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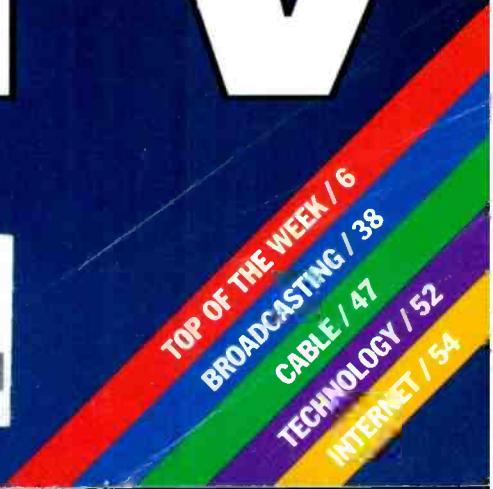
# TWO-WAY TV

**Broadcasters  
team on Web  
portal play**

**AT&T, Fox  
strike DTV  
carriage deal**

**Cox, AMFM  
radio station  
swap: 14 for 2**

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**TOP OF THE WEEK / 6**

**BROADCASTING / 38**

**CABLE / 47**

**TECHNOLOGY / 52**

**INTERNET / 54**



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	RATING / SHARE	RANK IN TP
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Memphis	10.3 / 15	#1
Chicago	8.7 / 15	#2
Jacksonville	8.5 / 13	#2
New York	8.3 / 13	#2 tie
Miami	8.3 / 13	#1

Source: Nielsen metered markets overnights, 8/26/99 (Households). Ranks based on network programs.



## MOESHA PREMIERE

	RATING / SHARE	RANK IN TP
Atlanta	8.5 / 12	#1 tie
Norfolk	8.1 / 12	#1
Raleigh-Durham	7.7 / 13	#1 tie
Houston	7.6 / 11	#1
Memphis	7.3 / 11	#1

Source: Nielsen metered markets overnights, 8/23/99 (Households). Ranks based on network programs.



## GROWN UPS PREMIERE

	RATING / SHARE	RANK IN TP
Houston	9.5 / 13	#2
Miami	8.9 / 13	#1
Atlanta	8.7 / 12	#1
Memphis	8.6 / 13	#1
Norfolk	8.3 / 12	#1

Source: Nielsen metered markets overnights, 8/23/99 (Households). Ranks based on network programs.

## SOURCE HIP-HOP MUSIC AWARDS

	RATING / SHARE	RANK IN TP
Miami	8.2 / 13	#1
New York	8.0 / 13	#1
Norfolk	7.6 / 12	#1
Houston	7.1 / 11	#1
Jacksonville	7.1 / 12	#2

Source: Nielsen metered markets overnights, 8/20/99 (Households). Ranks based on network programs.

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# Pursuing portal power

*Midsized broadcasters ponder joint Web site offering mix of local and national content*

By Elizabeth A. Rathbun

**T**ired of watching Internet companies getting rich at their expense, leading radio and TV broadcasters are considering creating a joint Web portal where they would control the content and the commerce.

Organizing the effort is Jeff Smulyan, chairman of Emmis Communications. And participating in the talks are A.H. Belo, Bonneville International, Citadel Communications, Granite Broadcasting, Greater Media, Jefferson-Pilot Communications, Susquehanna Radio and Young Broadcasting. Representatives of the groups met at the NAB Radio Show in Orlando, Fla., last week.

If all goes well, the companies will form a limited partnership, tentatively called Local Media Internet Venture (LMIV). Other broadcasters are being invited to join. The eventual goal is to go public, says one source familiar with the plan.

Other larger broadcasters, such as CBS and AMFM, are tackling the Internet on their own.

And Clear Channel Communications is said to be

approaching broadcasters to support its effort, which calls for radio stations to offer sophisticated advertising on their Web sites, according to an executive who has been approached by both Clear Channel and Emmis.

"Emmis [has] a totally different concept," says the executive, who asks not to be identified. It's "very, very content-driven."

However, "no one has been able to articulate a clear vision of what the Internet will become as relates to broadcasting," this executive says. "There's a lot of promise and a lot of potential, but no tangible results at this point."

According to one executive involved in the discussion, a decision on whether to move forward should be made in 60 to 90 days.

If they proceed, "we'll all put up the money, and the new entity will develop the Internet strategy," Citadel President Larry Wilson says. No one would comment on the estimated start-up cost for the project.

Discussions have begun with potential outside technical and content providers, Smulyan says. He declined to identify possible providers. But, he says, any provider must be prepared to join the partnership or sell all or part of its equity to the partnership.

"Traditional vendor relationships are not what we're interested in," says Jack Swarbrick, a lawyer with Baker & Daniels, who has been hired by Emmis to work on the project. "We don't want to give away a big piece of equity."

The eight to 10 broadcasters now participating in the planning reach about 150 million Americans through their broadcast stations and newspapers, Swarbrick says. That's the companies' measured audience of listeners, viewers and readers, he says.

The free service would offer local content backed by strong national content. Web surfers would be drawn to the site by home pages using the names and content of local stations and papers, Swarbrick says. "It will extend out from there into a complete network" offering

streamed audio, video, classified ads, e-mail, chats, contests, coupons, local



news and information and, most important, advertising and e-commerce.

With the clout of a national network and data gleaned from its users, the partnership could target specific demographics for advertisers. For example, a company trying to reach women ages 26-34 in the Midwest could buy banner ads on the Web sites of Midwestern radio stations that target that population. Such a campaign could be reinforced by TV and radio advertising.

With the broadcast/Web tie-in, the revenue possibilities are "enormous,"

Swarbrick maintains.

Swarbrick likened the planned portal to already existing sites such as Cox Interactive's Access Atlanta. However, the partnership's Web site would be "a much more dynamic setting." It would rely on consumers' loyalty to their favorite radio or TV station or newspaper, a loyalty that most companies have spent decades building and reinforcing.

The portal is "going to completely change the dynamic with the content and technology companies" by putting broadcasters in the driver's seat, Swar-

brick says.

Broadcasters were infuriated by the \$5.7 billion sale of broadcast.com to Yahoo this year. Broadcast.com's principal offering is radio and TV station audio. "They couldn't be more incensed with the notion that somebody else did that with their content," Swarbrick says.

"We have given up our content, our ability to relate to our advertisers and our audiences to third parties," Smulyan says. "We need to capture the value of our own industry." ■

# Radio musters for clusters

*AMFM, Cox do half-billion-dollar swap that includes switching of major-market stations*

By Elizabeth A. Rathbun

**T**he radio world is waking up to consolidation, Part II. With major radio companies largely done buying each other, the likely next phase involves trading strategic assets to better their competitive positions in certain markets. That strategy would mirror the trading among cable systems to consolidate and strengthen their holdings in specific markets.

Last week, for example, Cox Radio traded a powerhouse combo in the No. 2 market—KFI(AM) and KOST-FM Los Angeles—to AMFM Inc. for 14 stations that will help it fill in some holes in other markets.

Among the 14 are WEDR-FM in Miami (Market No. 11), and WFOX-FM in Atlanta (No. 12).

The tax-free swap, which is estimated to have a value of about \$500 million, is "one of the first times one of the major groups has been willing to say, 'I'll give up something of blue-chip value to get something that has blue-chip value,'" says Paul T. Leonard, a radio broker with Star Media Group.

Their motivation? To fully cluster in a market, or own as many stations as the FCC will allow. In a major market, that's eight, but no more than five of a kind, AM or FM. With the swap, AMFM bulks up to five FMs in Los Angeles.

"Clustering L.A. is a great thing," AMFM spokesman Joseph N. Jaffoni says. AMFM's new holdings there will allow it to offer better packages to advertisers, create better programming and save money. Besides, "they're both great

stations," Jaffoni says of KFI, the market's leading AM talker, and KOST-FM, the soft-rock FM there. The deal gives the Dallas-based company the largest audience share in the market, Jaffoni says. The deal must be approved by the FCC.

Atlanta-based Cox reluctantly decided to get out of Los Angeles because it couldn't find other stations to add to its three FMs and one AM there, Cox Radio President Robert F. Neil says. Cox also intends to divest KACE-FM and KRTO-FM Los Angeles.

But as part of the deal, Cox grows from just one FM in Bridgeport, Conn., to five FMs and two AMs in the area. And the swap grants Cox a full cluster in a whole new market, Jacksonville, Fla., where it acquires four FMs and two AMs, the maximum a single broadcaster is allowed there. Cox also beefs up by one FM in Miami, where it already owns two, and another FM in its hometown of Atlanta, where it already has three FMs and two AMs. Look for continued cluster deals from Cox, Neil says.

The swap is "probably indicative of what you'll see a lot of in the coming years," says Kenny O'Keefe, chief operating officer of AMFM's Radio Group. A full cluster "really gives you an ability to be strategic, to provide a unique group of assets not just to your listeners, but to your advertisers."

Radio broker Gary Stevens sees the similarities to the clustering in the cable industry. "When you're not strong in L.A., you find a guy who is, [but who] isn't strong somewhere you are." Voilà, a trade, Stevens says.

"What we're getting into is the next phase of consolidation," which was unleashed with the Telecommunications Act of 1996, Stevens adds. "What you do first is grab all the assets. [Later] you rationalize them," and that's what is happening now. ■

## Swap meet

### AMFM Gets

Rank	Market	Format
2	Los Angeles	
	KFI(AM)	Talk
	KOST-FM	Soft Rock

### Cox Gets

Rank	Market	Format
11	Miami	
	WEDR(FM)	Urban
12	Atlanta	
	WFOX(FM)	Rock Oldies
52	Jacksonville, Fla.	
	WFYV-FM	New/Classic Rock
	WAPE-FM	Top 40
	WBWL(AM)	News/Talk
	WKQL-FM	Oldies
	WMXQ(FM)	Adult Cont.
	WOKV(AM)	News/Talk
101	New Haven, Conn.	
	WPLR(FM)	Classic Rock
	WYBC-FM***	Urban Cont.
138	Stamford-Norwalk, Conn.	
	WSTC(AM)	News/Talk
	WKHL-FM	Oldies
	WNLK(AM)	News/Talk
	WEFX(FM)	Mainstream Rock

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# Another way in San Jose

*Granite opts for independence from ABC affiliation; San Francisco cable homes beckon*

By John M. Higgins

**D**uopoly rules make it legal. Must-carry rules make it financially viable. So Granite Broadcasting's San Jose, Calif., station plans to exploit two sets of FCC regulations by surrendering its ABC network affiliation in hopes of dramatically expanding its reach as an independent station.

Granite station KNTV has agreed to the dramatic step of selling its affiliation agreement back to ABC, which owns and operates a station in nearby San Francisco that overlaps the San Jose station's coverage area.

Ordinarily, a station losing its affiliation with a major network suffers dramatic declines in ad revenues and earnings. But beginning next July, Granite officials are betting that they can offset any loss of ratings or clout by securing carriage on cable systems far north of the station's core market. That would allow the station to try to tap a new audience that currently can't readily see the station.

ABC's KGO-TV and KNTV have clashed for years over their divided market and



**Cornwall: 'Duopoly kind of triggered a decision that we should move ahead.'**

discussed extinguishing KNTV's affiliation agreement. But Granite Chairman Don Cornwall said the deciding factor was Granite's 1997 deal to buy San Francisco's WB affiliate, a UHF station now called KBWB. After an unfavorable FCC ruling last

year, it seemed that Granite would have to sell the VHF San Jose station in order to hang onto the San Francisco station.

But the FCC's recent decision to permit broadcasters to own two stations in a single market will allow Granite's duopoly, giving the stations the ability to broaden their audiences throughout the entire metro area.

"It's something we've thought about off and on for a long time," Cornwall said. "Duopoly kind of triggered a decision that we should move ahead."

Local news will be the anchor of the new schedule. Since KNTV has a strong reputation for news, Granite plans to replace much of the ABC programming with heavy news coverage, going from the current 3.5 hours of news shows daily to at least 8 hours. Eventually, Cornwall would like to put on news in prime time, but will probably start out with movies, or possibly WB series. However, he acknowledged that the more WB programming KNTV runs, the tougher it will be to get carried on cable systems already carrying KBWB.

Indeed, the current profitability of KNTV's news operation makes it easier to drop the ABC affiliation. Cornwall said that less than 20% of KNTV's revenues come from local avails in ABC programming. Another Granite ABC affiliate in a similar-size market, Buffalo, N.Y., gets more than 30% revenues from commercials during network shows.

Granite took a different stance last year. When fighting for a permanent waiver of its KBWB buy, Granite argued that if it were forced to sell KNTV, ABC would likely revoke its network affiliation, leaving the station crippled and San Jose residents without any local TV news outlet.

Cornwall added that KNTV's compensation from ABC is relatively small, though he would not be specific. Cornwall also would not disclose how much ABC is paying to extinguish an affiliation agreement that runs through 2005. But one financial executive said Granite would receive almost \$15 million.

KGO-TV executives are happy that they can finally end an arrangement made in the 1950s because of the region's mountainous terrain. ABC's need for a San Jose station has been largely obviated by cable's ability to carry KGO-TV's signal into areas of poor reception.

"What it means to us is that we no longer have to be, in essence, competing with ourselves in what is the fastest growing, most desirable part of our region," said David Metz, KGO-TV's director of programming services. He would not predict what kind of boost he expects to get from the elimination of another ABC outlet.

"We're have very conservative estimates what it means," he said. "We don't automatically assume we're going to get every viewer." ■

## Leaving New York: the ABCs

New York-based ABC broadcasting executives last week had to decide whether to move to Los Angeles or lose their jobs.

A handful of high-ranking network executives, including ABC Daytime President Angela Shapiro and Broadcast President (radio and TV stations) Bob Callahan, opted to pick up and move west as part of the network's ongoing consolidation efforts. But Larry Pollack, chairman of the ABC-owned station group, John Wolters, vice president of finance, and a number of other executives chose to stay on the East Coast and leave the company.

A total of 200 New York-based network employees was given until last week to make the decision; 110 of those were at the "executive" level. The other 90 or so are said to be administrative and "support" personnel.

Already heading to the network's new Burbank, Calif., headquarters are ABC Chairman Bob Iger, ABC Inc. President Steve Bornstein and ABC-TV President Pat Fili-Krushel. More than 5,000 ABC employees will remain in New York in sales, news, research, sports and new media. The biggest portion of those 5,000 employees work for ABC's broadcast operations division.

The actual physical move to Los Angeles won't be completed until October 2000, but many ABC executives have already started making the trek. Other executives moving include Jonathan Barzelay (senior vice president and general manager of the network's children's programming division), Alan Braverman (senior vice president and general counsel) and Laurie Younger (senior vice president and CFO). Add to the list of those not leaving the Big Apple Christine Hikawa (vice president of broadcast standards and operations) and Patricia Matson (senior vice president of communications).

ABC executives would not comment on the move. —Joe Schlosser



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# AT&T to carry Fox DTV

Ten-year deal allows cable operators to modify HDTV signals to save bandwidth

By Price Colman

**A**T&T's cable arm put the second piece of its digital broadcasting puzzle in place late last week, signing a 10-year agreement with Fox.

With its deal to carry Fox's digital TV signals, AT&T Broadband & Internet Services further blunts arguments for federal must-carry rules requiring cable operators to carry all DTV stations.

Only two days before announcing the digital agreement, AT&T signed a cable affiliation agreement with Fox for The Health Network and extended an affiliation agreement for Fox Regional Sports Networks. The sports deal includes provisions for automatic annual rate increases.

Officials at AT&T and Fox said the cable affiliation deals were not directly linked with the digital carriage agreement, but they did acknowledge the two were on the table at the same time.

(Under a 1996 retransmission con-

sent deal with Fox, AT&T has the rights to carry Fox's 22 analog stations. Those stations cover nearly 40% of the nation's 100 million TV homes. The analog deal runs until 2009, the same year the digital deal expires.)

AT&T has a similar digital carriage deal with NBC and is in active discussions with ABC and CBS, a source familiar with the situation says, but it may take until the end of the year to come to terms with them.

Under terms of the digital deal with Fox, AT&T will carry standard-definition signals using the 480p format or high-definition (HDTV) signals using the 720p format. But, significantly, it is allowed to reduce the horizontal resolution of 1080i HDTV signals. Such modification conserves bandwidth and makes the signal more compatible with the digital cable equipment AT&T is installing in headends and customer homes.

AT&T is behind many other large

cable operators in increasing the bandwidth of its systems to 750 megahertz and thus is particularly focused on using bandwidth as efficiently as possible.

Because of bandwidth concerns, the digital agreement is limited to only those homes served by 750 MHz cable systems—that is, about 48% of AT&T's cable homes. But the percentage is expected to gradually rise over the next several years as AT&T rebuilds its systems.

"This [deal] is our template," says Madison Bond, AT&T BIS's executive vice president of programming, echoing AT&T BIS President Leo Hindery when the cable operator struck the digital deal with NBC in June.

The signal-modification provision was less of an issue with Fox, which has shown little enthusiasm for the 1080i format, than it was with NBC. To gain that concession from NBC, AT&T agreed to 10-year affiliation agreements, with guaranteed annual rate increases, for NBC cable networks CNBC and MSNBC. AT&T also agreed to pay a substantial surcharge of more than \$1 per subscriber annually on the two cable networks to carry special coverage of the winter and summer Olympics.

How CBS and ABC will react to the AT&T-Fox deal remains to be seen, although sources say they're likely to feel increased pressure. "The universe is shrinking," says one source close to the situation. "As CBS and ABC look at Fox and NBC, they have to realize those are competitors you don't really want to ignore."

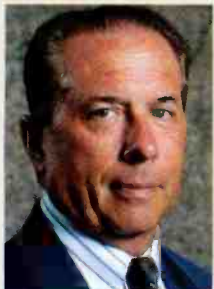
CBS has already negotiated a digital carriage agreement with Time Warner that requires Time Warner to pass through the broadcaster's HDTV signal without modification. It's unclear whether CBS will stand firm on that issue with AT&T and other cable operators, but sources say it's likely.

Fox is hedging on whether it intends to offer multichannel programming or focus on HDTV in its use of government-granted digital spectrum. Thus, while provisions for multichannel digital offerings weren't specifically included in the agreement with AT&T, such agreements could be negotiated later, sources said. ■

## Industry lobbyists have 'real clout'



Fritts is No. 25



Hewitt is No. 48

MPPA President Jack Valenti is "still the best" lobbyist in town, at least that's what *Washingtonian* magazine thinks. In this month's issue, Valenti leads off a list of 50 association heads that have "real clout." Coming in second is Kenneth Wasch, who in 1984 founded the organization that later became the Software and Information Industry Association. *Washingtonian* considers Wasch the "model for the new trade-association head," and praises him for his effectiveness. Exactly midway on the list is National Association of Broadcasters President Eddie Fritts, who is characterized as "one of the 'old bulls' who still lobbies the old-fashioned way—and usually gets what he wants." But still ahead of Fritts is Roy Neel, president of the United States Telephone Association, who makes the top 10 hitters parade at No. 7. Hilary Rosen, head of the Recording Industry Association of America is No. 12, and Tom Wheeler, who runs the Cellular Telecommunications Industry Association, is No. 16. Electronic Industries Alliance's Dave McCurdy is No. 20, and former broadcast lobbyist John Sturm, who now heads the Newspaper Association of America, is No. 22. Harris N. Miller, head of the Information Technology Association of America (whose members include

AOL, AT&T and Microsoft), is No. 35. And the Satellite Broadcasting and Communications Association's Charles Hewitt made it onto the list at No. 48. Absent from the list is the NCTA, which was between presidents when the piece was written.

—Kim McAvoy

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# Court restores reporters' rights

*In reversal, a U.S. appeals court in New York recognizes 'qualified privilege' for nonconfidential outtakes, notes*

By Dan Trigoboff

A federal appeals court reversed itself late last month and re-established a qualified privilege for reporters' notes and TV journalists' outtakes.

"Having reconsidered our opinion, we agree with the district court that our circuit has previously recognized a qualified privilege for nonconfidential press information, and we now explic-

itly reaffirm its existence," the New York-based appellate panel said.

The original decision, issued last year, arose from a 1997 NBC *Dateline* piece by reporter Pat Weiland on possible police misconduct in Louisiana. The decision surprised lawyers and journalists who had believed that the protection from subpoena of nonconfidential materials had long been established.

"The original opinion was a bombshell," said Kathleen Kirby, counsel to

the Radio-Television News Directors Association, "because we'd always assumed there was protection in the Second Circuit, which is home to so many media companies." NBC's appeal was backed by major broadcast and print organizations.

The court concluded that, "If the parties to any lawsuit were free to subpoena the press at will, it would likely become standard operating procedure for those litigating against an entity that had been the subject of press attention to sift through press files in search of information supporting their claims." This "wholesale exposure" would burden the press' ability to do its job, chill relationships with sources and discourage journalists from keeping their notes and files.

"This was a victory toward keeping the media from becoming an investigative arm of any litigant," said Susan Weiner, NBC vice president of litigation and deputy general counsel. "This decision recounts the history of privilege and emphasizes the public policy served by protecting nonconfidential material—to promote freedom of the press."

NBC had refused to turn over outtakes subpoenaed in a federal civil rights lawsuit brought against police by a Hispanic couple who believed the tape would support their claim that law enforcement officers in Louisiana were pulling over drivers routinely based on color, nationality or out-of-state license plates.

News organizations historically have resisted being used as an investigative arm, not only for government entities, but also for civil litigants. A federal trial court agreed there was a qualified privilege, but that the plaintiffs met the burden of overcoming it.

The initial appeal appeared to throw the privilege out, and NBC asked for reconsideration, which was granted in June. The court stated that "where nonconfidential information is at stake, the showing needed to overcome the journalists' privilege is less demanding than for material acquired in confidence."

The court of appeals said that a litigant could overcome the privilege "if he can show that the materials at issue are of likely relevance to a significant issue in the case, and are not reasonably obtainable from other sources." In this case, the court found, plaintiffs Albert and Mary Gonzales had met the test. NBC last week had not decided whether to release the outtakes, or appeal to the U.S. Supreme Court. ■

## Mr. Rogers gets new neighborhood



kidschannel

Today (Sept. 6) marks the launch of PBS' 24-hour network of off-PBS children's programming. The network will feature reruns of such mainstays as *Barney & Friends*, *Teletubbies* and *Mister Rogers' Neighborhood*. Nine PBS stations signed on to carry PBS KidsChannel from the outset, and 18 more plan to carry it by the start of next year. A total of 2 million households will receive the channel from the outset, and PBS executives say it will reach 4.7 million viewers by July 2000. PBS

KidsChannel is available for licensing by all PBS member stations and can be distributed in a number of ways, including primary broadcast channels, local ITFS (Instructional Television Fixed Service) channels, additional local channels (cable), DTV multicast channels and direct broadcast satellite (DBS). John Wilson, senior vice president of PBS programming services, says the service is currently in discussions with a number of DBS providers. "We have put this out to our stations," Wilson says. "They understand where the opportunities are, and a lot of it has to do with what their existing commitments are and what their existing distribution capacity is. I think you will see more growth as stations get their digital transmitters up and running."

PBS KidsChannel will feature a number of the top preschool series on TV, including *Arthur*, the new series *Dragon Tales*, and *Wimzie's Playhouse*. Each of the shows will repeat several times a day, with the channel distributed in three separate feeds.

Wilson says the plan at the start is to use PBS library products, but original series will likely be added in the coming years. "The economics of it are such that in order to make it feasible, we have to use our library of existing kids shows, but I wouldn't rule out the possibility of the KidsChannel one day having programming that is unique from the main PBS channel," Wilson notes.



kidschannel

—Joe Schlosser

## CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

### WASHINGTON

#### Fighting for the puck

Pro hockey's latest fistfight is at the FCC. The National Hockey League and a former business partner have all but come to blows over a plan to create a low-power radio service for sporting contests and other one-time events.

Gregory Deieso, chief executive of Micro Radio Inc., took offense last week after the NHL tried to distance itself from its collaboration with Deieso over creating the new service.

Deieso, in Aug 9 comments to the FCC, criticized the NHL's plan to create an indoor-only service rather than the indoor/outdoor one he envisions. He called the NHL's latest approach a "diluted version" of his plan, which was filed with the FCC in 1996.

He noted that his company worked with the NHL as recently as the 1998 Stanley Cup series to test a low-power system for rebroadcasting local radio stations' game coverage inside an arena.

In response, the NHL told the agency that Deieso has not collaborated with the league since the 1996 All-Star game and that he was not "associated in any way" with more recent tests. Asked about being dissed by the NHL, Deieso last week said he is "in negotiations" with the league to correct those statements.

But Harold McCombs, the NHL's Washington attorney (and Deieso's former lawyer), said no correction is in the works. "I stand by our statement," McCombs said. "The NHL said he was not involved in the 1998 Stanley Cup." The NHL decided to go ahead with its own request in April because league officials say a narrower indoor-only proposal would get quicker approval from the agency than Deieso's more flexible plan.

#### Duopolies, ho!

Broadcasters this week should find out when the real land-rush

begins for creating TV duopolies. New rules passed Aug. 5 will allow broadcasters to own two TV stations in a single market, but regulators will not begin accepting applications until 60 days after the new rules are posted in the *Federal Register*.

Because the new rules limit the number of duopolies allowed in a market based on the number of TV outlets in the viewing area, broadcasters are expected to file a flurry of competing applications when the FCC's window opens. Editing of technical details has slowed publication.

#### A Dingell for Gore

A long-time player in Democratic politics, Debbie Dingell, is spearheading Vice President Al Gore's presidential campaign in Michigan, her home state. Dingell, who works for General Motors in Washington, is also married to Rep. John Dingell of Michigan, the ranking Democrat on the House Commerce Committee. Dingell and her husband have been good friends with Gore and his wife, Tipper, since Gore's days on the House Commerce Committee.

### ORLANDO, FLA.

#### Small AMFMs for sale

In addition to trades, AMFM Inc. is interested in dealing for some of its small-market stations (see story, Top of the Week). AMFM, formerly Chancellor Media Group, recently put a dozen stations up for sale, insiders say. That includes two FMs in Killeen, Tex. the nation's 149th radio market, and two FMs and one AM in unranked Ogallala, Neb.

The stations were acquired by then-Chancellor when it bought Capstar Broadcasting. AMFM feels it doesn't have a large enough presence in those markets and apparently isn't interested in beefing up in them. Cash deals are being sought, since the stations are considered too small to trade.

## Right to respond challenged

By Bill McConnell

The Radio-Television News Directors Association asked a federal panel last week to bar the FCC from enforcing rules requiring stations to provide free airtime to people who were attacked on broadcasts until the agency has provided justification for keeping the rules intact.

RTNDA wants the court to invalidate the rules immediately, or set a deadline for the FCC to justify the rules. A three-judge panel on Aug. 3 ordered the FCC to explain why the rules should be maintained, but allowed the rules to be enforced until the court reaches a final decision. Broadcasters say the requirements violate their First Amendment rights.

"With national elections on the horizon," the RTNDA wrote in a petition to the U.S. Court Appeals in Washington, "it is critical that these burdens on core speech be eliminated."

The rules require stations making political endorsements to offer free airtime to other candidates. Additionally, if a station airs an attack on an individual, free time must also be given for that person to respond.

At this point, FCC options include submitting a more complete rationale for the court to review, or it could launch an entirely new rulemaking to establish new political editorial and personal-attack rules.

One big stumbling block to a new rule is the 2-2 deadlock caused by Chairman William Kennard's decision to recuse himself from the issue. Democrats Susan Ness and Gloria Tristani favor keeping the rules, while Republicans Harold Furchtgott-Roth and Michael Powell have voted for their demise. "The FCC has repeatedly demonstrated that it is hopelessly deadlocked," RTNDA said.

Public advocates contend that even though the court found that the rules somewhat chill broadcasters' speech, there still may be sufficient public benefit for keeping the regulations, said Media Access Project President Andrew Schwartzman. ■

# FINANCIAL WRAP-UP

Week of Aug. 30 - Sept. 3

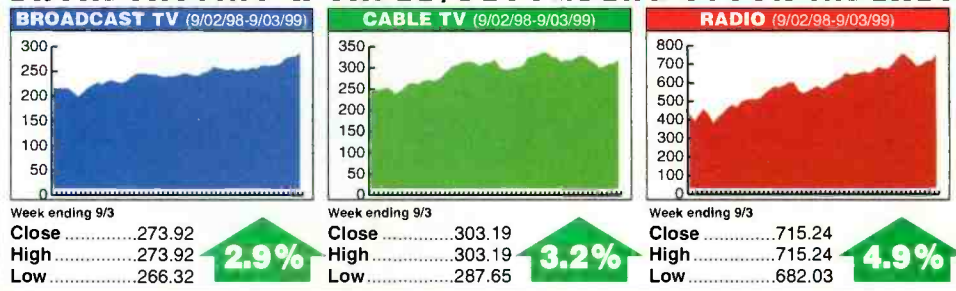
## WINNERS

	9/3 midday	% change
CD Radio	\$32.25	17.02
Echostar	\$85.81	13.61
Entercom	\$38.69	10.13
Gannett	\$71.94	7.68
Liberty Media	\$35.13	6.45

## LOSERS

	9/3 midday	% change
Unipix	\$2.63	(14.07)
TCI Satellite	\$3.19	(11.60)
Big City Radio	\$3.94	(7.87)
TCI Music	\$17.50	(5.71)
ValueVision	\$23.56	(5.60)

## BROADCASTING & CABLE / BLOOMBERG STOCK INDEXES



# Kennard praises and presses

FCC chairman cites minority initiative; says he will stay tough on illegal broadcasts

By Paige Albiniak

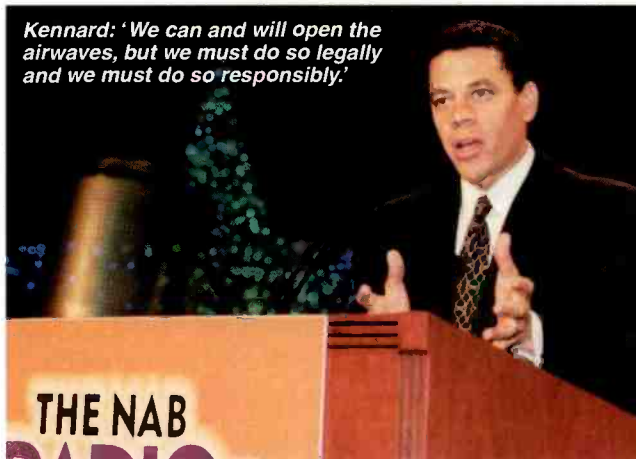
Getting more minorities on the air and more pirates off it are high on the FCC's agenda, FCC Chairman William Kennard told NAB Radio Show attendees in Orlando last week.

Kennard praised initiatives aimed at increasing the media participation of minorities and other underrepresented groups, citing Clear Channel Chairman L. Lowry Mays and CBS CEO Mel Karmazin for their work on an investment fund for minority and female entrepreneurs in the broadcast industry.

Broadcasters aim to put \$250 million in that fund, Mays said last week, and will contribute the major portion of the money, although investment bank Chase Manhattan has been enlisted to help with the fund. Mays and Karmazin, who are spearheading the drive, are expected to announce more details this month.

Kennard also stumped for tax breaks for companies that sell stations to firms owned by historically underrepresented groups. Broadcasters are on the record in support of those tax breaks, and are expected to lobby for them in the afterglow of the FCC's relaxation of ownership rules.

"Vice President Al Gore, Sen. John McCain, Congressman Charlie Rangel, my colleague at the FCC Michael Pow-



ell and [NAB President] Eddie Fritts are all working to find ways to create more opportunities in the broadcast business," Kennard said.

McCain and Rangel each plan to introduce bills this month that would grant such tax breaks. Broadcasters have indicated they would lobby on Capitol Hill for increased minority participation.

Kennard said the FCC has taken several steps to help broadcasters, including revising broadcast ownership rules; grandfathering many radio-TV combinations that had been legally in place only by means of FCC waivers; and shutting down hundreds of pirate radio operations, particularly in Florida.

"We will and have redoubled our efforts to shut down pirate radio stations," Kennard said. "Under my leadership at the FCC, we have shut down more pirate

radio stations than any commission in history. We can and will open the airwaves, but we must do so legally and we must do so responsibly."

Finally, he said the FCC would start formal rulemaking on digital radio early this fall. The industry has been waiting for that proceeding to begin for many months.

Kennard also defended the length of time it takes for the FCC to review telecommunications mergers, which ranges from a few months to well over a year for the SBC/Ameritech

merger, which has sparked the complaints from Capitol Hill. Legislation that would limit that time, which was proposed by Sens. Mike DeWine (R-Ohio) and Herb Kohl (D-Wis.), now awaits action on the Senate floor, while Rep. Chip Pickering (R-Miss.) has sponsored a similar bill in the House. "I'll tell you what I told Sens. DeWine and Kohl," Kennard said. "I want to work with them to find ways to expedite our review.

"We have a number of major mergers pending before us... These are mergers that have never happened in the history of this industry. On my watch, I'm going to take the time to do it right... It would be irresponsible for me to say that we are going to rush these through just to shave a month or two off the process. It doesn't make any sense from a public interest standpoint." ■



1980 World Frisbee Championships  
Rose Bowl, Pasadena, California

Len Shackelford: Hi everyone. I'm Len Shackelford, and along with me is Fred Miller. Now Fred is going to be talking and helping describe what is called Guts today in Frisbee competition.

There is all different kinds, but Guts is perhaps the most violent actually.

Fred Miller: It is a very crowd-pleasing event. They sit 15 yards apart and they throw that thing as hard as they possibly can at speeds in excess of 70 mph.

They catch, they bounce it up in the air, they dive for it. It's a very exciting event.

While we say it is a very aggressive event, very few injuries take place in Guts and yet, still, I think the crowd and people who have not seen this kind of event really enjoy it.

We started with Frisbee championships and now we're in 145 million homes, on all seven continents, with coverage of 65 sports.  
A big thanks to all our affiliates; we wouldn't be celebrating 20 years of sports without you.



# FCC vs. landlords

*Can building owners limit access to telecom providers?*

By Bill McConnell

**V**ideo providers have a big stake in an FCC plan that would strip building owners and utility companies of much of their control over who among telecommunications providers can install wiring in multiple-tenant properties.

The FCC in July proposed new rules that would require phone and other utility companies to permit competitors access to rooftops and other property rights-of-way and to make available unbundled access to telecommunications wiring in multiple-tenant properties. Regulators are also mulling whether building owners that allow access to one telecommunications provider must offer access to others on the same terms.

Although the specific proposal is aimed at increasing competition for data services and local telephone markets, video providers are watching the proceeding carefully because it may

shed light on the FCC's thinking in a similar ongoing battle over cable inside-wiring rules.

"With industry convergence, everybody is providing the same services and it makes little sense that one set of rules applies to coaxial cable and another to twisted pair," said Wilkinson Barker & Knauer attorney Paul Sinderbrand, who represents the Wireless Communications Association. "We need to have common rules that prevent bottlenecks created by landlords and incumbent owners of wiring."

The proposal also follows FCC action intended to increase competition for video providers, including rules issued last fall that prevent landlords and homeowners' associations from forbidding TV antennas and direct-broadcast satellite dishes, and regulations allowing competitors to purchase inside wiring from an incumbent cable provider.

Despite the liberalization trend, three of the five commissioners have warned that the current proposal might

go too far by stripping owners of their property rights. "We have no specific statutory provision that directs or 'empowers' us to assert regulatory authority over owners of private property," said Commissioner Michael Powell when the plan was announced. Commissioners Susan Ness and Harold Furchtgott-Roth expressed similar reservations.

But the WCA argues the FCC will not violate property rights if it simply forbids exclusive contracts with telecommunications providers and requires all service providers be given access on equal terms. The contracts have been a lucrative source of income for landlords, who often put wiring contracts out for bid to service providers looking for captive audiences.

"Building owners can set whatever rates they want, but when one provider is let in a building, access must be provided to others on nondiscriminatory terms," Sinderbrand maintains.

Big cable companies so far are sitting out the fight, in no small part because the current rules have been a double-edged sword. Most have used exclusive contracts to their advantage, but single-supplier contracts have also allowed overbuilders to gain footholds in their markets. ■



## WASHINGTON WATCH

By Bill McConnell and Paige Albinaki

### Kennard: FCC easy on applicants

The FCC has weathered no small amount of criticism for its propensity to impose divestitures, geographic service obligations and other conditions on telecom-merger approvals.

But fresh from a working trip to southern Africa, Chairman William Kennard maintained that the FCC is a pushover for telecom-license applicants, compared to other countries.

"I have a troubling sense that every license approval [in southern

African countries] is a negotiation or deal," he said in a roundtable with U.S. telecom executives last week. "Of course, I get accused of the same thing in this country."

Last week, Kennard solicited advice from the executives on how the agency can assist companies in building a communications infrastructure in less-developed countries. Among the answers: U.S. regulators should drop their objections to "cross-subsidization," which allows a company to fund one business line with

profits from another.

Kennard was also asked to put more pressure on foreign regulators to ease licensing restrictions on new technology. "In many countries the certification process is very cumbersome and delays the introduction of technology into the market," said Eric Nelson of the Telecommunications Industry Association.

### Marathon gives a lot, gets a lot more

Marathon Media last week agreed to shed its existing radio businesses in

Billings, Mont., in return for approval to buy five other local outlets from Citadel Communications Corp.

Under the deal, Marathon will sell KIDX-FM, KRSQ-FM and KGHL(AM) to New Northwest Broadcasters II, terminate its time-brokerage agreement with KBEX-FM and give up its construction permit for 107.5 FM.

The Justice Department demanded the divestitures to prevent Marathon from dominating the Billings radio market. As originally proposed, the deal would have given the company control over nine of the market's 16 stations and 65% of ad revenue. Marathon is acquiring KMHK-FM, KKBR-FM, KCTR-FM, KBBB-FM, and KBUL(AM).





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**ISSUE DATE: September 27, 1999**

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# New Direction

*Forget the superhighway;  
many roads lead to  
interactive TV*



**By Kathy Haley**

**A**s it has been for years, interactive TV seems just around the corner. Fueled by improved and vastly cheaper technology—plus the Internet's proof that consumers really do want on-demand access to information, entertainment and shopping—a small forest of companies has sprouted to finally deliver on promises stretching as far back as the 1950s.

Keeping the players straight is no small problem. So many companies

have torn off pieces of the business to attack—from interactive advertising to Internet via TV—that the flavors mush together even in the minds of senior players. The CEO of one media company recently grouched, "If I haven't invested in it, I can't keep track of what the company does."

Twenty years after the boasts of QUBE and seven years after the promises of the information superhighway, interactive TV is generating virtually no revenue. But just as there was research to back those first two waves, interactive executives have research

envisioning geysers of cash. Boston-based Forrester Research sees interactive applications generating as much as \$11 billion in annual advertising revenue, \$7 billion in e-commerce sales and \$2 billion from subscriptions in 2004. Another \$3.1 billion could come from distributing movies on-demand, according to the research firm.

Cable and satellite providers are racing to roll out digital set-top boxes to make the services possible—and to collect their cut.

Interactive applications can be divided into roughly five major categories:





YOUR CABLE PLANT



**YOUR CABLE PLANT**  
**WITH ICTV**

*Fastest Internet access to TV*

*E-mail with attachments*

*Interactive game & educational content*

*Complementary to cable modem rollout*

*Customizable product mix*

*Analog or digital*

*Utilizes current HFC networks*

*Reduces churn*

*Low or no capital expenditure*

*Guaranteed revenue*

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# INTERNET-ON-TV

## AOL TV

Dulles, Va.  
www.aol.com

### What is it?

America Online's attempt to one-up WebTV with a set-top that not only provides Internet access, but also an electronic program guide and Web content that complements specific TV shows. Not due until next year, AOL TV is still in development and details are few. But AOL officials say it will include AOL's chat and instant-message capabilities.

### How can consumers get it?

Set-tops incorporating AOL TV will connect to AOL over standard telephone lines and high-speed DSL telephone lines. (DirecTV is integrating the technology into a satellite TV receiver.)



### What do customers pay?

Not yet known. But they will have to pay for the set-top box and a monthly fee like WebTV users do.

### How does AOL make money?

From the set-top, subscribers and a cut of advertising and e-commerce revenue reaped from content partners.

### Who owns the service?

America Online.

### What are its strategic partners?

DirecTV, Philips Electronics, Gemstar (program guide) and Liberate Technologies (operating system).

### When is it available?

AOL plans to begin rolling out the service next year.

**Pluses:** America Online has learned a lot about Internet-on-TV by watching WebTV and by purchasing one of its early competitors, NetChannel, from NCI (now Liberate Technologies). It will be able to market the service through its 20 million PC subscribers.

**Minuses:** From the start, AOL TV will be playing catch-up with WebTV.

## MoreCom Inc.

Horsham, Pa.  
www.morecom.com

### What is it?

A system for providing high-speed Internet access along with enhanced TV and MPEG-based short-form video streaming. Among other things, enhanced TV features can be used to alert TV viewers of related information or advertising on the Internet and allow one to immediately click on it.

### How can consumers get it?

Via digital cable with set-tops running MoreCom software. It can also be delivered via satellite or digital broadcast TV, but set-tops must have telephone links to take full advantage of MoreCom's capabilities.

### How does it work?

Consumers use a remote control and set-top to pull programming from one of three file servers at provider's head-end. Enhanced TV server stores popular Web content and sends it in HTML format to set-top. A second server pro-



vides access to the Internet. A third stores video clips that can be ordered on-demand. Such clips could be commercials inserted onto the electronic program guide or local news, weather and other content.

### What do customers pay?

It's up to the service operator. It could be provided as part of basic service or as a premium service requiring extra monthly payment.

### How does MoreCom make money?

MoreCom sells or licenses equipment and software and may share in revenues from subscriptions, advertising and e-commerce.

### Who owns the service?

MoreCom is a privately held company; Ami Miron is chairman, president and CEO.

### What are its strategic partners?

Scientific-Atlanta, Harmonic, DiviCom; NagraVision; NDS; Zenith; Pioneer; Sagem; Nokia; 3Com; and C-Cube.

### Where is it available?

MoreCom has no U.S. deals yet, but has a deployment agreement with Golden Channels, the largest cable operator in Israel. Company expects commercial rollout there next year.

**Pluses:** It runs off digital set-tops so consumers don't have to buy a box. Simultaneous viewing of the Internet and TV. Viewers don't have to leave the TV signal to check e-mail, surf the Web or access enhanced TV information.

**Minuses:** MoreCom can't operate in an analog world and is competing against more established players that have a head start in getting their services into the field.

# Presenting a revolutionary force in television. YOU.

**ReplayTV™** Imagine having the freedom to watch your favorite shows on your schedule. The power to control live TV. The excitement of a truly personal television experience.

Presenting ReplayTV, a revolutionary set-top box that records your favorite shows on a hard disk automatically, every time they're on. No tapes. No hassles.

ReplayTV works with an intelligent programming service so you can create your own personal channels based on your favorite shows, actors or themes. ReplayTV finds and records your shows so you can watch them on-demand with full VCR-style controls. It's easy. It's automatic. It's guaranteed.

You can also pause, rewind and use instant replay on live TV. Say the phone rings in the middle of *Friends*®. Simply hit pause and take your call. Then, hit play and you haven't missed a beat. For just \$699 and no monthly fees, ReplayTV will revolutionize the way you watch television. It's television made personal.

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## WebTV

Mountain View, Calif.  
www.webtv.net

### What is it?

Internet access over the TV with the help of a set-top box. There are two basic products: WebTV Classic, which brings the Internet and e-mail to TV; and WebTV Plus, which offers the Classic features plus on-screen TV listings, WebPIP (Web picture-in-picture) and one-touch VCR recording.

### How can consumers get it?

Consumers buy a set-top box at retail and hook it up to their TV and telephone lines. (EchoStar is also integrating WebTV Plus capability into one of its satellite TV receivers.)

### How does it work?

A subscriber uses a WebTV remote control or a WebTV infrared keyboard to surf the Web and write e-mail. WebTV's software enhances the Web images so that most pages can be read



on a TV from across the living room.

### What does the consumer pay?

Prices for the set-tops vary by retailer. Suggested list price for the WebTV Classic box is \$99; for WebTV Plus, \$199. Monthly subscription fees: \$21.95 for WebTV Classic service; \$24.95 for the WebTV Plus service.

### How does WebTV make money?

WebTV derives its income from box sales and subscription fees.

### Who owns the service?

Microsoft Corp.

### What are its strategic partners?

ESPN, Children's Television Workshop Online, Discovery, E! Entertainment, HBO, HGTV, MSNBC, PBS, USA Networks/SciFi and The Weather Channel.

### Where is it available?

WebTV set-tops and accessories are available at most consumer electronics stores. The company says it now has 800,000 subscribers.

**Pluses:** Clear graphics and readable text allow TV viewers to surf the Web without requiring them to be computer savvy. Started in 1995, WebTV has more experience at providing Internet access over TV than any of its competitors. WebTV Plus's picture-in-picture feature permits simultaneous viewing of TV show and Web content.

**Minuses:** WebTV will be going up against rival AOL TV next year with its considerable marketing clout. AOL TV is learning from WebTV and will make sure it fields a product that surpasses it in capability, if not reliability.

## WorldGate

Bensalem, Pa.  
www.wgate.com

### What is it?

A service offering high-speed Internet access through an analog or digital cable set-top. The system can also link a viewer watching a commercial or program on TV directly to a related Web page, usually in five seconds or less.

### How can consumers get it?

Digital or advanced analog set-tops made by General Instrument or Scientific-Atlanta with a wireless keyboard or remote control.

### How does it work?

Using a remote, the subscriber's set-top signals a server at the cable headend to connect the user to the Internet. On an advanced analog set-top, WorldGate's signals travel over the vertical blanking interval, an unused part of the TV signal. On a digital set-top, the signal uses part or all of a 6 MHz channel, depending on how many subscribers are using the service.

### What do customers pay?

About \$10 per month.



### How does WorldGate make money?

Cable operators buy the server and wireless keyboard. The cable operator and WorldGate share in the monthly service charge paid by subscribers, advertising revenue and revenue from linking subscribers directly from commercials to advertisers' Web sites.

### Who owns the service?

WorldGate is a publicly owned company (Nasdaq: WGAT). The company successfully completed an IPO last April, raising \$121 million.

### What are its strategic partners?

General Instrument, Scientific-Atlanta, Motorola, Citicorp, Advent International Corp., cable pioneer Alan Gerry, Needham & Co. and AMP Inc. WorldGate has signed content partnerships with more than 60 TV networks,

including The Weather Channel, A&E, The History Channel, CNN, Court TV, E! Entertainment, Encore, Lifetime, Fox News, Fox Sports, Showtime, USA Networks, Music Choice, HBO and Cinemax, QVC and National Geographic.

### Where is it available?

In about 7,500 cable homes at a smattering of cable systems throughout the country. Among the cable operators are Charter, Comcast and Bresnan.

**Pluses:** It works with off-the-shelf cable set-tops. Consumers don't have to buy a box. Nearly all of WorldGate's processing power and memory reside at the cable headend, making installations and upgrades less expensive than rolling trucks to replace set-tops.

**Minuses:** While graphics are very fast, typing text is slow because the system has to shuttle keystrokes back and forth between the server and the home. This means there's a 250-millisecond delay between when the viewer types the characters and when they show up on the screen. The delay falls short, however, of the 350-millisecond threshold surveys have demonstrated causes consumers to object.





Millions gather to celebrate the world peace treaty, signed on Monday.

Story on page 11.

# INTERACTIVE TV BRINGS PEACE ON EARTH!

New York - For the first time in the history of mankind, peace reigns on earth. And it's all because of the technological marvel known as interactive television.

"The power of this medium has caused people to come together as one," says one TV viewer. "It's the creation

And these bizarre events aren't limited to Europe. In America, where the crime rate has dipped to zero, manufacturers are melting their fears of interactive TV into them as scrap. "People don't get it," says one interactivist.

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OpenTV is the world's leading provider of interactive software for digital receivers. And together with television partners worldwide, we're up and running in over 3.5 million households across the planet. And we're doing it on all digital television platforms including cable, terrestrial and satellite. In addition, we've paved the way for the next generation of interactive television with services like interactive program guides, T.V. chat, e-commerce and interactive advertising. Which means new revenue streams for TV operators. And we're just getting started. This year, with the help of EchoStar's DISH Network™, we're set to debut OpenTV in America. So, will all this bring world peace? Hardly. But it will help bring the world a better form of television. OpenTV. We're making the promise of interactive television a reality.



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# PERSONAL TV

## ReplayTV

Mountain View, Calif.  
www.replaytv.com

### What is it?

Replay is a "tapeless" digital recorder that can automatically record favorite shows and organize them according to themes. It lets viewers pause, rewind, fast-forward and replay live TV broadcasts.

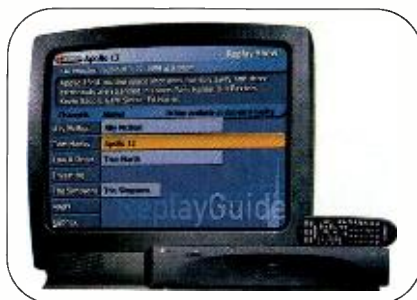
### How can consumers get it?

Replay Network Service is available using set-tops purchased from retail outlets. Matsushita Electric Industrial Co. Ltd. will sell a ReplayTV-capable recorder under the Panasonic brand.

### How does it work?

Up to 28 hours of TV signals are digitally recorded onto a hard drive. The Replay Network Service automatically updates every 24 hours via phone line.

### What do consumers pay?



Replay Network Service is free. Prices for set-tops range from \$699-\$1,499.

### How does Replay make money?

The sole revenue is the Replay Network Service, a portal that will include "Replay Zones" sponsored by studios, cable and broadcast networks and local affiliates.

### Who owns the service?

The lead investor in privately held Replay Networks Inc. is venture capital firm Kleiner Perkins Caufield & Byers, which along with the Tribune Co. and

Vulcan Ventures Inc., chipped in \$8 million. On Aug. 18, Replay Networks announced it had received \$57 million from several leading media firms,

### Where is it available?

Replay's Panasonic PVRs are available through www.replaytv.com or 800-266-1301.

### What are its strategic partners?

Showtime, E! and others will sponsor Replay Zones featuring program information, promotions and content.

**Pluses:** With ReplayTV, a 30-second skip button vaporizes commercials. There are no monthly fees for basic service and point-and-click programming is easy.

**Minuses:** Replay doesn't have the slo-mo feature found on the competing TiVo receiver. Digitally recorded programs cannot be permanently archived on VHS tape.

## TiVo

Sunnyvale, Calif.  
www.tivo.com

### What is it?

TiVo's "personal television" service package includes both the service and a Philips Personal TV receiver that digitally records up to 30 hours and suggests programs based on viewer preferences. TiVo also lets viewers pause, rewind and slo-mo live television, and offers programming packages.

### How can consumers get it?

TiVo Personal TV Service is accessible using a Philips-manufactured set-top receiver operated via remote control.

### How does it work?

Viewers use on-screen menus to pick programs and read TiVo's program guides. The hard disk is simultaneously readable and writable, so a program can be viewed while it is still recording.



### What do customers pay?

A Philips personal receiver with 14-hours is \$499 plus \$199 for a lifetime service option (\$698 in total), or \$9.95 a month plus the cost of the PVR. A receiver with 30 hours is \$999.

### How does TiVo make money?

Initially, TiVo will earn revenues from subscription fees and sales of digital video recorders.

### Who owns the service?

Tivo Inc. filed an initial public offering in July to raise \$80 million. Its equity

investors include NBC, CBS, Philips Electronics, DirecTV, Showtime Networks, Comcast, Cox, Discovery, Disney, Liberty Digital, Encore Media Group and Vulcan Ventures among others.

### Where is it available?

TiVo's Personal TV System is available online (www.tivo.com), or by calling 877-FOR-TIVO.

### What are its strategic partners?

AOL TV, NBC, Showtime, Showtime Extreme, Discovery, FLIX, The Movie Channel, E! Entertainment, style, HBO, The Weather Channel, ZDTV.

**Pluses:** Viewers can find programming specifically suited to their interests. Advertisers can overlay commercials targeted to viewer demographics.

**Minuses:** Digitally recorded programs cannot be permanently archived on VHS tape. TiVo's advertiser focus means no skip-the-commercial function.

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# PROGRAM GUIDES

## Guide Plus+

Pasadena, Calif.  
www.gemstar.com

### What is it?

Guide Plus+ is an interactive navigator that lets viewers search through two days of listings; scroll ahead up to eight days through listings organized by genre; and highlight a listed show to automatically record. It can also program the TV to tune in to a particular show when it is scheduled to air.

### How can consumers get it?

It is accessible through some TV sets, VCRs and set-tops. Manufacturers using Gemstar's guide in their TV sets and eventually their VCRs include Thompson, Sony, JVC, Philips and Zenith.

### How does it work?

Gemstar's software resides in the TV set, VCR or set-top, with content updated four times a day, including an



overnight download. Content currently travels over the vertical blanking interval to the set. Next year, Gemstar will switch to updating its content over pager frequencies. And by 2001, it will use pager frequencies to receive signals back from viewers.

### What do customers pay?

Nothing; Guide Plus+ is ad-supported.

### How does Gemstar make money?

Gemstar licenses its software and patented formats in two ways: a

provider can use them to create its own branded guide; or a provider can license a completed version of the guide branded "Guide Plus." Gemstar also sells advertising on its guide.

### Who owns the service?

Gemstar Development Corp. is traded on Nasdaq (GMST).

### Where is it available?

DirecTV used Gemstar's system to create its own branded guide and AOL TV has licensed the right to do the same. US West, Cox Cable and Americast have licensed Gemstar's technology.

**Pluses:** Gemstar is free to consumers and has the potential to be widely distributed, thanks to agreements with major TV set manufacturers.

**Minuses:** Gemstar is currently a one-way technology and will not be two-way until 2001. Its chief rivals on the cable front are already two-way.

## Interactive Channel

Dallas  
www.sourcemedia.com

### What is it?

Interactive is a localized two-way service that features SourceGuide, an interactive navigator; SourceNet, an Internet TV Web browser; CableMail; a video-on-demand navigator; and LocalSource, a suite of local programming services.

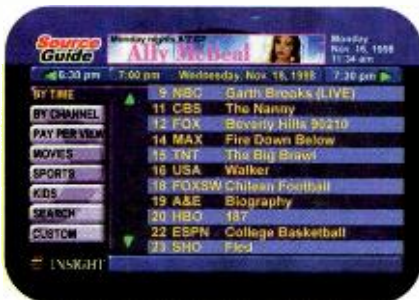
### How can consumers get it?

The service is available using digital set-top boxes. The technology is embedded in General Instrument's DCT set-top line and the company has a similar agreement with Scientific-Atlanta.

### How does it work?

Using a remote control, viewers call up information stored on a server at the cable headend. The information on the server is updated regularly via satellite.

### What do customers pay?



Interactive Channel is delivered as part of the MSO's digital service.

### How does Interactive make money?

Cable operators pay Interactive Channel 50 cents a sub per month for SourceGuide and Local Source. They split revenues from ad sales, e-commerce or on-demand purchases.

### Who owns the service?

Source Media, which is traded on Nasdaq, is finalizing a joint venture agreement with MSO Insight Communications. The venture will include Source

Media's TV-related assets and cash contributed by Insight. SourceMedia has sued TV Guide Inc. over its failure to follow through on a letter of agreement to pursue a similar venture, while TV Guide has threatened legal action opposing Insight's investment.

### Where is it available?

SourceGuide and LocalSource are up and running in Insight Communications' Rockford, Ill., system. Rollouts are planned for Insight systems in Columbus, Ohio, and Evansville, Ind.

**Pluses:** Interactive Channel's server-based technology frees up valuable memory in the set-top; provides operators with a "first screen," offering viewers access to TV listings and local information.

**Minuses:** It competes with TV Guide Interactive, a powerful, established brand name in TV listings. Operators must purchase a file server and devote the equivalent of a 6 MHz channel to deliver the service.

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## TV Guide Interactive

Tulsa, Okla.

www.tvguide.com

### What is it?

TV Guide Interactive is a navigator that lets subscribers customize program listings, browse, flip, search, set reminders and parental controls as well as order pay-per-view events.

### How can consumers get it?

The software is embedded in General Instrument's DCT line of set-tops.

### How does it work?

TV Guide Interactive is updated continuously from a server that feeds information to the "out-of-band" or extra portion of the national feed of Headend in the Sky (HITS), a service that distributes digital programming.



### What do customers pay?

The cost is built into the additional monthly fee subscribers pay to upgrade to a digital tier.

### How does TV Guide Interactive make money?

Operators pay TV Guide Interactive a few cents per sub per month, depending on volume discounts, exclusivity and additional services purchased. TV Guide will also share revenue earned by operators for interactive ads sold.

### Who owns the service?

News Corp. and Liberty Media Corp., a unit of AT&T, each own 44% of TV Guide Inc. TV Guide Interactive is part of a portfolio of re-branded companies. The balance is publicly traded on Nasdaq (TVGIA).

### Where is it available?

TV Guide's scrolling on-screen guide is available to 34 million homes. But the digital guide is used by only 2 million subscribers so far.

**Pluses:** With superior distribution and a huge cash reserve, TV Guide is positioned to dominate. It doesn't require an operator to buy a file server to feed the set-tops and doesn't take up any channel capacity.

**Minuses:** Though it offers co-branding opportunities, some fear its 46-year-old trademark will overpower cable operators' brands.

# VIDEO-ON-DEMAND

## DIVA

Menlo Park, Calif.

www.DIVAtv.com

### What is it?

DIVA is a video-on-demand service that includes hardware, software, programming, a customizable navigator, billing interface and other support services.

### How can consumers get it?

The software is available in General Instrument's DCT digital set-top line. The service is accessible in two-way hybrid fiber coaxial cable systems.

### How does it work?

Using a remote control, subscribers order programming through their set-tops that signals the server and enabling hardware and software that reside at the cable head-end. Software on the server tracks on-demand purchases and manages billing.

### What do customers pay?

Cable operators can price the services



à la carte or in packaged digital tiers. Recent movie releases typically cost \$3.95, while library titles go for \$2.95.

### How does DIVA make money?

Cable operators pay DIVA for the hardware, for licensing the related software and for support services such as engineering, training, marketing and custom-product development.

### Who owns the service?

DIVA is a privately held company initially financed with \$100 million. It has subsequently raised an additional \$250 million through bond placements.

### Where is it available?

DIVA video-on-demand is in Adelphia Communications' system in Lansdale, Pa.; several of Suburban Cable's Philadelphia-area systems; Cablevision Systems in New Jersey; Rifkin & Associates in Roswell, Ga.; Chambers Communications in Edmonds, Wash., and Novato, Calif.; and Insight Communications in Rockford, Ill.

### What are its strategic partners?

DIVA has licensed more than 2,000 new movie releases, titles and specialty programs from Warner Bros., Disney, Sony, Universal, 20th Century Fox and Dreamworks, as well as from HBO, ESPN and Discovery.

**Pluses:** DIVA has more experience with commercial rollouts than either of its major VOD competitors. It claims the lowest cost (\$350) per customer stream.

**Minuses:** Some analysts maintain the channel capacity needed for VOD could be more profitably used by offering telephone services.

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## Intertainer

Culver City, Calif.

[www.intertainer.com](http://www.intertainer.com)

### What is it?

Intertainer is a programming service that offers on-demand entertainment, interactive advertising and e-commerce. Programming includes movies, music videos, concerts, children's shows and special interest programs.

### How can consumers get it?

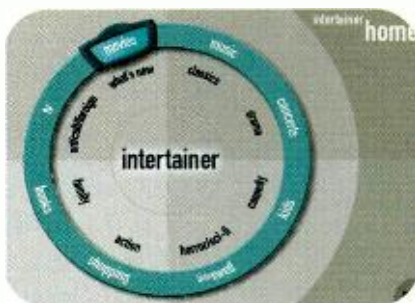
Subscribers can access the service using digital set-top boxes or personal computers. The software is embedded in General Instrument's DCT 5000 digital set-top and Scientific-Atlanta's Explorer 2000.

### How does it work?

Using a remote control, viewers signal a digital set-top to call up the menu and programs from a server at the cable system or telephone company. PC users log on and reach a server at the telephone provider.

### What do customers pay?

Access to Intertainer is typically bundled into the operator's basic digital service tier. The consumer pays for on-



demand purchases.

### How does Intertainer make money?

Program suppliers, such as studios, get about half of what subscribers spend on a film. Intertainer splits the rest with the local cable or telephone provider. Operators and Intertainer split revenues from e-commerce and interactive advertising that appears while users are surfing around looking for programs.

### Who owns the service?

Comcast, Sony and Intel each own about 6%; NBC and US West each own about 7% of the company; the rest is privately held.

### Where is it available?

Consumer trials are underway at RCN

in Manhattan and Comcast in Philadelphia and in Willow Grove, Pa. Commercial rollouts begin Oct. 1, 1999, in about 15 markets where the providers will be telephone companies and subscribers who will be accessing the service through PCs.

### What are its strategic partners?

There are 60 suppliers, including ESPN, Columbia TriStar TV; Warner Bros., Sony Music, Showtime, Cinar, Dreamworks SKG, MGM, Buena Vista, PolyGram, PBS, Disney Channel and 20th Century Fox.

**Pluses:** In addition to movies, TV shows, music, video games and short-form programming on-demand, Intertainer offers e-commerce and interactive advertising. It "remembers" what a consumer tends to order and begins making suggestions about what to watch and sends targeted advertising. Intertainer's dual focus on PC and TV users will probably broaden its base of users quickly.

**Minuses:** Intertainer is available on the more advanced Scientific-Atlanta and General Instrument set-tops, but can't be incorporated into some of the early digital set-tops from cable operators or telephone companies.

## SeaChange

Maynard, Mass.

[www.schange.com](http://www.schange.com)

### What is it?

Recognized for its video servers, SeaChange has developed an on-demand service that provides hardware, software, programming, billing and technology support. The programming includes movies, sports, news and non-video services such as home banking and stock market trading.

### How can consumers get it?

The service is available through operators using digital set-top boxes, including those manufactured by Scientific-Atlanta, Pioneer, Nokia and General Instrument.

### How does it work?

The cable system's server responds to requests from subscribers, using basically the same technology currently used for impulse pay-per-view.

### What do customers pay?

The cable operator determines the



charge. Some on-demand services such as movies are likely to be charged on a per-event basis, while others such as news may be sold on a subscription basis.

### How does SeaChange make money?

Revenue from video-on-demand is roughly divided evenly between the studios and the cable operator. SeaChange sells all the hardware and software to the cable operator upfront and generates additional revenue from upgrades, supplying creative work on menu screens and obtaining content.

### Who owns the service?

SeaChange is traded on Nasdaq (SEAC). Company officials own more

than 50%; CEO Bill Styflinger is the largest shareholder.

### Where is it available?

The technology is currently being tested in seven cities served by six MSOs, including Time Warner Cable in Austin, Texas, Rogers Cable Systems in Toronto and TeleWest in London.

### What are its strategic partners?

Content comes from all the major studios and children's programmers, as well as from various educational facilities.

**Pluses:** SeaChange has had seven years' experience with cable operators, supplying equipment to handle digital advertising insertion and near video-on-demand. It also provides equipment to movie-on-demand services at hotels supplied by AT&T Broadband and Internet Services in Chicago and Time Warner in New York. The company is willing to accommodate operators with its VOD product.

**Minuses:** Stiff competition from other suppliers who have a head start in developing their services.



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415-565-4437

## TVN

Burbank, Calif.  
www.tvn.com

### What is it?

TVN has developed a video-on-demand service that is currently being tested by the company. It delivers movies from a library of 40 titles per month and anticipates adding events and e-commerce.

### How can consumers get it?

TVN's VOD is accessible through General Instrument's DCT line of digital set-tops and compatible with Scientific-Atlanta's Explorer 2000.

### How does it work?

Subscribers order movies by pressing a button on a remote control, which signals the set-top to download the movie instantly from a video server at the cable headend. TVN delivers movies, a viewer's guide and management soft-



ware to the video server by satellite.

### How does TVN make money?

Cable systems pay an operations fee to TVN, which also shares in revenues from any non-theatrical programming it provides. Studios share in revenues from the sale of on-demand films.

### What do customers pay?

Most will likely pay a per-event fee, although some programming will be free. Season tickets can be purchased

for groups of events, such as football games.

### Who owns the service?

Morgan Stanley Managed Fund is the largest shareholder in this privately held company.

### Where is it available?

TVN's video-on-demand is being tested at Strategic Technologies' Valencia, Calif., system. Commercial rollout is anticipated this fall or early 2000.

### What are its strategic partners?

TVN works with more than 40 content providers, including major studios and independent film distributors.

**Pluses:** Thanks to its pay-per-view and near video-on-demand businesses, TVN is experienced at working with cable operators and the Hollywood studios.

**Minuses:** TVN's VOD program offerings are limited at this point.

# THE HYBRID

## ICTV

Los Gatos, Calif.  
www.ictv.com

### What is it?

The service offers high speed Internet access, e-mail and a library of CD-ROM games and information stored on a file server. ICTV delivers full-screen video commercials from the Web and can deliver video-on-demand services.

### How can consumers get it?

The service is accessible using a set-top box with wireless keyboard.

### How does it work?

A file server at the cable headend offers access to the Internet and e-mail and to CD-ROM informational videos and games. The file server also tracks customer usage and generates invoices. Keyboard commands from the subscriber travel over cable in two-way systems or over telephone lines in one-way systems.

### What do customers pay?

Subscribers pay a base fee of \$9.95 per



month for the first 10 hours of use plus 95 cents an hour, except in prime time, when it's \$1.95 an hour for additional use.

### How does ICTV make money?

ICTV pays the cable operator the first \$8 per subscriber per month. ICTV keeps the next \$8 per sub per month and splits any additional fees with operator 50/50. ICTV pays royalties to CD-ROM title suppliers from its share of the revenue.

### Who owns the service?

ICTV is privately held with financing from Cox Communications and Lauder Partners.

### Where is it available?

Currently, ICTV is operating in St. Joseph Cablevision of St. Joseph, Mo., and Bresnan Communications in Bay City Mich., by the end of September.

### What are its strategic partners?

ICTV has agreements with CD-ROM software suppliers eGames, Acclaim Entertainment, The Learning Co., SegaSoft Networks and others.

**Pluses:** ICTV is a low-cost alternative to high-speed Internet access and CD-ROM games and educational titles (80% of its subscribers do not own PCs). It can be upgraded from the headend.

**Minuses:** The service requires a proprietary set-top, a negative for consumers who may also have digital set-tops, VCRs or personal video recorders such as TiVo already attached to their sets. ICTV requires the equivalent of three analog channels to serve up to 15% of an operator's subscriber base at one time. If demand is higher, more channel capacity is needed.

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# ENHANCED TV

## ACTV

New York  
www.actv.com

### What is it?

ACTV lets viewers call up information about what they are watching, vary camera angles and do their own instant replays. They can also pick from different versions of an advertiser's commercial.

### How can consumers get it?

ACTV is included in General Instrument's digital set-top line and has an agreement to be included in Scientific-Atlanta's digital set-tops.

### How does it work?

ACTV bundles different video, graphic and audio signals into one multipath telecast. Viewers see and hear only one of the signals at a time; the others remain transparent. Codes embedded in the video signal tell the set-top box what to do.



### What do customers pay?

AT&T Broadband & Internet Services subscribers in Dallas pay a "premium channel" rate for ACTV's individualized Fox Sports Net Southwest programming. Liberty Media offers sporting events to AT&T subscribers in Dallas on a pay-per-view basis.

### How does ACTV make money?

ACTV shares in revenues from individualized premium and pay-per-view offerings using its software, and earns revenue from fees paid by programmers who want their shows individualized.

### Who owns the service?

ACTV Inc. is publicly traded on Nasdaq (IATV). Liberty Media owns 15% of the company with an option to up its stake to 25%. General Instrument owns about 5%.

### Where is it available?

ACTV tailors events on Fox Sports Net Southwest; has licensed the right to individualize programming on Fox Sports Net through 2003. It also individualizes pay-per-view sports events offered by Liberty Media on AT&T BIS in Dallas.

### What are its strategic partners?

ACTV and General Instrument are working together to develop an addressable, targeted advertising system.

**Pluses:** ACTV produces its own content to enhance viewing, rather than packaging existing Internet content.

**Minuses:** ACTV doesn't have many relationships with content providers, as yet. It is unclear if consumers will pay a premium price for this type of service.

## Wink Communications

Alameda, Calif.  
www.wink.com

### What is it?

The "Wink Response Network" bundles viewer responses, forwards them to advertisers and generates activity reports for advertisers and cable operators.

### How can consumers get it?

The software is included in set-tops from General Instrument, Scientific-Atlanta, Pioneer and other manufacturers and in some Toshiba TV sets.

### How does it work?

Wink travels in the vertical-blanking interval part of the video signal. Enhanced commercials or programs have an icon in the upper left corner of the screen, letting viewers know they can press the "select" button on their remote control to request more information or to order a product.



### What do customers pay?

Nothing.

### How does Wink make money?

Advertisers pay Wink based on qualified sales leads they get from providers such as cable networks. Providers collect transaction revenue from responses to Wink Smart commercials or network interactive promotional offers.

### Who owns the service?

Wink Communications went public Aug. 19. Before the IPO, Microsoft had invested \$30 million in Wink. Vulcan

Ventures invested \$10 million and is deploying Wink's Enhanced Broadcasting services in its Charter systems.

### Where is it available?

Wink has agreements with AT&T BIS, Time Warner, Comcast, Charter, Cox, InterMedia and DirecTV. Of those, Wink has launched in Comcast, Charter, Cox and InterMedia systems.

### What are its strategic partners?

ABC, CBS, NBC, Fox, CNN, Discovery, TLC, ZDTV, VH1, TWC, TBS, TNT, TNN, Nick at Nite, Showtime, Court TV, HBO, Lifetime, E!, ESPN/ESPN2 and CNBC are developing Wink enhancements for their programs.

**Pluses:** Because it is free to subscribers and available on both analog and digital TV, Wink can be widely distributed.

**Minuses:** Wink is very simple in what it delivers, offering only the information that programmers or advertisers send.

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# Clash of the 'casters

*Internet takes on radio at NAB convention heating up already humid Orlando*

By Elizabeth A. Rathbun

**T**he battle between radio broadcasters and Webcasters heated up last week during the NAB Radio Show in humid Orlando.

The Webcasters—those already devoted to the Internet—said their medium will change the world. Some broadcasters, while admitting to putting their radio stations on the World Wide Web, aren't as convinced of the value of the Internet.

"I think it's crazy for people to say [the] Internet's going to change the world," said Alfred C. Liggins III, whose Radio One Inc. is just beginning to try to figure out how its stations can use the Internet to benefit African-Americans. "The only thing that's allowing it to exist as it is now is the [strong] economy [and support from] the stock market."

"None of you [radio] guys get it,"



*Fritts: 'Radio is uniquely positioned in the center of all media,' with the over-the-air ability to drive listeners to Web sites and the Web ability to stream audio.*

complained Pat Clawson, a former broadcaster who runs Internet companies with Internet Tradeline. "The Internet changes everything. It changes your entire business model."

Similar clashes of the 'casters occurred throughout the show, which ran last Tuesday through Friday (Aug. 30-Sept. 4).

The Internet appeals largely to radio's core listeners of 16-24-year-olds, said Laurence W. Norjean, president of InXsys Broadcast Networks. InXsys partners with radio stations to create online classified ads, auctions and other programs. Of the 68,000 people in the U.S. that are said to access the Internet for the first time each day, 75% are ages 16-24, he said last Tuesday during the Dickstein Shapiro Morin & Oshinsky LLP-sponsored conference, "Broadcast Financing for the 1990s: The Internet Factor."

Those new users are not loyal to TV—they're loyal to radio shows, Norjean said.

But radio is not giving media-hungry teen-agers and young adults what they seek on the Web, as evidenced by the fact that members of that demographic have set up some 11,000 personal Internet radio sites just in Los Angeles, Norjean said.

So what to offer? "You have to give them stuff to do," Norjean said. That means concerts and concert listings; links to celebrity auctions and interviews; fashion information; games; shopping; local and national contests, and advertising they can watch, Norjean suggested. "The goal is to be part of their life."

But a radio broadcaster has to move quickly to be "the landlord in your market. ... Right now there is a race between media to take charge of this audience," he warned.

Not so, John Parikhal said Wednesday during a panel session called "Radio Will Survive the Next Audio World War." Parikhal is chief executive of Joint Communications, a media strategy company whose clients have included VH1, Wendy's and CBS. Parikhal characterized the Internet fever that seems to have struck some as "a whole lot of rush and not a lot of gold. ... That's the really good news. We've got a decade to get on that train."

Radio may be forced to take it slow because most stations don't have the

## Log on or lose, Fries warns

"I think we're basically going to blow it."

That's what the radio industry might do if it doesn't immediately learn about—and capture consumers on—the Internet, Radio Advertising Bureau President Gary Fries said last week at the NAB Radio Show in Orlando, Fla.

While radio, with its ever-increasing revenue, is enjoying "the most solid time we've ever been in, it's also maybe the most confusing time," Fries said.

Besides the Internet, broadcasters also have to worry about the advent of satellite radio, Fries said. "It's going to have a tremendous impact," particularly since the planned services intend to offer commercial-free channels. "If we stand by and ... continue to conduct business as usual, these other businesses are going to walk on us," Fries said. "It's ours to lose."

However, radio has an edge over new media, he said. "We have a relationship to our listeners that no one else has. ... We are the blankie. ... We are the security blanket of the American consumer. They trust us. They love us. Nobody wants to get rid of their radio."

Broadcasters are in a unique position to help advertisers reach consumers in new and exciting ways, he said. But "this isn't going to wait for us. This is going fast."

To help broadcasters get up to speed, RAB is offering a series of half-day Internet workshops in five cities. Classes start Sept. 14 in Los Angeles. More workshops might be added, Fries said.

Ironically, radio currently is benefiting from the Internet in a big way, with scads of "dot.com advertising" building some stations' revenue to the point of overbooking ads. Radio gets 60%-70% of Internet companies' ad budgets, Fries said. "We are considered the fastest, most efficient brand-building medium to this community."

—Elizabeth A. Rathbun

money to build good Internet sites, said Charles Armstrong, senior vice president of AMFM Inc.'s Internet-development arm, AMFMI. Indeed, "economics will outweigh the next technology," Armstrong said.

Even if the Internet lives up to the rhetoric, it's "not going to replace local radio.... It's going to help us," said Lawrence R. Wilson, chief executive of Citadel Communications. "It's a tool." Radio needs to keep delivering a high-quality product to survive the future, he said. And by staying local, radio will do so, he said.

To "somebody who says that Internet's going to eat our lunch, come on down," Wilson said. "It's not going to happen."

But even National Association of Broadcasters President Eddie Fritts sided with the Webcasters. "Grab hold to it and ride," he advised Tuesday just before his opening remarks. Later he said, "Radio is uniquely positioned in the center of all media," with the over-the-air ability to drive listeners to Web sites and the Web ability to stream audio.

"You're not dead, you're not toast, you're not out of business, you just have to figure out where the [money] is," advised Bishop Cheen, vice president for high-yield research at First Union Capital Markets Corp.

Cumulus Media Corp. plans to start making money online by running classified ads. Music sales and auctions also make sense, Cumulus Vice Chairman Lewis W. Dickey said. While "we're very bullish on [the Internet], I think there will be a reality check on all this." Keep things in perspective, he urged. "The Internet is nothing more than another means of distribution."

Web sites are valuable only when they add to a station's cash flow, said William L. Whitley, a director of station broker Media Services Group Inc. But "these things so far have been taking cash flow away as [stations] put them together," he said.

At least one station owner disagreed. Greg Wyatt, who owns WPSL-FM Port St. Lucie/Stuart, Fla., said he makes \$85,000-\$100,000 per year by having his station on the Web.

While Saga Communications Corp.'s radio stations are on the Web, "we have not yet developed content...that's worth repeated uses," said Executive Vice President Steve Goldstein. A typical Saga site is "by and large a postcard," with pictures of DJs, audio streaming and not much else, he said.

But merely having a Web presence is not enough, Andy Collins of Yahoo! Broadcast Service said. "If your programming is not good, you can be on the Internet, the outernet, [satellite radio providers] XM Radio [and] CD Radio and everything else and no one is going to listen to you." Yahoo! is an Internet portal service.

Other than offering good content, radio stations must promote their sites to have maximum impact. The number of visitors to a Web site is "more based on how well you promote it. Streaming is something you have to work at. Radio broadcasters can put information on their Web sites that they can't clutter up their airwaves with," Collins said. ■

—Paige Albinia contributed to this report.

# Big flap over little stations

*Arguments over low-power FMs fill the air; Kennard pleads for industry cooperation*

By Paige Albinia

The National Association of Broadcasters' assault on the FCC's plan to create thousands of low-power FM radio stations across the country shared center stage with Internet issues at the association's Radio Show in Orlando last week. NAB appeared more determined than ever to dissuade the commission from its plan and look for other ways to create diversity in broadcasting.

"Above all else, the FCC must be the guardian of spectrum integrity," and that includes killing its own low-power FM plan, said NAB President Eddie Fritts during the show's opening address.

Station ownership by minorities and women is best ensured by a tax-certificate program that Congress currently is considering, Fritts said. "I don't believe that a Social Security card and American citizenship entitle every person to their own radio station." Citing NAB research that he said shows the plan "will create untenable interference for the listening



**FCC's Tristani: 'I will never proceed with this if I think it will cause interference, but broadcasters should address the other issues this proposal raises.'**

public," he added, "We cannot and must not confuse social engineering with radio engineering."

Matching NAB's fervor but on the other side of the issue are local organizations such as community groups, churches and schools that want to use low-power radio stations to get messages out to their communities. Those groups say established broadcasters don't want new competition and are using the interference issue as an excuse.

The FCC, meanwhile, remains stuck in the middle of a fight it started. Commissioners and FCC staff repeatedly say that they have no intention of instituting any plan that would cause inter-



**FCC's Furchtgott-Roth says various interference studies now under way will determine how he votes on the microradio proposal.**

ference, but they do not say what the NAB wants to hear: that they are backing off.

That may be because of the mixed messages the commission is getting from within its own ranks.

"Cooperation, not confrontation" over low-power FM was the message FCC Chairman William Kennard

delivered to the convention

"Another way of creating opportunity is to use the airwaves to create more outlets of expression through low-power radio," Kennard said. "I know that many of you are very concerned about low-power radio. In fact, that's the principal reason I came here today: because I wanted to come here and speak to you in

BROADCASTING & CABLE MAGAZINE PRESENTS

# INTERFACE XIII

IN WASHINGTON SEPTEMBER 27

*Starring*

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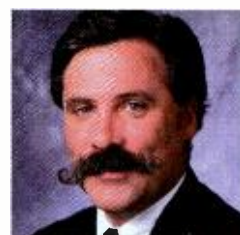
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AVE BUTENSKY  
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CHASE CAREY  
*Fox*



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*Tribune Broadcasting*



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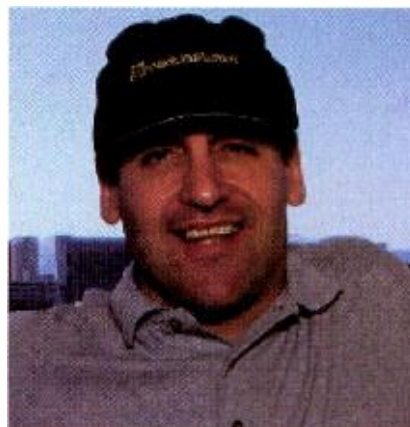
EDDY HARTENSTEIN  
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person about my vision for a low-power radio service for the country.”

Kennard emphasized that his first priority is maintaining spectrum integrity for existing broadcasters as well as for the conversion to digital, but “these objectives are not inconsistent with having a low-power service for the country.”

At the show, Commissioner Gloria Tristani spoke of her concern for preserving localism in radio and implied that she wasn't sure the NAB's interference concerns are as real as the NAB says they are.

“I've seen four studies covering four different things,” she said. “And the

NAB's study measured something the FCC doesn't have standards for.

“I will never proceed with this if I think it will cause interference,” she continued. “But broadcasters should address the other issues this proposal raises.”

Bruce Reese, chairman of the NAB's Spectrum Integrity Task Force and president and CEO of Bonneville International Corp., retorted: “I guess that's OK, since the FCC assumed laws of physics that didn't exist.”

The NAB's 500-page engineering report, submitted to the commission last month, found that if low-power stations were placed in open channels next to or two slots away from existing full-power

radio stations, they would cause heavy interference.

In opposition to Tristani, FCC Commissioner Harold Furchtgott-Roth argued, as he has frequently, for complete deregulation. He considers the low-power proposal purely an issue of interference, he said.

Keith Larson, deputy chief of the FCC's Mass Media bureau, later told a panel that all the commissioners have made clear that they are worried about interference. “Every commissioner has expressed a concern about protecting you and your operations,” Larson said. “The commission also does not want to hinder digital radio.” ■



## SEARCH & SCAN

By Elizabeth A. Rathbun

### CBS says it doesn't dictate ad numbers

Despite industry buzz to the contrary, CBS Corp.'s radio stations are not told how many ads to run per hour. “We don't dictate to our radio stations what their commercial load should be,” CBS Radio President Dan Mason told an NAB Radio Show audience in Orlando last week.

However, radio stations must meet their budgets and increase cash flow by a certain percentage each year. “That's my story and I'm sticking to it,” he joked. And CBS' radio stations, operated under the Infinity Broadcasting Corp. banner, certainly aren't going to add more commercials to fulfill the terms of a spate of deals with Internet operators. CBS in recent weeks has invested in a number of dot.com companies, exchanging promises of radio spots for stakes in the firms. “They get treated like cash customers,” Mason said.

### Cox, MP3 to make beautiful music

Users of Cox Radio Inc. Web sites soon will be able to download music without charge. Cox has signed on as the first customer of mp3radio.com, a joint venture of Cox Interactive Media and MP3.com Inc. The service was announced last Tuesday at the NAB Radio Show. Besides downloads and the omnipresent audio streaming, the sites will offer news, concerts and e-commerce such as shopping for CDs and tickets. Each Web site will be customized to fit a station's format. MP3radio.com will be offered free to the radio stations, which will receive a percentage of ad space and e-commerce revenue. Gregg Lindahl, formerly president of Cox Broadcasting's Eagle Research Group, was named president of MP3radio.com. Launch of the service is planned in the next two-three months. Cox Interactive in June invested \$45 million in MP3.com; in mid-August it put \$30 mil-

lion into Tickets.com, which will provide tickets over the sites. Cox Radio has about 60 stations in 12 markets.

### NAB bestows radio award on Stakelin

Regent Communications President William L. Stakelin received the 1999 NAB National Radio Award last Wednesday (Sept. 1). A former NAB board chairman and Radio Advertising Bureau president, Stakelin got his start in radio as a teen-ager. After college he worked at Bluegrass Broadcasting, where he rose to executive vice president/chief operating officer. With 42 years in the business, “Bill represents the best that broadcasting has to offer,” NAB President Eddie Fritts said. Previous winners of the award include CBS Corp.'s Mel Kar-mazin and Clear Channel Communications' L. Lowry Mays. Cincinnati-based Regent owns or operates 40 stations in small- to medium-sized markets. Stakelin in 1998

sold the original incarnation of Regent to Jacor Communications Inc., which in turn was purchased by Clear Channel.

### One-on-One Sports takes to the Web

One-on-One Sports programming is taking to the Web with the help of Internet radio streamer BroadcastMusic.com. The affiliation makes One-on-One the Web's largest sports broadcaster, BroadcastMusic said last Wednesday in announcing the deal. One-on-One offers 24-hour sports talk, games and schedules, statistics and other sports information. It is carried by more than 400 radio-station affiliates. But the Webcast will be more than just audio—cameras will record the network's in-studio activities. Programs also will be archived for later access. Sales of tickets and sports paraphernalia eventually will be introduced. “Content will continually expand and set us apart from other Web sites,” BroadcastMusic President John Brier said. One-on-One currently reaches 13 million radio listeners a week. It owns three AM stations, in New York, Los Angeles and Boston.

**AUGUST 23-29**

Broadcast network prime time ratings according to Nielsen Media Research



**PEOPLE'S CHOICE**

'Who Wants to Be a Millionaire?,' averaging an 11.0/19 over six nights and taking five top-ten slots, assisted ABC to a strong Week 49 win.

Week 49	abc	CBS	NBC	FOX	U/P/N	WB
	9.0/16	6.6/11	6.9/12	4.7/8	2.5/4	2.1/4
<b>MONDAY</b>	8:00 9. NFL Pre-Season Football—Denver Broncos vs. Green Bay Packers 9.1/16	36. King of Queens 6.6/12 51. Thanks 5.7/10 16. Ev Lvs Raymd 8.0/13 24. Becker 7.5/12 51. 48 Hours 5.7/10	79. Suddenly Susan 3.6/6 73. Veronica's Closet 4.2/7 33. Law & Order 6.9/11 7. Dateline NBC 9.8/17	77. That '70s Show 3.9/7 72. That '70s Show 4.3/7 58. Ally McBeal 5.3/9	88. Moesha 2.7/5 84. Grown-Ups 2.9/5 95. Moesha 2.3/4 95. Malcolm & Eddie 2.3/4	84. 7th Heaven 2.8/5 107. Movie Stars 1.7/3 118. Katie Joplin 1.1/2
<b>TUESDAY</b>	6.9/12 40. Spin City 6.4/12 4. Who/Millionaire 10.6/18 21. Dharma & Greg 7.7/13 57. NYPD Blue 5.5/10	7.2/12 40. JAG 6.4/11 24. 17th Annual Miss Teen USA Pageant 7.5/13	7.3/13 40. Just Shoot Me 6.4/12 54. 3rd Rock fr/Sun 5.6/10 29. Will & Grace 7.1/12 10. Will & Grace 8.5/14 18. Dateline NBC 7.9/14	4.2/7 71. Guinness World Records 4.4/8 76. Fox Files 4.1/7	1.8/3 101. Grown-Ups 2.1/4 104. Clueless 2.0/3 107. Between Brothers 1.7/3 109. Clueless 1.6/3	1.8/3 101. Buffy the Vampire Slayer 2.1/4 111. Felicity 1.5/3
<b>WEDNESDAY</b>	7.3/13 43. Two Guys, A Girl 6.3/12 5. Who/Millionaire 10.4/18 27. Drew Carey 7.3/12 51. Two Guys, A Girl 5.7/9 29. 20/20 7.1/12	7.5/13 62. Cosby 5.1/10 16. CBS Wednesday Movie—Something to Talk About 8.0/13	6.3/11 36. Dateline NBC 6.6/12 54. World's Most Amazing Videos 5.6/9 35. Law & Order 6.7/12	8.1/14 14. Fox Summer Movie Special—Die Hard 3: Die Hard with a Vengeance 8.1/14	1.7/3 111. 7 Days 1.5/3 104. Star Trek: Voyager 2.0/3	2.6/4 93. Dawson's Creek 2.4/4 88. Charmed 2.7/5
<b>THURSDAY</b>	7.3/13 47. Whose Line Is It 5.9/11 3. Who/Millionaire 10.9/19 22. Best Commercials Never Seen 7.6/13 47. Nightline in Primetime: Brave New Wrld 5.9/11	5.1/9 62. NFL Pre-Season Football—Kansas City Chiefs vs. Jacksonville Jaguars 5.1/9	7.8/14 14. Friends 8.5/14 47. Jesse 5.9/10 24. Frasier 7.5/13 13. Frasier 8.3/14 12. ER 8.4/15	5.7/10 62. Surviving the Moment of Impact 5.1/9 44. Wrld's Most Shocking Moments 6.2/10	4.2/7 73. WWF Smackdown!*	2.6/5 95. Wayans Bros 2.3/4 91. Jamie Foxx 2.6/5 84. Steve Harvey 2.9/5 91. For Your Love 2.6/4
<b>FRIDAY</b>	7.4/14 36. Home Imprmnt 6.6/14 6. Who/Millionaire 10.1/20 36. Sabrina/Witch 6.6/13 44. Boy Meets Wrld 6.2/12 27. 20/20 7.3/14	4.4/9 78. Television Influences: From Yesterday to Today 3.8/8 54. Nash Bridges 5.6/11	6.3/12 60. Providence 5.2/11 33. Dateline NBC 6.9/13 32. Dateline NBC 7.0/13	2.8/6 82. World's Funniest! 3.3/7 93. Mad TV Primetime 2.4/5	1.0/2 122. UPN Special Presentation—The Cyber-Stalking 1.0/2	
<b>SATURDAY</b>	5.1/10 79. Am Fun Hm Vid 3.6/8 29. Who/Millionaire 7.1/14 65. ABC Saturday Night Movie—Major Payne 5.0/9	4.7/9 79. Early Edition 3.6/8 70. Martial Law 4.5/9 50. Walker, Texas Ranger 5.8/11	4.4/9 82. U.S. Gymnastics Championship 2.8/6 60. NBC Saturday Night Movie—Nobody's Fool 5.2/10	4.8/10 69. Cops 4.6/10 65. Cops 5.0/10 68. AMW: America Fights Back 4.8/9	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	
<b>SUNDAY</b>	7.9/14 67. Wonderful World of Disney—Honey, We Shrunk Ourselves 4.9/9 1. Who Wants to Be a Millionaire 14.0/22 22. The Practice 7.6/13	8.4/16 2. 60 Minutes 11.0/22 8. Touched by an Angel 9.5/17 10. CBS Sunday Movie—Ellen Foster 8.5/14	8.4/9 73. U.S. Gymnastics Championship 4.2/8 58. You Asked for It 5.3/9 46. NBC Sunday Night Movie—Cruel Justice 6.0/10	6.8/12 88. King of the Hill 2.7/5 82. King of the Hill 3.3/6 18. NFL on Fox Pre-Season—Denver Broncos vs. Dallas Cowboys 7.9/14	2.0/3 111. Rescue 77 1.5/3 95. Sister, Sister 2.3/4 101. Smart Guy 2.1/4 95. Steve Harvey 2.3/4 104. Unhap Ever After 2.0/3	
<b>WEEK AVG</b>	7.3/13	6.5/12	6.3/11	5.6/10	2.3/4	2.2/4
<b>STD AVG</b>	7.5/13	8.4/14	8.2/14	6.3/11	1.9/3	3.0/5

# 'Pokemon' powers Kids WB!

Popular show has new home for 'many, many years;' seen a 'feeder' into teen demo

By Joe Schlosser

The day before the annual NATPE Conference opened this past January, The WB executives made what is turning out to be the biggest acquisition of the year in the children's television business.

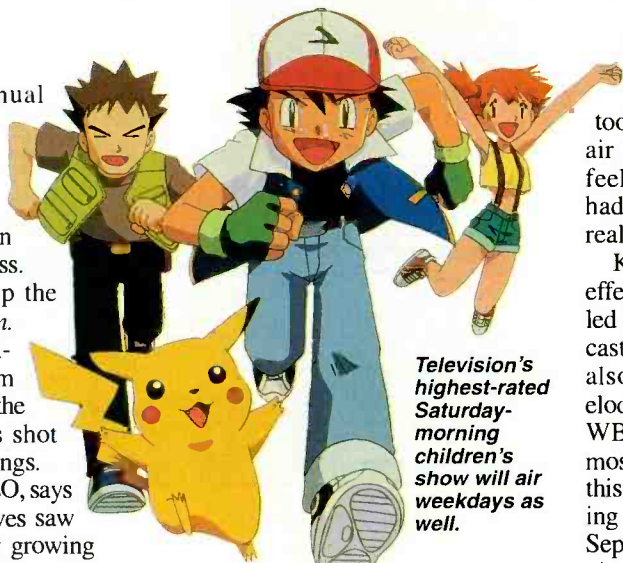
The executives snapped up the domestic TV rights to *Pokemon*. The animated series, which follows character Ash Ketchum into the mysterious world of the popular computer game, has shot Kids WB! to the top of the ratings.

Jamie Kellner, The WB's CEO, says he and other network executives saw *Pokemon*'s numbers gradually growing in syndication last winter and believed that it could turn into something big on the network level. *Pokemon* had been syndicated in the U.S. last year by Summit Media, and a number of WB affiliates, including Tribune-owned WPIX(TV) New York were carrying the series.

"I had been tracking the show in the overnights [ratings]," Kellner says. "You could see this thing starting to pop in New York and some of the other markets where it was showing. Mike Eigner [Tribune Broadcasting's executive vice president] called my attention to it, saying it was something that could potentially be really big."

Just days before Summit Media executives were ready to open a booth at the NATPE Conference to sell *Pokemon* for another year in syndication, WB executives opened discussions about acquiring the rights to the animated series. The talks ended with The WB becoming the new home to *Pokemon* for what Kellner will only say is "many, many years."

*Pokemon* is now the highest-rated Saturday morning children's series on either broadcast or cable television, and the series will begin airing twice each weekday on The WB later this month. *Pokemon* will also continue to be an integral part of Kids WB!'s Saturday morning lineup, where it debuted in February. The WB owns the rights to the first 52 episodes of the series, and the network will receive another original 52 episodes this season from producers 4Kids Productions.



Television's highest-rated Saturday-morning children's show will air weekdays as well.

Donna Friedman, the new senior vice president at Kids WB!, joined the network the first day of the NATPE Conference and inherited *Pokemon* at the same time. Friedman, who came to The WB from Nickelodeon where she was instrumental in getting *The Rugrats* going, says that one hit series can help define a network. "If you look at Fox, Fox Kids Network really took

off with the launch of *Power Rangers*," she says. "And then at Nickelodeon, the network really took off when *Rugrats* was put on the air Monday through Friday. Now, we feel like it's Kids WB!'s turn. We've had great properties, but a hit show can really make a big difference."

Kids WB! is already seeing *Pokemon*'s effects on its other series. Kids WB! has led Saturday mornings among the broadcast networks for the last six weeks. It also topped cable powerhouse Nickelodeon for the first time two weeks ago. WB executives are going to make the most out of *Pokemon*'s weekday arrival this fall with a number of stunts, including a two-week "Poke-Fever" promotion Sept. 6-18, during which Kids WB! will give away thousands of *Pokemon* prizes.

As to *Pokemon*'s effect on The WB's overall performance and future, Kellner says the series' popularity will yield long-term dividends. "It is the feeder demographic into the teens, and if you look closely, a lot of teens are already watching these shows. So it is important in building and establishing the brand for the next generation of 18-to-34-year-old viewers." ■

## Moczulski to program CBS stations



Moczulski: 'This opportunity just seemed the next logical step for me.'

Broadcast veteran John Moczulski will be making the programming calls at the 14 CBS owned-and-operated TV stations. Moczulski, formerly senior vice president of marketing at Columbia TriStar Television Distribution, was named vice president of programming and marketing for the CBS Television Stations last week.

Moczulski has 23 years of local TV experience under his belt, including a stint at KABC-TV Los Angeles, the outlet that CBS Stations President John Severino ran in the 1980s. "It's a bit of a reunion for us," Moczulski says. "We have remained friends and business associates over the years and this opportunity just seemed the next logical step for me, if there is such a thing in this business."

Moczulski, who helped launch the *Donny & Marie Show* and *V.I.P.* action series in syndication during his three years at Columbia TriStar, will report to Severino and work with him at the station group's Los Angeles headquarters. Moczulski will be responsible for all program development, acquisitions and scheduling for the 14 O&Os. "The first thing that I'm going to do is go and get input from the stations and look at where we are," he says. "I want the stations to be able to speak with a concerted and unified voice, versus 14 different voices."

—Joe Schlosser



## STATION BREAK

By Dan Trigoboff

### News director replaced in L.A.

The shakeup continued at KCBS-TV Los Angeles last week as longtime news director Larry Perrett was replaced by Roger Bell, onetime news director at Los Angeles' KABC-TV.

Bell had been working at WNBC-TV New York as an executive producer. In newsroom management since the 1970s, Bell's experience in Los Angeles—as a news director, assistant news director and assignment editor—were cited in his hiring.

In a statement, KCBS General Manager John Severino said Bell was “the perfect leader for CBS2's aggressive strategy to strengthen and expand its news efforts.” Perrett's exit quickly follows the firings of longtime anchors Michael Tuck and Linda Alvarez.

Only a year ago, Perrett was tapped to help run the station after the sudden dismissal of then-general manager John Culliton. The top job at the CBS-owned station went unfilled for most of the next year, until Severino was hired to run both KCBS-TV and CBS stations.

In addition to key personnel changes, the station has announced several daytime and news scheduling and programming changes since Severino took over.

### Reflective vests urged for field shots

The federal Occupational Safety and Health Admin-

istration has criticized KSAT-TV San Antonio—and served warning to other stations—after an investigation into the death in March of news reporter Michelle Lima, who was killed at a live-shot location.

Lima, 30, died after she was struck by a vehicle while helping to break down equipment on a rural access road south of San Antonio while reporting on a kidnapping.

OSHA investigator Jesse Villareal said that “the company needed to have a written policy advising employees of the risks” of working near vehicular traffic. “A reflective vest might have helped,” Villareal said. “All construction workers, police officers, sheriffs wear reflective vests,” he added.

The absence of a formal policy has led to a \$3,500 fine, the investigator said, although, he added, the case is not closed and the fine could be reduced. The station did not return calls.

The death of the popular young reporter has drawn widespread tribute. In addition to testimonials from her devastated colleagues, police flew flags at half staff and the San Antonio Spurs basketball team called for a moment of silence before an NBA game last season.

### Chicago station showcases wares

WFLD(TV) Chicago went local in its prime time schedule last Wednesday (Aug. 31). At 7 p.m., the

station ran an hour local newsmagazine hosted by anchors Robin Robinson and Walter Jacobson.

Following that, the station ran an hour behind-the-scenes look at the Chicago Bears training camp and then more local news. The station has also hired 23-year old Jonathan Hoenig for financial reports.

The Chicago-based Hoenig has made an industry of his offbeat approach to business reporting. He is the author of *The Capitalist Pig Guide to Investing*, is readying *Capitalist Pig Asset Management* this year and does financial reports for WNEW-FM New York.

### Story shuts down Atlanta 'pet resort'

A dramatic videotape airing on WAGA-TV Atlanta has led to the closing of a “pet resort” and suspension of its license.

The license of Clay Harbin, owner of Could 9 Pet resort in Ellenwood, was suspended after the TV station showed a tape of a dog in obvious pain from a choke collar being pulled by a trainer. The story led to days of public outcry. WAGA reported receiving hundreds of messages protesting the kennel's practices.

### Hispanic business on N.Y. outlet

WNBC-TV New York City will debut Sept. 19 an upbeat half-hour highlighting Hispanic busi-



Lynda Baquero will anchor 'Hispanic Business Today' for WNBC-TV and the U.S. Hispanic Chamber of Commerce. The show will be carried WNBC-TV and 10 other NBC O&Os.

nesses. The project also highlights an unusual relationship between a TV news organization and a business group—the U.S. Hispanic Chamber of Commerce.

The station says *Hispanic Business Today*—which will be carried on 11 NBC O&Os—will be produced monthly by WNBC-TV for the Chamber. Hosting will be Lynda Baquero.

Although the show will be New York-based, it will look at “the contributions of Hispanic entrepreneurs, businesses and local Hispanic chambers of commerce” around the U.S. George Herrera, president & CEO of the USHCC, and Dennis Swanson, president and general manager of WNBC-TV announced the joint project. John Garcia of WNBC-TV will be executive producer. Co-producer will be Lourdes Santiago, the USHCC's vice president of membership services.

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

# Sony ready to start a family

*New name, new face at new kids programming arm, with cable looming as an option*

By Joe Schlosser

**S**ony Pictures Entertainment has given its new family programming division a name and a new face.

Established last February without a formal title, Sony Pictures Family Entertainment is now the moniker for the Culver City, Calif.-based unit that has orders to create and develop animated and live-action properties for TV and theatrical release.

The stand-alone division, formerly a part of Columbia TriStar Television, also named Gary Hirsch as its new senior vice president and general manager last week.

"We're making progress," says Sander Schwartz, the president of Sony Pictures Family Entertainment. "We have a name, some new bodies, and



*After a seven-year stint, Hirsch leaves Columbia TriStar to become a visionary son of Sony.*

This fall, the division is launching a new series *Big Guy and Rusty The Boy Robot* on Fox Kids Network and *Starship Troopers* on the Bohbot Kids Network syndicated block.

Hirsch, who joins SPFE from Columbia TriStar, where he was senior

vice president of business affairs since 1992, will oversee new business development and the company's day-to-day operations.

SPFE currently produces *Godzilla*, *The Series* for the Fox Kids Network, *Men in Black* for Kids WB! and *Jumanji* and *Extreme Ghostbusters* for the new Bohbot Kids Network.

vice president of business affairs since 1992, will oversee new business development and the company's day-to-day operations.

Schwartz says the division is looking to get a couple of films green-lighted by the studio. As for a possible family programming cable network at Sony, Schwartz says its not being ruled out. "We've been exploring those possibilities for our product and the various Sony products on both the feature film and TV side," he says. "That's part of an ongoing internal review of how we can best manage our library, introduce new programs and manage our business. While I can't confirm that anything will be happening on that front, I certainly can confirm that it is something we are looking at on an almost daily basis." ■



## GET WITH THE PROGRAM

By Joe Schlosser

### PAX TV's first rating comes in at 1.1

PAX TV averaged a 1.1 national rating at 8-11 p.m. during the network's first week of airing original programming at 8-9 p.m. (Aug. 23-27). That's according to Nielsen Media Research, which for the first time broke out night-by-night, show-by-show numbers for the network. PAX TV also averaged a 1.5 prime time in the 38 Nielsen-metered markets during the week, including a 2.2 in New York. The new PAX TV lineup features an original hour series each week-night at 8 p.m., such as *Destination Stardom*, followed by off-network runs

of *Touched by an Angel* and *Diagnosis Murder*.

### Emmy at halftime: HBO leads all

HBO led the way during the first half of the 51st Annual Emmy Awards presentations, collecting 16 statuettes at the Creative Arts ceremony. NBC hauled in 11 Emmys, ABC seven, CBS six and Fox six. NBC's miniseries, *Alice in Wonderland*, scored four Emmys, while HBO's highly touted series, *The Sopranos*, nabbed a pair of awards. Fox's sitcom, *King of the Hill*, was named outstanding animated program in the same category that Fox's series, *The Simpsons*, has won five of

the last six years. MTV's *Fight For Your Rights: Take a Stand Against Violence* and The History Channel's *Save Our History* were honored with the annual Governor's Award.

Emmys in 27 other categories will be presented at the 1999 Prime Time Emmy Awards telecast Sept. 12 on Fox.

### Young not restless, becomes Rosie exec

Bernie Young has been named executive producer of syndicated talker, *The Rosie O'Donnell Show*. Young had been the show's coordinating producer since it debuted three years ago. He joins O'Donnell, who also is an executive produc-

er. In addition, Corin Nelson and David Perler have been named supervising producers. Nelson was formerly the show's line producer and Perler was a senior producer.

### Wayans in pink, inks ABC blue-collar role

Damon Wayans has signed a development deal with ABC to star in a sitcom about a blue-collar family. The series is targeted for fall 2000 and is being produced by the ABC Entertainment Television Group.

### West to voice for ColTriStar

Billy West has signed on to be the voice of Columbia TriStar Television Distribution's upcoming syndicated block, Screen Gems Network. West, known as the voice of Professor Farnsworth on Fox's animated series, *Futurama*, will voice interstitials for the block.

# A gap in the executive ranks

*Death of Cablevision's vice chairman exposes weakness in company's succession plan*

By John M. Higgins

**T**he death of Cablevision Vice Chairman Marc Lustgarten points to what some industry players see as shortcomings in Cablevision's management structure as the company shifts from the hands of its founders to a second generation.

Lustgarten, 52, died last Monday in New York of kidney failure after a fight with pancreatic cancer. He was diagnosed in April 1998 but continued to work through most of his chemotherapy treatments. Although he had survived longer than some of his doctors had expected, associates said that by early July Lustgarten's health had dramatically worsened. He was hospitalized for the last month of his life.

While he served as chairman of Madison Square Garden, Lustgarten's primary role was as dealmaker, handling negotiations for virtually any major programming or sports deal Cablevision has cut in recent years. He was notoriously tough, frustrating many media and sports executives on the other side of the table.

Also important, Lustgarten's two-decade ascent from junior lawyer to vice chairman let him evolve into less of a line executive and more of an internal counselor advising both Cablevision Chairman Charles Dolan and his son, President James Dolan, on strategic issues.

The loss of such a close, longtime adviser highlights a management quandary faced by several family-controlled cable operators. How do companies replace strong founders and their teams of close, loyal executives. All are aging and wealthy enough from gains in their companies' stock price to start taking it easy.

"I'm especially sorry for Chuck [Dolan]," said AT&T Broadband & Internet Services President Leo Hindery. "Chuck found in Marc a great and very unusual ally."

Industry executives consider Adelphia Communications Corp. a potential trouble spot because 74-year-old Chairman John Rigas has not identified which



*Marc Lustgarten, 52, died last Monday in New York of kidney failure after a fight with pancreatic cancer. Tuesday's memorial service in the city drew top executives from worlds of media and sports.*

of his children will be his successor.

By contrast, Comcast Corp. has dealt with the problem two ways. First, Comcast clearly identified President Brian Roberts as the eventual replacement for his 77-year-old father, Ralph, who serves as chairman. But the company has also identified other executives as the second generation.

While Cablevision's James Dolan has clearly been chosen to inherit his 72-year-old father's mantle, industry and finance executives say the company has not set similar successors for other critical executives, including Lustgarten and fellow Vice Chairman William Bell, principal architect of Cablevision's sometimes perilous financial structure.

"Mr. Lustgarten's death exacerbates a known situation," said one Wall Street executive. "That company runs almost despite the fact there's very little of a corporate office."

The Dolans acknowledged as much shortly after James Dolan became president by hiring a chief operating officer in 1996, former Federal Express Corp.

operations executive Robert May. But May didn't mix well with the organization, leaving after 18 months to run a niche Internet startup in Florida.

Dolan subsequently reorganized divisional management and recently promoted three senior managers to serve as executive vice presidents. But one of those is the general counsel and another is in charge of communications and lobbying—roles that even company insiders acknowledge are unlikely to evolve into top management positions.

Cablevision executives would not comment on the management issues, though one executive said privately that "we have a very deep bench."

In eulogizing Lustgarten last week, both Charles and James Dolan said that his death was a professional and personal loss. Charles Dolan said he depended on the often-blunt Lustgarten to keep him from pursuing bad ideas. James Dolan said that Lustgarten shaped him as an executive, particularly as a negotiator.

Lustgarten's funeral in a Manhattan synagogue Tuesday was attended by a cross section of the media and sports worlds. Attendees included New York Yankees General Partner George Steinbrenner; National Basketball Association President David Stern; Time Warner Inc. Chairman Gerald Levin and President Richard Parsons; and Fox Television Chairman Chase Carey.

Lustgarten joined the company in 1975 as associate general counsel and was instrumental in Dolan's creation of the company's Rainbow Media cable networks unit, including American Movie Classics, Bravo and a portfolio of regional sports networks. Lustgarten's recent deals included acquisitions of Madison Square Garden and the New York Knicks, a particular treat for a rabid sports fan.

Lustgarten lived in New York City. He is survived by his wife, Marcia; his father, Irving; two children, Andrew and Jessica; and two brothers.

Donations can be sent to the Lustgarten Foundation for Pancreatic Cancer Research, P.O. Box 2141, New York, NY 10116-2141. ■

# Odyssey's quest for identity

With Hallmark-Henson on board, net sees originals as key to filling family niche

By Deborah D. McAdams

**M**argaret Loesch characterizes her network's newly announced fall schedule as another step in Odyssey's evolutionary journey.

"The key here is we acquired some series we think are appropriate to reflect what we're trying to be," said Loesch, Odyssey's president and CEO. The next step will be rolling out original series, eight of which are under development for debuts beginning next spring. Loesch has \$200 million to spend on programming over a three-year period. She's working on doubling that, she said.

Odyssey's series acquisitions pre-

miering in October include *Doogie Howser, M.D.*; *Beauty and the Beast*; *Young Riders* and *The Road to Avonlea*. All will be stripped weeknights, along with *Snowy River: The McGregor Saga*, a series based on the Australian film *Man from Snowy River*. One series, *The Innovators*, featuring tales of a child's relationship to great figures from history, will appear on Sundays at 7 p.m.

For fall 1999, Odyssey's lone original is *The Legend of Sleepy Hollow*, produced by Hallmark Entertainment. It premieres Oct. 23 at 8 p.m.

Hallmark and The Jim Henson Company are co-owners of Odyssey, along with Liberty Media Corp. and the

National Interfaith Cable Coalition.

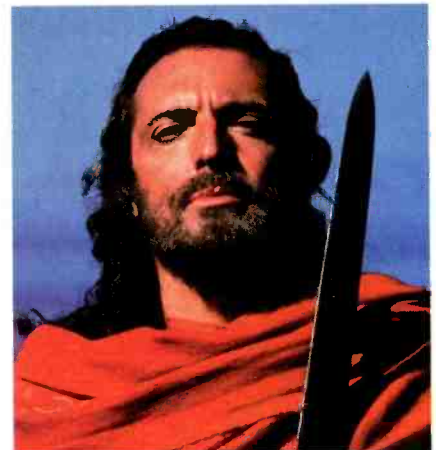
And while the new fall programming mix skews heavily with acquisitions, it's not what the network will be once the Hallmark/Henson machinery starts to turn out exclusive new programs.

Acquired series, said Loesch, have a finite shelf life. They're good for bringing people in, but originals make them stay, she said. "We recognize to be really successful, we've got to have series franchises to get people to come back every night," she said.

A number of cable operators have indicated their need for good family programming, and Loesch hopes to fill the niche. Odyssey's intent has been warmly received by cable operators, she said, but negotiating for distribution is much tougher and more expensive than she anticipated.

"The process of building the affiliate base is daunting," Loesch said. "It's more expensive than we planned it to be, but our partners are rising to the occasion. We turned the corner with the Time Warner deal," which recently added 4 million subscribers to the 30 million Odyssey already had. "That gave us momentum," she said. "The other cable operators are falling in line."

Odyssey's only other never-before-seen material includes new episodes of established network series, such as *Quiet Triumphs*, an interview show revamped as a biography package featuring celebrities who have overcome personal challenges. New episodes of *Triumphs* will



Armand Assante stars in the four-hour miniseries 'The Odyssey', set to air in October on the Odyssey network.

## CABLE'S TOP 25

### PEOPLE'S CHOICE

USA's airing of the Eddie Murphy hit 'Beverly Hills Cop II' shot to No. 9 in last week's cable ratings. The sequel earned a 3.1 rating/5.0 share.

Following are the top 25 basic cable programs for the week of August 23-29, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	WWF Sports Entertainment	USA	Mon	9:00P	60	5.7	4.3	4307	8.6
2	WWF Sports Entertainment	USA	Mon	10:00P	66	5.6	4.3	4260	9.1
3	WWF Sunday Night Heat	USA	Sun	7:00P	60	4.1	3.1	3110	7.7
4	NASCAR/Goody's...	ESPN	Sat	7:30P	208	3.7	2.8	2822	7.2
5	Real World VIII	MTV	Tue	10:00P	30	3.4	2.4	2409	5.5
6	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.3	2.5	2497	5.4
6	Movie: 'Stranger in My...'	LIF	Sun	4:00P	120	3.3	2.5	2451	7.4
8	MLB/Braves/Cards	ESPN	Sun	8:00P	219	3.2	2.4	2411	5.2
9	NFLX/Falcons/Titans	ESPN	Fri	8:15P	190	3.1	2.4	2344	5.8
9	Movie: 'Beverly Hills Cop II'	USA	Tue	9:00P	0	3.1	2.3	2332	5
9	Movie: 'The Man Next...'	LIF	Sun	2:00P	120	3.1	2.3	2266	7.4
12	Rugrats	NICK	Sat	9:30A	30	3	2.3	2255	10.2
13	Movie: 'When He Didn't...'	LIF	Sun	6:00P	120	2.9	2.2	2175	5.6
14	Rugrats	NICK	Sun	9:30A	30	2.8	2.1	2131	9.3
14	Spongebob	NICK	Sat	10:00A	30	2.8	2.1	2118	9
14	WCW Monday Nitro Live!	TNT	Mon	10:00P	66	2.8	2.1	2113	4.5
14	Law & Order	A&E	Thu	11:00P	60	2.8	2.1	2063	5.7
14	Movie: 'Last Mafia Marriage...'	LIF	Sat	4:00P	120	2.8	2.1	2055	7
14	Movie: 'Dare To Love'	LIF	Mon	9:00P	120	2.8	2.1	2045	4.3
20	Movie: 'Private Parts'	USA	Fri	9:00P	150	2.7	2.1	2060	5
22	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	2.7	2.1	2045	4.1
22	Wild Thornberrys	NICK	Tue	8:00P	30	2.6	2	1985	4.5
22	Rugrats	NICK	Sat	9:00A	30	2.6	2	1962	9.4
22	Rugrats	NICK	Mon	3:30P	30	2.6	2	1961	8.1
22	Rugrats	NICK	Thu	7:30P	30	2.6	2	1944	4.8
22	Rugrats	NICK	Mon	3:00P	30	2.6	1.9	1938	8.4
22	Hey Arnold	NICK	Tue	4:30P	30	2.6	1.9	1936	7.3
22	Rugrats	NICK	Mon	4:30P	30	2.6	1.9	1916	6.9





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begin Oct. 4, running Monday through Friday at 8 p.m. *Donna's Day*, another returning alumnus, will be stripped in the half-hour before *Triumphs* with new episodes also starting Oct. 4.

Odyssey's movie and miniseries ticket, aside from *Sleepy Hollow*, will include *The Odyssey*, a made-for-television four-hour miniseries that first appeared on NBC, scheduled for Oct. 4 and 5 at 9 p.m. *The Violent Earth*, a four-hour mini-series from Australia, will appear Oct. 11 and 12 at 9 p.m. *The Labyrinth*, a Jim Henson Company feature film, will appear Oct. 1 at 9 p.m. *The Shell Seekers*, a Hallmark Hall of Fame piece starring Angela Lansbury, premieres on Odyssey Oct. 3 at 9 p.m. *Redwood Curtain*, another Hallmark film, bows Oct. 10 at 9 p.m. Hallmark's *Journey*, starring Meg Tilly and Jason

Robards, will appear in November, as will Hallmark's production of *Ellen Foster*, and *The Titanic*, starring George C. Scott and Catherine Zeta Jones.

Religious and spiritual programming also remain a part of Odyssey's mix. *News Odyssey*, a weekly religious news series, received the network's largest order for 52 new episodes. *News Odyssey* will appear on Sundays at 3:30 p.m.

*Religions of the World*, a newly acquired 13-part series hosted by Ben Kingsley, will air on Saturdays at 4 p.m. beginning Sept. 11. *Landmarks of Faith* is an hour-long examination of spiritual places appearing Fridays at 2 p.m. *Judaism: A Quest for Meaning*, a six-part documentary on the modern practices of a 3,000-year-old faith, will begin Sept. 10 at 11 p.m. ■

## Analyst: IPG fight may soon be over

By Price Colman

**T**he 5-year-old fight between Gemstar and TV Guide over interactive program guides will end by November, predicts one analyst.

"The management of both companies has indicated to me that they will be able to settle the lawsuits...in the next one to two months," says John Corcoran of Stephens Inc., an analyst who covers both companies.

Through subsidiaries, Gemstar and TV Guide are contesting the intellectual property rights for interactive program guides (IPGs). A number of industry experts and analysts, including Corcoran, see IPGs not only as the navigators for television, but also as portals for a variety of digital services, including high-speed Internet and Internet Protocol (IP) telephony.

Gemstar late last month received a patent covering interactive advertising presented in IPGs. While that patent may not have a direct legal bearing on the lawsuit, it could be the catalyst that moves settlement talks ahead, Corcoran suggests.

"It's hard to overstate the patent's importance for Gemstar," he says.

"If they get a settlement," adds Mark Greenberg, manager of the Leisure Fund at mutual fund giant Invesco, "I think the business opportunities for interactive program guides will be huge for everyone involved. Gemstar, TV Guide and the cable operators all will make a lot of money, and the customers will love the program guide."

But as long as Gemstar and TV Guide are locking horns in court, cable operators will be reluctant to pick either company's guide—StarSight from Gemstar or TV Guide Interactive from TV Guide—Corcoran says.

Ultimately, Gemstar and TV Guide will dominate the IPG business with the other players dropping out, Corcoran predicts.

Executives at TV Guide declined to comment on the patent's impact, saying they needed more time to study it. Officials at Gemstar International were unavailable for comment. ■

## Fossils fuel frenzy

Discovery partners with Amazon.com for first auction

By Deborah D. McAdams

**D**iscovery has found new money in old bones. Inspired by promotions on Discovery's video, Internet and retail incarnations, an unusually high number of bidders visited Amazon.com's auction site last month for the cable network's first online auction.

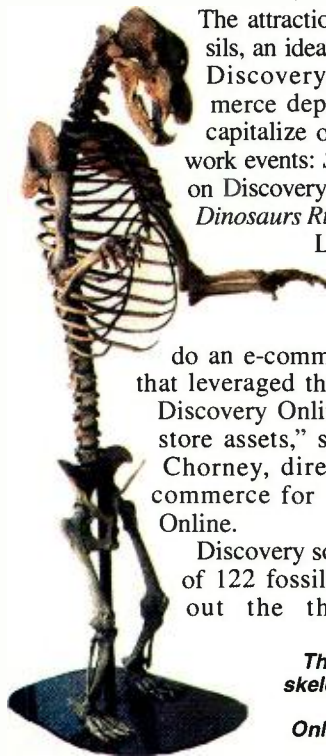
The attraction was fossils, an idea hatched in Discovery's e-commerce department to capitalize on two network events: *Shark Week* on Discovery and *When Dinosaurs Ruled the Earth* on the Learning Channel. "We wanted to do an e-commerce event that leveraged the channel, Discovery Online and the store assets," said Jackie Chorney, director of e-commerce for Discovery Online.

Discovery sold 110 out of 122 fossils throughout the three-week offering period, including an eight-foot cave bear skeleton from Russia's Ural Mountains. The total take was not disclosed, but the value of individual pieces ranged from \$50 up to "tens of thousands of dollars," the company said.

Chorney said each item got an average of 40 bids, much higher than for typical auction items, according to Amazon.com auction spokeswoman Sharon Greenspan. The bounty of bids doesn't necessarily mean Discovery cleaned up on the bones. Neither Chorney nor Greenspan would detail how revenue from the auction was divided.

Discovery sources said the auction was just another step toward ramping up e-commerce, a network component gaining prominence with cable operators. Several cable programming executives have indicated that networks with e-commerce components will be especially attractive to MSOs as two-way cable boxes become more ubiquitous.

Internet analyst Seema Williams of Forrester Research characterized the Discovery auction as "basically a customer acquisition move" for all involved: Discovery brings newcomers to its Web sites, Amazon gets new attention from people who thought they were just the biggest bookstore in cyberspace, and the bone vendor can reach a worldwide market. ■



The cave bear skeleton sold at Discovery's Online auction.



## Cable ratings beat networks in August

Basic cable viewership for August topped the combined audiences of the four major broadcast networks in all measures for both prime time and total day, reports the Cabletelevision Advertising Bureau. According to CAB's analysis of Nielsen data, ad-supported cable's gross prime time U.S. household delivery for August was almost 24.1 million, the rating was 24.2 and the share was 44.8; compared to 23.1 million households, a 23.3 rating and a 43.2 share for the broadcast networks.

## Court says no to Cablevision appeal

Dealing another blow to Cablevision Systems' legal assault on RCN Corp., a U.S. appeals court on Aug. 26 denied Cablevision's request for a temporary restraining order that would have prevented RCN Corp. from building its network and launching service in Boston, a key Cablevision market. Cablevision last year sued RCN and prompted a state investigation of the company with allegations that Boston Edison, a 49% owner of RCN, was improperly shifting revenues from a regulated division into an unregulated subsidiary to help finance construction of RCN's hybrid fiber-coaxial cable network. The appeals court's ruling comes after a federal district court judge in January refused to issue a preliminary injunction

that would have halted RCN's network construction in Boston.

## Excite@Home takes stake in Rosenbluth

Excite@Home is taking a minority equity stake in newly formed Rosenbluth Interactive, whose holdings include Biztravel.com, and in E-Stamp. The investments, along with existing Excite@Home equity stakes in General Magic, Quokka Sports, WebMD and Webstakes.com total more than \$45 million, and are intended to diversify Excite@Home's holdings and broaden its content offerings. Among the investments it detailed, Excite@Home put \$2.5 million into E-Stamp; \$6 million into General Magic; \$5 million into Quokka Sports; \$25 million into WebMD; and \$7 million into Webstakes.com. Excite@Home didn't provide specifics of its stake in Rosenbluth Interactive and Biztravel.com.

## Excite@Home kicks off big campaign

Excite@Home is launching a multimillion dollar local market advertising campaign intended to underscore the speed and "always on" features of cable-delivered Internet service. The "Think Big" campaign, as it is called, will run in key Excite@Home cable markets, including Phoenix; Dallas/Ft. Worth; the San Francisco Bay Area; Seat-

tle; Portland, Ore.; and Rhode Island. The ad campaign's target markets include several—the Bay Area, Seattle and Portland—where cable access has been a hot issue. The campaign features TV and radio spots accompanied by outdoor, print and direct marketing advertising. The campaign was created with Lowe & Partners/SMS, the company's New York-based advertising agency of record.

## Target brings dishes to a store near you

Discount retailer Target has joined the ranks of EchoStar Communications Corp.'s distribution-marketing partners and is offering Dish Network digital satellite systems at all 881 of its stores in the U.S. Target is already carrying the Philips Consumer Electronics-branded Dish Network multiroom satellite receivers and dish antennas.

## TCM has eye on overseas markets

Tom Karsch was bumped up to executive VP and general manager of Turner Classic Movies, in part to oversee the network's launch into the international market. Karsch, most recently senior VP and general manager, said that with the exception of Poland, TCM has not been part of TNT in international markets up to now. The all-movie channel will be spun off in select European, African and Middle Eastern countries over the next two months. Karsch said expanding into the international market opens up growth opportunities for the TCM brand beyond the limits of analog and digital capacity in domestic markets. Karsch said merchandising and Internet options

were also under consideration to increase TCM's exposure. Karsch emphasized that the international TCM's will be separate divisions from the U.S. network. Karsch's role is to ensure uniformity across the divisions. His chief concern remains domestic distribution, he said. TCM is available in 32 million households via analog, digital and satellite distribution. "Our eye is still on getting TCM in as many homes as possible," Karsch said.

## Fox News gives Cavuto more time

Fox News Channel is extending Neil Cavuto's daytime role with a one-hour hard news program at 4 p.m. ET on weekdays, beginning in September. Cavuto, VP, anchor and managing editor of business news, will anchor *Fox News Now*, which will lead into his regular program, *The Cavuto Business Report*, from 5 p.m. to 6 p.m. ET. Cavuto will join David Asman, Brigitte Quinn and Jon Scott as part of *Fox News Now*'s roster.

## Dennis rates for Weather Channel

The Weather Channel coverage of Hurricane Dennis Aug. 28-29 resulted in the seventh-highest weekend rating in six years for the network, according to Nielsen Media Research. Viewership peaked on Saturday with a 1.4 quarter-hour rating, representing over 1 million households. TWC's ratings for metered markets in potentially affected markets were particularly high with a 7.3 peak quarter-hour rating and 16 share in West Palm Beach, Fla., and a 7.2 peak quarter-hour rating and a 15 share in Jacksonville, Fla.

# HD truck passes football tryout

*Panasonic, ABC stage successful test of new high-def production unit built for 'MNF' broadcasts this season*

By Glen Dickson

**A**BC's test run of *Monday Night Football* in high-definition television last Monday went smoothly, as network engineers put their new Panasonic-supplied 720p production truck through its paces in Oakland, Calif.

The 53-foot, \$6 million mobile truck, which was built by Panasonic and systems integrator Synergistic Technologies Inc. (STI) for ABC's use this season, traveled to Oakland for the final *MNF* preseason game between the Oakland Raiders and the San Francisco 49ers. That gave ABC engineers a chance to test the HDTV truck before the first *MNF* regular-season game Sept. 13 in Denver between the Broncos and the Miami Dolphins.

Panasonic is supplying the truck to ABC in hopes that its HD broadcasts of football will boost sales of its HDTV sets.

ABC shot the game in 720p and relayed it via satellite to New York so the network could rehearse commercial integration there. But the game wasn't broadcast.

"The dry run went extremely well, and we're very pleased with the HDTV coverage," says Preston Davis, ABC president of broadcast operations and engineering. "We had a few very minor glitches, such as a lip-synch problem with the audio that we know how to solve. But the pictures were spectacular, and we're generally very pleased."

Included in the truck's complement of HD gear: four Panasonic 720p studio cameras and three 720p handhelds; four

Panasonic D-5 HD tape decks; four Pluto Hyperspace HD disk recorders for slow-motion replays; five Leitch Juno upconverter, for integrating NTSC content into the HD broadcast; two Panasonic all-format converters, which allow HD footage to be incorporated into the NTSC broadcast; two Chyron Duet HD character generators; a Snell & Wilcox HD production switcher with two channels of digital video effects; an

Nvision Envoy digital video router; a Grass Valley digital audio router; two Panasonic digital audio consoles; a Dolby Digital audio encoder; and Tiernan HD encoding gear that can provide 45 Mb/s feeds for either satellite or fiber distribution.

The most unusual feature of the truck may be its main monitor wall, which uses all flat-panel, progressive, HD displays. Two 42-inch Panasonic plasma displays are at the center, surrounded by 34 Silicon Graphics LCD 16:9 flat-panel displays (the type used with SGI's NT graphic workstations).

"It's the first non-glass monitor wall," says STI President John Luff. Using flat-screen monitors cut 2,000 pounds off the truck's total weight, he says.

The truck also uses Barco CRT monitors and Panasonic 9-inch models. Panasonic is supplying an additional 42-inch plasma display for the announcers' booth, where ABC hopes to have a progressive camera in place by the Denver game to grab widescreen, progressive images of *MNF* talent.

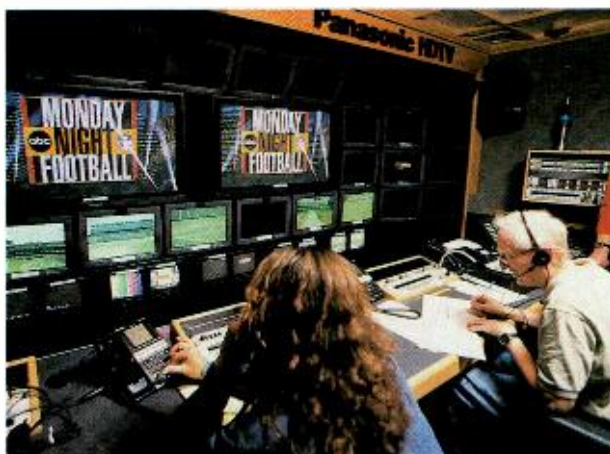
Panasonic and STI were pushed by ABC to deliver the high-tech truck eight days ahead of schedule, so ABC could figure out how to integrate it with the production truck it already uses for its NTSC broadcasts of *MNF*. The 720p truck will return back to STI's Canonsburg, Pa., headquarters so it can be painted before heading to Denver this Thursday night.

ABC's Davis says that figuring out how much NTSC material could be incorporated into the HDTV broadcast was important.

"One of the things we learned is that we can really do a fair number of replays in HDTV," says Davis. "We'll learn how to do more as we go along, but it's clear we don't have to take every replay from the analog truck. We can insert HDTV replays and create a much better experience for the HDTV viewer."

ABC used both the Pluto hard disk recorders and the Panasonic D-5 decks to generate HD replays in Oakland.

"The pictures were stunning," says Davis. ■



The HDTV truck's monitor wall includes two Panasonic 42-inch plasma displays.



An ABC cameraman captures the action with a Panasonic handheld 720p camera.

# Updated look for U.S. Open

*USA Networks enhances coverage of tennis tourney with nonlinear editor, 'go-cam'*

By Karen Anderson

For the past 16 years, USA Networks has worked to improve its coverage of the U.S. Open tennis championship. This year is no exception. USA is employing technologies that will enable it to produce more video packages, add new graphics and give viewers a new perspective.

"We're trying to expand, not just for technology's sake, but to bring more value to the viewer," says Bob Schefferine, USA Networks' director of production operations, who is heading production of the country's premier tennis tournament.

The event, held in Flushing, N.Y., began last Monday and is running through Sept. 12. USA Networks is producing and broadcasting all 12 days of the event.

After years of using online editing systems to produce video packages, the

network is using Avid's new Symphony uncompressed nonlinear editor. Using the nonlinear system enables editors to create more elaborate video packages more quickly and "at the highest resolution possible," says Schefferine.

Symphony offers two streams of uncompressed video and one stream of graphics. Besides its picture quality, Schefferine says he was impressed with its upgraded 10-bit real-time DVE that creates "crisper, cleaner edges."

New York City-based Avid reseller Virtual Media supplied the system. "It's nice to go to the value-added reseller because they are very service oriented with 24-hour, seven-day service," Schefferine says. "Cranking out 70-80 hours of coverage, we really don't have time to waste. It's a very good partnership."

The network also is using five Pinnacle FX Deko character generator and graphics systems. "We used it for the French Open and liked it so much we

decided to use it for the U.S. Open," he says. "It offers unlimited transforms; we can operate more effectively and the creative look is beautiful."

FX Deko's network capabilities allow the character and effects generator to "talk" to all the other on-site post-production equipment, including a Pinnacle Thunder production server. USA Networks is using the Thunder as a video clip system. The Thunder also connects to USA Networks' Newport, N.J., post-production facility via wide-area network.

This year, USA Networks is incorporating a "go-cam" system developed by Moving & Talking Picture Co. The "go-cam" is built around a Panasonic mini-digital camcorder that runs along a track built into a wall of the Arthur Ashe stadium and can follow the action of the tennis players from the baseline. Says Schefferine: "It puts the viewer right on the court." ■



## CUTTING EDGE

By Karen Anderson and Glen Dickson

### Lucent, USA Digital Radio race for IBOC

Moving to make In-Band On-Channel (IBOC) Digital Audio receivers available by 2001, Lucent Digital Radio last week announced that it will test its digital broadcasting system with receiver manufacturers Harman Kardon and Recoton. Lucent has also entered discussions with Pioneer Electronics regarding system tests.

In other IBOC news, Lucent competitor USA Digital Radio has entered into a joint technology and marketing agreement with Continental Electronics Corp. (CEC), a manufac-

turer of digital audio broadcast transmission technology. The companies will work together to develop, test and promote IBOC transmission equipment and to coordinate strategies for the market launch of IBOC technology and associated CEC products.

### Avid refutes rumors, supports new Mac

Amid rumors in the video-editing industry that Avid plans to dump the Mac platform, the company has announced plans to support Apple Computer's new Power Mac G4 platform with new releases of its

Avid Media Composer and Avid Xpress professional editing systems. Performance improvements in the new Power Mac G4 system will enable Avid Media Composer editors to create broadcast-quality productions with dual streams of real-time, uncompressed ITU-R 601 video.

### Philips DTV chips in for HDTV receivers

Philips Semiconductors has introduced the Nexperia Digital Video Platform, a series of silicon chips for HDTV receivers and digital set-top boxes. The new NX-2600 and NX-2700 chips, based on Philips' core Tri-

Media digital processor, are designed to support ATSC transport stream demultiplexing and audio and video decoding, as well as a reverse communications channel; datacasting; and Java and Internet browser applications. "We'd like to enable the market to build that universal box," says Dave Barringer, director of marketing for Philips Semiconductors' set-top box group. The NX-2700 Nexperia chip supports HDTV output and two simultaneous video streams, allowing a viewer to watch both a digital and analog broadcast simultaneously or two SDTV broadcasts. The NX-2600 decodes HDTV pictures for standard definition display. The chips also enhance NTSC picture quality. Philips is sampling chips now and plans volume production for fourth quarter 1999.

# Staying ahead of the game

Major online sports sites constantly add technology, shift tactics, reinvent themselves

By Richard Tedesco

Using the newest technology and latest content to win—and keep—fans, the Internet's major sports sites seemingly make themselves over with each new season.

Consider:

- ESPN last week used the advent of the 1999 football season to produce a look consistent with ESPN's *SportsCenter*, says Geoff Reiss, senior vice president of programming and production for ESPN Internet Ventures. It'll sound like *SportsCenter*, too, with on-air talent going online as well. "We're trying to create more integrated moments with the shows," says Reiss.

- FoxSports.com has introduced six fantasy football games, including a "hardcore" version for \$19.95, and fantasy baseball and football games in which players run their own leagues at \$80 a pop.

- Depth of information is one key to creating steady traffic on sports sites, and that's where CNNSI.com figures it excels, with CNNSI on-air analysts and *Sports Illustrated* writers. "This is an information medium in terms of how sports fans use it," says Steve Robinson, CNNSI.com managing editor.

- Not to be left behind in the online sports genre, CBS SportsLine.com had a major relaunch in July to improve navigation. And like ESPN, CBS SportsLine.com sees the winding down of the baseball season and a new football season as prime times to pump up content and services. CBS SportsLine.com also is adding team-versus-team and player-versus-player features, enabling comparisons of any two pro or college teams, and upgrading its Football Live Shockwave game-tracker.

"They reinvent themselves because they're constantly trying to figure out what the best model is to work under," says Mark Hardie, senior analyst for Cambridge, Mass.-based Forrester Research. "They suffer from a great deal of pressure to be responsive, generic sports commodities and, as a result, they're constantly tweaking their interface to stay ahead, or abreast,



ESPN produces a look and sound consistent with its 'SportsCenter.'



FoxSports features fantasy football games, including a 'hardcore' version.

of the competition."

On the technological side, every major sports site has launched variations on ESPN's *GameTracker* Shockwave graphics used to permit fans to follow baseball and football games in progress. And every site runs its own fantasy leagues with fans starting to support Cadillac services that have premium features.

Forging links with pro sports leagues helps too: SportsLine produces the Major League Baseball and Professional Golf Association sites. ESPN Internet Ventures produces sites for the National Football League, National Basketball Association and NASCAR.

Each network's effort appears primed toward leveraging such assets. At ESPN, for example, *SportsCenter* analyst Peter Gammons and his colleagues will be accessible online to respond to questions posted in chat sessions with real-time audio responses.

"And Peter has an opportunity to be more candid than he is on TV," says Reiss, who expects the spontaneity to spark interest among sports surfers.

ESPN also plans to reinforce its TV franchise with more video online, including 10-20 minutes of highlights from the National Basketball League, NASCAR and the NHL nightly this fall.

ESPN is being nudged by CBS SportsLine, which edged ESPN out in total individual users during July, both topping 4 million users. CNNSI pulled

nearly 1.7 million users in July, with Fox Sports drawing 585,000 to its site.

Fox Sports is bringing its on-air analysts online as it regionalizes its online coverage to mirror its on-air sports coverage. "The idea is to leverage Fox Sports' advantage out there," says Scott Ehrlich, executive vice president of News America Digital Publishing, News Corp.'s new media unit.

Both Fox and CNNSI are leveraging other things, too. As Fox beefs up its fantasy football offerings, CNNSI knocked off the \$14.95 price it charged for its Coach's Quest fantasy football game in order to offer both of its football fantasies for free this season. Meanwhile, ESPN is adding insider newsletters to feed the fantasy frenzy—for \$49.95 apiece.

Hardie sees ESPN as the dominant "news-and-scores" property in a business where users want results fast. "Until we get to the point of getting more content online that is as engaging as a TV show," he says, "you're going to see them continually tweak the thing."

No one would venture a guess on how much Web traffic or revenue was generated by online fantasy leagues. But these executives say they are willing to keep piling on the content as long as the perceived potential exists.

"There are events happening all over the world, and it's a very competitive space," says Michael Levy, SportsLine president and CEO.

## RADIO

### HELP WANTED MANAGEMENT

**General Manager/Tulsa** Shamrock Communications seeks an experienced leader for our two Class C FM's in Tulsa, Oklahoma. If you have a background in growing revenue, increasing ratings and surpassing cash flow goals, this may be an excellent opportunity for you. We are looking for a GM who can attract, retain, and nurture top talent throughout all departments of our organization. Shamrock Communications is a family owned media company in radio for over 75 years. Do you have the vision, drive, and entrepreneurial spirit to take this successful cluster to the next level? All applications must be received by September 17. No phone calls please. EOE. Bill Nish, Human Resources Director, Shamrock Communications, 149 Penn Avenue, Scranton, PA 18503. Fax: (570) 346-6038.

**Help Wanted:** Ohio AM/FM station looking for a sales oriented *General Manager* with a proven track record. Reply to Box 01590. EOE.

### HELP WANTED NEWS

**Associate Producer:** WNYC/PRI seeks an Associate Producer for a new weekly arts and culture magazine program for national distribution originating in New York City and slated for late autumn launch. The program is centered on issues and ideas in the arts and culture and will take listeners behind the scenes and under the surface to create a national conversation about the arts. The Associate Producer will coordinate production, evaluate story ideas, negotiate rights, develop promotional materials, and contribute to the overall structure of the program. The AP must have strong organizational, editorial, writing and people skills. Three years on a regularly scheduled American public radio program. Pro-Tools digital editing and mixing skills, and familiarity with the arts highly preferred. Interested candidates should contact: Gerri Ippolito, Human Resources Director, WNYC Radio, One Centre Street, 26th Fl., New York, NY 10007.

**Assistant Producer/Arts Researcher:** WNYC/PRI seeks an Arts Researcher for a new weekly arts and culture magazine program for national distribution originating in New York City and slated for late autumn launch. The program is centered on issues and ideas in the arts and culture and will take listeners behind the scenes and under the surface to create a national conversation about the arts. The Arts Researcher will be responsible for gathering and managing all research material for the program (events, people, information), liaising with contributors, and identifying story ideas. The successful candidate will have exemplary research abilities, including Internet skills, and thrive on the demands of a weekly broadcast. Excellent organizational, writing, editorial, and telephone skills required. A wide-ranging and eclectic interest in ideas, and knowledge of the arts preferred. Journalistic or curatorial background a plus. Send cover letter, resume, and references to: Gerri Ippolito, Human Resources Director, WNYC Radio, One Centre Street, 26th Floor, New York, New York 10007, or E-mail: [employment@wnyc.org](mailto:employment@wnyc.org) / Fax: 212-553-0665. Only candidates selected for interview will be contacted. EOE.

## HELP WANTED SHOWS

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## TELEVISION

### HELP WANTED MANAGEMENT

**Director of Sales/Development:** We seek a resourceful individual with successful sales management experience, capable of planning and implementing a long term strategy. Great opportunity to increase sales of broadcast and original programming. Live in a beautiful part of the country with small town benefits and the excitement of Montreal. We serve an audience of over 1.5 million households in northern New York, Montreal, and northwestern Vermont. Supervises sales, membership, arts auction, and special events; reports to GM. Requires bachelor's degree or equivalent experience; excellent interpersonal and written/verbal communication and presentation skills. Salary to mid 50's plus incentives and excellent benefits. Send a letter and resume to: Lisa Hoff, Mountain Lake PBS, One Sesame Street, Plattsburgh, NY 12901. Open until filled. Equal Opportunity Employer.

**All management positions for FOX Start-Up in Wisconsin:** *Chief Engineer* to help build and operate new powerhouse UHF. Skills must include transmitter maintenance, component level repair. Knowledge of FCC rules and regulations. *Master Control Supervisor/Maintenance-* We're on a fast track and want someone who can keep up. Repair, maintenance and training skills required. Knowledge necessary in switchers, DVE's, ENG, non-linear, automation systems, computers and master control. *General Sales Manager-* Assemble, train, and lead a team of top performers. Excellent rewards awaiting dynamic goal oriented leader. *Traffic Manager-* Organizational and communications skills are a must. Input/produce daily logs and sales reports. Columbia experience desired. Great chance for #2 to be #1. *Production/Creative Services Director-DVC Pro, AVID Elite* and more. Need someone with a keen eye and creative mind. Produce the best local product in the market. Here's your chance to do it your way. All opening immediate. Rush resumes (and 1/2" tapes if appropriate) to Robert Raff, WFXS, PO Box 6190, Wausau, WI 54402. (Fax) 715-845-6235 EOE.

## HELP WANTED SALES

**abc27 WHTM-TV, an Allbritton Communications station,** has an immediate opening for a National Sales Manager. Position requires strong organizational, research and leadership skills. Successful candidate will have a proven ability to sell sports and specials. Individual must also be highly motivated, self-disciplined and goal oriented. Minimum of 3 years broadcast sales experience required. abc27 WHTM-TV is the ABC affiliate in the 46th market, and offers an excellent benefits plan. Send resume, cover letter and salary history to Rob Saylor, abc27 WHTM-TV, 3235 Hoffman Street, Harrisburg, PA 17110. No phone calls, please. EOE M/F.

**Television Account Executive:** WISH-TV, a CBS affiliate in the 25th market, has an immediate opening for a Sales Account Executive. Applicants need 2-3 years of media sales experience with the proven ability to develop new business. Candidates must also demonstrate the ability to sell promotions, vendor programs and use qualitative research effectively. If you are interested in advancing your career, send a letter and resume to Local Sales Manager, P.O. Box 7088, Indianapolis, IN 46207. No phone calls. WISH-TV is an equal opportunity employer. (EOE/MF)

**National Sales Manager:** The nation's 40th market has an excellent opportunity for a dynamic individual who is self-motivated and understands inventory control. The position requires a candidate who has strong organizational skills, is detailed oriented and has superior negotiating abilities. Minimum 4 years rep experience or major market sales experience. Current National Sales Managers are encouraged to apply. Submit resume to: Human Resources, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. Closing date: September 24, 1999. WVEC-TV is an Equal Opportunity Employer.

**Local Sales Manager:** Sinclair Broadcasting, KVWB and LMA partner KFBI a division of Montecito Broadcasting in Las Vegas, NV. Has an immediate opening for an experienced LSM. Successful candidate must demonstrate strong leadership skills, have a proven track record for developing new business and identifying non-traditional revenue sources. College degree and previous Local Sales Management or 5+ years Account Executive experience preferred. Send resumes to: KVWB, Attn: Sonia Maxwell, DOS, 3830 South Jones Blvd., Las Vegas, NV 89103. Sinclair is proud to be an Equal Opportunity Employer and a Drug-Free Workplace - Women and Minorities are encouraged to apply.

Send Blind Box responses to:

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**HELP WANTED SALES**

**Internet Account Executive:** WDWB-TV, WB20, Granite Broadcasting Corporation's WB affiliate in Detroit, has an immediate opening for an Internet Account Executive. The ideal candidate must have a Bachelor's degree, strong communication skills, a creative outlook on selling and be able to professionally handle client contact and customer service. Computer literacy and knowledge of the Internet are essential and familiarity with traditional media sales a plus. Candidate should have strong knowledge of MS-Word, MS-Excel and PowerPoint. No phone calls please. Send resume to: WDWB-TV - Internet Account Executive, Human Resources Dept.-GBC, 27777 Franklin Rd. #1220, Southfield, MI 48034. WDWB, Granite Broadcasting Is An Equal Opportunity Employer.

**General Sales Manager:** WTVR-TV, a Raycom Media station, in Richmond, VA has an immediate opening for a General Sales Manager. Candidates should have a minimum of 7 years of sales experience and 3 years of television sales management experience. Looking for a great motivator, with a proven track record of success to oversee all aspects of sales, including internet. Please send resume to: Mark Pimentel, VP & GM, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. WTVR-TV is an EOE M/F. Pre-employment drug screening required. No phone calls please.

**FOX/PAX combo seeks experienced sales pro** to handle top list and move into local sales management. Exceptional opportunity. Reply in confidence to: General Manager, KFXA-TV, 605 Boyson Rd. NE, Cedar Rapids, IA, 52402. EOE.

**HELP WANTED TECHNICAL**



**TV BROADCAST MAINTENANCE ENGINEER**

WOFL is seeking a full-time TV Broadcast Maintenance Engineer. This position will involve installation and maintenance of all types of audio, video and transmission broadcast equipment. High Power UHF transmitter maintenance experience required. Candidate must have a minimum of three years TV broadcast maintenance experience, including transmission equipment. Knowledge of FCC technical regulations also required. WOFL has a very modern transmission system with a 4 year old NTSC installation and a DTV system currently being installed. Send Resume to:

**Personnel Manager  
WOFL-TV  
35 Skyline Drive  
Lake Mary, FL 32746**

**WOFL is an EEO Employer.**  
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**Transmitter Engineer:** Northwest Arkansas television station is seeking a transmitter engineer. Must be a self-motivated individual with experience in UHF transmitters. Repair and upkeep on all RF and microwave equipment and two UHF transmitters about 50 miles apart. Send resume to KPOM/KFAA. Attention Charles Hoing, PO Box 4610, Fort Smith, Arkansas 72914. EOE.

**Satellite Truck Operator:** NBC 6, the A.H. Belo subsidiary located in Charlotte, NC currently has a position open for a satellite truck operator. Our current truck will be replaced this October with a seven rack, dual path digital Frontline truck. Two to three years experience in satellite truck operation is preferred, as well as an FCC general radiotelephone license and SBE certification. Applicants must have the full understanding of signal flow and the ability to implement work around. A commercial driver's license with a clean driving record is a must. We are a BetaSX station with Avid editing. Please send resume and salary history to: NBC 6, Human Resources Department, Re: 99-37, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. (No phone calls please). EOE/M/F/V/H.

**Master Control and Satellite Uplink:** Vyvx Teleport Denver now has immediate openings for Master Control and Satellite Uplink Operators. *Master Control* duties include on-air switching, video recording, program playback, ability to perform basic editing, and interfacing with traffic manager. Qualified applicants should have prior operations experience in commercial television broadcasting or closely related field. *Satellite Uplink* duties include operating teleport facility using related transmission/receive equipment, scheduling and performing feeds. Qualifications should include working knowledge of satellite equipment and procedures, familiarity of test and measurement equipment, computer knowledge and an understanding of audio, video and digital services. For consideration please send resume, references and salary requirements to: Vyvx Teleport Denver, Attn: Teleport Recruiter, 9174 S. Jamaica St., Englewood, CO 80112. EOE.

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

**HELP WANTED TECHNICAL**

**Director of Engineering:** WVPT-TV, an award winning PBS station located in the beautiful Shenandoah Valley, seeks a Director of Engineering. The ideal candidate will manage all aspects of the Engineering and Operations departments. Capital planning, familiarity with budgets, and strong supervisory skills required. Will oversee WVPT's DTV conversion, maintenance, and technical operations. Requires excellent communications skills, prior management experience, working knowledge of analog and digital transmitters, microwave, studio, master control equipment, linear/non-linear production systems, MAC PC, UNIX, computer networking systems. Prefer FCC General Class license or Senior Engineer SBE certification. Plant in very good condition; capital needs have been addressed annually as we begin our migration to DTV. Reply to Executive Secretary, WVPT, 298 Port Republic Road, Harrisonburg, VA 22801. EOE/AA.

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

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

**HELP WANTED NEWS**

**Regional Director-Independent TV Project,** Location: Almaty, Kazakhstan. Internews seeks Regional Director to develop connections with local TV, assist with TV news production, coordinate trainings, strategize media support activities, and assist with new project development. TV broadcasting, regional language skills, previous overseas experience required. Federal program experience helpful. Resumes to <injobs@internews.org> or fax +1 707 826-2136. No calls please. Visit our website at <www.internews.org>.

**Weekend Sports Reporter:** Story-teller who can do sports for people who don't like sports - interesting local sports with a people angle. Anchor weekend sports segments. Small market station with a division-one football & basketball school right around the corner & a commitment to local sports coverage. Tape, resume, cover letter & salary requirements to Box 01591. Experienced only, no beginners please. EOE.



## HELP WANTED NEWS

## EDITORIAL APPRENTICE TRAINING PROGRAM

The Editorial Apprentice Training Program at WLS-TV/ABC is a twelve-month, salaried, on-the-job training program providing exposure to several key areas of television news gathering. The ideal candidate will have some television news background. College degree preferred. Women and minorities are encouraged to apply.

For immediate consideration, forward your resume to WLS-TV News, Attn: **R. Robinson, Executive Producer, 190 N. State Street, Chicago, IL 60601.** No phone calls, please. ABC 7 is an Equal Opportunity Employer.

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

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

**Newswriters:** ABC7 Eyewitness News is seeking experience Newswriters for our daily newscasts. You will be responsible for writing copy for newscasts, producing segments and fill-in line producing in addition to other duties as needed. The successful candidate will be able to work quickly, creatively, and efficiently under deadline pressure from multiple newscasts. Must be willing to work a variety of shifts. Prior segment producing or newscast producing experience, and familiarity with computers, new technology and Newstar for Windows are all a plus. If you are willing to embrace what Eyewitness News means to Los Angeles, please send your resume to: ABC Los Angeles, Attn: Kimberly Castillo, Dept. NW/BC, 4151 Prospect Avenue, Los Angeles, CA 90027. No phone calls please. Equal Opportunity Employer.

**News Director:** It's a whole new era in local television news for Southeast Texas and we need a leader to make it work. The New NBC affiliate in Beaumont is looking for a News Director to take over this brand new operation inside the local mall. We need the right leader who can make viewers not only shop our newscasts but ultimately buy them. Candidate must have at least 3 years news management experience. Send resume, references and news philosophy to: Nextstar Broadcasting Group, Attn: Susana Schuler, Corporate News Director, 200 Abington Executive Park, Clarks Summit PA 18411. EOE.

## HELP WANTED NEWS

**Newscast Producer:** The top-rated station in Nashville (CBS affiliate) is looking for a morning newscast producer who can meet our high standards. Must have excellent writing and people skills. Need someone who is creative and brings energy to the morning. Prefer two years experience and a college degree. If you're a hard worker and ready to take on this challenge, send a resume and tape to Sandy Boonstra, Executive Producer/News, WTVF-NewsChannel 5 Network, 474 James Robertson Parkway, Nashville, TN 37219. EOE.

**News Producer:** Top 20 market needs a self-reliant producer with solid judgement to maintain groundbreaking morning newscast. Prefer 3 years or more experience. Send tape and resume to: Jim Chiappelli, Executive Producer, WPXI-TV, 11 TV Hill, Pittsburg, PA 15214. EOE.

**News Director:** Blowtorch Gulf Coast NBC affiliate's award-winning news director of nearly 20 years has been promoted to manager of another Cosmos station. The applicant to successfully fill these big shoes will be required to continue a solid tradition of journalistic excellence, stability, creativity, and leading by example. This is not a turn-around. You will inherit the best TV news department in America and be charged with making it even better. Newsroom management experience a must. Send letter and resume to Jim Serra, VP/GM, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602-1490. No phone calls or @mail, please. (EOE) Cosmos Broadcasting and its stations are equal opportunity employers.

**News Director:** WCBD-TV Media General Broadcast Group Media General's NBC station in beautiful Charleston, SC needs a top flight News Director with solid background in investigative and enterprise reporting, plus high energy, high content newscasts. Will consider Executive Producer or Assistant News director with this experience. This is a national, award-winning news team that needs very good leadership. Send resume to Human Resources Dept 210 West Coleman Blvd., Mt. Pleasant, SC 29464 EOE M/F Drug Screening.

**Morning Reporter:** Fully staffed morning broadcast needs field reporter who goes live daily. Your creativity a plus. Be comfortable with feature or hard news. At least three years experience preferred. Tapes/resumes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama, 36602. EOE, M/F.

**Producer:** Washington, D.C.'s only 24-hour local cable news station is seeking a Producer eager to work in a dynamic and challenging heavy news environment. Visit our job link at [www.newschannel8.net](http://www.newschannel8.net) for further information. Please send cover letter, resume, non-returnable tape to: Newschannel 8, HR, 7600 D Boston Blvd., Springfield, VA 22153. No telephone calls. EOE.

**General Sales Manager:** KOAT-TV, Albuquerque's #1 television station, is looking for a General Sales Manager, with a proven track record of over-achieving market share, creating new revenue opportunities and pursuing non-traditional revenue sources. The candidate must be experienced in inventory control, recruiting, training and motivating a local staff. Send resume and cover letter to: Mary Lynn Roper, President/General Manager, KOAT-TV, PO Box 25982, Albuquerque, New Mexico 87125, e-mail: [maryl@koat7.com](mailto:maryl@koat7.com) <Drug Free Workplace> \*KOAT-TV is an Equal Opportunity Employer\*.

## HELP WANTED NEWS

**Main Anchor:** Growing FOX Affiliate in Toledo OH is looking for a main anchor to complement our established female anchor. You need to be a conversational writer and anchor, aggressive and able to handle multiple assignments in a growing newsroom. If you are up to this challenge rush your tape to Gary Brown, News Director, WUPW FOX 36, 4 Seagate, Toledo, OH 43604. EOE. No phone calls please.

**Executive Producer:** We are looking for an energetic manager with a creative mind, good editorial sense and a passion for news. The right candidate has several years show-producing and management experience, and still likes getting his/her hands dirty. Send resume (no calls/faxes) to Carla Carpenter, News Director, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131 EOE

**Consumer Unit Producer:** WABC-TV seeks an experienced broadcast journalist to produce outstanding consumer/investigative reports for our "7 On Your Side" unit. Previous consumer and/or investigative reporting or producing experience required. Major market experience preferred. Please send resume and tape to: Ken Jobe, Assistant News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Caribbean Opportunity: Television News Photographer/Editor/Director** Cayman International Television Network/Cayman Television Service requires a top-notch News photographer/editor for a television facility in a small but sophisticated market. Position calls for a well-rounded professional with 3-5 years experience with the ability to shoot & edit. *Live directing a plus.* Please reply to Operations Manager with resume and letter via fax to (345) 946-0236 or Mail to P.O. Box 30563 SMB, Grand Cayman, Cayman Islands BWI.

**Assistant News Director:** Aggressive medium market ABC affiliate needs an assistant news director who can help take this 33 person news department to the next level of excellence. The successful applicant will be a strong leader with good people and organizational skills and excellent news judgement. Duties include daily assignments and special projects planning. Degree required. Must have at least 3 years experience in a newsroom supervisory position. Knowledge of the Texas Panhandle area is helpful. EOE. Send resume to: Diane Dotson, News Director, KVII-TV, One Broadcast Center, Amarillo, Texas 79101, Fax: (806)373-news, Email: [pronews7@kvii.com](mailto:pronews7@kvii.com)

**Wanted: Director for Top O&O.** Direct live, fast-paced newscasts and other station programs. Minimum three years' experience. Creative. Leader. High energy. Please forward resume and cover letter to: Dana McDaniel, Assistant News Director, WJBK/FOX 2, PO Box 2000, Southfield, Michigan 48037-2000. EOE/MF/D/V.

**\*\*\*\*\*Wanted\*\*\*\*\* Investigative Producer:** Top 10 Market. Turn your great investigative ideas into great on-air stories. Must work fast - our pieces run 3:00 or less. We do a lot of short-term investigations. You also *Must* "Be a great story teller \*Be FAB (Fair, accurate and balanced) \*Have a good sense of humor! This is a great gig in a great city! Computer-assisted research/reporting skills a huge plus! Please rush resume and tape to: WCAU-TV Special Projects, Attn: Karen Araiza, 10 Monument Rd., Bala Cynwyd, PA 19004; Email: [karen.araiza@nbc.com](mailto:karen.araiza@nbc.com); NBC 10 is an Equal Opportunity Employer.

**HELP WANTED NEWS**

**Channel 6 for the Heartland** seeks the following: \***Anchor Reporter** - Min. 2 yrs. experience as a News Anchor/Reporter in a solid TV news organization is preferred. Good writing and communication skills and news anchoring experience required. Must demonstrate ability to enterprise news stories and work well with others. Knowledge of and ability to operate state-of-the-art TV news equipment necessary. Bachelor's degree in Broadcast Journalism or a related field required. \***Reporter** - Min. 4 yrs. experience as a news reporter in TV news organization preferred. Bachelor's degree in Broadcast Journalism or a related field required. Must be a self-starter, have good writing skills, and able to enterprise news stories. Must be capable of live mode reporting in the field as well as in-studio. Knowledge of and ability to operate state-of-the-art TV news equipment necessary. \***News Photographer** - 2-3 years experience in TV news, including creative shooting/editing of news tapes of hard news and features required. Microwave live truck operation and SNG camera and edit duties. Good writing skills and ability to work well under strict deadline pressure with minimal supervision. Digital non-linear editing equipment (principally Avid) strongly desired. Applicant for any of the listed positions *Must* provide a resume tape representative of his/her work. Tapes will not be returned. Call our job line at (402) 346-6666 ext. 7772 for details! Requires pre-employment drug testing and background check. EOE. Send/fax/e-mail resume and tape to or fill out an application at: WOWT/HR, 3501 Farnam Street, Omaha, NE 68131; Fax (402) 233-7885 or Email hr@wowt.com.

**HELP WANTED PROMOTION**

**Promotion Producer:** For #1 CBS affiliate in the 76th market. You'll write, edit, & produce news, programming, & special event promos, including daily topicals and image campaigns. If you're comfortable producing on-location as well as in analog and digital suites we want to hear from you. We need a team player who is highly motivated and creative. If you have strong writing skills, are organized and can work on multiple projects under tight deadlines, and have 1 to 3 years broadcast promotion experience, send your resume and demo reel to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702. Successful candidate must pass drug test and possess good driving record. Equal Opportunity Employer.

**Promotion Director:** KTVD-TV UPN20 is seeking an experienced Promotion Director to provide leadership in creating and implementing aggressive, innovative, cutting-edge promotional campaigns using on-air, radio, print, cable, outdoor and other advertising media. Must manage department annual planning, budgeting process and staff. Must be familiar with AVID Express Mac platform. Minimum of 5-7 years experience in major market television promotions with at least 2 years supervisory experience. Positive attitude with ability to meet deadlines a must. Excellent benefits. Send resume to Personnel, 11203 E. Peakview Ave., P.O. Box 6522, Englewood, CO 80115-6522, fax resume to (303)790-4633, or e-mail to personnel@ktvd.com. No phone calls. EOE M/F.

**HELP WANTED PROMOTION**

**Senior Promotion Director/Editor:** Want to expand your horizons while still showing off your editing skills? NBC33's promotion department is looking for a creative individual that likes to think outside the box and wants to be an integral part of the creative process. It's a flexible position in a promotion-only department. We've got the latest tools (including a digital newsroom) and an aggressive attitude to match. This job is more than just x's & o's! Non-linear editing experience is required. Send resume and VHS tape to Personnel, NBC33, 2633 W. State Blvd., Fort Wayne, IN 46808. EOE.

**HELP WANTED ALL POSITIONS**

**News Staff: Fox affiliate** in Santa Barbara, Ca is launching a primetime newscast, if you think outside the box, have a strong work ethic and are not a beginner, we want you. We're looking for: anchors/videojournalists-reporters/assignment editor/photographer/director-technical director/studio camera operators/floor director/graphic artist/audio director/weather anchors/& sports anchors. KKFV is an Equal Opportunity Employer. Send resume, references, & (where applicable) VHS tape to: (job title you're seeking), KKFV TV, 7000 Hollister Avenue, Goleta, Ca 93117. Minority applicants are encouraged to apply. Sorry No Calls Accepted.

**HELP WANTED FINANCIAL & ACCOUNTING**

**Business Manager - WMC-TV, Memphis, TN** WMC-TV, NBC affiliate and a Raycom Media station, seeks an accounting professional with strong leadership and organizational skills for the position of Business Manager. Responsibilities include financial statement preparation, GL, AR, AP, payroll, budgeting, forecasting, credit/collections, HR and benefits. Qualified candidates must have a college degree, CPA pref'd, with a minimum of five years experience in a similar accounting and decision making position. Experience with Excel and AS400 applications desired. Qualified applicants send resume to Bill Applegate, VP/GM, 1960 Union Avenue, Memphis, TN 38104, or e-mail resume to bapplegate@raycommedia.com EOE M/F/D.

**HELP WANTED CREATIVE SERVICES**

**Graphic Designer:** PAX TV, the nation's 7th Broadcast Network, has an outstanding opportunity for a talented individual in its corp. Creative Dept. to produce a variety of collateral materials incl. Ads, Press Kits, Trade Ads, Direct Mail & more. This position req. 3-4 yrs. exp. designing print promotion. You must possess extensive Macintosh exp. and demonstrate exc. design skills with proficiency in Quark, Illustrator & Photoshop. Must be able to handle multiple projects in a deadline oriented environ. BFA pref. Entertainment industry exp. a plus. Portfolio review required. Please submit your resume w/salary/history req. & 3 samples/copies of your best work to: Paxson Communications Corporation, 601 Clearwater Pk. Rd., West Palm Beach, FL 33401; Fax: 561-655-7343; E-mail: employment@pax.net; EOE.

**HELP WANTED CREATIVE SERVICES**

**Television Graphic artist:** The #1 newscast in Indianapolis needs a full-time graphic artist to work evenings M-F. This is an excellent opportunity for a broadcast designer seeking to gain the experience and knowledge needs to build a successful broadcast design career. Eligible candidates will possess a Bachelor's degree in graphic or communication design as well as some broadcast experience. Being a Quantel and Mac-based art department, we use PhotoShop, After Effects and a plethora of other design applications to create some of the best graphics seen anywhere. If you have the talent and imagination to dream it, we have the tools to create it. But first you gotta have a reel and a resume. Send to: Jim Doyle, Art Director, WISH-TV, 1950 N. Meridian Street, Indianapolis, IN 46202. No phone calls please. WISH-TV is an equal opportunity employer. (EOE/MF)

**Creative Services Director:** The ABC/Disney owned station in New York City is looking for a top promotion professional to lead its News and Program Promotion efforts. We're looking for a strategic marketer with hands-on leadership skills in planning on-air promotion and outside media buying. This individual will work closely with the general manager to oversee all aspects of branding including on-air, print and radio promotion; outside media, and in-house relations. We need a hard worker who combines creative promotion instincts with excellent management and people skills. A minimum of 3-4 years major market related experience is a must! Please send resume and reel to: Tom Kane, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls, faxes or e-mails, please. We are an Equal Opportunity Employer.

**Creative Services Director:** Manage station's Creative Service department. Coordinate, write, produce, edit & supervise client commercial & station video productions & station promotions. Must have multi-year commercial video production experience with working knowledge of Avid Xpress & Avid Media composer. Send resume & non-returnable tape along with salary requirements to Clyde Anderson, KAIT-TV, P.O. Box 790, Jonesboro, AR 72403-0790. EOE.

**HELP WANTED OPERATION**

**Master Control Operator:** WTVD-TV, an ABC owned station in Raleigh-Durham is looking for an applicant with two years experience in all phases of television control room operations. Must be able to work any shift: day, night, and weekends. Send resume to: Glenn Powell, 411 Liberty Street, Durham, NC 27701. No phone calls. EOE.

**HELP WANTED VIDEO PRODUCTION**

**Production Videographer:** CBS-58 seeks a Production Videographer who will be responsible for all areas of video production. Responsibilities include writing and producing local television commercials, handling special projects, and developing open and close segments including billboards. You will have direct contact with the sales team and clients, also be involved in promotions and public services and act as an AVID solutions editor. Candidate must have strong script writing skills, be an experienced videographer, and the ability to act as a video editor/director. Overall, must have had hands-on experience in all facets of video production. Please rush resume to: Director of Human Resources, WDJT-TV, 809 S. 60th Street, Milwaukee, WI 53214. EOE.

TAKE A LOOK:  
[www.broadcastingcable.com](http://www.broadcastingcable.com)

## CABLE

## HELP WANTED NEWS

## DEVELOP & EXECUTE VH1 SHOWS...

Here's  
your chance to develop and  
execute VH1 shows and segments while  
supervising a talented group of Producers,  
Writers, Associate Producers and Production  
Assistants. Overseeing the content of shows, including  
writing and production, you'll interact with a creative staff  
to reinforce VH1's identity through innovative productions.

### Supervising Producer - VH1 News

The ideal candidate will have a strong background as a  
Television Producer, Senior Producer or Supervising  
Producer. Knowledge of music, show and segment  
production including show preparation,  
writing, editing, budgets, graphics  
and working with talent is  
required.

We offer a competitive salary and benefits package. For immediate consideration, please send your resume, cover letter, salary requirements and a sample reel to: **MTV Networks, Staffing Resources-99, Dept. EC-VH/P, 1515 Broadway, 16th Floor, New York, NY 10036. NO PHONE CALLS PLEASE.** We regret that we can respond only to those candidates who meet the above requirements. We are an equal opportunity employer embracing and encouraging diversity in the workplace.



**Only One Promotion Producer Job Left!** If you don't act now you'll miss your chance to work for USA Broadcasting and WAMI-TV. Have creative freedom to work on projects such as the NBA, MLB, movies, comedies and cutting-edge original programming. Our promotion team won four Promax Gold Medallions and six Silvers after being on the air for just six months, plus seven Emmys after only seven weeks. This is a once in a lifetime opportunity. Launch new stations in top markets, all from a promotion hub in Miami Beach. State of the art equipment, such as a Sony Online Digital suite, AVIDS, SGI and Macs are at your fingertips. So Don't let this job pass you by. Send your resume, reel and references to: USA Broadcasting, 605 Lincoln Rd, 2nd Floor, Miami Beach, FL 33139, Attn: Chris Sloan.

### HELP WANTED SALES

**Account Executive:** Time Warner Communications Los Angeles Division, the leader in local cable advertising in Southern California is seeking a dynamic, career minded, goal-oriented *Account Executive* for our South Bay Office. Candidates must have Bachelor's degree and/or 3+ years equivalent advertising sales experience. PC skills a plus. Polished presentation skills, excellent written and verbal communication skills a must. Local advertising sales experience in print, cable radio, direct mail, television a plus. We offer an excellent compensation and benefits package and work environment. Please forward your resume and salary history to: Attn: T. Bracken, Time Warner Communications, 1511 Cravens Avenue, Torrance, CA 90501; Fax (310) 224-7421; EOE/ M/F/D/V.

### HELP WANTED SALES

**Advertising Senior Account Executive:** The BOX, the world's only interactive music video network is looking for a high-energy, self-starter to develop key advertising accounts and expand our roster of advertisers. Based in Los Angeles, this Senior Account Executive must have 3-5 years of cable/network advertising sales experience, a proven track record in sales, excellent communication skills, agency and client contacts, knowledge of pop culture, music and the ability to package it all for an effective sell. Creativity and an entrepreneurial mindset are essential. College degree required. There is a strong potential for growth within our sales organization. We offer a competitive salary and comprehensive benefits package. Send resume with cover letter to: The Box, "Senior Account Executive", 10635 Santa Monica Boulevard, Suite 305, Los Angeles, CA 90025. Fax # 310-441-8426. *No Phone Calls Please!*

**Need an account executive or sales manager?** Over 1,000 candidates with an average of 4+ years of media sales experience available. Over 80% of our candidates are currently employed. Candidates in all 50 states. Total cost \$250. Contact birschbach media sales recruitment at 303-368-5900. Check out our website at [www.birschbachmedia.com](http://www.birschbachmedia.com).

## HELP WANTED TECHNICAL

**Maintenance Engineer (Part-Time):** We are looking for a qualified candidate to be responsible for maintenance of the technical facilities of News 8 Austin. You will perform maintenance and preventative maintenance for all systems including automation systems, servers, routers, switchers, and engineering field gear. Also responsible for diagnosing and repairing equipment failures, installing new equipment and facilities, and maintaining and ordering appropriate parts. A minimum of 3 years broadcast (or related) maintenance experience, and technical school, college degree, or the equivalent is required. Ability to develop a working knowledge of NT and UNIX operating systems is necessary and operational knowledge of microwave, satellite, fiber systems, and automation software is a plus. Come to work in our brand new, state of the art plant in downtown Austin, Texas and be a part of the future of local television news. Fax your resume today to: Time Warner Cable, 12012 North Mopac, Austin, Texas 78758; Fax: 512-485-6186. We are an equal opportunity employer. M/F/V/D.

**R&D Engineer:** To research, develop, design and test products for broadband cable TV and data communication systems. Oversee professional staff. Must have M.S. + exp. Send resume: Fred Rodgers, Quality RF Services, Inc., 850 Parkway Street, Jupiter, FL 33477.

## HELP WANTED DESIGNER

graphic  
DESIGN

## can you fill this space?

Court TV is looking for an inspired, versatile designer to join its Broadcast Design department.

Two years work experience with strong knowledge of After Effects, Photoshop and Illustrator. Design or art school required. Must be willing to work in a collaborative atmosphere with very tight deadlines. This is a staff position with a comprehensive benefits package.

FOR IMMEDIATE CONSIDERATION, PLEASE SEND RESUME, PORTFOLIO, AND SALARY REQUIREMENTS TO COURT TV, ATTN: HUMAN RESOURCES - AC, 600 THIRD AVENUE, NY, NY 10016. NO PHONE CALLS PLEASE.

COURT TV

FOR SUBSCRIPTIONS  
Call - 800-554-5729

## ALLIED FIELDS

HELP WANTED ALL POSITIONS

# DIGITAL SOUND BROADCASTING & MULTIMEDIA

FOR THE 21ST CENTURY

Who is WorldSpace? A company that is building and launching the world's first global, satellite-based digital audio and multimedia service to be delivered to handheld receivers. It's a privately held company based in Washington, DC that is currently conducting a major expansion into the emerging markets of the world. We are signing up current broadcasters and multimedia content providers and preparing to bring new programming to a potential four (4) billion listeners throughout Africa, the Middle East, Asia, and Latin America. Currently, a search is underway for individuals who will assume key positions at their Corporate headquarters in **Washington, DC.**

The following assignments are involved with the WorldSpace Kids/Family and Adult spoken word services — wide-ranging, premium-quality (acquired and originally-produced) entertainment and educational digital radio programming for an international audience — to be broadcast 24 hours a day, 7 days a week. Genres include drama, story-telling, interviews, biographies, book reviews, comedy, magazines-on-the-air, audio versions of international cable channels, fiction, travel, history, readings, audio books, poetry, and other examples of the spoken word.

### Scheduler/Planner Coordinator

Selected candidate will coordinate broadcast operations on delivery of logs/schedules, direct creative services on interstitial elements, and develop/execute network programming strategies on a quarterly basis for a vast international audience.

Responsibilities include actively interfacing with marketing to make on-air packaging/programming decisions based on demographics; assisting in screening incoming product for review; recommending acquisitions in context of channel personality; and maintaining a database of recommend program availabilities. We seek a team player that is familiar with all representative kids, families, and adult spoken word genres and can effectively anticipate and solve problems in a rapidly paced environment. **Requires:** Bachelor's degree in a related field; 5 years experience in broadcast, cable, or other creative fast-moving field; extensive computer/organizational skills; and strong multi-tasking abilities.

### Producer, Spoken Word Services

(2 Positions — Kids & Family; Contemporary Adults)

Selected candidate will be responsible for all original creative services for our on-air product, including interstitial elements, features, promos, spots, packaging of services, and development of network

personality. Responsibilities include contributing to the development, design, and programming of two international radio services featuring spoken word entertainment targeting kids & families as well as a contemporary adult audience. **Requires:** 6+ years of experience in radio production (i.e. writing, producing, voicing, and digital editing skills); experience working with/writing for kids & families (ideally in spoken word genres); and an interest in creating fun, engaging, kids/family-friendly programs that will generate positive attitudes.

### Contracts Specialist

Selected candidate will initiate/administer contacts between WorldSpace and domestic/international program providers; conduct pre-proposal contact, proposal preparation, in-house coordination, negotiation, monitoring, and follow-up for proper contract acquisition/fulfillment/ legal requirements. Responsibilities also include negotiating intellectual property rights issues, licensing fees for international transmission, editing, exclusivity, and residuals issues; and interfacing with entertainment lawyers, program sales divisions, and/or international marketing directors of program provider entities. **Requires:** Bachelor's degree in a related field, 6+ years of progressively increasing responsibility in the industry/related field, and strong budget and contract negotiating skills. Contract negotiation experience in the entertainment industry (radio, television, film) preferred.

### Acquisitions Coordinator

Selected candidate will be responsible for tracking all programming submitted to the Spoken Word Department. Responsibilities include creating/maintaining a database of programming material (about 2,500 hours per channel); negotiating with program providers to acquire tapes in timely fashion; and working with the Contracts Specialist for date-specific material and contract start-finish dates. **Requires:** Bachelor's degree in a related field. Five plus years of progressively increasing responsibility in the entertainment industry (radio, television, film) preferred.

WorldSpace offers an excellent competitive compensation and a complete benefits package. For consideration, please forward your resume, cover letter, and salary requirements and history to:



Human Resources  
2400 N Street, NW • Washington, DC 20037  
Fax: (202) 969-6980  
E-mail: [jobsinfo@WorldSpace.com](mailto:jobsinfo@WorldSpace.com)

EOE

For more information on WorldSpace, visit us at, [www.WorldSpace.com](http://www.WorldSpace.com)

**HELP WANTED FACULTY**

**Florida A&M University**, School of Journalism, Media and Graphic Arts, Positions Available. *Position number 17056, asst. prof. of broadcast journalism.* Requires: Ph.D. in appropriate field, 5+ years as a TV reporter, anchor or producer. Teaching experience a plus. Those with no doctorate but outstanding professional experience may be considered. Salary from \$40,000 to \$43,000 for 9 months (tenure-track position). *Position number 18175, asst./assoc. prof. of broadcast journalism.* Requires: Ph.D. in an appropriate field and 5+ years of professional TV experience as a reporter/anchor or producer. Teaching experience and knowledge of TV graphics a plus. Those with no doctorate but outstanding professional experience may be considered. Salary to \$43,000 for 9 months (tenure track position). *Position 17056* begins on January 3, 2000. However, position will remain open until filled. *Position 18175* is for fall 2000. Application deadline for both is October 8, 1999. FAMU's journalism program is accredited by ACEJMC. Send a letter specifying the position number and complete resume to: Robert M. Ruggles, Dean, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A&M University, Tallahassee, FL 32307-4800.

**HELP WANTED TECHNICAL**

This is your opportunity to be a part of Williams Vyvx Services, a leading international provider of integrated fiber-optic and satellite video transmission services. We are strongly committed to developing new technologies and services. Come be a part of our team!

**MAINTENANCE ENGINEER**

Williams Communications (Atlanta Vyvx Teleport), a major provider of worldwide video and data transmissions is looking for a Maintenance Engineer. The successful candidate for this position must have two years of formal training from a recognized institution majoring in electronics, computer science or electrical engineering. Three to five years of applicable experience in the field of electronics working in a Broadcast/satellite teleport environment may be substituted for formal training. RF, VSAT or wireless communications experience a plus. Must be willing to work flexible hours in a 24x7 / 365 day operation.

Resumes are electronically scanned, please submit resume on plain white paper with minimal formatting to: Williams Communications, P.O. Box 22087, Tulsa, OK 74121, Ad Code: WCV019. Please email resume to jobs@wcp.twc.com in reference to Ad Code WCV019. In regards to building your own resume for this position, please contact www.williams.com. EOE.



Vyvx Services

**FOR SALE STATIONS**

**FOR SALE**  
**Florida Keys Group.**  
**Cash Flow Properties.**  
 Call Media Services Group at  
 (912) 634-6575

**NEWS SERVICES**

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**FREE!** Talk topics, drive time items, interview prospects -18 series of special feature packages from PR Newswire's Feature News Service.

Information and advice stories adaptable to briefs. Categories include: auto, business, education, food, family, health, lifestyle, sports, technology and more. Available electronically or from [www.prnmedia.com](http://www.prnmedia.com) where 110-package schedule and registration options are available. Choose use at will or faxed headline summaries on transmission. Or call Fred Ferguson or Angela Mendola 800 832-5522. Exts. 1553, 1528.

**PR NEWswire**

**WANTED TO BUY EQUIPMENT**

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

**COLLECTION AGENCY**

**MEDIA COLLECTION DREAM TEAM**

**CCR**

Attorney (former broadcast/cable ad sales manager NBC-TV, Katz, Petry, Lifetime) and staff handle the USA's top media firm's collection accounts offering:

1. Unequaled knowledge of media business.
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4. Competitive contingent fee schedule.
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When sending your ad-sales collection claims to CCR, please include your rate card and a list of avails. Because after we "sell" your over-due clients on the wisdom of paying the balance, we'll include a new order in the deal (if you like).

Call/Write:

CCR • George Stella  
 1025 Old Country Road • Suite 303S  
 Westbury, NY 11590

Tel: 516-997-2000 • 212-766-0851 • Fax: 516-997-2071  
 E-Mail: CCRCollect@AOL.com

**FOR SALE EQUIPMENT**

**CLEARLY PRUDENT.**

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

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

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

For Sale Harris UHF Exciter. On Channel 33, Visual 10 Watts, Aural 3 Watts. 18 years old, good working condition. All Books. Contact Matt Kyle, 219-422-7474 Ext 242.

**FOR SALE EQUIPMENT**

**UHF TRANSMITTER AND ANTENNA**

**FOR SALE**

RCA TTU-66 UHF Transmitter, dual RCA TTUE-44 exciters, one ITS exciter, and RCA TFU-28 DAS channel 51 pylon antenna. Great for service or parts, still in operation at this time.

Contact: Richard Large 619-505-5150

**EDUCATION SERVICES**



**Sports Broadcasters**

**Need Help With Your Demo Tape?**

The Long Beach Unified School District is looking for aspiring sports broadcasters. Our advanced broadcasting class is producing 50 football, basketball and baseball games this year. You can be a part of the team.

What does it cost?  
 Only a \$25 lab fee each semester.

Get the sports broadcasting experience you need.  
**(562) 997-8000, ext. 7198**

Long Beach Unified School District  
 Long Beach, California  
 ed.sports@lbusd.k12.ca.us

**INTERNET SERVICES**

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



## LEGAL NOTICE

## UNITED STATES BANKRUPTCY COURT FOR THE DISTRICT OF NEW JERSEY

In re

SKYVIEW MEDIA GROUP INC., et al.,

Debtors

Chapter 11  
Case No. 99-39228  
(Jointly Administered)

## NOTICE OF ORDER ESTABLISHING BIDDING PROCEDURES FOR SALE OF THE DEBTORS' ASSETS AND SETTING HEARING TO CONSIDER SAME

**PLEASE TAKE NOTICE** that an Auction of the Assets described in the "executive summary" shall be held at 10:00 a.m. on October 15, 1999 (the "Auction Date") to be held at the United States Bankruptcy Court for the District of New Jersey, Martin Luther King, Jr. Federal Building, 50 Walnut Street, Newark, NJ 07102, provided that the Auction Date may be adjourned from time to time in the Debtors' or the Court's discretion.

**PLEASE TAKE FURTHER NOTICE** that, subject to any subsequent order of the Court, the following procedures (the "Auction Procedures") shall govern the Auction:

1. prior to receiving the Debtors' information memorandum or access to the Debtors' data room at Simpson Thacher & Bartlett, potential bidders must execute a confidentiality agreement (the "Confidentiality Agreement") in form and substance satisfactory to Lazard Freres (Lazard");
2. any prospective bidder must provide such information as Lazard or the Debtors may reasonably request concerning the structure of the acquiring entity, its ownership, available financial resources and ability to close the transaction;
3. if a bid is not accepted, neither the Debtors nor the bidder, shall have any further rights, duties, or obligations under or respecting the bid, except for continuing obligations respecting information under the Confidentiality Agreement;
4. any bidder submitting a bid shall waive any rights or claims it may have arising in whole or in part out of the non-acceptance of its bid;
5. no later than 5:00 p.m. (Eastern time) September 30, 1999, a prospective bidder shall advise Terry Savage, Lazard Freres & Co., 30 Rockefeller Plaza, New York, New York 10020 (fax 212-332-1748) in writing of (a) the amount of its preliminary bid, (b) any assumptions upon which such preliminary bid was based, including (i) assumptions that such bidder would expect to confirm by conducting due diligence, and (ii) assumptions that, if not confirmed, would cause such bidder to materially reduce its bid, (c) any qualifications or conditions relating to the purchase of the Assets and (d) whether the bidder wishes to consummate the sale pursuant to (i) section 363 of the Bankruptcy Code (a "Purchase Offer") or (ii) a plan of reorganization (a "Plan Funding Offer") (collectively, the "Preliminary Bid");
6. Debtors shall timely share the terms of all bids and any information provided in connection therewith with their secured lenders and any Official Committee of Unsecured Creditors that shall be appointed in these cases ("Committee"), and such parties' professional advisors;
7. if the prospective bidder submits a Plan Funding Offer, then its Preliminary Bid should include its proposal for funding the operation of the Assets from the date of the Hearing through confirmation of the plan and sufficient information to enable Lazard to assess its ability to provide such funding; such proposal shall be taken into account in the determination of which offer is "highest and best";
8. bids may be submitted or solicited for less than all of the Assets; provided, however, that the comprehensiveness of a bid shall be taken into account in determining which is the highest and best bid;
9. any bidder that has an allowed claim secured by a lien against any of the Assets may "credit bid" in accordance with section 363(k) of the Bankruptcy Code;
10. the seven prospective bidders that submitted the seven highest and best Preliminary Bids ("highest and best" having been determined by Lazard after taking into account any conditions to such Preliminary Bids) shall be invited to submit a proposed definitive purchase agreement (each a "Proposed Agreement") and to participate in the Auction by submitting one or more bids based thereon (each a "Final Bid") at the Auction; if any party that had submitted one of the seven highest and best Preliminary Bids declines to participate in the Auction, the next highest and best bidder shall be invited to participate in the Auction, provided, that this aspect of the Auction Procedures shall not preclude any uninvited person from submitting a Final Bid;
11. no bid will be considered unless the party submitting such bid or a person with effective power of attorney on such bidder's behalf is present in person at the Auction and has tendered a signed, completed Proposed Agreement to Debtors and its counsel at least two Business Days prior to the Auction;
12. If a bid is accepted by the Debtors as the highest and best offer ("Winning Bid"), the party submitting it ("Winning Bidder") shall deliver to the Debtors within one Business Day certified or bank cashier's check payable to SkyView Media Group, Inc. or wire transfer in an amount not less than 25 percent of the bid amount, which amount shall be applied to the purchase price upon consummation of the transactions or shall be forfeited in the event such party fails to consummate the contemplated transactions for any reason other than the failure by the Debtors to obtain the requisite authority to consummate the transaction provided, that the Debtors shall inform their secured lenders, and Committee and the Court promptly if such funds are not timely received;
13. no bid will be considered unless the party submitting such bid demonstrates, to the satisfaction of Lazard, the Debtors and the Court, its ability to pay the balance of the purchase price or fund a plan in immediately available funds;
14. the Winning Bidder must enter into a definitive purchase or plan funding agreement with Debtors within three (3) business days of the close of the Auction, provided, that there shall be no material conditions to a closing and, if the purchase is to be effected pursuant to section 363(b) of the Bankruptcy Code, must close on the purchase within ten (10) days after the entry of the order approving the sale to such bidder subject to no stay of such order having been granted;
15. the Court shall be the arbiter of which Final Bid is the "highest and best" bid made at the Auction;
16. the Debtors may decline to sell the Assets or accept a Plan Funding Offer if, after consultation with the Debtors' secured lenders, the Debtors believe that the highest and best offer received for the interests is less than fair value;
17. the sale is intended to be "as-is, where-is" and the Debtors do not intend to have any holdback or contingent liability of any kind in respect of the Assets after the closing; and
18. the Winning Bidder shall bear all expenses in connection with the purchase and transfer of title, including, without limitation, any stamp or recording taxes, fees or other costs associated with or arising from such transfer and make any cure payments under any contracts and leases to be assumed in accordance with the bid;

**PLEASE TAKE FURTHER NOTICE** that immediately following the conclusion of the Auction, a hearing (the "Hearing") shall be held (a) in the event that the Winning Bid (as hereinafter defined) is in the form of a Purchase Offer, to approve the sale of the Assets under Section 363(b) and assignment of contracts and leases pursuant to Section 365 to the Winning Bidder (as hereinafter defined), subject to compliance with the Post-Auction Conditions; and (b) in the event that the Winning Bid is in the form of Plan Funding Offer, to hold a scheduling conference for the filing and hearings necessary to confirm such plan and to consider the authorization of postpetition financing to the Debtors through such confirmation, and (c) to consider any other matters related to the foregoing.

**PLEASE TAKE FURTHER NOTICE** that the sale of the Assets shall be free and clear of any and all liens, claims and encumbrances (collectively, "Liens"), with such Liens to transfer, affix and attach to the proceeds of the sale.

**SIMPSON THACHER & BARTLETT**  
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(212) 455-2000  
Attorneys for the Debtors

-and-

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Park 80 Plaza West One  
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(201) 845-9600  
Attorneys for the Debtors

Executive Summary  
SkyView Assets Available For Sale

## Programming Assets

All of the assets used or useful in the Company's non-Hispanic foreign language radio and television programming business and its multi-language and multi-media advertising services, including all contracts, licenses, accounts, inventory, equipment, leaseholds and intellectual property pertaining thereto, but excluding the Broadcast Center (as defined below) and cash on hand.

## MDU Assets

All of the assets used or useful in the Company's multiple dwelling unit (MDU) installation, maintenance and distribution business, including all contracts, licenses, accounts, inventory, equipment, leaseholds and intellectual property pertaining thereto, but excluding cash on hand.

## Broadcast Assets

The broadcast center presently under construction in Fort Lee, New Jersey ("Broadcast Center").

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# CHANGING HANDS

The week's tabulation of station sales

## TVS

### WGKI(TV) Cadillac and WGKU(TV) Vanderbit/Cadillac, both Mich.

**Price:** \$12 million

**Buyer:** Rockfleet Broadcasting Inc., New York (R. Joseph Fuchs, president); owns wvii-TV Bangor, Maine, and wjfw-TV Rhinelander, Wis.

**Seller:** GRK Productions Joint Ventures, Cadillac (Gary Knapp, president); no other broadcast interests

**Facilities:** WGKI: ch. 33, 274.2 KW, ant. 587 ft.; WGKU: ch. 45, 851 KW, ant. 1,063 ft.

**Affiliations:** Both Fox/UPN

**Broker:** Patrick Communications

### WBDC-TV Washington

**Price:** \$10 million

**Buyer:** Tribune Co., Chicago (John Madigan, chairman/president; Dennis FitzSimons, president, Tribune Broadcasting Co.); owns 17 TVs, two AMs and two FMs

**Seller:** Jasas Corp., Washington (Barbara Foster, owner); owns WUNI(TV) Worcester, Mass.

**Facilities:** ch. 50, 2,450 KW, ant. 570 ft.

**Affiliation:** WB

## COMBOS

### KWOA-AM-FM and KITN(FM) Worthington, KLGR-AM-FM Redwood Falls and a construction permit for KBGP(FM) Belview, all Minn.

**Price:** \$7.5 million

**Buyer:** Three Eagles Broadcasting Inc., Lincoln, Neb. (Rolland Johnson, CEO); owns eight AMs and 14 FMs

**Seller:** Rabbitt Enterprises and Nobles Broadcasting Co. Ltd., Fond du Lac, Wis. (Donald L. Rabbitt, president); no other broadcast interests

**Facilities:** KWOA(AM): 730 KHz, 1 KW; KWOA-FM: 95.1 MHz, 100 KW, ant. 660 ft.; KLGR(AM): 1490 KHz, 1 KW; KLGR-FM: 97.7 MHz, 3 KW, ant. 305 ft.; KBGP: 105.9 MHz, 6 KW, ant. 328 ft.

**Formats:** KWOA(AM): news/talk; KWOA-FM: AC; KLGR(AM): country; KLGR-FM: oldies

**Broker:** Johnson Communications Properties Inc.

### KSMA(AM)-KSNI(FM) Santa Maria/Lompoc, Calif.

**Price:** \$3.75 million

**Buyer:** Mondosphere Broadcasting Corp., Fresno (Clifford N. Burnstein, president); owns three AMs and 11 other FMs including KQJZ(FM), also Santa Maria/Lompoc

**Seller:** Bayliss Broadcasting, Santa

## PROPOSED STATION TRADES

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

### THIS WEEK

TVs ■ \$22,000,000 ■ 2  
 Combos ■ \$20,315,000 ■ 6  
 FMs ■ \$14,099,000 ■ 2  
 AMs ■ \$0 ■ 0  
 Total ■ \$56,414,000 ■ 10

### SO FAR IN 1999

TVs ■ \$2,512,369,005 ■ 54  
 Combos ■ \$1,911,357,386 ■ 129  
 FMs ■ \$1,034,827,189 ■ 184  
 AMs ■ \$144,006,189 ■ 136  
 Total ■ \$5,602,559,769 ■ 503

Maria (Alice Bayliss, owner); no other broadcast interests

**Facilities:** KSMA: 1240 KHz, 1 KW; KSNI-FM: 102.5 MHz, 17.5 KW, ant. 774 ft.

**Formats:** KSMA: news/talk; KSNI-FM: contemporary country

**Broker:** Patrick Communications

### WLKD(AM)-WMQA-FM Minocqua and WHDG(FM) Rhinelander, all Wis.

**Price:** \$3.25 million for stock  
**Buyer:** Marathon Media LLC, Chicago (Christopher F. Divine, president/director; Bruce Buzil, manager/director); owns 11 AMs and 23 FMs

**Seller:** Raven Broadcasting Corp, Minocqua (David Ewaskowitz, principal/34.16% owner); no other broadcast interests

**Facilities:** WLKD: 1570 KHz, 5 KW day 500 W night; WMQA-FM: 95.9 MHz, 25 KW, 289 ft.; WHDG: 97.5 MHz, 100 KW, ant. 551 ft.

**Formats:** WLKD: soft rock; WMQA-FM: soft rock; WHDG: country

### WHOP-AM-FM Clarksville, Tenn./Hopkinsville, Ky.

**Price:** \$2.74 million

**Buyer:** HOP Broadcasting Inc./Key Broadcasting Inc., Corbin, Ky. (Terry E. Forcht, owner); owns seven AMs and nine FMs

**Seller:** Hopkinsville Broadcasting Co., Hopkinsville (Roger Jeffers, Michael Lackey, and the Trusts of Sherill L. Jeffers and F. Ernest Lackey, owners); no other broadcast interests

**Facilities:** AM: 1230 KHz, 1 KW; FM: 98.7 MHz, 100 KW, ant. 304 ft.

**Formats:** AM: news/talk; FM: country

**Broker:** Henson Media Inc.

### KLGA-AM-FM Algona, Iowa

**Price:** \$1.925 million

**Buyer:** GCE Holdings Inc., Omaha (Norman W. Waitt, chairman/director); owns five FMs and five TVs

**Seller:** Kossuth County Broadcasting LC, Algona (Mark P. Hedberg, president); Hedberg also owns 45% of Sioux County Broadcasting Inc. (one AM and two FMs)

**Facilities:** AM: 1370 KHz, 500 W day, 128 W night; FM: 92.7 MHz, 3.5 KW, ant. 449 ft.

**Formats:** Both AC

### WQXO(AM)-WHCH(FM) Munising and WFXD-FM Marquette, all Mich.

**Price:** \$1.15 million

**Buyer:** Lakes Radio Inc., Rice Lake, Wis. (Thomas A. Koser, president).

Koser also owns a percentage of three AMs and six FMs

**Seller:** Mid-West Management Inc., Marquette, Mich. (Thomas A. Walker, president); owns three AMs and three FMs

**Facilities:** WQXO: 1400 KHz, 1 KW; WHCH: 98.3 MHz, 2 KW, ant. 357 ft.; WFXD: 103.3 MHz, 100 KW, ant. 544 ft.

**Formats:** wqxo: big band; whch: hot country hits; wfxd: oldies

## FMS

### WSNX-FM Muskegon, Mich.

**Price:** \$10.999 million

**Buyer:** Clear Channel Communications Inc., San Antonio, Texas (L. Lowry Mays, chairman); owns/is buying 19 TVs, 168 AMs and 326 FMs

**Seller:** Goodrich Radio LLC, Kentwood, Mich. (Robert E. Goodrich, president); owns wkwm(AM) Kentwood, wjnz(AM) Ada and wodj(FM) Greenville, all Mich.

**Facilities:** 104.5 MHz, 50 KW, ant. 361 ft.  
**Format:** CHR

### WSYE(FM) Houston, Miss.

**Price:** \$3.1 million

**Buyer:** JMD Inc., Gulfport, Miss. (J. Morgan Dowdy, president/director); owns wgcm-AM-FM Gulfport, Miss. Dowdy also owns seven AMs and 13 FMs including wwms(FM)

Oxford/Houston and weolo(AM)-wzlo(FM) Tupelo/Houston, all Miss.

**Seller:** New South Communications Inc., Meridian, Miss. (Frank E. Holladay, owner); owns four AMs and four FMs. Holladay also owns one AM and eight FMs.

**Facilities:** 93.3 MHz, 100 KW, ant. 1,804 ft.

**Format:** AC

—Compiled by Alisa Holmes



# Riding the routing route

**C**harged with guiding graphics and routing supplier Chyron Corp. through the mysteries of the digital television age, it's only appropriate that Roger Henderson know about broadcaster uncertainty—and vendor flexibility.

Henderson, who became Chyron's president and CEO in June, began his television career as a software engineer in the late 1970s. It was a time when computer technology was a new phenomenon in plants and broadcasters nervously confronted it. It was also a time that Henderson developed a reputation for pleasing customers by developing software to individual needs.

As Henderson sees it, the digital age is not much different, "but there's an uncertainty of exactly what infrastructure should be used. ... Most big companies are trying to figure out how to split their revenue and their business between the demands of high-definition, multichannel, interactive and enhanced TV."

Henderson, who replaced Ed Grebow after the latter departed for Sony, spent most of his career in the United Kingdom with routing and automation supplier Pro-Bel, a Chyron subsidiary since 1996. He relocated to Melville, N.Y., to head Chyron, bringing a global perspective to the challenges of digital television.

Chyron Chairman Michael Wellesley-Wesley is confident Henderson will find success. "He did an excellent job as managing director of Pro-Bel," says Wellesley-Wesley, adding that Henderson has a strong technical background and understands "the way the industry is moving, the technology direction and the new product initiatives we need to make."

Henderson is certainly a flexible thinker. After studying physics as an undergraduate, he took a job as a trainee engineer with British defense contractor Sperry Gyroscope. After developing a solid-state laser gyroscope for airplanes, Henderson and his team had to test the device. Henderson decided that automating the process would save everyone a lot of work, but no one in the 20-person team knew anything about computer processing. "So I wrote the first piece of automated test gear, so we wouldn't have to press buttons," he recalls. "And I became the de facto software expert. So I fell into software by accident."

Although software was a new field at the time, Henderson believed it might be a way into management. He took a job with Pro-



*"And I became the de facto software expert. So I fell into software by accident."*

## Ian Roger Henderson

**President & CEO, Chyron Corp., Melville, N.Y.; b. Apr. 24, 1956, Fareham, Hampshire, England; B.Sc., pure and applied physics, Nottingham University, Nottingham, England, 1973; M.Sc. maths with applications, Brunel University, Uxbridge, England, 1984; senior engineer, Sperry Gyroscope (later British Aerospace), 1978-83; software engineer, Pro-Bel, 1983-87; director of software, Pro-Bel, 1987-92; managing director, Procion, 1992-94; managing director, Pro-Bel Software Ltd., 1994-96; executive vice president, Chyron Corp., 1996-99; board of directors, Chyron Corp., Feb. 1999; current position since Jun. 1999; m. Aug. 9, 1980, to Suzanne Burns; children: Christopher, 9; Katherine, 7.**

Bel, a small router manufacturer, and became immersed in writing some of the first automation packages. He then began developing standardized software control programs that could still be configured to customers' needs.

"Those were the first seeds of standardization in the software sense," says Henderson.

When personal computers became popular, Henderson realized that broadcasters "could use the PC as the control platform itself." So he established Pro-Bel's Procion division in 1992 to exploit Windows technology for station automation, which eventually led to the development of Pro-Bel's popular System 3, Compass, MAPP and Procion control systems.

At the time, Pro-Bel also became interested in the U.S. market after broadcast consolidation slowed sales in the U.K. Henderson traveled to Atlanta in 1992 to set up Pro-Bel Inc.

"The reaction from U.S. broadcasters was, 'Nice people, nice company, nice equipment—but unfortunately you're two-and-a-half thousand miles away, and I'm not going to buy a piece of gear from you that sits right in the middle of my TV station,'" says Henderson. "That was the way it remained until we got ourselves bought by Chyron."

While Pro-Bel has doubled its U.S. revenues in each year since the 1996 deal, Chyron suffered a downturn in its graphics business beginning in the second quarter of 1997. Henderson thinks Chyron is back on track with its new line of standard- and high-definition graphics systems and routers. He also doesn't foresee any problems in steering Chyron's graphics business after spending his career in routing and master control.

"I don't think there's any difference," says Henderson. "They're all engineers, and they both [Chyron and Pro-Bel] have great ideas."

His predecessor Grebow says Henderson is a "quick study" who'll pick up the graphics side quickly. And Grebow says it "scares me to have to compete with him on routers."

"Roger has a very unusual combination of technical and business skills," says Grebow. "He understands the business from a U.S. and international perspective, and he melds both technical and business knowledge."

—Glen Dickson

## BROADCAST TV



Nix

**Beverly Nix**, business affairs executive, ABC, Los Angeles, joins NBC Studios, Burbank, Calif., as senior VP, business affairs.

Appointments, Sinclair Broadcast Group, Baltimore:

**Ed Johnson**, associate programming director, named director, programming and promotion; **Barry Faber**, associate general counsel, television and radio division, named VP and general counsel.



Rogala

**Richard E. Rogala Jr.**, president and general manager, WLWT-TV Cincinnati, joins WFLA-TV Tampa, Fla., in same capacity.

**Sonya Shaw**, film librarian, WTTG-TV Washington, named programming and research analyst.

**Mike Czerwinski**, account executive, WFTC-TV Minneapolis, named national sales manager.



Dachel

**Ernie Dachel**, VP, technology and operations, American Sky Broadcast Division, Phoenix, joins KTVI-TV St. Louis as VP/director, engineering.

**Roy Clem**, president/general manager, WSET(TV)

Roanoke-Lynchburg, Va., joins WCFT-TV Birmingham, Ala., as general manager.

**Dianne Harms**, sales manager, KHAK-FM and KDAT-FM Cedar Rapids, Iowa, joins KGAN-TV Cedar Rapids/Iowa City/Waterloo/Dubuque, Iowa, as general sales manager.

## PROGRAMMING

**Gary Holland**, executive director,

advertising and promotion, Domestic Television Division, Paramount Television Group, Hollywood, Calif., named VP.

Appointments, Columbia TriStar, Culver City, Calif.: **Jeanie Bradley**, senior VP, programming, Columbia TriStar, names executive VP; **Don Loughery**, senior VP, business affairs, Buena Vista Television, Los Angeles, joins as executive VP, business affairs.



Morita

**Annie Morita**, VP, channels marketing, Columbia TriStar International Television, Culver City, Calif., named senior VP, sales and marketing.

**David Camp**, VP, finance, Warner Bros. International

Television Distribution, Burbank, Calif., named senior VP, finance and operations.



Hirsch

**Gary Hirsch**, senior VP, business affairs, Columbia Pictures, Culver City, Calif., joins Sony Pictures Family Entertainment Group there as senior VP and general manager.

Appointments, Children's Televi-

sion Workshop, New York: **Barbara Herzinger**, assistant VP, international licensing, Asia and Latin America, named regional VP, Europe/Middle East/Africa; **Peggy Byrd**, category manager, advertising/media sales, *Reader's Digest*, New York, joins as VP, corporate sponsorship and development.

## JOURNALISM

**Karen Rariden**, producer, ABC News, Chicago, joins WGN-TV there as executive producer, *WGN Morning News*.

Appointments, KPHO-TV Phoenix: **Cary Pfeffer**, anchor/reporter, KCAL-TV Los Angeles, joins as anchor, *KPHO TV5 News*; **Wendy Burch**, anchor and business reporter, KCNC-TV Denver, joins as anchor, *TV5 First News*; **Gregg Byron**, sports producer/writer/editor,

KCBS-TV Los Angeles, joins as sports producer, *KPHO TV5 Sports*.

**Cal Ahlers**, sports director, KESQ-TV Palm Springs, Calif., joins KMIR-TV there in same capacity.

**Joel Scheddler**, news director, WTVW(TV) Evansville, Ind., joins WFXB(TV) Myrtle Beach/Florence, S.C., in same capacity.

**Eric Turner**, reporter, WTVC-TV Chattanooga, Tenn., joins WVEC-TV Norfolk, Va., as reporter/Local News On Cable weathercaster.

## RADIO

**Darrel Goodin**, director, national sales, Phoenix cluster, AMFM Inc., Dallas, joins co-owned Fresno, Calif., cluster as general manager.

**David Meszaros**, VP, general manager, WSB-FM and WJZF-FM Atlanta and director, sales, WSB Radio Group, Atlanta, named VP and general manager, WSB Radio Group.

## CABLE



Sileck

**Michael Sileck**, VP, finance, Sinclair Broadcast Group, Baltimore, joins USA Networks, New York, as chief financial officer.

**Jessica Marshall**, senior VP/general manager, *TV Guide Online*,

New York, joins Lifetime Online there in same capacity.

**Ben Hope**, VP, Master Black Belt of Quality, Ad Sales Group, NBC Cable, New York, named VP, advertising sales, Eastern region.



Southon

Appointments, Global Network Ventures, Nickelodeon International, New York: **Katrina Southon**, manager, European channel operations, London, named senior director, network operations and programming. She will relocate to Singapore. **Christine Leo-McKerrow**, con-

sultant, Singapore, joins as director, marketing and communications. She will continue to be based in Singapore.

**Bill McHugh**, manager, consumer distribution, special markets, ESPN, New York, named director, consumer distribution, special markets division.

Appointments, Showtime Networks Inc., New York: **Paul Cestari**, account director, South Central Region, Showtime Networks, Dallas, named area general manager, Los Angeles. He will relocate to Los Angeles. **Ellen**

**Schorsch**, director, direct marketing, named director, direct marketing-print.

**Catherine Moran**, advertising manager, Sci Fi Channel Marketing, New York, named director, advertising.



Paisner

**Jonathan Paisner**, manager, Consumer Product Development, A&E Television Networks, New York, named director.

**Clyde Smith**, senior VP and chief technical officer, Speer World Wide

Digital Consultants, Atlanta, rejoins Turner Broadcasting System Inc. there as VP, broadcast technology planning, Turner Entertainment Networks division.



Anderson

**Stan Anderson**, art director, CNN Headline News, Atlanta, named director, broadcast design.

**Massimo Marchiori**, controller and director, finance, Oncor Inc., Gaithersburg, Md., joins Nation-

al Geographic Channels, Washington, as controller.

**Bob James**, director, on-air promotions, The Golf Channel, Orlando, Fla., named director, corporate marketing.

Appointments, Insight Communications, New York: **Judy Poole**, VP, human resources, and **Daniel Mannino**, VP and controller, named senior VPs.

**Linda Williams**, manager, human resource development, Time Warner Cable, Englewood, Colo., named human

resource director, national division.

## ADVERTISING/MARKETING/ PUBLIC RELATIONS



Hunt

**Paul Hunt**, VP, media director, Earle Palmer Brown, Philadelphia, joins BBDO Houston, Houston, in same capacity.

**Jon Terzis**, senior VP, group creative director, Bates USA, New York,

named executive VP, group creative director.

**Jennifer Harlacher**, account executive, Harmelin Media, Bala Cynwyd, Pa., named VP.

## TECHNOLOGY

Appointments, Wink Communications, Alameda, Calif.: **Jeremy Handelman**, VP, program planning, CBS Sports, New York, joins as VP, programming sales; **Stephen Carmassi**, director, regional sales, Softbank Services Group, Danville, Calif., joins as VP, strategic account management.

Appointments, ICTV Inc., Los Gatos, Calif.: **Stephen Snell**, engineering liaison, new product development, named VP, radio frequency and video engi-

neering; **Mitchell Askenas**, director, engineering, named VP, software engineering; **Timothy Dunn**, director, engineering, named VP.

Appointments, National Video Center, New York: **Bob Koch**, VP, sales and marketing, Broadway Video, New York, joins in same capacity; **Barry Katz**, VP, sales and marketing, Unitel, New York, joins as VP, studio and post sales; **Steven Ostrow**, VP, sales, named VP, corporate development; **Robert Shavelson**, VP, marketing, named VP, new business ventures.

## INTERNET

**Brenda Spoonemore**, general editor, *ESPN The Magazine*, New York, joins NBA Entertainment there as senior director, Internet services.

**Stefanie Henning**, co-founder, new media division, ICM, Los Angeles, joins shockwave.com there as VP, content acquisition and head, Los Angeles office.

**Rey Mena**, general sales manager, WKQX-FM Chicago, joins Emmis Interactive, Indianapolis, as VP.

## ASSOCIATIONS/FIRMS

**Philip Sweeney**, VP, sales, WMAQ-TV Chicago, joins DHR International there as executive VP.

—Compiled by Mara Reinstein  
mreinstein@cahners.com

## OPEN MIKE

### Yergin: 'Renaissance Man'

**EDITOR:** With Jim Yergin's death, broadcasting has lost one of its most innovative thinkers.

Jim's many contributions as VP, research, for Group W include his development of NuMath and its reach/frequency concepts, which changed the industry standard for selling and buying radio time. It made what was then a struggling all-news radio format a commercial success.

In addition to finding a sales approach, Jim was responsible for the 20-minute news cycle, realizing the listener wanted the news immediately.

Many, including Jim's assistant at the time and now VP/GM of

KYW(AM) Philadelphia, Roy Shapiro, credit Jim with saving what is now one of the most successful formats in the industry.

A modern day Renaissance Man, Jim always seemed to have the answer to any problem. It was a pleasure and a privilege for many of us from the old Group W to have known and worked with him.

Anyone who has made a sale using the reach/frequency model or worked in all-news radio owes Jim a debt of gratitude. One way to repay that debt would be a contribution in his name to: Jim Yergin Scholarship Fund, New England Actors' Theatre, 160 Little Meadow Road, Guilford, Conn., 06437—Warren Maurer, regional VP, Shadow Broadcast Services, Bala Cynwyd, Pa.

## The Marconi Awards

Lee Larsen, vice president/general manager, AM Group, Clear Channel, (r), accepts a NAB Marconi Radio Award on behalf of KOA(AM) Denver from NAB President Eddie Fritts.



The NAB named Denver radio station KOA(AM) "Legendary Station of the Year" at its Marconi Radio Awards ceremony Thursday night at the NAB Radio Show in Orlando, Fla. AMFM's Bob Kevoian and Tom Griswold, hosts of nationally syndicated *The Bob and Tom Show*, won for Network/Syndicated Personality of the Year. Kevoian and Griswold, who emceed the ceremonies, have been *Billboard* magazine's pick for personalities of the year in radio since 1981. In other categories, KGC(AM) in San Francisco won the award for station of the year in major markets; KUOL(FM) in Kansas City, Mo., in large markets; WFQQ(FM) in Indianapolis for medium markets; KTTS-FM in Springfield, Mo., for small markets. *Kevin & Bean* of KROQ-FM in Los Angeles were named Personality of the Year for large markets; Steve Kelley of KOA(AM) in Denver for large markets; Scott Innes of WYNK-FM in Baton Rouge, La., for medium markets; and Scott Kooistra of KXNT(AM) in Yankton, S.D., for small markets. By format, KUEL(FM) in Ft. Dodge, La., was the adult contemporary station of the year; WNNK(FM) in Harrisburg, Pa., was the winning contemporary hit radio station; KFUD-FM in St. Louis won for classical formats; WDAF(AM) in Kansas City, Mo., won for country; KZJZ(FM) in St. Louis won for jazz; WBZ(AM) in Boston won for news/talk/sports; WWSW(AM) in Pittsburgh won for oldies; WUGN(FM) in Midland, Mich., won for religious programming; WEBN(FM) in Cincinnati won for rock; KLTN(FM) in Houston won for Spanish formats; and WBLX-FM in Mobile, Ala., won for urban.

—Elizabeth A. Rathbun

Bob Kevoian (l) and Tom Griswold of 'The Bob & Tom Show' accept a Marconi Award recognizing them as national radio personalities of the year.



**Insiders at CBS said late last week that ABC West Coast correspondent Jane Clayson, would be named this week as Bryant Gumbel's co-host for 'The Early Show,' set to debut in November.** Clayson is not

as well-known as some of the other rumored contenders for the spot, such as NBC's Dawn Fratangelo and ABC News' Elizabeth Vargas, but she has had some high-profile stories, including Bob Dole's 1996 presidential campaign, the Oklahoma City bombing, the birth of the McCaughey septuplets in Iowa, and the O.J. Simpson civil trial. She previously worked for NewsOne and at KSL-TV Salt Lake City. Also joining the show, it was announced last week, will be Laurie Hibberd, late of *Good Morning America* and *Good Morning America Sunday*. Hibberd will report twice a month on popular culture, including fashion and entertainment.

**SBC Communications has offered to beef up its commitment to serve poor and rural communities and provide competitors to its broadband network in order to sweeten the FCC's opinion of the company's proposed merger with Ameritech.**

SBC is offering to provide competitors with non-discriminatory access to the same local loop information for digital subscriber line and other advanced services. The company also is proposing to offer digital subscriber line services to 10% of the low income communities in key areas within the first three years of every statewide DSL roll-out. SBC also pledged to offer competitors a single

point of entry for servicing multiunit residential developments. SBC's Aug. 27 offer was made public by the FCC Wednesday.

**Don't call us pirates! That's the retort from low-power radio backer David Honig, who heads the Minority Media Telecommunications Council, for industry attacks on the FCC plan to create a new service on the FM dial.**

Honig called on National Association of Broadcasters President Eddie Fritts to apologize to FCC Chairman William Kennard for the NAB chief's Aug. 27 comment that the plan is an "attempt to legitimize" unlicensed pirate radio operators. "Do you really believe [Kennard] is motivated by a desire to 'legitimize' law-breakers?" Honig asked. "The record shows that the Kennard FCC has waged war against 'pirate' operators." Honig called on the NAB to endorse a non-commercial low-power plan that would limit the new service to a power range of 50 watts to 100 watts. Separately last week, Kennard told the NAB Radio Show in Orlando, Fla., that FCC interference studies are "very promising" and indicate that full-power broadcasters should not worry about added interference from low-power stations. Responding to Honig, Fritts said that his comments were in response to Latin American broadcasters' concerns that the FCC plan would send a signal to pirates in Latin America that the U.S. was condon-

ing illegal broadcasts. "We understand that Chairman Kennard's proposal is not intended to send that signal, nor do we believe he is motivated by a desire to legitimize pirates." Fritts said the NAB's opposition is based solely on fear of overcrowded airwaves and interference.

**Public broadcasters must explain why they made false claims that PBS stations swapped donor lists with so-called "Country Club Republicans" and the Bob Dole presidential campaign,**

says a spokesman for Rep. Billy Tauzin (R-La.). Tauzin, who is chairman of the House Telecommunications Subcommittee, says PBS officials must rewrite a draft report of its investigation into the donor list scandal and include the explanations before Tauzin will accept a final version. The official report is expected Tuesday. PBS Inspector General Kenneth Konz has confirmed that there is no organized group known as the "Country Club Republicans" and that PBS has no evidence of list swaps with the Dole campaign. The Tauzin spokesman said PBS's claims that list brokers were the sources of the false claims are plausible, but the organization must thoroughly investigate them. "This makes some Republican suspicious that in order to deflect criticism that PBS had cozy relations with Democrats that some Republicans were thrown into the mix."

**"Whole house" inside wire maintenance plans covering a home's entire communications connections—cable, satellite and telephone—would be exempt from local hourly service charge regulation under a plan the FCC is considering.** Consumers who do not subscribe to a whole house protection plan would continue to receive cable wire repairs at regulated prices, as long as they live in areas subject to basic-tier rate regulation. Comments on the plan are due Sept. 20; replies Sept. 30.

**UPN's second week of 'WWF Smackdown' continued to deliver strong ratings for the network.** The two-hour wrestling block scored a 5.7 rating/9 share in the metered markets on Thursday night, according to Nielsen Media Research. *WWF Smackdown* improved the night by 84% in rating and 80% in share compared to UPN Thursday night average last season. UPN executives also announced its two recent specials, The Source Hip-Hop Music Awards and Summer Music Mania, will be coming back next season. Both specials attracted strong national ratings in terms of teens and young adults for the network.

**New CBS Television Stations president John Severino is wasting little time making changes at KCBS-TV Los Angeles.** Friday, Severino

unveiled plans for a new daily newscast devoted to female viewers. Called *Women 2 Women News*, the newscast will launch on the CBS owned-and-operated station on Sept. 13. "The broadcast will be the first one in Southern California designed specifically for the daytime audience, which is primarily women," Severino says. "It will blend news, lifestyle features and interviews emphasizing the stories, issues and opportunities of interest to women viewers."

**Former SGI chairman Richard Belluzzo has joined Microsoft as group vice president for its online Consumer Commerce Group,** which includes WebTV and MSN Internet services. Belluzzo will report directly to Microsoft President Steve Ballmer. Microsoft says the Belluzzo appointment is not tied to any plans to form a separately traded Internet unit.

**Former ABC research executive Mitch Metcalf has been named senior vice president of program research at NBC.** Metcalf will be reunited with former ABC colleague Alan Wurtzel, who is now president of research and media development at NBC. Metcalf will oversee the network's Burbank, Calif., program research department.

**Correction:** Elizabeth A. Rathbun's byline was inadvertently omitted from the Aug. 30 Cover Story, "Mother/son makes Radio One."

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## .com together

Yahoo paid \$5.7 billion for broadcast.com earlier this year. Even though it was Internet money (Yahoo stock), it's a big number and it has kept many broadcasters up nights. That's because much of broadcast.com's value derived from the broadcasters' content. From its humble beginnings, one of broadcast.com's chief attractions has been audio and video from radio and TV stations across the country. Last Friday, it was featuring WGSO(AM) New Orleans and KVIA-TV El Paso. That's nice for those stations and hundreds of others that have links on the site. They probably pick up some visitors through broadcast.com that might not otherwise pay them any mind. But they are probably getting the short end. Broadcast.com used all that broadcasting content to create a lot of value for itself—\$5.7 billion, according to Yahoo.

Among those who have figured this all out is Jeff Smulyan of Emmis Communications. As we report at the front of this book, he is leading an effort to bring together broadcasters to leverage their content and create their own Web portal and their own Internet wealth. Lowry Mays' Clear Channel Communications apparently has a parallel effort going. Our advice to any broadcaster who hasn't quite divined an Internet strategy: Talk to Smulyan or Mays. Joining forces may be the way to rise above the Internet clutter. By combining the content and marketing clout of hundreds of stations, such ventures would have an immediate impact. And even if you have to slice the pie a little thinner. A few billion dollars goes a long way.

## Finish the job

The Radio-Television News Director's Association last week asked the full U.S. Court of Appeals in D.C. to review

a three-judge panel's decision not to throw out the personal attack and political editorial rules. The panel stopped just short. It required the FCC to justify the rules either by finally breaking its own deadlock on the issue, or by returning to the court and explaining why "[entangling] the government in day-to-day operations of the media" is justified.

If the full court will not finish the job begun by the FCC when it threw out the fairness doctrine in 1987, RTNDA has asked the court to at least set a deadline by which the FCC has to respond. You can add our name to the petition. The rules should be thrown out. But if the court still won't go that far, the FCC should be given an imminent (as in "hang threateningly over one's head") deadline.

## Fix the damage

In a case about a qualified privilege, NBC won a qualified victory. The network was not able to persuade a federal appeals court to reverse an order that it provide outtakes from a *Dateline* story to a civil rights litigant. But it did win for all journalists the reversal of a frightening decision that appeared to wipe out an established privilege. For nearly 30 years, journalists rightfully believed that the law protected them from having to give up their unpublished accounts, notes and outtakes of material, even when not acquired in confidence.

But in 1998, the Second Circuit ruled that there was no such privilege. Allowed to stand, the original decision could have done great damage to the reporting process. But NBC wouldn't let it stand.

Although the privilege was once again recognized, the order that NBC give up its outtakes in this particular case remains in effect. We wish the network luck in the event that it appeals that order to the Supreme Court. But even if it doesn't, all journalists should be grateful for the network's perseverance and for the victory won on their behalf.

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