRMG(AM) Red Bay, Ala.
Price: \$46,000
Buyer: Gerald Duncan and David Duncan, Rienzi, Miss.; no other broadcast interests
Seller: Hillard Sparks and Jimmy Pyle, Tusculmbia, Ala.; no other broadcast interests
Facilities: 1,430 khz, 1 kw day
Format: Dark

—Compiled by Alisa Holmes

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- CONTINUOUS NEWS UPDATES
- ON-LINE JOB POSTINGS
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- PERSONAL PORTFOLIO TRACKING
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- STOCK QUOTES
- SEARCH BACK ISSUES

The screenshot shows the website's navigation and content areas. At the top, there's a search bar and a 'TODAY'S UPDATE' section with a 'SEARCH' button. Below that, there are sections for 'BREAKING NEWS', 'TODAY'S JOB BANK' with a 'Select a Job' dropdown and a 'Submit' button, and 'STOCK WATCH'. The main content area features several news snippets with small images and headlines, such as 'UPNs may reduce programming' and 'AT&T acquires Time Warner Cable operation'.

Broadcasting & Cable Online is the most comprehensive, up-to-date source of industry news available on the Web. And the best part is you can access most of its features

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Taking stock spurs success

In building Raycom Media Inc., John Hayes took a page from the book of such highly successful companies as Microsoft Corp. He recruited top-notch managers and made them part-owners.

"At the end of the day, we believe we will be able to create real wealth opportunities for all of our employees. We turn people with jobs at TV stations into millionaires," Hayes says.

Raycom's president says giving key employees stock options keeps them on board.

Another advantage of working for Raycom is the opportunity to live in many places without leaving the company, Hayes notes. "If you say that maybe you would like to move to Cleveland, Memphis, or West Palm Beach, we can offer you promotion opportunities within the company. You get a better job and we get to keep someone we believe in." Raycom is the nation's 22nd-largest TV-station group with 30 stations in 24 markets.

It also owns two radio stations in Memphis and Raycom Sports, a sports marketing and production company that operates in 17 states.

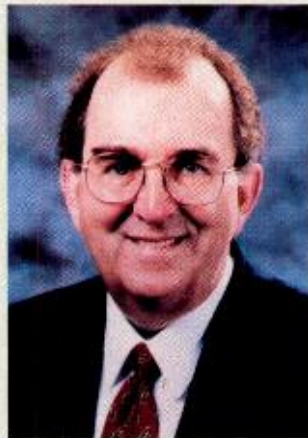
Hayes focuses on localism. "We're the only broadcast company that does editorials at all of our TV stations," he says. "We do that because it's important for a TV station to be involved in the community."

Hayes became president of Raycom in 1996 when a group of investors was putting the company together. He was recruited by Jim Sefert, Raycom's vice chairman and former chief executive of Cosmos Broadcasting Corp. Sefert met Hayes while Hayes was general manager of Providence Journal Co.'s NBC affiliate in Charlotte, N.C., and was impressed.

"I think he's doing a sparkling job," Sefert says. "It's a very tough job bringing four groups of stations together." Raycom was created via the consolidation of three station groups: Ellis Communications Inc., Federal Enterprises Inc. and AFLAC Inc., a life-insurance company with station investments. Since Hayes has been at the company, it has purchased Malrite Communications Group Inc.

Industry observers also think Hayes has done a good job in a short time.

"He's a very bright man who is very sensitive about the needs of his people," says Chuck Sherman, senior vice president of television for the National Associ-



"We turn people with jobs at TV stations into millionaires."

John Edward Hayes

President/Chief Executive, Raycom Media Inc., Montgomery, Ala.; b. Sept. 14, 1941, Niagara Falls, N.Y.; BA, broadcasting, University of Florida, Gainesville, 1963; Tallahassee, Fla., reporter, WTVJ(TV) Miami, 1963-67; executive assistant, Florida Department of Consumer Services, Tallahassee, 1967-71; WTVT(TV) Tampa, Fla., bureau chief, Tallahassee, 1971-77; assistant news director, Tallahassee, 1977-79; news director, WBRC-TV Birmingham, Ala., 1979-82; news director, KNTV(TV) San Jose, Calif., 1982-83; general manager, KLAS-TV Las Vegas, 1983-87; general manager, WIVB-TV Buffalo, N.Y., 1987-89; general manager, WCNC-TV Charlotte, N.C., 1989-92; vice president, television, Providence Journal Co., Providence, R.I., 1992-96, current position since 1996; m. Jean Wheeler, Jan. 1, 1964; children: John Jr., 33; Janice, 30

ation of Broadcasters.

Hayes may be unusually employee-oriented because he was an employee himself for a long time. In 1963, immediately after graduating from the University of Florida, Hayes started his career as a TV reporter covering Florida state government for WTVJ(TV) Miami.

After working the Tallahassee beat for four years, Hayes went to work as a state-government lobbyist. He represented the Department of Consumer Services. Hayes spent four years lobbying before going back to TV, where he would stay for the rest of his career.

While working in Tallahassee for WTVT(TV)Tampa, Hayes specialized in investigative reporting and in 1973 won the National Headliners Award for a report that led to an impeachment vote against Florida's lieutenant governor, who was having Florida public employees do work for his private businesses.

In 1979, Hayes began moving around the country, winning bigger and bigger jobs. "Moving is part of the news director track and the general manager track," Hayes says.

Hayes' first stop out of Florida was Alabama, where he was news director at WBRC-TV Birmingham. He stayed there for three years and then jumped to a bigger market as news director for KNTV(TV) San Jose, Calif., his shortest stay. He then made the transition from news to business. In 1983, he became general manager of KLAS-TV Las Vegas.

"That's just part of the growth process of business," Hayes says. "At that time, there were not many news directors being GMs. Most GMs came from the sales side."

Hayes stayed in Vegas for four years, then changed climates dramatically to become GM of WIVB-TV Buffalo, N.Y., also a bigger market. Two years later, he moved again to helm Providence Journal's WCNC-TV Charlotte, N.C. In 1989 he jumped to another level when he became Providence Journal's vice president of television. He stayed in that position until 1996, when the company was sold to A.H. Belo Corp. That's when the newly formed Raycom called.

Hayes says the biggest challenge he faces at Raycom is "to move into the digital age, particularly the smaller-market stations. The same amount of dollars have to go into digital in New York as they do in Kirksville, Mo. It's a financial issue that everyone is facing right now."

—Paige Albinak

BROADCAST TV



Powell

Appointments, NBC, New York/Burbank, Calif.: **Shirley Powell**, VP, media relations, Disney Channel, Los Angeles, joins as senior VP, NBC entertainment publicity. She will be based in Burbank.

Kevin Monaghan, director, business development, NBC Sports, named VP. He will be based in New York.

Ken Litwin, production executive, *Good Morning America*, ABC, New York, named director of production.

Geoff Calnan, president, CBO-TV, Los Angeles, joins UPN there as executive VP, marketing.

Lindsay Gardner, executive director, programming investments, Cox Communications, Atlanta, joins Fox/Liberty Networks, New York, as executive VP, affiliate sales and distribution.

Appointments, Paxson Communications Corp., West Palm Beach, Fla.:

Donna Leonard-Spritz, director, network promotions, Pax TV, named VP;

Colleen Heydon, director, event marketing, named VP, marketing and sales promotions.



Fasilis

Jim Fasilis, marketing director, *Nightly Business Report*, Miami, named VP, marketing.

Emerson Coleman, VP and director, broadcast operations, WBAL-TV Baltimore, joins parent company Hearst-

Argyle Television, New York, as VP, programming.

Roger Megroz, account executive, Fox television sales, New York, named sales manager.

Thomas Helling, group director, The New York Times Co., New York, named VP, advertising sales.

Jeff Bartlett, news director, WBBM-TV Chicago, joins KHBS-TV/KHOG-TV Fort

Smith/Fayetteville, Ark., as president and general manager.



Godsey

C. Wayne Godsey, executive VP and member of the board of directors, Pulitzer Broadcasting Company, St. Louis, joins KMBC-TV/KCWE-TV Kansas City, Mo., as president and general manager.

Jim Clark, freelance producer/director, Miami, joins WAMI-TV Miami Beach, Fla., as staff director.

James McNulty, promotion producer and Web producer, WBDC-TV Washington, joins WFMZ-TV Allentown, Pa., as promotion director.

John Westerberg, VP, McKee Communications, Tampa, Fla., joins WFLA-TV there as general sales manager.

Appointments, WKMG-TV, Orlando, Fla.: **Connie Albino**, general sales manager, WOFL(TV) Orlando, joins in same capacity; **Frank Torbert**, assistant chief engineer, named chief engineer.

Appointments, wjw(TV) Cleveland: **Lisa March**, associate producer/main writer, named promotion producer; **Paul Perozeni**, sales manager, Petry Television, Cleveland, joins as national sales manager.



Sickora

Brian Sickora, fiscal officer and senior budget director, Pennsylvania State University outreach and cooperative extension department, University Park, Pa., joins Oregon Public Broadcasting,

Portland, Ore., as senior VP, administration and operations.

Philip Salas, local sales manager, WPSG-TV Philadelphia, named general sales manager.

don, named head of drama.

Phil Peters, account executive, Midwest and West Coast advertiser sales, Pearson Television North America, Chicago, named VP, national advertising sales.

Jim Reynolds, VP, marketing, Albertsons, Boise, Idaho, joins Diamond Sports and Entertainment, New York, as VP, sales and marketing. He will continue to be based in Boise.

JOURNALISM

Laurie Dhue, co-anchor, *CNN Saturday* and *CNN Sunday*, Atlanta, joins MSNBC, Secaucus, N.J., as co-anchor, *Newsfront*.



Earley

Sandra Earley, editor, Bloomberg News, Princeton, N.J., joins Cablevision Systems Corp., Bethpage, N.Y., as editorial manager, New Jersey.

Appointments, Fox News Channel, Washington:

James Rosen, anchor/reporter, News 12 The Bronx, New York, joins as correspondent; **Brian Boughton**, Fox News producer, named senior producer.

Tom Tucker, anchor, KHSL-TV Chico, Calif., joins KTVL(TV) Medford, Ore., in same capacity.

RADIO

Tom Star, VP, operations, Talk America Radio Networks, Canton, Mass., named acting president.

Patrick Fitzgerald, director, new media, One-on-One Sports Radio Network, Northbrook, Ill., joins Cumulus Broadcasting, Chicago, as director, sales development.

John Rosso, VP, operations, ABC Radio Networks, Dallas, named VP, affiliate relations.

Janet Lautenberger, account executive, WKTU-FM New York, named national sales manager.

Mark Bastin, marketing director, West Indies Corp., St. Thomas, joins Knight Quality Stations, Charlotte Amalie, U.S. Virgin Islands, as general manager/general sales manager.

PROGRAMMING

Anne Brogan, director, drama development, original productions, Buena Vista Productions International, Lon-

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Top from left
Byrre Harris, Jeannie Johnson
Jed Duvall, Ken Kasniwahara
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CABLE

Appointments, network operations, Turner Entertainment Networks, Atlanta: **Kelly Buccino**, general manager, Peachtree Post, Atlanta, named executive director, project management; **Veronica Sheehan**, director, operations/division services, National Video Center, Atlanta, joins as director, broadcast operations; **Ronald Tarasoff**, director of engineering, WGBH Educational Foundation, Boston, joins as director, broadcast engineering.

Karen Grinthal, VP, Eastern region, Food Network, New York, named senior VP, national ad sales.

Rick Gibson, VP, advertising and program sales, Access Entertainment Network, Los Angeles, joins The Box Music Network, Miami Beach, Fla., as director, advertising sales, West Coast. He will continue to be based in Los Angeles.



Wandler

Les Wandler, executive VP and chief financial officer, Home Shopping Network, St. Petersburg, Fla., joins America's Voice, Washington, as financial consultant and board member.

Elaine Ching

McEntee, regional marketing manager, Eastern region, American Movie Classics, New York, joins MuchMusic USA, Bethpage, N.Y., as director, marketing.

Brian Benschoter, general manager, KMTR(TV)/KMTX(TV)/KMTZ(TV) Eugene, Ore., joins News 8 Austin, Austin, Texas, as general manager.

**ADVERTISING/MARKETING/
PUBLIC RELATIONS**

Christopher Werner, VP, LUC Media, Marietta, Ga., named president.

TECHNOLOGY

Appointments, American Tower Corp., Boston/Washington: **Bob Morgan**, VP/general manager and CBS market manager, CBS Corp. radio stations, Rochester, N.Y., joins as VP, broadcast tower division. He will be based in Boston. **Jesse Caulfield**, president and founder, Netthink Corp., Arlington, Va., joins as director, internetwork engineering. He will be based in Washington.

Richard Greco, president, Loral Orion Inc., Rockville, Md., joins ICO Global Communications, Washington, as chief executive officer.

Rick Gillette, program director, WKQI(FM) Detroit, joins DMX, a subsidiary of TCI Music, Los Angeles, as VP, broadcast programming.

Lisa Lee, VP, customer systems, Excel Communications, Dallas, joins Cable Television Laboratories (CableLabs), Louisville, Colo., as director, OpenCable digital video project.



Cannon

Appointments, MediaOne, Midwest region, Plymouth, Mich.:

Gregory Cannon, senior attorney, Broadband Law, Englewood, Colo., joins as VP, law and public policy; **Barbara Grigsby**, director, learning

and development, Midwest and Northeast regions, named VP, human resources; **Daryl McReynolds**, director, program management, telephony, named VP, field operations.

INTERNET

William Shipley IV, online operations coordinator, Comcast Online Communications, White March, Md., named sales supervisor, Baltimore metropolitan area.

ASSOCIATIONS/FIRMS

Lance Orozco, reporter, KCBS-TV Los Angeles, named president, Associated Press Television-Radio Association of California-Nevada.

Ronald Townsend, president/general manager, WUSA-TV Washington, named to the board of directors, Nielsen Media Research, New York.

ALLIED FIELDS

Kathleen Flaherty, president and chief operating officer, WinStar Europe, New York, named president and chief operating officer, Winstar International.

Andre Provencher, VP, programming, TVA Network, Montreal, named president, TVA international.

Scott Hillier, video producer, foreign affairs unit, BBC TV, London, joins Image Group Entertainment, New York, as director of production.

Dina Schultz, manager, entertainment

services, Sony Trans Com, Irvine, Calif., joins Intertainer, a provider of home entertainment services on-demand, Culver City, Calif., as director, special markets.

Robyn DiPhillips, market development specialist, TVData, Glens Falls, N.Y., named VP, network and studio sales.

DEATHS

Frank Altdoerffer Sr., 98, radio pioneer, died April 6 after a brief illness. Altdoerffer, an early ham radio operator, was recruited to repair ship radios during World War I. In 1946, he founded WLAN(AM) in Lancaster, Pa. While in Lancaster, Altdoerffer also helped provide cable television service and developed the first radio station for the blind in Pennsylvania. He was inducted into the Pennsylvania Association of Broadcasters in 1996. He is survived by his wife, Margaret; a son; three daughters; and a number of grandchildren and great-grandchildren.

Stan Feinblatt, 61, radio executive and sales manager, died March 5 of cancer. Feinblatt's career began 40 years ago in radio research. In 1970, Feinblatt was VP of the Jack Masla Company, where he originated the "super-net" unwired network. He was most recently a sales manager of WJUX(FM) and WVOS(FM) New York. He is survived by his wife Marcia; two sons; and one grandson.

Arthur Muth, 75, former president and co-owner, Petry Television Co., died March 1 in his sleep from the effects of emphysema. Muth and Martin Connolly purchased Petry in 1971 and built it into one of the nation's largest sales representation firms for television stations. They sold Petry in 1981 and purchased WPTY-TV in Memphis, Tenn. Upon its sale in 1984, Muth retired. He had also been the general manager of KTUL-TV Tulsa, Okla. Before Muth began his broadcasting career, he piloted B-17s (during World War II) and was awarded the Air Medal with Four Oak Leaf clusters. He is survived by his wife, Isabelle Russell; three children; and three great-grandchildren.

Correction: The April 5 edition of BROADCASTING & CABLE incorrectly listed Barry Schulman's previous network employment. He was formerly VP, programming, for The Sci-Fi Channel.

—Compiled by Mara Reinstein
mreinstein@cahners.com

WHO

broadcasts it, televises it, owns it, sold it, manages it, plans to go on the air, works there, joined there, changed formats, does their advertising, does their programming, sells or syndicates their programming, sells them equipment, and a whole lot more?

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Viva las 'Divas'

What do you get when you put nine divas on one stage? How about some big ratings. Tuesday night's *VH1 Divas Live '99* earned a 3.66 rating, making it the highest-rated single telecast for the music network. That's a 48% increase over last year's inaugural *Divas Live*, which earned a 2.47 rating. Also, for the first time, VH1 was the highest-rated and most-watched basic cable network during prime time.



Tina Turner, Viacom Chairman Sumner Redstone and Cher fete 'VH1 Divas Live '99.'

Despite the ratings success, the concert, which featured Tina Turner, Whitney Houston, Cher and Brandy, among others, may be the last. According to Wayne Isaak, executive VP at the music network, "There's a 50/50 chance we'll resurrect *Divas*, but there's also an outstanding chance we'll take that notion and spin it in another direction."

The night was not without controversy. Rapper Missy "Misdemeanor" Elliot was on the bill but failed to appear because of scheduling conflicts. The self-proclaimed "Lazarus of Pop," Cher, was blasted by critics for appearing to sing her hit single, "Believe," with a backtrack, but according to her spokesperson, Liz Rosenberg, "Cher sang everything live." Tina Turner and Elton John were also reported to have spatted during rehearsals on Monday. Elton John's dedication of "I'm Still Standing" to the legendary songstress only fueled speculation of a riff between the two old-timers, who are touring together this summer.

—Nolan Marchand and Mara Reinstein

The FCC did not go far enough when it ordered Comsat to cut its rates, say TV networks. CBS, NBC, Walt Disney/ABC and Turner Broadcasting are urging the FCC to impose annual price cuts rather than the one-time 4% cut imposed in February on Comsat's rates for occasional video transmission customers. "A one-time rate reduction does not provide Comsat with ongoing incentives to increase productivity," the networks said in a petition released last week by the FCC. The companies note that annual price reductions were implemented for switched-voice services.

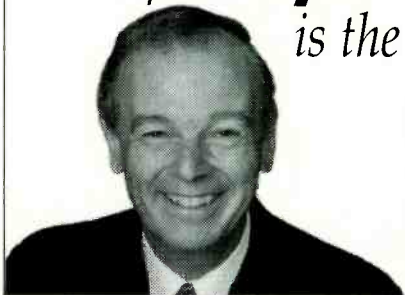
Entravision Holdings, which owns Hispanic-oriented TV and radio stations, is asking the FCC to give some companies more time to use station construction permits. To get more minority-targeted outlets on the air, the FCC should allow holders of construction permits that are nearing expiration to sell the licenses to new ownership groups with 20% minority participation or to owners who pledge to

target 80% of their programming to minority audiences. Such a rule change would be particularly helpful now, an Entravision spokesman says, because new time limits are expected to force many current owners to forfeit their construction permits.

Senate Commerce Committee Chairman John McCain (R-Ariz.) last week introduced legislation that would let software companies export stronger encryption. "This bill protects our national security and law enforcement interests while maintaining the United States leadership role in information technology," McCain said. "We must update our laws to reflect the realities of the information age," McCain said. Sens. Conrad Burns (R-Mont.), Ron Wyden (D-Ore.), Spencer Abraham (R-Mich.) and Patrick Leahy (D-Vt.) are co-sponsors. The bill marks a change in position for McCain, who previously opposed exporting strong encryption on the grounds that it would endanger national security.

Geography, not income, appears to be creating a potential divide between Internet "haves" and "have nots," according to a study released last week by the U.S. Internet Council. The group is an educational foundation supported by America Online, Bell Atlantic, U.S. West and other major companies. Policymakers and the Internet industry should monitor the rollout of high-speed broadband services to gauge whether rural communities are left behind. Currently broadband technologies are available in a

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scant 10% of U.S. counties, the group found. Those areas, however, account for more than 45% of the U.S. population. "Early data does suggest that the geographically driven digital divide may be more significant in the emerging market for broadband access," according to the council's report. Still, the group urged the government to maintain a hands-off approach to the broadband services. "Laws and regulations once intended for monopoly telephone markets should not be applied to the converging industries that are already competing to meet consumer demand," the council said.

Heftel Broadcasting Corp. tops itself as the country's largest Spanish-language radio broadcaster, with 75% coverage of the U.S. Hispanic population and a 10% contribution from Z-Spanish Media Corp. Under the companies' national sales and programming alliance, Heftel's 41 owned or operated radio stations and Z-Spanish's 34 "O or Os" will be jointly packaged for network advertisers in 19 of the top 20 Hispanic markets. Heftel currently covers 65% of the Hispanic population while Z-Spanish reaches 10%. The companies will continue to compete for national spot buys, Heftel under the new name of "Hispanic Broadcasting Corp." (effective June 3). Also last Thursday, the companies announced the swap of

Heftel's KRTX-FM (formerly KOVE-FM) Winnie/Houston for Z-Spanish's KLNZ(FM) (formerly KWCY) Phoenix. The deal is subject to FCC approval. Currently, Heftel's only Phoenix-area station is KHOT-FM.

RealNetworks is boosting support for its Real Broadcast Network by adding 100 Internet hubs in strategic locations to improve video transmission quality and ensure reliable connections. RealNetworks will make its enhanced RBN service available through pacts with Internet backbone providers, broadband providers and ISPs, including AGIS, Concentric, Ehron Communications, GTE, Earthlink and Verio. Content partners for RBN include ABC, CBS, PBS and the BBC.

A new adult channel is on the slate for select viewers in Southern California. New Frontier Media, purveyor of TeN (The Erotic Network), is unveiling Pleasure, a 24-hour, pay-per-view adult entertainment channel. The network will be launched June 1 on Time Warner Cable's West Valley, Canyon County and South Pasadena, Calif., systems, with a total of 139,000 subscribers when the rebuild is complete. Pleasure will feature "story-driven, film-based" productions, with five premiere movies per week, according to New Frontier. TeN, New Fron-

tier's flagship network, which was launched in September and reaches more than 3 million subs, and Pleasure will rival Playboy's three firmly entrenched networks: Playboy TV, Spice, and Spice 2.

Fox has picked up another 22 episodes of the animated series *Futurama*. The Matt Groening sitcom from 20th Century Fox TV has averaged a 6.1 rating/10 share in its first two outings, according to Nielsen. *Futurama* has also averaged a 4.4/13 in the key 18-to-49

demo since its debut.

Judith McHale, president and chief operating officer of Discovery Communications, will be recognized by Congress on April 21. McHale, along with retired Army General Colin Powell, will receive the Congressional Foundation's Leadership Award for the work both have done for young people. Congressional leaders have presented the award each year since 1994 to citizens who have shown dedication to America's youth.

Women's contributions graced with awards

The 24th annual Gracie Allen Awards were presented Monday night at the Hudson Theatre on Broadway. The Gracies, awarded by the American Women in Radio and Television (AWRT) honor achievements of women in broadcasting. Hosted by talk show stalwart Sally Jessy Raphael, the evening's big winners included Lifetime Television, NBC's *Dateline*, and CBS' *60 Minutes*. The AWRT also lauded three on-air personalities for their outstanding achievements of 1998: Diane Rehm for WAMU-FM's *The Diane Rehm Show*, Siobhan Cleary, the host of *Health Diary*, and Terry Gross, host of WBY-FM's *Terry Gross*. Named in honor of the pioneering radio and television comedienne, the awards are the AWRT's way of acknowledging women's contributions in entertainment, news, feature and advertising programs that are creative and realistic in their treatment of women and women's issues.



Jacci Duncan, executive director of AWRT, congratulates Mike Wallace, who accepts a Gracie Allen Award on behalf of '60 Minutes.'

—Nolan Marchand

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Big bucks for Big D

Local TV broadcasters face some big challenges, from the sea change of digital to the potential sea change in the relationship between affiliates and their networks. That said, those challenges have not taken the bloom off the business, if last week's big-ticket, major-market station sale was any example. If the network chiefs who lobby for regulatory relief are right, the networks may be teetering on the brink of death. But the local station business continues to have an enviable bottom line. No wonder the networks want to be free to get a bigger piece of that business. Although it didn't seem to raise many eyebrows elsewhere, we were impressed that a TV station went for a cool \$485 million to CBS last week. And that's in Dallas-Fort Worth, not New York or L.A. Mel Karmazin isn't in the habit of overpaying and saw room to improve that underperforming CBS affiliate's 35%-40% margin. The CBS network would kill for that margin, but it is well south of the station group's average of about 50%. Watch it grow.

Three's a crowd

The satellite industry is on the verge of getting the local broadcast signals it so desperately wants. What it should not get is a free pass at the retransmission consent bargaining table. EchosStar's Charlie Ergen said last week that he would walk away from the satellite TV reform bill, which authorizes local into local, if it does not contain a provision that prevents broadcasters from negotiating exclusive deals or cutting different deals with cable operators and their satellite rivals. In essence, Ergen wants Congress to guarantee him the same low-cost retrans deals cable managed to get several years ago. Broadcasters oppose the provision because they fear it could prevent them from getting a fair-market price for their prod-

uct. And the broadcasters have it right. Congress has no business determining what price broadcasters should be getting for their service and, frankly, the last thing broadcast owners need is another governor on their economic engine. Congress is one party too many at any bargaining table.

The provision should be excised and Ergen should not make it an issue that threatens the store when it is so close to getting valuable new products on the shelves.

Job well done

Decker Anstrom didn't come riding in on a white horse when he took over the National Cable Television Association in 1994 (in fact, he was already employed there). But you wouldn't have known that last week from the praise being heaped on the soon-to-be-former NCTA president (see story, page 11). The occasion was the news that he will be leaving this August to take over the reins (or should that be rains?) of the Weather Channel in Atlanta. To say that cable will miss his presence in Washington is to elucidate the obvious—obvious at least to those who remember the dark clouds enfolding that industry when he took on the post. He was the right man at the right time.

In 1994, cable was in the regulatory crosshairs in Washington and suffered from a customer service image that made it the butt of jokes from stand-up comics to Congress. Five years later the forecast for cable is bright indeed. Its service image has been improved, rate regulations have expired and the wired medium is arguably in the catbird seat in the all-important Internet access race (including being the government's favorite photo-op partner in the ongoing effort to hook up the nation's classrooms). The ship was effectively turned around on the watch of the even-handed and effective Anstrom, a consummate professional. They say you can't change the weather. Having seen Anstrom lobby, we wouldn't bet on it.

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