

October 18, 1999

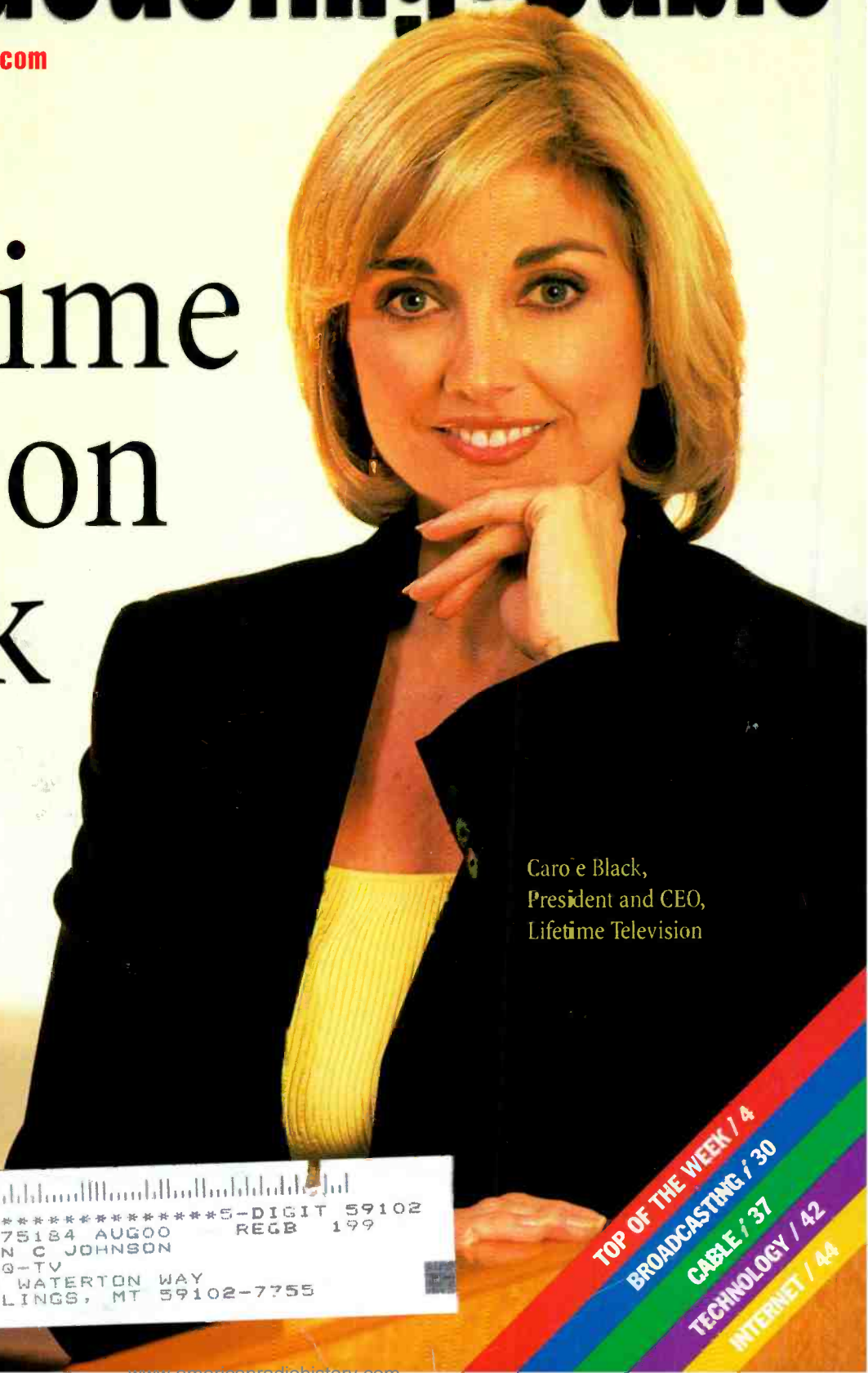
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Lifetime bets on Black



Carole Black,
President and CEO,
Lifetime Television

**Are you ready
for NATPE?**

**TV-radio auction
nets \$57 million**

**New AT&T cable
boss makes del**

**Flood of off-net
shows on the w**

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- TOP OF THE WEEK / 4
- BROADCASTING / 30
- CABLE / 37
- TECHNOLOGY / 42
- INTERNET / 44

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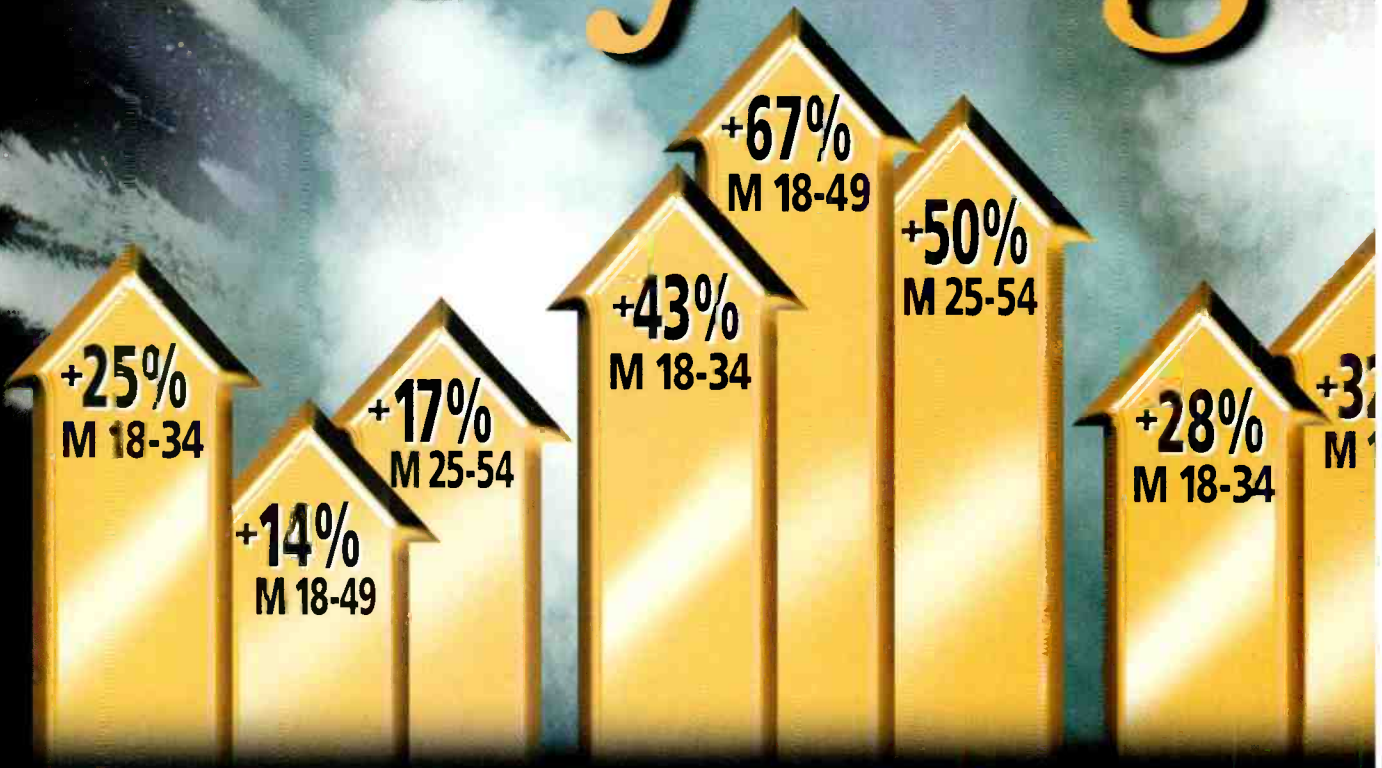
WEDNESDAY THURSDAY FRIDAY
TO DATE -

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ldn't fit on the page.



UNITED PARAMOUNT NETWORK

We're Up Every Night



MONDAY

TUESDAY

WEDNESDAY

- SEASON

Source: Nielsen Television Index Peplemeter average audience estimates, 9/21/98 to 10/13/98 vs. 9/20/98 to 10/12/99. Percent change based on rating as indicated. Women and persons growth based on total UPN prime time ratings. Includes preliminaries; subject to qualifications furnished upon request.

P.S. We're also up among women and total persons, it just wouldn't fit in this chart.

Hey, who
needs Viagra...

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Arnold Adler
Photography

Lifetime

Lifetime bets on Black

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Photo: Arnold Adler Photography

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Syndie development on roll

B&C has learned of a raft of shows for next fall—games, talk and more court offerings

By Melissa Grego
and Joe Schlosser

Big Ticket Television, producer of *Judge Judy* and *Judge Joe Brown*, has a new daily series in the works entitled *The How 2 Guide 2 Life*. The show is the first from Big Ticket since its former parent, Spelling Entertainment, merged with Paramount Television Group earlier this year. Add to that a trio of court shows, a relationship show hosted by former vice presidential daughter Eleanor Mondale, a couple of game shows, a talker and more, and the first-run development pipeline appears to be filling quickly as syndicators prepare for the NATPE convention in January.

In addition to Big Ticket, B&C has learned that Twentieth Television, Columbia TriStar Television Distribution, Warner Bros. Domestic Television and Unapix Entertainment all are hard at work on potential first-run shows for next fall.

The new batch of series joins a growing list of syndicated shows already available for the 2000-2001 season—including



Eleanor Mondale will host a relationship hour for Columbia TriStar.

ing a talk show from Dr. Laura Schlessinger (Paramount Domestic Television); a reality series from *Law & Order* producer Dick Wolf (Studios USA); and an action series with former *Hercules* star Kevin Sorbo (Tribune Entertainment).

The How 2 Guide 2 Life pilot is expected to be completed by the end of November and offered for the 2000-2001 season. It's an hour talk hybrid hosted by Leila Kenzle (*Mad About You*) that tests the advice given in how-to and self-help books. The book's authors will be invited to be guests on each show.

"It will deal with generic solutions to problems that everybody in their everyday lives faces," says Big Ticket President Larry Lytle. The show will then take those experiences, "advance theo-



Former 'Hercules' star Kevin Sorbo will star in a new action series for Tribune.

ries, and bring people in and see if it applies," Lytle continues.

Add three more syndicated court shows to the potential docket for next season

Unapix Syndication President George Back says his company has already shot a pilot for *Singles*

Court, and he's currently talking with station executives about a probate court show tentatively titled *Legacy: Rest in Peace*. *Singles Court*, which currently airs on WXAN-TV Charlotte as a late-night weekly series, is hosted and produced by Angela Segal. Segal, who formerly ran a singles dating service and is a regular dating expert on cable's BET, will serve as a mediator on the program for unmarried couples in trouble. *Singles Court* is being sold as a half-hour, daily series.

"*Singles Court* is about the problems that single people have and all of the permutations that there are in single relationships," Back says. As for the probate court series, Back says Unapix is about to tape a pilot, and that there will be either a lawyer or judge running that courtroom. The series would also be a half-hour strip for next fall.

Twentieth Television, which just launched *Divorce Court* this season, is also said to have another court-type series in the works. Sources say the Fox syndication unit is developing a pilot for a potential series that would feature high-profile lawyers arguing small-claims cases. The premise, sources say, is to see if everyday people, given the best lawyers, could win cases that don't usually go their way. Twentieth executives had no comment.

Sources say Twentieth is developing two other potential syndicated series, including a remake of the series, *Screen Test*. Former *Hard Copy* executive producer Lisa Gregorisch, who has an overall development deal with Fox, is said to be producing an updated ver-

The Doctor (Laura) is in



Dr. Laura Schlessinger is ready for TV.

Dr. Laura, the new hour daytime syndicated strip from Paramount Domestic Television, has been cleared for fall 2000 in 19 of the top 25 markets, representing more than 30% of the country. They represent the first major clearances for a fall 2000 first-run show. The program has been sold on a cash-plus-barter basis over two years. The deal includes 39 weeks of original episodes and 13 weeks of repeats. About 65% of the stations that are on board will air the show in early fringe, the rest in daytime, according to John Nogawski, president of Paramount Domestic Television.

The talk show, starring radio personality and best-selling author Dr. Laura Schlessinger, has been sold to KCBS-TV Los Angeles (CBS), KPIX(TV) San Francisco (CBS), WCVP-TV Boston (ABC), WXYZ-TV Detroit (ABC), WAGA-TV Atlanta (Fox), KPRC-TV Houston (NBC), KING-TV Seattle (NBC), WKYC-TV Cleveland (NBC), WFTS-TV Tampa (ABC) and KARE-TV Minneapolis (NBC), among others. Paramount is approaching stations on a market-by-market basis in selling the show. The next two stops are New York and Chicago, where no presentations have yet been made.

—Melissa Grego

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sion of the series formerly hosted by Don Adams (*Get Smart*). Harvey Levin, who was the court reporter on Warner Bros.' *The Peoples Court*, is also signed on as an executive producer, sources say. *Screen Test* takes people off the street and puts them into movie and TV scenes. The other Twentieth show is said to be with therapist Dr. Gilda Carle. Sources say the studio is looking into an hour talk show with Carle, who is a regular guest on a handful of daytime talkers.

At Columbia TriStar Television Distribution, sources say executives have signed former vice president Walter

Mondale's daughter Eleanor, as host of a syndicated hour based on the popular book series *Men Are From Mars, Women Are From Venus*. Mondale, who has worked as an entertainment reporter at both E! Entertainment and at CBS News, will moderate a *Politically Incorrect*-like discussion between male and female panelists. Merv Griffin Entertainment is producing the show, which is slated for next fall, sources say. CTTD executives had no comment.

Telepictures Productions, one of two syndication divisions on the Warner Bros. lot, also has a few series in development. Sources say Telepictures exec-

utives just finished taping a pilot for a new game show called *Street Smarts*. The half-hour daily asks a studio audience to guess if a person off the street will know the answer to a particular trivia question. The studio also is said to be considering bringing former network and cable reality series *How Did They Do That* into syndication. Sources say former *Good Morning America* co-host Joan Lunden is attached to the project. Lunden has a development deal at Warner Bros. and was rumored to be hosting a talk show for the studio this past season. Telepictures executives had no comment. ■

Battle by the Bay

NBC's Wright is playing 'hardball' to get KRON-TV

By Steve McClellan
and John M. Higgins

In a move considered harsh even in the shark-infested waters of media deal-making, NBC is trying to scare off rival bidders for Chronicle Publishing's lucrative San Francisco NBC affiliate KRON-TV.

NBC President Bob Wright sent a letter to Chronicle Publishing's investment banker Donaldson, Lufkin Jenrette that several TV and Wall Street executives describe as a thinly veiled threat that any buyer other than NBC will face significant changes in KRON-TV's affiliation with NBC—possibly even termination.

The Wright letter was creating anxiety among broadcasters last week, particularly NBC affiliates not directly involved in the KRON-TV auction. Broadcasters familiar with the letter see it as further evidence of the shape NBC wants its future relationship with affiliates to take.

"I find it very disturbing," said one station executive who read the letter. Another executive with a station group that owns NBC affiliates said: "This is the future according to Bob Wright." And because NBC wants the station badly, the executive said, "they're going to lower the value of the television station to a point which they're willing to pay for it."

The letter outlines a series of severe new terms—including no compensation and a maximum of five hours of programming pre-emptions annually—that NBC would impose on any buyer of the

station that expected to retain the network affiliation. The network would also require the station to devote a substantial amount of local airtime to promoting network programs, but would eliminate the co-op advertising and promotion dollars currently allotted to the station. Wright told DLJ that the investment banker had a "fiduciary obligation" to inform bidders that the station's financials going forward will be less favorable.

Executives at Chronicle and DLJ were said to be "staggered and stunned" when they received Wright's letter, sources said. "It was very heavy-handed," said one person involved in the sale. "They are clearly using their leverage to talk the price down."

Analysts estimate that KRON-TV could bring \$1 billion in an open market bidding process, and that NBC's tactic, if it successfully scares off potential bidders, could shave 10%-15% off that price.

One person familiar with the deal described NBC's tactics as "amazing hardball," but added that so far, "the thing they most accomplished here is getting the seller pretty aggravated." Chronicle President John Sias did not return phone calls, nor did Amy McCombs, the station's vice president/GM.

Some Wall Streeters say NBC's strategy could backfire if it antagonizes Chronicle's controlling owners, the De Young family, too much. The De Youngs are well known for fighting among themselves, with internal clashes prompting a liquidation of the family's



NBC has threatened to pull its affiliation if it doesn't get KRON-TV.

broadcasting and newspaper operations. But the quirky, fractious family could turn their anger toward NBC. "They still have to coax the Chronicle shareholders to sell," said one investment banker.

NBC and Hicks Muse have made a joint bid for KRON-TV and Chronicle's other TV stations, KAKE-TV Wichita, Kan., and WOWT Omaha, Neb. Other interested companies may include Gannett, Raycom and Young Broadcasting.

One interested party that won't be scared off by NBC's tactic is Fox, which also is making a bid. If successful, it would switch KRON-TV to a Fox affiliate, leaving Cox-owned KTVU to pursue other options. But if the field is narrowed to Fox and NBC, the latter might be able to do the deal more easily because Fox is up against the 35% ownership cap, and would have to spin off stations to buy KRON-TV. Fox is also exploring a purchase of the Chris-Craft-controlled stations (see page 8). NBC's stations cover just 26.6% of the U.S.

Wright and NBC declined comment on the letter. But network sources said it was simply intended to remind bidders that the economics of network-affiliate relations are changing and will be less favorable to stations in the future. ■

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Show may be bumped for in-house 'Once and Again;' Bochco calls move disrespectful

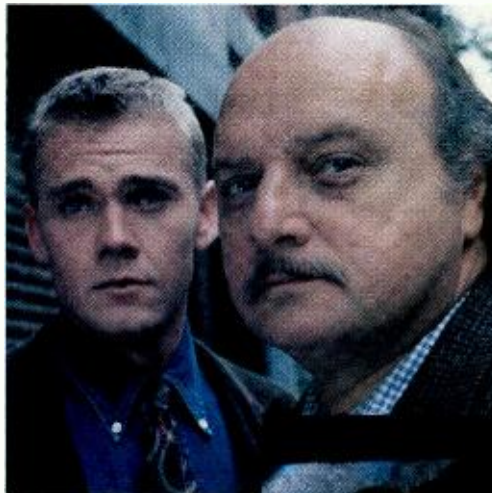
By Joe Schlosser

Vertical integration under the newly merged ABC Television Group may force the cops on *NYPD Blue* to find a new beat.

ABC executives notified *NYPD Blue* producer/creator Steven Bochco that his Emmy Award-winning drama from outside of the Disney family was likely going to be bumped from its Tuesday night time period by the network's new, in-house drama, *Once and Again*.

Once and Again, the new series from Disney-owned Touchstone TV, started the season in *NYPD Blue*'s Tuesday 10 p.m. slot, and ABC executives last week told Bochco they are seriously considering leaving the series there for the remainder of the season.

Once and Again was expected to step aside in early November for the return of Bochco's Fox-produced series. ABC executives were not commenting on where or when *NYPD Blue*, which has aired in the Tuesday night time period for the last six years, would move if *Once and Again* keeps



'NYPD Blue' may be the victim of vertical integration. 'Once and Again,' an ABC in-house production may retain its Tuesday, 10 p.m. time slot.



the slot. Sources say *Blue* could wind up on Monday nights after ABC's *Monday Night Football* season is over, but that wouldn't be until January.

ABC Entertainment Group Co-Chairman Stu Bloomberg met with Bochco last week to notify him of the possible change, which Bochco called "disrespectful" and also "the most cynical consequence of vertical integration." Bochco is said to believe ABC executives are looking at a possible big syndication pay-off for *Once and Again*, and that keeping the show on Tuesdays is their way of trying to hedge their bets. The network did give *Once and Again* a vote of confidence last week, ordering the final nine episodes of the drama from Touchstone.

In the ratings game, *Once and Again* has been the big winner in its time period among adults 18-49—averaging a 7.0 rating/19 share in the key demo, according to Nielsen Media Research. But the show has lost more 5 million viewers since its September debut and has been losing ground on that front to CBS' new drama, *Judging Amy*. ■

Chris-Craft may sell group

Among prospective buyers, CBS, Fox face regulatory hurdles; Tribune in the clear

By Steve McClellan

Chris-Craft Industries, which has a controlling interest in group broadcasters United Television and BHC Communications (which owns UPN in a 50-50 partnership with Paramount) is holding talks with prospective buyers that include CBS, Tribune and Fox, sources familiar with the discussions confirm.

The talks were sparked by last month's proposed merger of CBS and Viacom, and the FCC's August ruling permitting ownership of two stations in large markets. Chris-Craft controls 10

TV stations, five in markets where CBS already has stations: New York, Los Angeles, San Francisco, Minneapolis, Baltimore and Salt Lake City. Fox and Chris-Craft both own stations in four markets, while Tribune and Chris-Craft both own stations in two markets.

In some respects the deal is less complicated for Tribune, which could buy the entire Chris-Craft group and still remain within the current FCC ownership cap (coverage of no more than 35% to TV homes). CBS and Viacom combined are already 6% over the 35% cap. Adding Chris-Craft to the mix would bring the group's coverage

to 44%. Fox's coverage would climb to just over 40% if it bought the Chris-Craft stations outright.

Another complicating factor is UPN. Viacom-CBS can't own two TV networks, and has told the FCC they don't intend to request a waiver of that rule, or of the 35% TV ownership cap.

UPN and Viacom are still sorting out the future of UPN. They have a buy-sell agreement that either party can trigger by offering to buy out the other partner at a preset sum. If the offer is turned down, the party declining to sell has to buy out the other partner, also at preset price. ■

CBS, others air Columbine video

As they watched the video last Monday of a frantic lunchroom at Columbine High School in Littleton, Colo., during last spring's infamous massacre there, KRQE(TV) Albuquerque, N.M., reporter Jeni Monet and cameraman Bill Divin looked at each other, wondering if any reporters had ever seen this tape. Monet and Divin thought they were attending a routine school safety seminar. But what they were watching would become a major story for their station that night, and the lead story on the CBS network news the next day.

"There had always been talk from Jefferson County about whether there was some surveillance tape from the cafeteria," said Dan Salamone, the station's director of news and operations. "But the county had never confirmed it." Just to be safe, Divin pointed his camera at the screen. Although the tape was not violent, or gruesome, it was nonetheless compelling. The soundless one minute and 45 seconds of video shows students fleeing and hiding, the two gunmen setting off bombs



KRQE anchor Shelley Bruner introduces the videotape.

and a teacher believed to be Dave Sanders, who helped students find safety before he was killed.

After its own broadcast of the tape, KRQE, shared it with CBS and other affiliates, and later with CNN and its affiliates.

Some stations, including KCNC-TV Denver—which covered the shootings live for a local and national audience—did not run the grainy footage. Local newspapers reported mixed reactions from the families of slain students.

"There was nothing graphic about the tape," Salamone said. "It was very sad and very sobering. But it was still newsworthy, and still news. That's why it was the lead story on CBS News."
—Dan Trigoboff

Auctions rake in \$57 million

WinStar, George Flinn are biggest winners in FCC's first sale of spectrum

By Bill McConnell

Telecommunications upstart WinStar Communications and broadcast magnate George Flinn Jr. were the big winners in the FCC's first auction of broadcast spectrum, which concluded Oct. 8.

Winstar, which acquired permits to build five TV stations, was the high bidder in the most sought-after TV property on the block—ch. 21 Virginia Beach, Va. WinStar paid \$8.75 million for the right to build a station in the bustling Hampton Roads area.

In all, the FCC received net bids totaling \$57.8 million for 118 broadcast licenses, including 94 FM stations and 12 full-power TV outlets.

Flinn, owner of Memphis-based Flinn Broadcasting, was the most prolific spectrum buyer by winning permits for six markets. His company put up a total of \$1.05 million for permits to build FM stations in three Mississippi towns, as well as communities in Arkansas, Montana and Utah.

The Memphis broadcaster's current holdings include Pax TV affiliates in his hometown, New Orleans, and Selma, Ala., as well as 11 radio stations. He also stands to gain stakes in licenses that the FCC took off the auc-

tion block after all the competing applicants merged their requests in order to get the spectrum without charge. Those markets are among what would have been the most sought-after in the auction, including TV stations in Tazewell, Tenn.; Norman, Okla.; and Kailua and Waimanalo, both Hawaii.

"He picked up some choice properties," said his Washington attorney, Stephen Simpson.

New FCC rules allowing construction-permit owners to sell their rights for a profit have made the spectrum buys particularly appealing, but Simpson said Flinn plans to operate all of the licenses he owns outright and acquire control of as many of the other permits as possible.

WinStar's plans are unclear, however. Company officials wouldn't reveal their intent, but they appear to be mulling whether to operate stations themselves, sell the permits to other station owners, or use the spectrum for some new digital-based service. "We're considering all three" options, said a WinStar executive.

The New York-based communications entrepreneur is noted most for its wireless telephone and Internet services, but has made important forays into the broadcast industry in recent years. In 1996, the company bought Global Media Sales a

top radio advertising rep, purchased talk show syndicator SportsFan Radio Network and, just last week, bought a radio programming and content service from SFX Radio. WinStar also produces foreign and art programming for TV and video distribution and has more than 1,500 hours and 300 films in its library.

The FCC's top radio bid came from Arizona Lotus, which offered \$5.06 million for the right to build a station in Oro Valley, Ariz., a community just outside of Tucson. One competitor that withdrew from the bidding called the Arizona Lotus bid "astounding," given that the FCC has warned that channels allocated to nearby Mexican communities may one day interfere.

But an Arizona Lotus official said Tuscon is "under-radioed"—the top-100 market has fewer than 20 stations—and the risk of interference from Mexico is minimal.

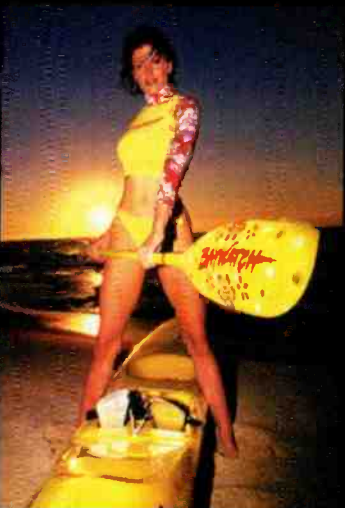
Other top radio bidders were Fairview Radio, which paid \$2.11 million for Fairview, Pa.; TSBIL, \$1.56 million for Wellington, Colo.; Liberty Productions, \$1.52 million for Biltmore Forest, N.C. Other top TV offers came from Danbeth Communications, which bid \$2.84 million for ch. 4 Manteo, N.C., and Channel 24 Corp., which put up \$2.07 million for ch. 24 Tallahassee, Fla. ■

BAYWATCH HAWAII 05



BAYWATCH HAWAII 05

BAYWATCH HAWAII 04



BAYWATCH HAWAII 04

BAYWATCH HAWAII 03



BAYWATCH HAWAII 03

BAYWATCH HAWAII 02



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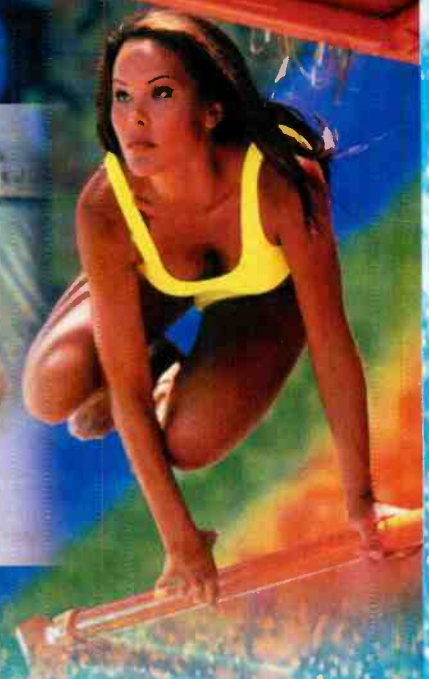
Weekly First Run Syndicated Hours

Program *GAA HH Rating*

BAYWATCH HAWAII **3.5**

<i>Hercules</i>	3.1
<i>Xena</i>	2.9
<i>Pensacola</i>	2.8
<i>Stargate SG1</i>	2.8
<i>Star Trek DS9</i>	2.8
<i>VIP</i>	2.6
<i>P. Benchley's Amazon</i>	2.3
<i>Earth Final Conflict</i>	2.3
<i>Relic Hunter</i>	2.1
<i>Mortal Kombat</i>	1.7
<i>Night Man</i>	1.6
<i>Honey-I Shrunk the Kids</i>	1.6
<i>Outer Limits</i>	1.3
<i>Viper</i>	1.0
<i>Poltergeist</i>	1.0

Source: Nielsen Explorer Syndicated Rankings, 9/20-26/99. GAA Ratings where applicable, otherwise AA Ratings.



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Fox gets off to a slow start

Ratings are down for network, but some franchise shows have yet to debut

By Joe Schlosser

Fox has gotten off to a rocky start this season, one that doesn't have as much *Action* as network executives, particularly new Entertainment President Doug Herzog, were counting on.

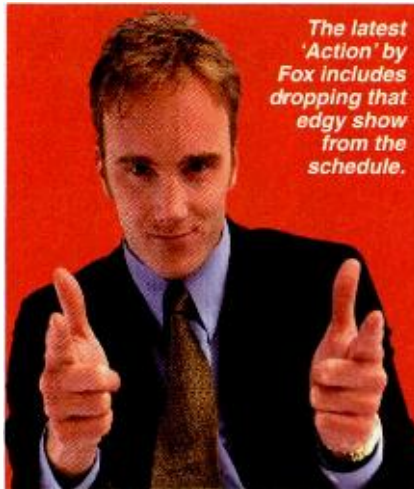
The network that wants to be known for its edgy programming, has been living on the edge of its seat with a number of slow-starting new series and production problems on others. Last week, Fox executives announced that controversial new comedy *Action*, month-old drama *Get Real* and sophomore animated sitcom *Family Guy* were being benched for the upcoming November sweeps. *Family Guy's* return has been guaranteed, but without a date.

The new, half-hour re-purposed version of *Ally McBeal*, known simply as *Ally*, has not hit its stride yet with viewers, and long-time Fox drama *Beverly Hills 90210* is sliding in the national ratings. *Ally*, through three episodes, is averaging a 5.1 Nielsen rating/8 share, and a 3.8/11 for adults 18-49, while *Beverly Hills 90210* is off 16% in households and 19% in viewers from last season. Earlier this month, Fox canceled the Columbia TriStar drama *Manchester Prep* before a single airing.

Fox, which has gotten off to slow starts the last two seasons and has rebounded well, has also seen its national ratings dip across the board early on. The network, through nearly the first month of the season, is down 5% in households, 5% in viewers and 3% in adults 18-49. But to Fox's defense, three of its key dramas have not yet premiered: *Ally McBeal*, *The X-Files* and *Party of Five* spin-off *Time of Your Life* with Jennifer Love Hewitt are still awaiting their debuts.

And, on top of all of that, Fox is also facing the end of the road for a number of its series at the conclusion of the season, including Chris Carter's *The X-Files*. *Beverly Hills 90210* has made it clear that the 1999-2000 season is the final chapter, and *Party of Five* is also said to be on its way out.

"This is a little bit different, maybe even a lot, than prior seasons when the network got off to a slow beginning," says one industry source. "My con-



cerns for them are that, in the past, the things that actually allowed them to sort of pick themselves up by their bootstraps and succeed anew don't seem to be on the horizon right now, which includes not having the World Series or Super Bowl this year."

Fox executives would not comment for this story, but TN Media's Steve Sternberg says he has seen this before at Fox and believes that the network will rebound. In terms of national ratings, Sternberg says the impact of still-to-come premieres of *The X-Files* and *Ally McBeal* will be much greater at Fox because the network airs only two hours of programming in prime time versus three at the bigger networks.

"Every year we hear this about Fox. Last year, people were saying Fox was

going down the tubes, and the year before that people were saying Fox was going down the tubes," says Sternberg. "And they look like they are having problems now—and maybe they are a little more severe than the problems they had in the past, because *The X-Files* may be going away and a couple of other shows may be leaving too—but they have always managed in the past to come up with something in mid-season that works. I always like to say they have the best Band-Aids in the business. Shows like *King of the Hill* and *The Simpsons* have given the network big boosts in midseason before."

What exactly does Fox have up its sleeve for midseason?

Last week, Fox announced plans for a new prime time game show with Dick Clark Productions for the November sweeps. Entitled *Greed*, the half-hour will pit contestants against each other in teams and individually for a chance to win over \$2 million. Fox has ordered six half-hour episodes and plans to run two episodes every Thursday night at 9 p.m. Fox executives say *Greed* could be turned into a weekly series if the show hits with anything like the force of ABC's *Who Wants To Be a Millionaire?* Fox has the new comedy *Malcolm in the Middle*, and Eddie Murphy's *The PJs* and a couple of reality series out there as well.

Late last week, Fox executives said they had given a six-episode order to a midseason comedy from a pair of former *Seinfeld* producer/writers, Alec Berg and Jeff Schaffer. The pair, along with DreamWorks Television, is producing the offbeat comedy about a social recluse who hides from the world by remaining in graduate school. The sitcom could be brought out as early as March or be held for next fall.

Fox executives are counting on the sci-fi drama *Dark Angel* to provide mid-season punch. From *Titanic* director James Cameron, *Dark Angel* is a high-tech action series.

Fox also has a number of other series in development, including the comedy *Titus*, from Twentieth Century Fox Television; Warner Bros.'s drama *Opposite Sex*; and Big Ticket Television's animated *Gary and Mike*. ■

The ratings race: Sept. 20 - Oct. 13

Total Homes ratings /share/% change*				Persons, 18-49 ratings /share/% change*			
1. NBC	9.4	16	-2	1. NBC	5.6	16	-5
2. CBS	9.3	15	-1	2. ABC	4.9	14	-8
3. ABC	8.0	13	-10	3. CBS	4.1	11	-2
4. FOX	6.0	10	-5	4. FOX	3.9	11	-3
5. WB	3.3	5	0	5. WB	1.9	5	+6
6. UPN	2.5	4	+19	6. UPN	1.5	4	+36

*Compared to same period, 1998 Source: Nielsen Media Research

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FINANCIAL WRAP-UP

Week of October 11-15

WINNERS

	10/15 midday	% change
Clear Channel\$64.388.88
BHC Comm\$152.505.72
Sinclair\$10.505.00
Salem Comm.\$23.943.92
Pegasus Comm.\$43.751.74

LOSERS

	10/15 midday	% change
Insight Comm.\$25.00(16.49)
NTL\$67.44(15.70)
Paxson\$11.69(13.82)
Adelphia\$49.63(13.00)
Grupo Televisa\$36.88(11.54)

BROADCASTING & CABLE / BLOOMBERG STOCK INDEXES

BROADCAST TV (10/14/98-10/15/99)



Week ending 10/15	
Close281.97
High293.40
Low281.56

0.3%

CABLE TV (10/14/98-10/15/99)



Week ending 10/15	
Close280.28
High308.27
Low280.28

9.1%

RADIO (10/14/98-10/15/99)



Week ending 10/15	
Close744.21
High780.42
Low744.21

4.9%

DOW JONES

Week ending 10/15	
Close10019.70
High10648.20
Low10019.70

5.9%

NASDAQ

Week ending 10/15	
Close2731.83
High2915.95
Low2731.83

5.4%

S&P 500

Week ending 10/15	
Close1247.41
High1335.21
Low1247.41

6.6%

Radio bemoans 'Net loss

Group owners admit they are behind the curve on Internet implementation

By Elizabeth A. Rathbun

Radio is playing the tortoise in the race for a significant presence on the World Wide Web. And the industry itself is to blame, partly because its Internet sites are so bad that even loyal broadcast listeners tune out, industry executives say.

"All of the Emmis stations have Web sites now and most of them suck," concedes Rick Cummings, programming chief for Emmis Communications Corp., which owns 16 radio stations.

As for AMFM Inc., which has about 460 radio stations, "our Web sites are terrible," Radio Group head James E. de Castro says. "They're excuses for us to say we're in the Web business."

Radio should be in the Web business, says Peter M. Winter, president of Cox Interactive Media, which is co-owned with Cox Radio Inc., which owns 72 radio stations. The Internet has created "a fundamental sea change in American business" that is affecting company valuations.

But only one radio station, KFMB-FM San Diego, makes the list of top 100 Web sites in 38 markets measured by Media Metrix. The problem in general with radio-station Web sites is "there is no compelling reason for [users] to return," Winter says.

That sad fact is backed up by Arbitron research. "[Radio] Web sites are falling flat from a consumer perspective," says Greg Verdino, vice president/general

Come Hear the TRUTH About Radio and the Internet

From these top Internet Experts: if you're not familiar with these names, all the more reason you need to attend!



Silicon Valley, CA
Santa Clara Convention Center

Radio Ink kicks off first ever radio internet conference!

The Radio Ink Internet Conference is in full swing this week in the Silicon Valley. At this point you cannot attend, but you can keep in touch with our industry here on our website



Mark Cuban
Broadcast.com



Will Poole
iHeartRadio



Peter Winter
Cox Interactive Media



Paul Sallo
iHeartRadio for the Future



Chris Kilze
ABC Radio Group



Steve Hicks
AMFM Inc.



Greg Verdino
Arbitron Information



Bred Brunell
iHeartRadio



Walker Chaffz
iHeartRadio.com



Chad Messinger
First Internet Media Corp.

The Internet panel said radio stations are missing a huge opportunity by not streaming.

manager of Internet Information Services for Arbitron New Media. Knowing that, "you have to ask yourself, who is going to provide radio?"

While 33% of Internet users surveyed in July said they have visited a radio station Web site (that amounts to a total of 31 million people and growing), only 11% had done so in the past month and

3% visited such a site in the past week. To get users to return in better numbers, stations most importantly should offer "rich, detailed local community information," Verdino says. Sixty-four percent of the 4,500 Web users surveyed said they want that. Sixty-three percent wanted concert information; 58% sought the title and artist of the song being played on the station; 53% wanted to listen to a station, and 48% were looking for contests.

But in a study this past June of 351 radio stations in the top 100 markets, where all should have been providing information about community events, only about 60% were, Verdino says. Half delivered concert information and only 32% provided song titles and artists. A mere 20% streamed audio over the Web, while contests were being overdelivered: 58% of the stations surveyed offered them.

What radio stations do offer plenty of—at least 75% of them, anyway—is pictures of their disc jockeys. The trouble is that only 36% of Internet users want to see those shots and once they've done so, there's no reason for them to return, Verdino says.

Verdino and the radio executives were speaking last week to an audience of more than 600, about 80% of them radio professionals, during the first conference devoted solely to radio and the Internet. The event, sponsored by trade magazine *Radio Ink*, was held in Santa Clara, Calif., in the heart of Silicon Valley.

While the radio industry is lagging

14 BROADCASTING & CABLE / OCTOBER 18, 1999

www.americanradiohistory.com

TO DO

- Put up Storm Windows
- Pick apples and make applesauce
- Take company public, ring bell on Wall Street
- Winterize chicken coop
- Service Snowblower
- Clean and put away outdoor grill
- Go pumpkin picking/carve jack-o'-lantern



Increase Viewership

		SEPT. 98 TP HH RTG	SEPT. 99 MARTHA HH RTG	YEAR-TO-YEAR INDEX
NEW YORK	WCBS	2.1	2.4	114%
LOS ANGELES	KCBS	1.2	1.7	142%
CHICAGO	WBBM	1.9	1.8	95%
PHILADELPHIA	KYW	1.1	1.6	145%
SAN FRANCISCO	KPIX	2.4	2.2	92%
BOSTON	WBZ	1.9	2.0	105%
DALLAS	KXAS	1.9	3.2	168%
ATLANTA	WGNX	0.7	1.0	143%
HOUSTON	KHOU	3.3	4.2	127%
SEATTLE	KING	1.1	1.3	118%
TAMPA	WFTS	1.2	2.0	167%
MINNEAPOLIS	WCCO	3.1	3.6	116%
MIAMI	WFOR	1.6	1.7	106%
PHOENIX	KPHO	2.3	2.7	117%
DENVER	KCNC	2.2	2.8	127%
SACRAMENTO	KXTV	2.7	3.0	111%
ORLANDO	WESH	1.4	3.4	243%
PORTLAND	KOIN	0.9	2.1	233%
BALTIMORE	WJZ	2.6	2.6	100%
NASHVILLE	WTVF	1.5	1.9	127%
CINCINNATI	WKRC	3.0	3.3	110%
SALT LAKE CITY	KSL	2.3	2.2	96%
MEMPHIS	WPTY	1.2	1.6	133%
WEST PALM BEACH	WDSU	3.4	3.9	115%
GREENSBORO	WBFX	0.5	1.4	280%

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behind in getting on the Web bandwagon, like the hare of fable, it may not be too late for the "wabbit" to win, some speakers suggested.

"I would give us an 'A' for accepting dot.com advertising [from Internet companies] and probably a 'D' to an 'F' for our actual integration into the Internet world," said R. Steven Hicks, who is spearheading AMFM's Internet efforts. But radio historically as proven adaptive, and "if we quit looking at the Internet in some ways as competition...I think we ultimately will be successful."

The next 12 to 18 months will be critical in determining whether radio can indeed triumph, he said.

The first step a radio station can take is to stream their audio, because programming is their forte, the speakers agreed. "I firmly believe that every station needs to be Webcasting already. You can't wait to see if it's going to work, because it's going to work," Verdino said.

Stations, then, can concentrate on adding advertisers and sponsors to their Web sites, but it's important to have management behind the effort. It takes at least one dedicated staff member to pull off a good site, the speakers agreed.

Look at radio over the Internet as another daypart, said consultant Phil Printz. "In effect, [a Web site] doubles a station's inventory." Webcast sponsors can be charged \$250-\$1,000 per month, depending on market size, he said. Add shopping for CDs, concert tickets and the like, and there's even more money to be made, other speakers said.

Set it up and advertisers and sponsors will come, the audience was assured. Loyal users of radio station Web sites, who Verdino dubbed "streamies," are a desirable demographic. In fact, they're "an audience that advertisers would pay through the nose for," he said.

That applies to Internet users in general, Winter said. As of the second quarter of this year, the median annual income of Internet users was \$49,000. Nearly 40% of them had bought something online, spending a median of \$400 each, he said.

Getting aboard the Internet train "isn't as complicated as it seems," said Yahoo! Broadcast President Mark Cuban (profiled on page 57), who opened the conference last Tuesday night. "For a couple bucks a day, you can increase the fun factor dramatically," and that will keep Web users coming back.

Don't delay, he added. "Eventually this can turn into a huge source of revenue." ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

SAN JOSE

Emmis pushes forward on Internet portal

Emmis Communications is naming names. The TV-radio-magazine company says it has several confirmed media partners in its effort to create an Internet portal that it hopes will rival Yahoo! In addition to Emmis, members of the "founding group" are Bonneville International, Citadel Communications, Greater Media, Jefferson-Pilot and Susquehanna, said Emmis Radio President Doyle L. Rose. The disclosure was made last Thursday at a radio/Internet conference sponsored by *Radio Inc.*

Given that other media companies are lining up to join the consortium, at launch the portal will have a pool of more than 100 million users, according to Rose. If just 10% of them use the group's Web site as their gateway to the Internet, "we would be at the same level as Yahoo! and Amazon.com," he said.

The group is also close to signing with a major technical partner, he added. That announcement is expected within a month. Such a partner is needed because the Internet is "not one of our core competencies," said Emmis programming chief Rick Cummings. "Otherwise, this thing doesn't fly."

DENVER

Keeping up with Jones

The low profile that Glenn Jones has maintained since selling Jones Intercable to Comcast may be about to change. There are signs the industry veteran is testing the financial waters for an IPO. Last week Jones handed over the president-COO positions he'd held at Jones International Networks (JIN)—the cable- and radio-programming subsidiary of holding company Jones International

Ltd.—to Jeffrey Wayne. (Jones remains chairman.) Wayne, who shepherded the successful rollout of the Great American Country cable network, is considered just the kind of guy to whom the boss would delegate executive duties if he were planning, say, an initial public stock offering. Wayne's promotion could be a sign of Jones' gradually distancing himself from daily operations, but sources say Jones is as revved up as ever. According to Wall Street sources, two likely IPO candidates are Jones International Networks and *jonesknowledge.com*, the operation encompassing cyber-college Jones International University. Glenn Jones floated the education-related IPO in 1996 to an unreceptive Wall Street, but the "dotcom" factor and the confluence of Internet and TV could translate into better results, sources say.

NEW YORK

Advertising malaise at the millennium's end

Some broadcasters were expecting a huge influx of millennium-related advertising to kick in during the second half of 1999. But so far, it's been a trickle at most. In separate conference calls with analysts last week, Tribune and Scripps Howard executives said such advertising hasn't materialized to a significant degree. Petry Television President John Heise also says that advertisers are not exhibiting "the excitement for the millennium" that was originally anticipated. On the plus side, so-called dot.com advertising has exploded this year in the top-10 markets. Nevertheless, the national spot business will most likely end up flat for the year. Some Wall Street analysts are predicting a decline in the category versus last year, although some reps are projecting gains in the low-single-digit range.

Nets likely to keep cap

FCC said unlikely to give broadcast networks a chance to own more stations

By Bill McConnell

Regulators in the past two months have allowed TV station owners to hold two stations in some markets and given cable operators more leeway to add subscribers. The broadcast networks have been hoping to share some of that government largess. They probably shouldn't hold their breath.

The networks want the FCC's ongoing review of the 35% limit on a station group's audience reach to result in an increased ownership cap and an opportunity to buy more stations. But the five commissioners are in no hurry to take up the highly controversial issue, most Washington sources say.

"I don't think the commission wants to step into that quagmire," says John Feore, who represents Paxson Communications for Washington law firm Dow, Lohnes & Albertson. Several FCC sources agreed.

Yes, the agency is currently reviewing the limit, and a report on the issue is expected before year-end, they say, but only because a provision in the 1996 Telecommunications Act requires a biennial review of its regulations. However, the law does not require any rules to be changed.

One clear sign that the agency won't give ground are the new cable ownership rules approved Oct. 8. Although the agency did give cable companies more room to acquire subs (see sidebar) it refused to yield to the industry's request to raise the cable audience cap from 30%.

There are plenty of other reasons regulators will stand firm.

For starters, the broadcast industry is bitterly split over proposals to increase the cap. The networks, which are losing viewers to cable and profits to programming costs, say they must make up the damage by going where the profits are—station ownership. The affiliates, backed by the National Association of Broadcasters, don't want to cede market control to the networks and diminish their leverage to negotiate compensation for carrying network shows.

Besides fanning the flames of industry warfare, an increase would be a reversal of the Clinton administration's

opposition to previous efforts to raise the cap during debate over the 1996 Telecommunications Act. The President even threatened to veto the legislation unless proposals to raise the cap to 50% were scaled back.

"I don't think there's any near-term interest in this issue," says NAB counsel Jack Goodman.

No change by regulators is likely unless Republicans take the White House in 2000 and restaff the FCC with move conservative commissioners, says NBC lobbyist Robert Okun. "I think this is going to be a presidential campaign issue," he notes.

With control of the White House up for grabs, the networks would be better off if they focused on winning support from Capitol Hill. "This will require a fairly concentrated campaign of educating the Hill and probably even the general population as well," he explains.

Although legislation has been intro-

duced by Senate Commerce Committee Chairman John McCain (R-Ariz.) to raise the cap to 50% and by Rep. Cliff Stearns (R-Fla.) to 45%, chances that the bills can be passed before lawmakers shift their attention to the presidential conventions are slim, sources say.

But not every network hopeful provides such a grim prognosis.

"The commissioners have laid a foundation with the new duopoly rules with various cable rules and found that the market is increasingly competitive," says Peggy Binzel, chief lobbyist for News Corp., owner of the Fox network. "They can't turn away from that finding with respect to the national ownership cap."

That opinion is shared by at least one public advocate disillusioned by repeated concessions to consolidation. "Their recklessness around media ownership issues could spread further into the broadcast arena," says Jeff Chester, president of the Center for Media Education. ■

Cable's new ground rules

Big cable companies have room to merge, thanks to the FCC's Oct. 8 vote changing how cable audience reach is calculated, and other key changes.

Instead of being limited to serving 30% of cable homes passed, the new rules let a MSO reach 30% of all video subscribers. That change effectively lets one company serve 36.7% of U.S. cable subscribers. The FCC also relaxed the "attribution" rules that tally how investments in other cable systems count toward the cap. As before, a voting interest of 5% of equity is attributable, but now limited partnership investments will not be counted if they are not involved in the partnership's programming operations. Other rule changes include:

- Increasing the attribution limit for passive institutional investors from 10% of equity to 20%.
 - Declaring that subs gained through overbuilding in a market already served by cable will not count toward audience limits.
 - Exempting investors from attribution when employees are officers or hold board seats and can prove they are not involved in programming.
- In a tightening of some rules the FCC:
- Eliminated the single-majority-shareholder rule for cable companies, which exempted non-controlling investments from attribution if one shareholder controlled 51% or more of the voting stock.
 - Declared nonvoting and other generally exempt investments attributable if the investor holds more than 33% of a cable company's assets.
 - Removed the 5% audience reach extension permitted to companies that invested in minority-controlled cable firms.

The new rules also apply to the government's program-access requirements, which compel cable operators to make programming they own available to direct-broadcast-satellite competitors. The changes also apply to rules barring a cable operator from devoting more than 40% of its channel lineup to networks in which it owns an interest. —Bill McConnell

FCC: Hands off broadband

Advises local regulators to let marketplace forces shape still-nascent industry

By Paige Albiniaik

After taking a closer look at the issue, the FCC has decided to stick with its course of advising local regulators to let the marketplace decide the broadband access issue.

The commission last week released a staff report that found regulating the nascent broadband market could hinder its growth, possibly keeping new technology from consumers.

The report determined that there are approximately 40 million residential Internet subscribers in the U.S.; about 1% of those—or three million—subscribe to broadband services. Those numbers show that the broadband industry still is too small to regulate, according to the FCC.

The report then said the “broadband industry will thrive in the absence of regulation.” Most people interviewed for the study said they believed the

commission should continue monitoring the broadband market to make sure no monopoly is developing.

But the FCC is also proposing that cable companies, telcos and wireless carriers provide data to the agency on the status of broadband deployment and other advanced services. The data would be used in the FCC’s annual report to Congress on the status of advanced communications. Cable providers and phone companies would be ordered to tell the agency how many broadband lines are in service. Mobile telephone carriers would be required to say how many customers they have. Small companies would be exempt from the reporting requirements. The agency last week also established a joint conference comprising FCC commissioners and regional, state and local telecommunications regulators. The conference will explore the best ways to roll out broadband services to rural

and under-served areas.

To write the report, the FCC met with representatives from cable operators, advocacy groups, phone companies, local franchising authorities, Internet and online service providers, trade associations, research organizations and investment analysts, the report said.

Public-interest groups challenged that claim of inclusion. They said out of their five groups—Center for Media Education, Consumers Union, Consumer Federation of America, Media Access Project and OMB Watch—only one representative had been invited to attend one meeting out of the three that were held.

The groups have been actively opposed to allowing cable operators, and specifically AT&T, to introduce broadband services without including some mandate to eventually force those companies to let unaffiliated Internet service providers use those networks. ■



WASHINGTON WATCH

By Paige Albiniaik & Bill McConnell

Pare down merger reviews, Gekas says

The FCC must change its merger review rules, Rep. George Gekas, chairman of the House subcommittee on commercial and administrative law, wrote in a letter to FCC Chairman William Kennard last week. Gekas wants the FCC to pare down its merger review process, pointing out that the FCC has authority only to review license transfers, not entire mergers. At a hearing before Gekas’ committee last May, witnesses noted that the FCC has no administrative rules to govern the license

transfer process, which gives the FCC “unfettered power, unreviewable in any court,” asserted Gekas.

CBS says duopoly lottery must go

Whoever holds the pole position has a big advantage in the great duopoly race, and CBS is fighting to stake out an inside position. The network is asking the FCC to ditch plans that would make broadcasters compete via a lottery when they want to establish TV duopolies in some markets. Instead, the network—which announced Sept. 7 that it

would be acquired by Viacom Inc. for \$36 billion in stock—says companies that are first to sign contracts should be given priority to form same-market station groups.

No surprise, the Viacom/CBS deal was the first major merger announced after the FCC voted to permit TV duopolies in August. Under the new rules, duopolies would be permitted in markets where eight separately owned TV outlets would remain. The merger with CBS would give Viacom duopolies in six markets and two of those locales—Detroit and Pittsburgh—have room

for only one or two TV combos.

CBS also argues that local marketing agreements, which would be considered duopolies when the programmers are in-market station owners, should not have priority over new deals.

Also opposing lotteries but taking the opposite stand on LMAs is Sinclair Broadcasting, which operates an LMA in Pittsburgh and might be forced to unwind the deal if CBS is allowed to form a combo instead. “Where a programmer can demonstrate ... that it has made a contribution to the public interest, its application should be granted first,” Sinclair said. For its part, the National Association of Broadcasters said lotteries are OK for new deals but existing LMAs should have priority.

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VHF-LB

FM

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Opportunity of a *Lifetime*

*Carole Black
girds Lifetime
for its first
direct challenge*

By Deborah D. McAdams

Call her the alarm clock. Since she became president of Lifetime last March, Carole Black has been waking up the network with new people, new programming, an ambitious Web play and an aggressive marketing campaign.

The reason: competition for its core viewers—women—is coming, particularly from Geraldine Laybourne's Oxygen. Set to launch Feb. 2, 2000, the new basic cable network has big bucks, big backers and big names (see story, page 29).

"We're preparing," Black says. "And Oxygen isn't the only competitor. Home & Garden TV, Romance, E!, they're all selling women. They don't have the tagline, but they all go after the women demo. They're all competition."

Lifetime enters the fray from a position of strength. It has near universal cable penetration (75 million homes) and ranks sixth among basic cable networks in prime time viewership; fifth, in total day, according to Nielsen. And it has \$213 million in cash flow on revenue of \$517 million, according to Paul Kagan Associates.

But there are signs of weakness. Lifetime's female audience is growing, as Black points out, but those at rival networks are growing at a faster pace. Lifetime's prime time audience of women increased roughly 4% more than distribution growth over the last 12 quarters, according to an analysis of Nielsen data. Not bad, but E!, Comedy Central, VH1 and SCI FI female audiences grew an average of roughly 5.6% faster than distribution.

Starting in January, Black intends to wake the world up to Lifetime. While

the network easily dominates the female demographic in cable, research shows that 41% of female cable subscribers don't know anything about it. To a woman who cut her professional teeth on managing at Procter & Gamble, Black finds that percentage disturbingly high. After all, she says, Lifetime is the only network overtly targeting women.

"You don't know anyone that doesn't know HBO," she says. "Or look at Nickelodeon. There isn't anyone who doesn't know about Nickelodeon."

The lack of a strong competitor bred complacency, in Black's estimation, so she cleaned out the marketing department, firing three executives and bringing in her own team.

"I think basically, we've been pretty sleepy," Black says. "We recognized a marketing opportunity that hasn't been realized."

Now charged with making Lifetime synonymous with women's television is Rick Haskins, the new executive vice president of marketing, who also did a turn at Procter & Gamble and followed Black to Disney. Working together in Disney's television division, Haskins and Black pioneered tie-ins of Disney characters with the likes of Pizza Hut, McDonald's and Kellogg's. He'll employ similar tactics to make Lifetime as familiar to the average consumer as Crest toothpaste.

"Lifetime has never been *classically* marketed to the consumer," says Haskins. "Also, we've never taken advantage of synergy opportunities with our parent companies [Disney and Hearst]. We're going to spread the Lifetime message to people who've not heard it before...with one collective voice in the marketplace."

The marketing budget is "substan-

Lifetime

Format: 24-hour basic cable network, about 50% original movies and series, 50% acquired programs targeting women

Ownership: Disney (50%), Hearst (50%)

Launched: February 1984 (tagged Television for Women in 1994)

Distribution (rank): 74,953,000 homes (11)*

Who's watching**

Average homes in prime time (rank): 1,179,000 (6)

Average homes in broadcast day (rank): 764,000 (5)

Average number of women watching in prime time, 3rd quarter 1999:

Agers 18-34: 208,000
Up 2% from 3Q '98
Up 14% from 3Q '97

Agers 18-49: 523,000
(Lifetime's "target" demo)
Up 5% from 3Q '98
UP 26% from 3Q '97

Agers 25-54: 594,000
Up 11% from 3Q '98
Up 33% from 3Q '97

Money Matters***

Estimates for Lifetime (1st column) and the average for basic cable (2nd column); \$ in millions

Net Ad Rev.	\$405.1	\$134.2
License Fee Rev.	\$112.4	\$95.7
Total Net Rev.	\$523.0	\$225.8
Program Exp.	\$196.4	\$97.0
Total Exp.	\$310.5	\$148.3
Cash Flow (CF)	\$212.6	\$73.7
CF Margin	40.7%	16.2%

*Nielsen, cable universe estimates, October 1999

**Horizon Media Inc. analysis of Nielsen data

*** Paul Kagan Associates' "Economics of Basic Cable Networks 2000"

The stars of the network's hit 'Any Day Now,' the only show on television that regularly confronts racism.



I M P L E M E N T I N G



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[AJ-D215
1/3" DVCPRO]



[AJ-D400
1/2" DVCPRO]



[AJ-PD900WA
2/3" PROGRESSIVE]



[AJ-D900WF
2/3" DVCPRO 50]



[AJ-D700A
1/2" DVCPRO]

DVCPRO

DVCPRO 50

DVCPRO P

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Panasonic

The Carole Black file

Background: Born July 18, 1944, and raised in Cincinnati; B.A., English, Ohio State University, Columbus, 1965; assistant brand manager, Procter & Gamble, Cincinnati, 1966-1969; staff writer, *TransAmerican Press*, Los Angeles, 1972-1980; senior vice president, executive vice president, management representative, DDB Needham, Chicago, 1983-86; vice president, worldwide marketing, home video 1986-88, senior vice president, marketing, television, 1988-93, Walt Disney Co., Burbank, Calif.; president, general manager, KNBC-TV, Los Angeles, 1994-1999.

Industry status: As president of Lifetime Television for Women, Black oversees one of the largest cable networks with the largest audience of women. She reports to a 10-member Hearst-Disney board co-chaired by Ann Sweeney, president of Disney/ABC Cable networks and president of the Disney Channel, and Ray Joslyn, group head of Hearst Entertainment and Syndication.

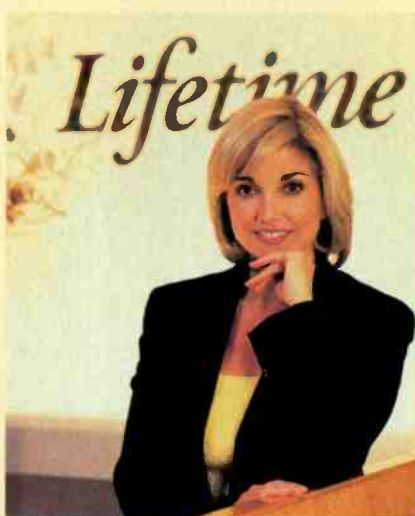
Where she rules: Headquarters in Manhattan, with television production studios in Astoria, New York; affiliate sales offices in Los Angeles, Chicago and Dallas, plus production units on both coasts.

Challenges: To make Lifetime a household word and entrench it as the definitive women's network before the Feb. 2, 2000, launch of Oxygen.

Home life: Black is single and a recent transplant from Los Angeles to New York. "I walk all over Manhattan and I love it. I think New York is a very friendly place," she says. Black has one son, Eric, 30, a producer of *Intersections* on the Travel Channel. She still owns a home in Beverly Hills.

Where she cut her teeth: "At Procter & Gamble, in brand management," she says. "It was marketing boot camp. A person trained there truly understands the strategic knowledge for building a brand. I think that has served me throughout my career.

"We learned in-depth from consumer research, how



important it was, the testing of every sort of product, to media buying, ad copy, promotion...everything that involves the creating and selling of a brand."

Job Satisfaction: "To be the head of the No. 1 network for women? It's a dream job. It's a great brand with unlimited potential. I feel that the sky is the limit... I have learned a lot about where we've been, and I know where we want to go, and we've not only given internal people a great opportunity to grow, but we've hired some great people, and that's really exciting. My favorite thing to do is put together and build a team."

Unrealized ambition: "I would just like to be able to have Lifetime be there as a force to empower women even more, and help them have the type of self-esteem they deserve. I think we can achieve that.

Moment of greatest self-doubt: "These are fewer and farther between," she says. "I've come to trust my instincts and intuitive ability to do the right thing for myself."

Most proud of: "My son, without question."

Industry award most proud of: "We received a National Emmy Award for Community Service for a series called *Beating the Odds*," (while she was president and general manager of KNBC-TV, Los Angeles). "This series, each week, would portray the life of a young person—16 or 17 years old—who had overcome enormous odds to be an outstanding student, but who did not have the funds to go to college. We set up a college fund for these young people each week."

Favorite piece of literature: "*Moby Dick*. It is such a wonderful story, really about the fight that goes on inside of each person between the person that stands on the lee shore and the person that goes out and is the adventurer."

Which are you?: "I think I'm the adventurer, but I love coming home, which is in essence, what I think Melville is saying in the book. That no matter where we go, we look forward to returning to home and hearth."

—Deborah D. McAdams

tially larger" than in the past, Haskins says. Don't be surprised to see Lifetime showing up on everything from bus stops to cereal boxes. Oxygen's marketing is already underway, and while few consumers may be aware of the network, they are aware of Oprah Winfrey, a major supporter of Laybourne's endeavor, says Haskins. "Time is of the essence; I'm well aware of that."

Black's game plan also calls for more than sizzle. The programming budget is also expanding. According to Paul Kagan Associates, it will increase

20% next year to \$236 million, the biggest increase in 10 years. "Dawn is looking at everything," says Black.

Dawn is Dawn Tarnofsky-Ostroff, the network's top programmer. And "everything" includes reruns as well as originals.

Today, about half of Lifetime's programming comes from the broadcast networks. *Designing Women* and *Golden Girls* are stripped seven days a week. *Party of Five*, a series Lifetime purchased from Fox for roughly \$600,000 an episode in early 1998, runs at 3

o'clock on weekdays. *Chicago Hope*, at \$450,000 an episode, anchors prime time Tuesdays through Fridays. Lifetime's most recent acquisition is *Once & Again*, a comedy/drama series from sister broadcast network ABC that appeared on Lifetime just three days after it debuted on the network.

"One thing about acquired product, you have an amazing amount of recognition and promoting on the [broadcast] network," says Tarnofsky-Ostroff. "It takes a tremendous amount of marketing and promotion to raise awareness for

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original shows. It gets harder and harder to remember where any show is."

But originals are "equally important," says Tarnofsky-Ostroff. "We have a very aggressive plan to have more original programming."

That plan calls for news. Prior to joining Lifetime, Black was general manager of KNBC(TV), a news leader in Los Angeles. She now hopes to take what she learned about news at the NBC-owned station and put it to work at Lifetime. But in keeping with Lifetime's theme, the newscasts will focus on issues of special interest to women—child care, breast cancer research and human rights.

Black says she'd like to see more scripted comedies and dramas in prime time. As for sports, Black concedes that the WNBA games haven't generated huge ratings, but are good for Lifetime "imagewise." The network's contract with the WNBA runs for another two years with an option for a third. Rather than seeking additional league franchises, Black says Lifetime will concentrate on profiling women athletes in the tradition of the network's biography-based series, *Intimate Portraits*.

Lifetime's new fall originals, *Ruby* and *Beyond Chance*, are struggling. *Ruby*, a half-hour comedy led by the intrepid Ruby Wax, was a hit with critics but remains undiscovered by viewers. The same goes for *Beyond Chance*, an hour-long examination of bizarre coincidences narrated by rock star Melissa Etheridge. Black holds out

hope for the shows.

Black has already shown she won't hesitate to pull a show she doesn't think is working. She yanked *Maggie* before she got furniture in her apartment.

One thing that won't change a great deal at Lifetime is the movies, which consistently bring the network its highest ratings. Contributing to Lifetime's perception as the "victims' network," the movies—some old, some new—often feature a female lead getting kicked around, terrorized or otherwise abused by a garden-variety psychotic significant other.

"We do so much research with programming," Tarnofsky-Ostroff says. "The women who watch this network love these movies. They find them an incredible escape."

Black wrestles with the victim thing. She acknowledges the perception, but says it reflects only a small part of what Lifetime is. Look at *Any Day Now*, probably the only show on television regularly confronting racism, she says. Then there's *Oh Baby*, Lifetime's series about a single woman who decides to have a baby in vitro. And how about the women of the WNBA? These women are definitely not victims, Black points out. All the same, none of Lifetime's programming draws eyeballs like the movies, and Black won't mess with what's working.

"These women identify with drama. The [heroines] are women who overcome obstacles, and I think women love

to see women triumph," Black says.

As a television network, Lifetime has what it hopes is an insurmountable lead on the upstart Oxygen. But as an Internet site, it seems to have fallen behind its rival. *Lifetimetv.com* consists primarily of program descriptions plus a chat room and a survey or two. Oxygen's Internet play has deep health, financial, career and parenting information, plus a direct link to *Oprah.com*.

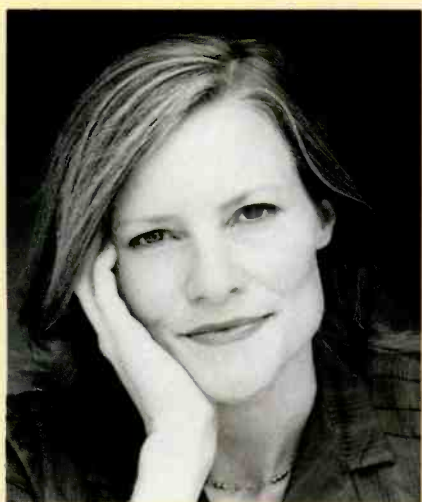
Black doesn't see *Oxygen.com* draining Lifetime of viewers. "It's television that drives the Web. I've seen TV drive people to the Web, but I haven't seen the Web drive people to television," she says.

That's not to say Black will neglect *Lifetimetv.com*. Lifetime has formed a Web-content alliance with *Ms.*, the magazine launched by feminist pioneer and best-selling author Gloria Steinem, who's produced for Lifetime in the past. She's also brought in Jessica Marshall, a Harvard-trained historian and former president of the Harvard Lampoon, to be senior vice president and general manager of Lifetime Online.

"What's really unique about us is that we've got a channel in 74 million homes," says Marshall, repeating the mantra. "I don't intend to squander that."

As is the case with nearly every dot.com on earth anymore, e-commerce is an important goal for *Lifetimetv.com*, but Black also envisions creating a localized advice and support network.

"Lifetime is not only about enter-



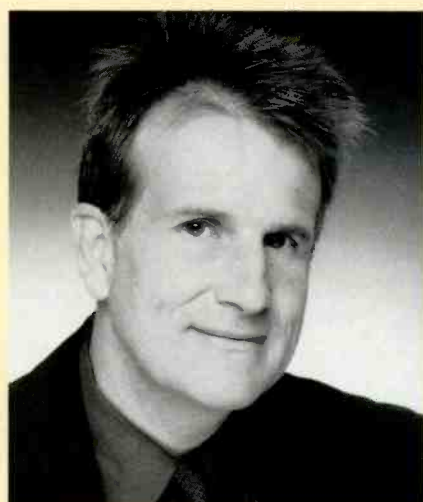
"What's really unique about us is that we've got a channel in 74 million homes. I don't intend to squander that."

—Jessica Marshall, senior vice president and general manager of Lifetime Online



"It takes a tremendous amount of marketing and promotion to raise awareness for original shows."

—Dawn Tarnofsky-Ostroff, executive vice president of programming



"Lifetime hasn't been marketed to consumers. We're going to spread the message to people who've not heard it."

—Rick Haskins, executive vice president of marketing

taining and informing, but advocacy and support as well," Black says, returning to her own favored themes. "When I was at the TV station in Los Angeles, over time, we became No. 1 because we went out in the community and did *good deeds*. We were criticized

for doing 'soft' news, but I really think people know if you care about them. I want us to have the best shows, but we also have a unique opportunity to make women's lives better.

"The publicity for Oxygen involves very strong, successful women. When

they're on the air, we'll be able to look at it and see what it's about, and of course Lifetime viewers will look at it. But as long as we remain relevant to viewers, we'll continue to have growth," she says. "We've just got to keep evolving content and blow out the message." ■

Laybourne waits to exhale

Oxygen expects to challenge Lifetime for its women TV franchise next February

By Deborah D. McAdams

In 15 weeks, at least part of the world will finally get to see Geraldine Laybourne's vision of convergence. Oxygen, her new cable network aimed at women, is set to debut Feb. 2, 2000. It will look like nothing else on TV, she says, with live and sometimes free-form programming generated by the whims, ideas and feedback of viewers communicating with producers through the Internet.

"This couldn't have happened when Lifetime launched," says Laybourne, former president of Disney/ABC Cable, a 50% owner of Lifetime.

Instead of typical 30- or 60-minute sitcoms or dramas, much of Oxygen's programming will in time blocks devoted to themes and highlighted by viewers participating via the Internet. *Pure Oxygen*, for example, will be a mixture of taped and live vignettes on everything from health, to parenting, relationships, entertainment, politics, music, fashion and more, says Geoff Darby, president of production and convergence.

"With *Pure Oxygen*, we're taking all aspects of women's lives and putting them into a program," he explains. It will be stripped weeknights 8 p.m. to 10 p.m.

Oxygen will spend about \$75 million in the first year on programming, and another \$325 million over the following three years. In the works: a movie slot called *Girl in the Picture*; a Candice Bergen talk show, *Exhale*; Oprah Winfrey's Web tutorial, *Oprah Goes Online*; a block devoted to women's sports entitled *We Sweat*; an e-commerce primer called *She-commerce*; financial advice for the uninitiated in the form of *Ka-Ching*; a two-hour comedy block preceding prime time called *Oxygen.comedy*; and helpings of animation and other programming aimed at younger women.

Laybourne is counting on some of her partners—Oprah Winfrey and



Laybourne will rely on some of her partners for programming help.

Marcy Carsey, Tom Werner and Caryn Mandabach, creators of *The Cosby Show*, *Roseanne* and *3rd Rock from the Sun*—to help with the programming.

Laybourne isn't saying how much money she has to get her network off the ground, but her backers have deep pockets. In addition to Winfrey and the Carsey-Werner crew, they include Walt Disney Co.; American Online Inc.; and computer billionaire Paul Allen. Allen is contributing \$100 million; the other investments are undisclosed.

Right now, Oxygen's challenge is getting carriage on cable systems. The goal is to reach no fewer than all 75 million cable homes. Sources say Laybourne is offering \$1 per subscriber for all but the largest MSOs—considerably less than other wannabes. And she is asking for hefty affiliate fees, 20 cents per sub per month. That's more than most cable operators pay for Lifetime.

"It's too expensive for a niche market," says one cable executive at a mid-sized MSO. "I can get a comparable service for 20 cents that's putting \$5 or \$6 on the table, and that service is

going to cost me about 12 cents a sub. Then it's a workable deal."

Yet another cable executive says Oxygen has "a great idea and a ludicrous business plan. Most of what she's trying to do is replicated on the Internet. Lifetime is less than 18 cents going out to 2004. I think there's a tremendous delinkage between a channel that's more expensive than Lifetime and an Internet play."

The deal worked for Insight Communications, which struck a carriage agreement with Oxygen last week. Insight has about 1 million subscribers. Laybourne anticipates having at least 6 million subscribers at launch and possibly as many as 10 million. Charter, with nearly 4.8 million subscribers, will carry Oxygen. MediaOne is on board, and sources say AT&T is providing 3 million to 4 million subscribers. The Web site, Oxygen.com, is scheduled for relaunch on Oct. 25.

In addition to Carsey-Werner-Mandabach, recently named executive producers include: Linda Corradina, formerly of VH1; Roni Selig, former executive producer of *The Rosie O'Donnell Show*; Lydia Stephans, former VP of programming for ABC Sports; Scott Carter, former executive producer of *Politically Incorrect*; Nikki Donen, formerly of HBO; Virginia Kuppek, formerly of Discovery Pictures; Dianne Galligan, producer on CNN's *Your Money*; Mark Farrell, who has done comedy for HBO, Showtime and Comedy Central; Katie Puckrick, formerly of the BBC; Todd Yasui, formerly of USA Network; Machi Tantill, formerly director of animation at MTV.

Doubts about launching Oxygen would be pervasive if Gerry Laybourne were not in charge. Her legacy is Nickelodeon, the top-rated cable network for total day that evolved from her simple observation that kids were not stupid, but most television treated them that way. ■

Ready, set, they're off (net)!

Studios are readying a raft of sitcoms and dramas for fall 2000 and beyond

By Melissa Grego

Even as studios collect results from the first few weeks of this season's off-net premieres, they are already looking toward next fall and beyond.

The number of products in the marketplace is at an all-time high, but the same does not hold true for A-level material, station and syndication executives say. No major hit on the order of a *Seinfeld* or *Home Improvement* has emerged, leaving distributors without any real blockbuster payoffs on the horizon.

Not surprisingly, studios are predicting big things for some shows yet to bow, including *Everybody Loves Raymond*, *Dharma & Greg* and *Will & Grace*. For fall 2000, *Spin City*, *Cosby*, *Sabrina the Teenage Witch* and *Suddenly Susan* will be in the arena. *King of the Hill*, the second cycle of *Seinfeld* and *Just Shoot Me* are all expected in 2001.

NBC Enterprises' *Will & Grace*, which could debut in 2002, does not have a distributor attached and a decision is not expected until the end of the year, an NBC Enterprises spokesman said.

Another highly anticipated rollout, 20th Television's *Dharma & Greg* on ABC, will have enough episodes to begin an off-net run in fall 2001. A fall 2002 launch is more likely, owing to the number of 2001 products.



'Will & Grace'

Here's what's in the pipeline:

■ **Buena Vista:** The second cycle of syndication hit *Home Improvement*, has been sold for a 2002 debut. Second-season Touchstone shows *Felicity* and *Sportsnight* will ultimately be handled by Buena Vista, but the earliest the studio is expected to plan for their possible 2002 debuts is next year.

■ **Carsey-Werner:** The studio, under new Domestic TV Distribution President Bob Raleigh, has high hopes that *That '70s Show* will have enough episodes for a syndication debut in 2002, although the company has not determined when selling of it will begin or whether it will necessarily be for 2002. "We think *That '70s Show* really has a chance to be something special.

It's coming off of Fox ... and the demographics are straight down the middle for a successful 18-49 program," Raleigh said. C-W also is currently selling *Cosby* for a 2001 launch, as well as the third cycle of the original *Cosby Show*.

■ **Columbia TriStar Television Distribution:** Sources indicate the studio is preparing to sell—within the coming year—a second cycle of *Mad About You* for broadcast. The show's second cycle has already been sold to Lifetime for a 2002 cable debut. *Malcolm and Eddie* and *The Steve Harvey Show* are expected to be eligible for fall 2000 syndication debuts. *Just Shoot Me* appears to be a likely 2001 launch, and *King of*

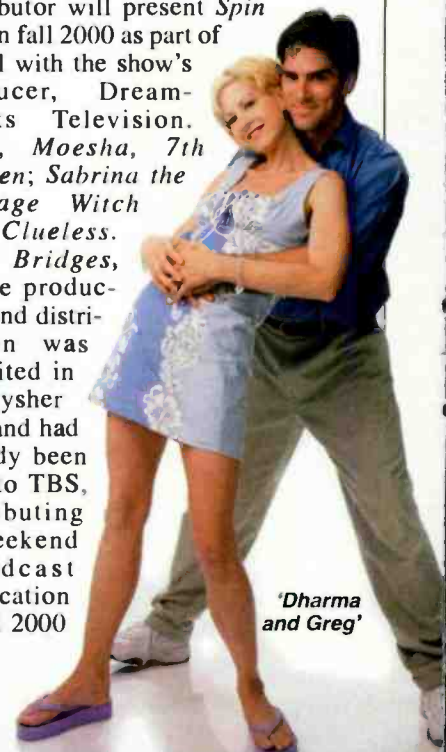
Queens, in its second season, is a likely 2002 or 2003 candidate.

■ **Eyemark:** CBS' syndication arm has cleared *Everybody Loves Raymond* in about 85% of the country for 2001, where it is expected to be one of the powerful off-net performers, according to sources. Eyemark is also poised to begin selling *Early Edition*, now in its fourth season, for fall 2000, perhaps within 8-10 weeks. Expectations are that it will be sold for a cable run during the week and syndication on week-ends. Bill Cosby-hosted *Kids Say the Darndest Things*, which Eyemark's Ed Wilson calls "the single most effective program [CBS has] aired on Friday night in probably 20 years," will be sold for either 2001 or 2002.

■ **Paramount:** With the recent distribution deal with Rysher and the Spelling merger, Paramount has a lot on its plate, including six off-net debuts for fall 2000. But being a big distributor—as well as a big producer—also means Paramount has a big staff to handle the shows when the time comes to sell them. "We can get to the entire country in a few weeks if we need to," said John Nogawski, president of Distribution for Paramount Domestic Television. The distributor will present *Spin City* in fall 2000 as part of a deal with the show's producer, DreamWorks Television. Also, *Moesha*, *7th Heaven*; *Sabrina the Teenage Witch* and *Clueless*. *Nash Bridges*, whose production and distribution was inherited in the Rysher deal and had already been sold to TBS, is debuting in weekend broadcast syndication in fall 2000



'Everybody Loves Raymond'



'Dharma and Greg'

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■ **Studios USA:** Starting in 2001, *Law and Order*, which currently runs off-net on A&E, will also air on TNT. A&E's deal expires in 2002. NBC's *Law & Order: Special Victims Unit* has been repurposed in its first season on cable's USA Network. Repurposing, says Steve Rosenberg, president of Studios USA Domestic TV, is a key strategy in developing a fan base for a successful syndication run. "Doing cable runs you get exposure to more eyeballs; that come makes it more viable going into syndication," Rosenberg explained.

■ **Twentieth Television:** *Dharma and*

Greg is set to be the next big news out of Twentieth, which will begin selling the show around the beginning of the year, probably for 2002, although it could make it in 2001 if there were enough episodes for the launch. *King of the Hill* is sold for a 2001 premiere, primarily on Fox O&Os, and *The Practice* will be on co-owned Fx cable network starting in 2001. *Buffy the Vampire Slayer* was also sold to fx for a Monday-Friday run and in broadcast syndication for the weekends, both starting 2001. *Ally McBeal* has been sold to fx, but like *The Practice*, has a for sale sign on a weekend broadcast run for either

2001 or 2002. *Two Guys and a Girl* could go in 2002, sources say.

■ **Warner Bros.:** *Suddenly Susan* will debut in fall 2000 in broadcast syndication and on WGN Superstation. Then in fall 2003, the show shifts its cable window to Lifetime from WGN, while it continues airing on broadcast stations. Also slated for 2000 is *The Jamie Foxx Show*. *Veronica's Closet*, now in its third season, could be ready for fall 2001, but hasn't been presented yet. Sources also peg *Jesse* for 2002. *Whose Line Is It Anyway?*, which debuted as a summer series in 1998, is also accumulating episodes quickly, with two airing each week. ■



STATION BREAK

By Dan Trigoboff

Breaking point in Indiana

No sympathy for the devil in Indiana.

Russ McQuaid says he wasn't content to let the torturer and murderer of a 3-year-old calmly tell his story, and then claim remorse. The WXIN(TV) Indianapolis reporter angrily confronted John Adams, who has confessed to killing his wife and then injecting Drano and bleach into his son's arm. "I felt horrible ... terrible," Adams said. McQuaid called him a "good damned liar" and said "you didn't feel shit." Both expletives were deleted on the air.

McQuaid, who has done many jailhouse interviews with killers, was unapologetic. "This is the only time in 24 years I've done something like this, and I don't plan on doing it again. I did not go in planning to be so aggressive. But after listening for 45 minutes to this man tell me that he loved that baby and that he [killed him] as humanely as possible ... it was almost like he was asking for somebody

to get in his face. He knew how evil he was." McQuaid says he knew that viewers would want to see Adams confronted. "In every story I cover I'm a surrogate for the viewers," he said.

Stay tuned for eyewitness nudes

Oregon police are investigating "Peeping Tom" charges involving the use of KEZI(TV) Eugene's SKY Cam. Local and state police received complaints that the Sky Cam was peeping into rooms at the Eugene Hilton. The station's camera, which is intended for weather use and for shots of the city and area, is perched atop the U.S. Bank building in downtown Eugene, but operated from station headquarters. Competitor KVAL-TV first reported the investigation, and that KEZI had fired four implicated employees. State police told B&C that it was clear the alleged activities had taken place, but that there may not have been a crime committed. Oregon law appears to require that a

photo or videotape be made in order for the law to have been violated.

Scott Chambers, president of the station's parent company, Chambers Communications, confirmed the firings of the four employees because of the aberrant behavior.

San Antonio station sued by anchor

Longtime San Antonio anchor Bob Salter is suing his bosses at KENS-TV and parent A.H. Belo, contending that he was demoted from anchoring the 6 p.m. news to reporting, in violation of his contract.

Belo officials did not return calls at press time, but have said publicly that Salter's suit has no merit.

Buffalo labor dispute ends

Thirty-one union workers at WIVB-TV returned to work Tuesday after the National Association of Broadcast Employees and Technicians approved a five-year contract with station owner LIN-TV. The vote ended a 15-day lock-

out by management, and several public protests and shows of sympathy on behalf of the union.

Among them was the withdrawal of political advertising by Erie County Executive Dennis Gorski, in protest of the lock-out. His challenger called the move "grandstanding." The new contract will bring raises of 3%-3.5%. LIN also agreed to reimburse its employees for wages and benefits lost during the lockout. Station manager Lou Verruto said the final deal was a refinement of what had been offered before. Both sides indicated satisfaction with the outcome.

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



WRC-TV Washington's Pat Collins reported that a key witness in a high-profile triple murder says she was misled by local police into coming forward based on the promise of police protection. Although she revealed herself to 'America's Most Wanted,' the police have yet to credit the show with the capture.

WEEKLY SYNDICATION WRAP-UP

...as reported by Nielsen Media Research

TOP 20 SHOWS

Rank	Program	HH AA	HH GAA
1.	Wheel of Fortune	10.2	10.2
2.	Jeopardy!	8.4	8.4
3.	Judge Judy	7.0	9.8
4.	Friends	6.2	6.8
5.	Oprah Winfrey	6.1	6.2
6.	Seinfeld	5.8	5.8
7.	Entertainment Tonight	5.5	5.6
8.	Frasier	4.8	5.3
9.	Wheel of Fortune (wknd)	4.6	4.6
10.	Hollywood Squares	4.2	4.2
11.	Jerry Springer	4.1	4.5
12.	X-Files	4.1	4.3
13.	Crocodile Dundee II	3.9	4.1
14.	Judge Joe Brown	3.8	4.8
15.	Entertainment Tonight (wknd)	3.8	3.9
16.	Drew Carey	3.6	3.9
17.	ER	3.6	4.1
18.	Rosie O'Donnell	3.5	3.5
19.	Live w/Regis & Kathie	3.4	3.4
19.	Seinfeld (wknd)	3.4	3.4

According to Nielsen Syndication Service Ranking Report 9/27/99 through 10/3/99. Each rating point equals 1,008,000 households
 HH/AA—Average Audience Rating (households)
 HH/GAA—Gross Aggregate Average Rating (households)
 (wknd)—Weekend

TOP 10 NEW SHOWS

Rank	Program	HH AA	HH GAA
1.	Drew Carey	3.6	3.9
2.	3rd Rock from the Sun	3.3	3.4
3.	Divorce Court	2.9	4.0
4.	Amazon	2.1	NA
5.	Battledome	2.0	2.0
6.	Caroline in the City	1.9	2.1
7.	Wayans Bros.	1.9	1.9
8.	Profiler	1.9	2.0
9.	National Enquirer	1.7	1.7
10.	Relic Hunter	1.7	1.8

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 HH/AA—Average Audience Rating (households)
 HH/GAA—Gross Aggregate Average Rating (households)
 (wknd)—Weekend

PEOPLE'S CHOICE

OCTOBER 4-10

For talk, little action in ratings



'Dr. Joy Browne'



'Queen Latifah'



'Martin Short'

With national ratings returns in for the third week (ending Oct. 3) for most new syndicated shows, the talkers are among the slowest starters.

Martin Short, which debuted with a 1.2 rating, has dropped three weeks in a row, landing in fourth place this week at 1.0, according to national household figures from Nielsen Media Research. *Leeza* remains unchanged at the top with a 1.3, followed by *Dr. Joy Browne*, up 10%, to 1.1, and tied with *Queen Latifah*, which was flat.

Daytime reality show, *Richard Simmons' Dream Maker*, also dipped from its 0.8 premiere last week to 0.7.

The new court shows are faring better. *Divorce Court*, with a 2.9, continued to top the new first-run shows, coming in 7% higher than the previous week. *Judge Greg Mahtis* was flat at a 1.5.

The top new weekly action hours are battling it out, with *Peter Benchley's Amazon* on top at 2.1, followed by *Battledome* at 2.0 and *Relic Hunter* at 1.7. *Dream Team* debuted at 0.8. The new weekly off-net run of *Profiler* came in at 1.9, and talent search show *Your Big Break* debuted at 1.6.

Among the new game shows, *Family Feud* was down 7% from the previous week, to 1.4, tying with *Blind Date*, which grew 8%, to 1.4.

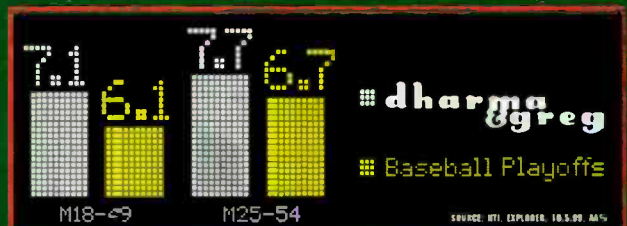
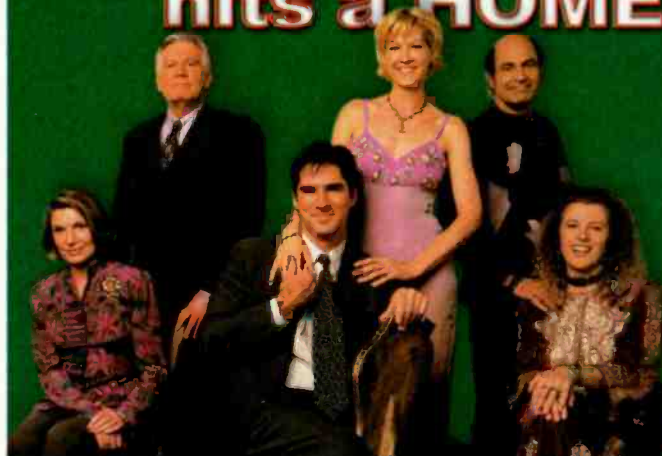
Newsmagazine *The National Enquirer* was up 13%, to 1.7.

Rounding out the new syndicated battles are the off-net sitcoms, most of which were up from the previous week. *Drew Carey*, which was up 9%, to 3.6, remained at the top. *3rd Rock* was No. 2, up 6%, to 3.3, followed by a 1.9 tie between *The Wayans Bros.*, which was up 6%, and *Caroline in the City*, up 12%.

Overall, Judy Sheindlin and Oprah Winfrey rule the court and talk genres, respectively. *Judge Judy* was down 1% to 7.0, followed by *Judge Joe Brown*, flat at 3.8; *People's Court*, down 8%, to 2.4; and *Judge Mills Lane*, flat at 2.1.

—Melissa Grego

Dharma hits a HOME RUN with MEN!



Even against Baseball playoffs, **#1** in its time period in key MEN!

Coming Soon From



UPN's battling back

Network's future may be uncertain, but male-oriented lineup raises ratings

By Joe Schlosser

Despite an unclear future, UPN is getting back into the prime time ring on the strength of male viewers.

The network has improved its national household ratings, total viewership numbers and demographic results dramatically over last season's early returns.

For UPN, that success could not have come at a better time. For the last several years the network has been rumored to be fading, a consequence of weak ratings. It's fate became even more questionable with the announced CBS-Viacom merger. Valentine says any scenario is possible for the network, rang-

The UP in UPN

First three weeks of new season versus first three weeks of 1998-99 season

	Men 18-34	Men 18-49	Men 25-54
Monday	+25%	+33%	+40%
Tuesday	+29%	+50%	+33%
Wednesday	+28%	+32%	+33%
Thursday	+236%	+131%	+86%
Friday	+125%	+80%	+67%

Source: Nielsen Media Research Peoplemeter average audience estimates for Sept. 21, 1998 to Oct. 9, 1998 vs. Sept. 20, 1999 to Oct. 8, 1999

ing from "the network disappearing to nothing changing at all."

Although the improvement is coming off record lows set last season, UPN's new "focused" lineup is up across the board on each of its five nights in male demos, led by the new two-hour block of WWF wrestling on Thursday nights.

"We are thrilled with the early results," says UPN Entertainment President Tom Nunan. "But most importantly, every night we are hitting the demo that we promised advertisers and our affiliates we would hit, which is young guys and young people in particular. We are much more a picture of a network that represents alternative, edgy programming versus a year ago, when we were trying to look and feel much more like the Big Three networks."

When that strategy failed to attract

an audience and UPN sank into last place among the national broadcast networks last season, the WB not only shot ahead of its rival but became the darling of Madison Avenue because of its appeal to young women.

Faced with such a scenario, Nunan and UPN President Dean Valentine circled the wagons last spring and came out looking for young male viewers—a demographic the two felt was being overlooked. All that the network

needed was a device to attract them. Enter the WWF.

"We needed something to jump-start us," Valentine says. "And that has been the WWF. We had been watching the cable numbers go up and up and knew that it could really help us turn this thing around."

WWF Smackdown, which takes up UPN's entire Thursday night, has been attracting young men in droves since it debuted Aug. 26. Thursday night ratings for UPN are up 236% from last year among men 18-34 and 131% among men 18-49. Through six weeks of *Smackdown*, the two-hour series is averaging a 4.2 household rating and a 4.0 rating in men 18-34.

UPN executives are using the two-hour WWF platform to promote their other shows, and it seems to be working.

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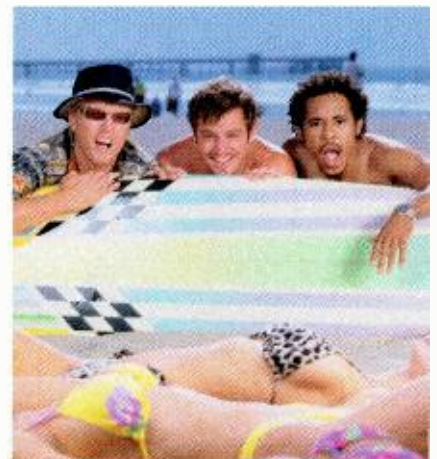
PPFA MAGGIE AWARDS

The PPFA Maggie Awards, named after Planned Parenthood founder Margaret Sanger, recognize exceptional achievement in media coverage of reproductive rights and health care issues. Inaugurated in 1978, this annual competition encourages the highest standards of reporting and programming on such issues as contraception, sexuality education, teenage pregnancy, international family planning, abortion and other sexual and reproductive health and rights concerns.

The PPFA Maggie Awards recognize national media organizations in the following areas: television, radio, newspaper, magazines, music, new media, film and video. Entries may be submitted by journalists and news organizations that support the Planned Parenthood mission and goals. Entries must have been published or broadcast between July 11, 1998, and November 12, 1999. For an entry form call PPFA Maggie Awards Program, 810 Seventh Avenue, New York, NY 10019, (212) 261-4650, or visit us at www.plannedparenthood.org. Deadline for entries is November 15, 1999.



Rock (l), one of the wrestling stars of 'WWF Smackdown' and the boys of 'Shasta McNasty' have helped to draw young male viewers to the struggling UPN.



During the first week of October, UPN posted its highest weekly ratings since April 1998. The network's new edgy half-hour comedy *Shasta McNasty* failed to get out of the gate strongly and was panned by critics, but UPN executives point to good signs in certain male demos. The network's Monday night lineup of African-American-geared sitcoms is faring well among teen viewers—topping ABC, NBC and CBS on Oct. 4 in the demo. And last week's premiere of Las Vegas-based action series *The Strip* attracted 3.5 million viewers. *The Strip* also improved its Tuesday-night time-period average by 125% in

men 18-34 and 100% in men 18-49.

And UPN executives have three series in waiting for midseason: drama, *The Bea*, from former *Homicide* producers Tom Fontana and Barry Levinson, which could air on UPN as soon as January; drama *Secret Agent Man*; and a Bruce Nash reality series, *I Dare You*. Nunan says the series is not anything like a “when hamsters go bad” type shock video show. Rather, he says, it will feature major stunts and human interest sports stories.

UPN COO Adam Ware is working on a number of marketing and promotional gambits for the November

sweeps. Male-oriented interstitials are being taped at the “Bikini Biker Beach Bash” in Daytona Beach later this month as well as similar events in Las Vegas. WWF stars will also play heavily into UPN's November sweeps plans, and extra WWF events are strong possibilities.

“We are in phase one of our plan,” Ware says. “We know this is not just a one-year or one-month game plan. We are building assets that will grow over many, many years, and it's the beginning of the process. I will say that people buried us too soon, long before it was due. We're back, and we're coming strong.” ■



GET WITH THE PROGRAM

By Joe Schlosser & Melissa Grego

Fox gets *Greed-y* for November sweeps

Fox is hopping aboard the prime time game-show bandwagon for the November sweeps. To make room, the network is pulling new sitcom *Action* and sophomore animated series *Family Guy* during the sweeps. Fox executives have ordered an “edgy” game show from Dick Clark Productions entitled *Greed*, which will likely debut Nov. 4 or 11. *Greed* will feature five contestants competing as a team and against each other in various pop-culture trivia rounds. Each episode will give contestants an opportunity to win at least \$2 million. Fox has ordered six half-hour episodes of the game and plans to run two episodes each Thursday night in November. Fox executives have put both *Action* and *Family Guy* on hold at least until December. Both series have struggled this season against UPN's new *WWF Smack-down* on Thursday night,

but Fox executives promised both will return to the network's lineup. *Action* is scheduled to return on Dec. 2 and remain on Thursday nights, while *Family Guy* has no certain return date.

Threepat for Peacock station

For the third straight week of the new season, NBC came out on top in the key demographics. NBC averaged a 5.1 rating/14 share in adults 18-49 for the week ending Oct. 10, according to Nielsen Media Research. The network averaged a 5.6/14 in adults 25-54 for the week. ABC was second in both demos, averaging a 5.0/14 in adults 18-49 and a 5.5/14 in adults 25-54. In terms of total viewers, CBS topped all networks with an average 13.1 million viewers. NBC was second with an average 12.7 million viewers.

NATPE's Johansen re-ups for more

NATPE President and CEO Bruce Johansen has

signed a new three-year contract with the programming association, which will become effective in the spring of 2000. Johansen has been in the post since 1993. Johansen says he signed up again because of several factors, but that he looks forward to the demands of new media as a force in delivering and creating content. “We've been successful in growing NATPE as a domestic association, and converting it...to international; now it's time to grow into incorporating new media,” he says.

Gems: N.Y. setting, diamond timing

Columbia TriStar Television Distribution's syndicated Screen Gems Network, the branded hour of classic sitcoms with trivia and interviews interspersed, has added New York, the No. 1 market, to its list of clearances. Starting today (Oct. 18), the programming package, which debuted this season, is set to air on

Fox O&O flagship WNYW-TV in the 2 p.m. time slot. On Oct. 11, UPN affiliated WUAB-TV Cleveland also added Screen Gems at 11 a.m. “Getting New York at 2 o'clock on WNYW-TV is a big step for us toward the building of this network,” said Barry Thurston, president of Columbia TriStar Television Distribution. WNYW-TV was scheduled to begin promoting the network last week during Major League Baseball playoffs using a clip from Screen Gems' *Bewitched*, in which baseball legend Mickey Mantel appears. In the clip, Samantha breaks it to Mantel that she is a Mets fan.

Studios USA adds to cast of *Jack*

Bruce Campbell, who starred in the *Evil Dead* films, and New Zealander Angela Dotchin, who appeared in *Young Hercules*, have been cast in Studios USA's *Jack of All Trades*. The new weekly half-hour action series from Renaissance Pictures, along with Renaissance's futuristic half-hour *Cleopatra 2525*, is set to replace *Hercules: The Legendary Journeys* as the weekly Back 2 Back action-hour block starting Jan. 17, 2000.

OCTOBER 4-10

Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

CBS' 'Judging Amy' this week became the fourth freshman series to show up in the top ten since the beginning of the new season.

Week 3	abc	CBS	NBC	FOX	UPN	WB
	12.3/20	9.6/15	8.1/13	5.6/8	2.3/4	3.9/6
MONDAY	8:00 29. 20/20 8.8/15 9:00 4. NFL Monday Night Football—Buffalo Bills vs. Miami Dolphins 14.0/24 10:00 10:30	27. King of Queens 9.1/15 40. Ladies' Man 7.7/12 13. Ev Lvs Raymond 10.8/16 20. Becker 10.0/15 18. Family Law 10.2/16	93. Suddenly Susan 3.8/6 81. Veronica's Closet 4.7/7 23. Law & Order: Special Victims Unit 9.5/14 15. Dateline NBC 10.7/17	81. That '70s Show 4.7/8 70. That '70s Show 5.3/8 64. Ally McBeal 6.1/9	100. Moesha 2.4/4 99. The Parkers 2.5/4 101. Grown-Ups 2.3/3 105. Malcolm & Eddie 2.1/3	70. 7th Heaven 5.0/8 95. Safe Harbor 2.9/4
TUESDAY	8:00 31. Spin City 8.6/14 8:30 39. It's Like, You Kn 7.8/12 9:00 12. Dharma & Greg 11.0/17 9:30 31. Sports Night 8.6/13 10:00 24. Once and Again 9.4/16 10:30	15. JAG 10.7/17 22. 60 Minutes II 9.6/15 10. Judging Amy 11.4/19	37. MLB AL Divisional Playoffs—Texas Rangers vs. N.Y. Yankees 8.0/14	76. Ally 4.9/8 67. That '70s Show 5.9/9 66. Party of Five 6.0/9	109. Shasta McNasty 1.8/3 109. Shasta McNasty 1.8/3 111. Star Trek: Voyager 1.6/3	87. Buffy the Vampire Slayer 4.4/7 79. Angel* 4.8/7
WEDNESDAY	8:00 45. Two Guys & Girl 7.3/13 8:30 55. Norm 6.8/11 9:00 25. Drew Carey 9.2/14 9:30 49. Oh Grow Up 7.1/11 10:00 28. 20/20 9.0/15 10:30	47. Cosby 7.2/12 69. Work With Me 5.8/9 52. CBS Wednesday Movie—As Time Runs Out 7.0/11	21. Dateline NBC 9.8/16 17. West Wing 10.4/16 6. Law & Order 12.5/21	42. MLB AL Divisional Playoffs—Boston Red Sox vs. Cleveland Indians 7.5/13	98. 7 Days 2.6/4 93. Star Trek: Voyager 3.8/6	89. Dawson's Creek 4.3/7 76. Roswell* 4.9/8
THURSDAY	8:00 79. Whose Line Is It 4.4/8 8:30 70. Whose Line Is It 5.3/8 9:00 81. Wasteland* 4.7/7 9:30 81. 20/20 Downtown 4.7/8 10:00 10:30	29. Diagnosis Murder 8.8/14 34. Chicago Hope 8.4/13 36. 48 Hours 8.2/13	2. Friends 14.9/25 7. Jesse 12.2/19 3. Frasier 14.7/23 7. Stark Rvg Mad 12.2/19 1. ER 19.5/32	42. MLB AL Divisional Playoffs—Texas Rangers vs. N.Y. Yankees 7.5/13	87. WWF Smackdown! 4.4/7	96. Popular 3.0/5 89. Charmed 4.3/7
FRIDAY	8:00 64. The Hughleys 6.1/12 8:30 62. Boy Meets Wrl 6.3/11 9:00 52. Sabrina/Witch 7.0/12 9:30 58. Odd Man Out 6.6/11 10:00 35. 20/20 8.3/15 10:30	57. Kids/Darndest 6.7/13 54. Love & Money* 6.9/11 47. Now and Again 7.2/13 25. Nash Bridges 9.2/17	58. MLB NL Divisional Playoffs—Arizona Diamondbacks vs. N.Y. Mets 6.6/12	44. Shocking Behavior 7.4/14 76. Harsh Realm* 4.9/9	105. Blockbuster Cinema*—Batman Returns 2.1/4	113. Mission Hill 1.1/2 112. Jamie Foxx 1.5/3 105. Steve Harvey 2.1/4 102. For Your Love 2.2/4
SATURDAY	8:00 60. ABC Saturday Night Movie—Executive Decision 6.4/12 9:00 9:30 10:00 10:30	60. Early Edition 6.4/12 49. Martial Law 7.1/13 33. Walker, Texas Ranger 8.5/16	63. MLB AL Divisional Playoffs—N.Y. Yankees vs. Texas Rangers 6.2/12	85. Cops 4.6/9 74. Cops 5.1/9 73. AMW: America Fights Back 5.2/9	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 100.8 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 1,008,000 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	
SUNDAY	7:00 41. Wonderful World of Disney—Sister Act 2: Back in the Habit 7.6/12 8:00 8:30 9:00 45. Snoops 7.3/11 9:30 10:00 11. The Practice 11.3/18 10:30	(nr) NFL Football 16.9/32 5. 60 Minutes 12.9/21 9. Touched by an Angel 11.5/17 19. CBS Sunday Movie—Final Run 10.1/16	55. Dateline NBC 6.8/12 38. Third Watch 7.9/12 49. NBC Sunday Night Movie—A Touch of Hope 7.1/11	102. King of the Hill 2.2/4 67. MLB AL Divisional Playoffs—Cleveland Indians vs. Boston Red Sox 5.9/10	2.4/4	108. 7th Heaven Beginnings 2.0/3 97. Felicity 2.9/4 102. Jack & Jill 2.2/3
WEEK AVG	8.1/13	9.1/15	9.0/15	6.1/10	2.7/4	3.4/6
S-T-D AVG	7.9/13	9.3/15	9.4/16	5.5/9	2.6/4	3.2/5

Aiming for 1,000 channels

That promised land is the goal of AT&T's Dan Somers, Leo Hindery's successor

By Price Colman

Five hundred channels? In the cable gospel according to AT&T's Dan Somers, that's only half the picture. "We're going to look at 1,000-channel capability," says Somers, AT&T's chief financial officer and acting head of Broadband & Internet Services. "We have to. We've got [competition from] DBS with 300 channels."

In his first lengthy interview since taking over duties from former BIS President-CEO Leo Hindery, who abruptly resigned Oct. 6, an often feisty Somers acknowledged the sense of urgency that pervades AT&T under Chairman-CEO C. Michael Armstrong. That urgency is particularly acute at AT&T's broadband arm, which is racing to upgrade cable



Somers, acting head of BIS, notes the urgency to upgrade cable systems.

systems so that it can open the door on new products and services—particularly local telephone service.

"As an industry, we've been talking about the promised land for a long time, and we've been spending a lot of money to get to the promised land," Somers says. "Our goal is to deliver

the pathway. We've got to get the technical and operational aspects—the ability to deliver the markets—in place by next year."

Somers vowed that network

upgrades would be done on time and on budget, enabling key pilot projects—including telephony and interactive TV—to roll out on schedule. AT&T has targeted 10 cities as the first candidates for rebuilds and new service launches. Among them are Fremont, Calif.; Dallas; Chicago; Denver; Seattle; Portland, Ore.; and Pittsburgh.

Once AT&T has switched on two-way networks in those and other markets, retail deployment of digital set-top boxes becomes the crucial catalyst, Somers contends. "New products and services are converging with the network upgrade. It all has to meet at a point in time next year, where if you pick up the phone in Denver and want to order high-speed data or other services, it will be there, it's installed on time and it works.

"The solution to all of this, the area that really needs to be focused on, is a retail solution.... For the 2000 holiday season, we're going to have to work hard to have a solid retail solution in digital [set-tops]."

Many analysts doubt that AT&T, or other cable operators for that matter, can generate solid retail sales of cable modems and set-top boxes until the devices become far easier to install.

Somers says AT&T is prepared to do what it takes to deliver plug-and-play capability for the devices: "The technology will work. Our problem is we have to define it and there has to be an easy user interface. Our job is to define to our suppliers what we want."

If traditional economics hold, increasing demand for the devices will fuel greater competition among manufacturers, driving consumer-friendly innovation. And AT&T will do its part to ensure plenty of competition, Somers says.

Somers offered little additional detail, but the message was clear: AT&T will honor the 6.5 million digital set-top order from General Instrument it inherited from TCI, but will also tap other vendors.

On the subject of Hindery, who has openly derided certain aspects of AT&T's corporate culture, Somers was diplomatic. "I don't seek notoriety," he says. "[Leo] is an absolutely

Kind words from Hindery



Hindery: 'A truly magical couple of years.'

In his first public appearance since getting pushed out of AT&T (B&C, Oct. 11), the telco's former cable chief, Leo Hindery, strove for a magnanimous tone, praising the management and employees of AT&T Broadband & Internet Services.

Hindery spoke at the East Coast Cable Show in Baltimore last week as he picked up the Operator of the Year Award given annually by *Cablevision* magazine (a sister publication of *BROADCASTING & CABLE*). AT&T BIS was chosen to receive the award in June, long before it was known that Hindery would exit so abruptly. Plucked from his cable company by backer and Tele-Communications Inc. Chairman John Malone in 1997, Hindery said that he has had "a truly magical couple of years," first turning TCI around, then selling it to AT&T.

In other recent appearances, Hindery had offered harsh assessments of AT&T's management style contending that the company is in a constant wrestling match with thick layers of bureaucracy. But on this occasion, Hindery held his tongue about AT&T and Chairman Michael Armstrong, shackled by a non-disparagement clause in his severance agreement, an agreement that sources say is worth at least \$150 million.

"It's no secret, my affection for this industry. I've lived and breathed it. It is my intention to remain forever dedicated to this wonderful industry."

However, don't look for him to accept any sort of similar job at a system operator: "It is difficult to conceive that I would work for another company in this industry."

Hindery made the appearance in part because he is a consultant to AT&T, remaining to finish up some pending deals, but he came also to lay claim to the turnaround at the cable unit since 1997. But he has canceled many other appointments and speeches he was scheduled to make in the coming month as he regroups to plan his future.

—John M. Higgins

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superb, extroverted speaker. He's been a great spokesman for the cable industry, advanced the cause in a lot of different areas."

As for his commitment to running BIS, Somers says he's buying a house in Denver and will stay until a permanent successor is named. "I'm here to leverage the relationship with AT&T," he says. "I'm going to demand a lot from my parent. I'm in a unique position right now to know where the sweet spots are to go."

That will translate into BIS obtaining the resources it needs to achieve its goals, says Amos Hostetter, who's assumed an advisory role at BIS. "What Dan won't say but what really needs to be said is this is Mike [Armstrong's] most trusted lieutenant. The fact that he's out here is an incredibly positive sign. When he says, 'Mike, this is what I need,' he's going to get it." ■

Teaching old systems new sales tricks

Cable operators training staff to sell advanced services

By John M. Higgins

Sorting out the tactics of marketing advanced services to cable customers is quickly being overshadowed by the managing issues cable operators face as they shift away from offering plain vanilla cable.

That was the message a group of senior cable executives delivered to attendees—around 3,700 cable managers and executives from the mid-Atlantic states—at the East Coast

Cable Show in Baltimore last week.

Top executives from Charter Communications and Comcast said that they are struggling to train their employees to sell and deliver advanced digital cable, data and telephone services. And most important, they need to plunge into developing such services without sacrificing growth in their core business—the one that actually generates all the cash.

"It's going to be one of our biggest challenges going forward," said Charter Chairman Barry Babcock. Any operator has "finite resources," both in capital to fund product rollouts and employees to devote to sales, installations and support. "It's a question of management, it's a question of priorities, it's a question of training," he added. "You spend a lot of time and effort teaching your employees what's important."

Comcast Cable President Steve Burke noted that "there's not a single company that has more than 10% of their revenues from new businesses and 2% of their cash flow." Trying not to dilute the core business is, in large part, why Burke has avoided rolling out telephone services. Comcast's top priority is digital cable, followed by high-speed Internet service where revenue and profits seem closest at hand.

For years, customer service reps have found selling cable to be pretty straightforward, selling basic cable to new homes or those recently moving into town and trolling for new pay-service subscribers. The previous advance for installers hooking up new customers came when addressable converters were introduced in the mid-1980s.

"Most of the people in the cable industry grew up with very little training," Babcock said.

At the same time, operators have consistently failed to deliver on new product promises. Operators have had a tough enough time keeping up with the 50% annual churn among Home Box Office and Showtime subscribers. These days, selling enough new subscriptions to keep basic subscribers growing at more than 1.5% to 2% a



CABLE'S TOP 25

PEOPLE'S CHOICE

While Brett Favre led his team to a victory over Tampa Bay, ESPN led the ratings with its NFL coverage. Sunday's game was tops with a 9.5 rating/14.5 share.

Following are the top 25 basic cable programs for the week of October 4-10, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 100.8 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	NFL/Buccaneers/Packers	ESPN	Sun	8:15P	208	9.5	7.4	7321	14.5
2	WWF Entertainment	USA	Mon	10:00P	65	5.9	4.6	4556	9.1
2	WWF Entertainment	USA	Mon	9:00P	60	5.9	4.6	4552	8.2
4	Movie: 'Michael'	TBS	Sun	8:00P	136	5.5	4.4	4327	8.3
5	MLB/Braves/Astros	ESPN	Fri	4:00P	274	5.3	4.1	4091	12.4
5	MLB/Mets/Reds	ESPN	Mon	7:00P	195	5.3	4.1	4050	8.3
7	NFL Primetime	ESPN	Sun	7:30P	45	4.5	3.5	3444	7.3
8	NFL Sportscenter	ESPN	Sun	11:43P	62	4.0	3.1	3091	9.5
9	MLB/Astros/Braves	ESPN	Tue	4:00P	194	3.7	2.9	2849	9.3
9	Movie: 'Mrs. Winterbourne'	LIF	Sun	4:00P	120	3.7	2.8	2807	7.3
11	MLB/Astros/Braves	ESPN	Wed	4:00P	145	3.6	2.8	2805	9.8
11	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.6	2.8	2781	5.3
11	Movie: 'Fifteen and Pregnant'	LIF	Sun	6:00P	120	3.6	2.7	2675	6.1
14	WWF Sunday Night Heat	USA	Sun	7:00P	60	3.4	2.6	2630	5.6
15	Movie: 'Michael'	TBS	Sun	10:16P	135	3.3	2.6	2609	6.0
15	Rugrats	NICK	Mon	7:30P	30	3.3	2.5	2515	5.3
17	MLB/Braves/Astros	ESPN	Sat	1:00P	210	3.2	2.5	2451	8.0
17	Rugrats	NICK	Sat	9:30A	30	3.2	2.5	2450	10.3
17	Rugrats	NICK	Sun	9:30A	30	3.2	2.4	2404	9.6
17	Blues Clues	NICK	Sun	8:00P	30	3.2	2.4	2400	4.7
21	Movie: 'Riddle of the...'	DISC	Sun	9:00P	60	3.1	2.4	2399	4.4
21	Rugrats	NICK	Wed	7:30P	30	3.1	2.4	2355	5.5
23	SEC Ftbl/Georgia/Tenn.	ESPN	Sat	7:00P	210	2.9	2.2	2205	5.3
23	Spongebob	NICK	Sat	10:00A	30	2.9	2.2	2188	8.8
25	Spongebob	NICK	Sun	10:00A	30	2.8	2.2	2155	7.9
25	Hey Arnold	NICK	Mon	7:00P	30	2.8	2.1	2114	4.8
25	Hey Arnold	NICK	Sun	10:30A	30	2.8	2.1	2110	7.6
25	Rugrats	NICK	Sat	9:00A	30	2.8	2.1	2109	9.4
25	Kenan & Kel	NICK	Sun	4:30P	30	2.8	2.1	2106	5.5

year is practically a miracle.

After 15 years of serious effort, pay-per-view movies are only available in half of all cable homes, and even then buy rates are fairly thin, with operators able to persuade just a few percent of accessible homes to buy a movie or two a month. Plans to retail 40-80 channels of digital audio in the early 1990s fizzled, as did early attempts at interactive services.

With growth in basic cable grinding to a halt, operators are dependent on new, difficult products for future growth that will support stock prices and soaring system values. Selling high-speed Internet access not only requires different marketing techniques, but also requires installers to tinker with customers' finicky PCs. Telephone sales workers will also generally be pitching service to

people who already have Internet service and definitely have telephone service.

Burke said that Comcast is launching Comcast University, a program to train workers from top to bottom about the new products. "It's got to be one of the most exciting times to be in business in general. The key is to make sure everybody feels prepared to deal with the future."

Little things can be as important as splashy marketing campaigns. Andy Addis, Comcast's vice president of digital marketing, said that the company has found that it can materially reduce digital cable churn if the installer gives subscribers a detailed demonstration of all the channels and channel navigation techniques available through their new set-top converters.

So far, digital penetration seems to

be settling in at around 10%-12% of basic customers, with pay-movie customers taking the service at double the rate of basic-only homes. And labor-intensive sales tactics work better than broad direct mail or TV commercials. Pamela Euler-Halling, senior vice president of Insight Communications, said that door-to-door salespeople closed a fat 40% of their attempted sales in the MSO's initial markets.

Euler-Halling added that new product efforts don't necessarily have to starve the base business. She said that in Insight's Rockford, Ill., system, basic subscribers are falling at an annual rate of 1.6% in neighborhoods where the system doesn't offer digital cable, but rising 4% in the system's digital areas. ■



HBO drops big bucks on promo

HBO is mounting its biggest promotional campaign to push the second season of *The Sopranos*, the premium cable network's critically acclaimed original series. Sources say the network is spending more than \$10 million to hype the Jan. 16 debut of the show's second season. Scheduled to kick off in December, the campaign is intended to use the popularity of the program to attract people to cable service in general and to HBO specifically. The campaign will allow affiliates to use *The Sopranos* in consumer promotional materials, including direct mail and local advertising targeting nonsubscribers or basic-onlys, plus HBO will follow that with a national telemarketing push. HBO also will join with affiliates in creating giveaways, in-house screenings and other consumer incentives.

Good third quarter for Hughes

Hughes Electronics Corp. says third-quarter cash flow, EBITDA (earnings before interest taxes, depreciation and amortization) and revenue rose substantially, largely because of strength in the company's DirecTV satellite business. Cash flow increased 18.3%, to \$211.6, on revenue of \$1.99 billion, up 31.5%. At the same time, Hughes reported a third-quarter loss of \$29.6 million, or 13 cents per share, compared to earnings of \$42.9 million, or 11 cents a share, in the comparable quarter last year. Hughes officials attributed the reversal to expenses related to the USSB and Primestar acquisitions, PanAmSat spending and higher interest expense. In the direct-to-home satellite division, revenue jumped 149%, to \$1.2 billion, while EBITDA hit \$47.7 million,

compared to negative \$30.6 million last year. DirecTV's domestic operations were the major contributor. Cash flow from DirecTV's U.S. operations jumped to \$86 million from a negative \$5 million last year, with contributions from USSB, Primestar and new high-power customers singled out as key contributors. Domestic revenue for DirecTV jumped 158%, to \$1.1 billion, for the quarter.

Oxygen gains Insight, execs

Insight Communications has agreed to carry Oxygen, the women's cable network being started by Geraldine Laybourne. Insight will launch Oxygen across "the majority" of its systems, according to a statement from Oxygen. Insight serves more than 1 million subscribers in six states and is the eighth largest MSO in the U.S. Oxygen Chairman and

CEO Laybourne previously secured carriage agreements with AT&T BIS for 3 million-4 million subscribers; MediaOne for an undisclosed number of subs; and Charter Communications, a minority stakeholder in Oxygen, for 4 million-6 million subscribers, depending on closure of acquisitions. Oxygen is gearing up for a Feb. 2, 2000, launch by solidifying distribution deals, consolidating its offices in Manhattan and lining up production teams. In addition to Carsey-Werner-Mandabach, the team who will oversee seven hours of original programming each day, recently named executive producers include: Linda Corradina, formerly of VH1, who will produce the teen block; Roni Selig, former executive producer of *The Rosie O'Donnell Show*, who will produce the prime time block, "Pure Oxygen"; Lydia Stephans, former VP of programming for ABC, who will do "We Sweat"; Scott Carter, former executive producer of *Politically Incorrect*; and Nikki Donen, formerly of HBO, who will co-produce Candice Bergen's talk show, *Exhale*.

CBS all set with ENPS

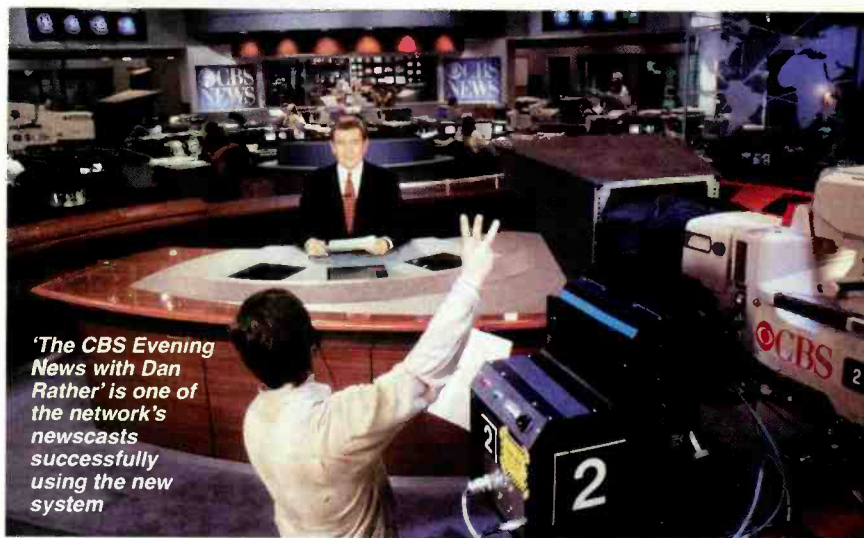
Network newscasts successfully migrate to new system from AP

By Glen Dickson

CBS News has successfully completed its year-long implementation of the Associated Press's Electronic News Productions System (ENPS) for its network news programs and foreign and domestic bureaus. Last Tuesday, *The CBS Evening News with Dan Rather* aired its first program using the new system, and the *CBS Weekend News* was scheduled to shift to ENPS last Saturday.

ENPS is now being used at 550 seats throughout CBS News. It provides traditional newsroom computer functions such as scripting, lineups, planning, contacts, messaging, archiving, news-wire management and remote-access capabilities, as well as a fully integrated search engine. ENPS also can handle advanced functions such as automating video servers, character generators and still stores, and support video browsing and editing at the desktop. But CBS is holding off on ENPS' video-related functions for now.

"To launch as painlessly as possible, we wanted to stick to the editorial functionality of ENPS," says Frank Governale, CBS News vice president of operations. "ENPS is a better research tool—it provides more horsepower and a better way to browse wires." Moving to ENPS also has cut the number of terminals at each journalist's seat from two to one—instead of having one PC plugged into



'The CBS Evening News with Dan Rather' is one of the network's newscasts successfully using the new system

the CBS local area network (LAN) and another plugged into Newstar, now everything runs off one NT machine.

CBS began migrating to ENPS on Oct. 10, 1998, in a move to replace its Newstar 1.0 newsroom computer system, which "had a Y2K problem," Governale says. After new Windows NT servers were installed in New York and Washington, CBS Radio Network was the first CBS news operation to make the conversion from the dumb-terminal Newstar system. That was followed by *CBS This Morning* (soon to be *The Early Show*), *CBS Sunday Morning*, *CBS Sat-*

urday Morning, *60 Minutes II*, *Face the Nation*, *48 Hours* and CBS bureaus in Washington and London. The only hold-out is *60 Minutes*, which uses a "home-grown" newsroom computer system that doesn't have any Y2K problems (but eventually will be replaced by ENPS).

CBS News Director of Special Projects Charlie Auletto says ENPS was easy for CBS staffers to pick up—training at most locations took less than a month.

CBS' next step for ENPS is to integrate it with video servers to provide low-res browsing and editing at journalist workstations. "To make this system do what it's supposed to, we need to be totally working on a server environment," Governale says.

CBS issued a request for proposal a year-and-a-half ago for a server that would provide 400 hours of storage and simultaneous access to the 100 tape machines currently used in the network's hard news operations. The network also wants to integrate nonlinear editors with the server, allowing high-res editing at the CBS Broadcast Center and low-res editing by ENPS workstations.

"We do want to have a single contractor to manage the project, so we don't have a lot of fingers to point," says Governale of the proposed server/nonlinear editing system. "But we expect there to be a minimum of three providers." No vendors have been selected yet. ■

And the winners are...

The National Academy of Television Arts and Sciences honored the winners of this year's Scientific and Technological Advancement Emmy Awards last week at a black-tie dinner and ceremony at New York's Marriott Marquis Hotel.

The academy feted Hewlett Packard, Tektronix, Thomcast and Sarnoff for their DTV test equipment (generation and protocol analysis of MPEG-2 transport streams). General Instrument also was honored for a DTV-related product—a statistical multiplexer.

Other Emmy recipients cited for outstanding achievement in engineering development were: Teleprompter Corp., for the development of a lens-line prompting system; HBO and the Canadian Broadcasting Co., for the first full-time distribution of a TV network via satellite; and the BBC, for the development of Sound-in-Syncs, a distribution system for sound with television.

In addition, the academy honored Matsushita, Philips, Toshiba, Warner Home Video and Dolby Labs for the development of DVD technology.

—Karen Anderson



CUTTING EDGE

By Karen Anderson and Glen Dickson

Motorola developing satellite radio unit

Motorola will design and market radio receivers for XM Satellite Radio, the companies announced last week. XM's subscription service is set to begin in 2001 and will allow consumers with a Motorola receiver and a small antenna to receive up to 100 channels of satellite-delivered programming.

Avid, InfoLibria video streaming

Avid Technology has joined with InfoLibria, a company that helps content providers develop Internet services, to provide content owners with the tools to create and distribute television-quality video and CD-quality

audio content via the Internet. Avid and InfoLibria will develop a streaming media system by combining the Avid Unity storage and asset management system with InfoLibria's MediaMall multimedia management and delivery system.

Harris bows HDTV master module

Harris Broadcast has introduced an integrated high-definition master control module, the Harris Masterplus, that will support the 1080i/720p/480p digital TV formats. According to Harris, Masterplus has all the capability of 13 stand-alone products with three plug-in boards and an outboard input/output inter-

face breakout box. The boards—a main processor and two I/O boards—plug into Harris' FlexiCoder ATSC encoding products. Masterplus features include an SDTV to HDTV upconverter; an HDTV test generator; two internal keyers with multi-frame buffers; an Emergency Alert System text generator; frame synchronizers on all inputs; and a transition mixer. The system also includes six-channel audio switching and mixing, as well as a closed caption data channel switching matrix.

New Century outfits truck with Canon

New Century Productions of Allentown, Pa., has purchased 13 Canon lenses for its first digital truck, NCP III, including two PJ70x, five J55x, five J21ax7.8 BWRS and one J9ax5.2 BWRS. The package includes Canon's Digital Servo System and Crossover modes for shooting in both 4:3 and 16:9 formats. Other equipment on NCP III includes Ikegami 388 cameras, a Grass Valley 4000 switcher and a Calreq Q2 high-end audio desk.



New Century Productions is gearing up its digital truck with Canon lenses.

PVI, Sportvision square off

IP race heats up as both sides battle over virtual insertion technology patent

By Glen Dickson

Two leaders in the nascent market of virtual insertion, Princeton Video Image (PVI) and Sportvision, are wrestling over the intellectual property behind the high-tech sports graphics they provide.

PVI, which inserts virtual first-down lines into CBS' NFL broadcasts, has filed a request with the U.S. Patent and Trademark Office disputing the ownership of U.S. Patent 5,917,553, which is held by Fox Sports and currently licensed to Sportvision, the supplier of "1st and Ten" graphics to Fox, ABC and ESPN. Patent 5,917,553 covers using field-of-view data from broadcast cameras to place virtual images

within a video image or highlight a target image.

PVI contends that the basic subject matter of the patent belongs to PVI, and that part of it infringes upon one of its own patents, U.S. Patent 5,264,933, which covers the use of landmark tracking to precisely position virtual inserts. "It's a subject of legitimate disagreement about who invented the technology," says PVI President and CEO Dennis Wilkinson. While Wilkinson doesn't think Sportvision is currently using Patent 5,917,553 for any of its sports-enhancement applications, he still wants it for PVI's IP portfolio.

For its part, Sportvision and Fox Sports have filed a suit charging that PVI is infringing on Patent 5,917,553

when the company generates first-down lines for CBS. According to Sportvision Chief Technology Officer Stan Honey, the patent dates back to FoxTrax, the method of highlighting hockey pucks that Honey developed for Fox's NHL coverage in 1996.

"This technology was stuff we were working on in the final stages of FoxTrax," says Honey, former executive vice president of technology at News Corp. "The way we do 1st and Ten doesn't practice that patent, but we're asserting that the way PVI implements their system does practice it."

PVI's Wilkinson denies that his company is infringing on Patent 5,917,553: "We are not using the patent for our first-down line either." ■

Intel set to invade Europe

PC maker, along with Nokia, target continent for Web-enhanced set-tops

By Richard Tedesco

Intel Corp. covered the remaining geographic base in its global set-top development strategy last week in a deal with Nokia to produce set-top boxes for Internet-enhanced TV in Europe.

It's the latest step in Intel's overall initiative to deliver Internet content to non-PC devices. The Intel-Nokia boxes are expected to be in European markets during the second half of 2000. "This is a worldwide effort for Intel," says Marta Hasler, director of marketing for Intel's home products

group. "Basically, what we're trying to enable is for broadcasters to enhance their programming with applications on the Internet."

European TV viewers will be able to access personalized information drawn from Web sites, such as stock prices and local weather forecasts, and conduct e-commerce transactions in a WebTV-like format that frames the video on their TV screens. They will also be able to use multimedia software such as Flash animation and MP3. The system capabilities will support accessing Web pages, according to Hasler,

who says services could vary according to the broadcasters using the boxes.

Some boxes could let viewers download programs onto hard drives, similar to the digital VCR-like devices currently marketed in the U.S. by Tivo and Replay.

The non-PC set-tops will mirror the technical capacities of PCs. The boxes will carry Celeron or Pentium II processors and variations on the open-standards Linux operating system and a Netscape-based browser built by Mozilla.

Intel's emphasis is clearly on open standards systems: the San Jose, Calif.-based chip maker is among the founders of the Advanced Television Enhancement Forum specification (ATVEF) that permits content developers to write programs that can run on multiple platforms.

The Nokia deal comes on the heels of two other set-top deals Intel struck earlier this year. Intel is providing Pentium MMX processors to Hughes Network Systems for set-tops that deliver AOL TV—AOL's answer to WebTV—scheduled to debut early next year. In August, Intel committed \$50 million to a venture with Pacific Century Group in China to deliver localized content over high-speed set-top devices.

The European market already is a relatively sophisticated one in dissemination of interactive TV services. "There's more of a precedent there for interactive services," says Jim Penhune, analyst for the Boston-based Yankee Group. "Consumers are more prepped for this kind of interactivity in Europe. And PC penetration is not as high in Europe, so lower levels of Internet access is more attractive there."

In the U.S., Penhune says, Intel has confronted a more closed "fraternity" of cable operators and their set-top suppliers, General Instrument and Scientific-Atlanta, to promote its Internet vision.

Intel is in talks with other potential set-top partners for the U.S. market, according to Hasler, who says the final goal is an Internet-enhanced system with a universal passport: "Ultimately, Intel's trying to implement a baseline platform."

Drew Carey gets caught on Webcam

TV imitates Internet life when a Webcam in Drew Carey's TV house streams online during an upcoming episode of the ABC sitcom.

Carey becomes a round-the-clock pitchman for his department store employer in the Nov. 17 episode of *The Drew Carey Show* and a Webcam is installed in his home. As the plot plays out, viewers will be able to watch the "Drew-Cam" on PC while they simultaneously view the episode on TV. When the plot has Carey out of his home, the Webcam will be streaming events involving the show's other characters.

ABC and Warner Brothers TV, the show's producer, will stream the video on their Web sites (www.abc.com and www.warnerbros.com) using Microsoft's Windows Media streaming technology.

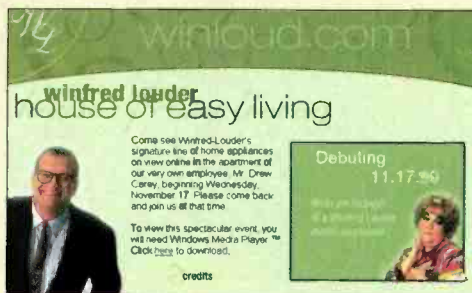
"We want to see how the viewers respond to it and see how far we can push the Internet in terms of simultaneous viewers to a stream," says Patricia Vance, senior vice president of ABC's Internet Group.

The idea is to target an audience with Internet access—an estimated 4 million U.S. households that tune in the show regularly—and is disposed to go along with the high-tech gag. More than half of those viewers have PCs in the same room as their TVs, according to Jim Banister, executive vice president of Warner Bros. Online. "Drew's cyber-savvy fans make the perfect audience for this kind of programming," he says.

It's a concept that could be used in future episodes of the sitcom or in other ABC programming, according to Vance, who says news and sports coverage might present the obvious opportunities for simultaneous streaming. "This is not about simulcasting what's on TV," she says. "This is about creatively coming up with enhancements to the TV viewing experience."

The half-hour of streamed video from the "Drew-Cam" episode will be archived online for one week, accessible on the ABC and Warner sites, as well as on Microsoft's Windows Media site (www.windows-media.com).

—Richard Tedesco



Exposing the private life of a wannabe Web star.

SITE OF THE WEEK

www.wcvb.com



WCVB-TV Boston ABC, ch. 5

Site features: Live streaming of daily newscasts at noon, 5 and 6 p.m.; newscasts also archived; local and regional weather maps and AccuWeather national radar maps; CityCam vista of Boston; New England Marketplace virtual mall and flea market; links to ABCNews.com, ESPN.com and Disney's Family.com sites

Site launched: April 1995

Site director: Neil Ungerleider, WCVB-TV assistant news director

Number of employees: 2

Site design: Think New Ideas

Streaming technology: RealVideo

Traffic generated: Averaging 12 million-15 million hits monthly

Advertising: Banner ads

Revenue: N/A

Highlights: NewsCenter 5 Notifier, e-mailing notices about news stories of chosen interest to approximately 20,000 subscribers; coverage related to Hurricane Floyd increased site traffic by 200% over average as storm tracked up East Coast

—Richard Tedesco

QBs in Pseudo lineup

By Richard Tedesco

In an investment strategy with the surprise of a double reverse, the NFL Quarterback Club has aligned with Pseudo Programs, an eclectic Web TV programmer noted for its music shows.

Pseudo plans to produce a weekly series with the QB Club, comprising 44 current and former National Football League signal-callers, which will take an equity stake in Pseudo for several million dollars.

The weekly shows will focus on the QB's off-field activities in charity work and hobbies. Pseudo also plans to produce assorted animations with the grid-iron celebrities as it adds sports to its programming playbook. "One of the places where we didn't have a great presence was sports," says Larry Lux, Pseudo CEO. "These are really the biggest names in the most popular sport."

For the QB Club, the alliance affords



The deal between programmer and club takes both into new areas.

an outlet to provide broader exposure for athletes beyond their play-calling personae. Upcoming features include a piece about Buffalo Bills QB Doug Flutie's rock band and one following former Buffalo QB Jim Kelly on a pheasant hunt for charity. The idea, as former Cleveland Browns QB Bernie Kosar puts it, is to produce "outside the helmet programming to let people know what the guys are like off the field." ■

CONSOLIDATED MULTIMEDIA ACCESS

Controlware's ATM access products streamline broadcasting operations; that translates to immediate cost benefits.

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HELP WANTED MANAGEMENT

Radio Syndication Manager: For national and international distribution newstalk show. Minimum five years experience. Top compensation package. Fax resume 770-541-6770.

General Manager/General Sales Manager: Burbach Broadcasting Company is seeking qualified candidates for management positions in its Pennsylvania, Ohio and West Virginia radio station operations. Qualifications: prior GM or strong GSM, extensive sales background and leadership abilities. Multipart compensation and benefits package. Excellent opportunity for the right individual. Please forward your resume and references to: Nicholas A. Galli - President, Burbach Broadcasting Company, 104 Broadway Avenue, Carnegie, Pennsylvania 15106. EEOC.

HELP WANTED SALES

General Manager Radio Pennsylvania Network. Enterprising leader needed for statewide commercial radio network serving 70+ radio stations. We're looking for an executive to provide strong sales leadership, seize growth opportunities and follow-through on short and long term action plans. WITF is an entrepreneurial, multiple media company - If you are savvy and driven to excel, please forward letter, resume and salary requirements to GM Search; Radio PA, Division of WITF, INC., PO Box 2954, Harrisburg, PA 17105. AA/EOE No calls, please.

HELP WANTED TECHNICAL

Audio and Production Engineer: WETA TV 26 & 90.9 FM, a public broadcasting station serving the DC Metropolitan area as "The Nation's Station, the Community's Voice," seeks an Audio and Production Engineer to record live music concerts and sessions, and other audio components for national and local radio programs, perform final editing and mixing for these programs, and assist Chief Engineer in studio and transmitter equipment operation and maintenance. Req. min. 4 years related professional exp., possess or qualify for an FCC Restricted Radiotelephone Operator Permit, must be self-motivated, have the ability to lift 75 pounds, and possess a valid driver's license. Send resume and cover letter with salary req. to HR Dept., 2775 S. Quincy St., Arlington, VA 22206 or fax to 703-998-2034. <http://www.weta.org>, for job specifications. EOE/D/M/F/V

SITUATIONS WANTED MANAGEMENT

Current Vice President/General Manager of six station group located in the Midwest. We started five years ago with a stand alone AM. Stations are sold. Young, aggressive and ready to take on new challenges in same capacity. I value and respect good people and have always worked to create a Team Philosophy. Looking for something in the Orlando FL or South Bend area. TV considered. Please respond to

Box 01056

Rating and Revenue... I'll bring you both. Major market pro. Tired of LA. How about Hawaii? Palm Springs? Fax: 800-576-3913. Please respond to Box 555.

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Produce, host your own radio show, and generate hundreds of qualified Leads 50,000 watt NYC radio station. Call Ken Sperber 212-760-1050.

TELEVISION

HELP WANTED SALES

SALES MANAGER

WTVD-TV, the ABC owned station in Raleigh/Durham, N.C. is looking for an experienced television sales manager. Qualified candidates must have at least three years broadcast experience in television, be highly motivated with specific ability to lead and manage part of the local sales team and work with our national sales force. Heavy emphasis on new account development. Basic computer skills required with knowledge of broadcast research data.

Send resume to: William Webb,
411 Liberty Street
Durham, NC 27701



EOE

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

Local Sales Manager: Join America's fastest growing television company in a state-of-the-art facility. WDSU-TV, the NBC affiliate in New Orleans, seeks a professional with a minimum of 5-8 years of broadcast sales experience. Previous management is preferred with a track record in new business development. Proficient use of Tapscan, Scarborough, Enterprise, and vendor programs a plus. The successful candidate will possess a positive work ethic with excellent interpersonal and organizational abilities. Women and minorities are encouraged to apply. Send resume to: Frank Ratermann, General Sales Manager, WDSU-TV, 846 Howard Ave., New Orleans, LA 70113. An Equal Opportunity Employer.

General Sales Manager: 100+ southern affiliate with good ratings needs GSM, to guide and manage local staff. Strong TV sales background a must, prior SM experience preferred. Must be creative with special promotions and alternative revenue. Reply to Box 01602 EOE.

HELP WANTED SALES

Local Sales Manager: New facility, new ABC affiliate in Jacksonville, Florida, is looking for a manager to lead our local sales department. Responsibilities include hiring, training, motivating, and evaluating performance of account executives within company goals/objectives. Plan and execute sales strategies and incentives. Submit revenue budgets for Local Sales and maintain monthly and quarterly pacing. Maintain visibility in the community. Must have excellent communication skills. College degree and previous experience in broadcast sales management preferred. If you thrive on exceeding budgets, send your resume and cover letter to: General Sales Manager, ABC25 WJXX, 7025 A.C. Skinner Pkwy., Jacksonville, FL 32256. Fax (904)332-2580. EOE.

KNVA, the WB affiliate in Austin, TX has opening for General Sales Manager. Seeking successful motivator to oversee TV advertising sales. Duties include hire, train and develop staff while maximizing revenue from inventory. Skills include thinking outside the box, new business development strength, Internet capabilities and passion for Rangers and Spurs. Experience with VCI, TV Scan and Marshall Marketing a plus. Requirements: two years sales supervisory experience, excellent computer and communication skills, and college degree. Our dynamic and growing Austin market offers southwestern charm with high technology. KNVA is an LMA of LIN Television. Send letter/resume to G M, KXAN-TV, 908 W. MLK Blvd., Austin, TX 78701. Fax 512/476-1520. EOE, M/F. No phone calls.

Account Executive: New York based strategic communications & marketing firm seeks an experienced account executive with a minimum of three years sales experience, applicants must be motivated, persistent, organized and must be able to develop new business. We are looking for a "People Person". Great company with many benefits. Salary plus bonus. Fax resumes to 212-223-8833.

HELP WANTED TECHNICAL

WUPA-TV/UPN 69, has an immediate opening for an Assistant Chief Engineer for our studio and transmitter facility. Strong RF background, UHF transmitter maintenance experience, and understanding of FCC regulations a must. Candidate must have extensive knowledge of computers, Master Control operations, maintenance, repair and on-call availability anytime. Organizational skills required. Submit resume to: WUPA-TV UPN 69, Personnel Office ACE-BC, 2700 NE Expressway, Building A, Atlanta, GA 30345 No Phone Calls Please E.O.E.

Maintenance Engineer: Must be experienced with installation, operation and maintenance of analog and digital television equipment as well as physical plant up-keep. Three years experience in television preferred. Candidate must have a solid electronics background with expertise in all aspects of engineering maintenance. Send resume to: ME Search WLVT-TV, 123 Sesame Street, Bethlehem, PA 18015. Women and Minorities strongly encouraged to apply. EOE

HELP WANTED TECHNICAL

TV Microwave Technician: Arkansas Educational Television Network, the PBS system serving Arkansas, seeks a RF technician to maintain full power television transmitters and microwave STL equipment. This position is based in Arkadelphia, Arkansas. Candidates should have formal education equivalent of a high school diploma; plus two years vocational or related training in electronics, plus two years experience in electronic repair and maintenance. Proven maintenance experience, ability to independently trouble shoot, knowledge of digital audio/video transmission equipment, and FCC general class license is desirable. Valid drivers license, minimum requirements for the state vehicle safety program, and extensive in-state travel required. Starting annual salary range is \$20,466 - \$25,591. Submit a State Application, current resume with cover letter, three professional references and salary history to: AETN-Human Resources Supervisor, PO Box 1250, Conway, AR 72033. Application review begins October 29, 1999. AETN is an AA/EO/ADA employer. Minorities and Women are encouraged to apply.

KSTU, a Fox O&O in Salt Lake City, has an immediate opening for a Studio Maintenance Engineer. If you have two years post-high school education in electronics or equivalent and TV engineering experience, we want to hear from you! You must be able to troubleshoot to component level, work various schedules and days of the week, and work well with a variety of people. We are news-oriented, doing 22 hours of news a week, with an SNG truck, so if you're interested in being a back-up SNG person, we can accommodate you. KSTU is in a growth mode, in terms of ratings, staff size, etc. Come and grow with us! KSTU/Fox Television Stations offers a great benefits package upon date of hire including medical/dental/vision, life insurance, disability, 401(k), pension, paid vacation/sick leave/holidays. If interested, please fax your resume to KSTU Human Resources, 5020 W. Amelia Earhart Drive, Salt Lake City, UT 84116, Fax: (801)536-1315. Equal Opportunity Employer.

KPBS, public broadcasting for San Diego, seeks a RF Systems Engineer (Equipment Tech II). 2 or more yrs exp. required in the installation, maintenance & operations of broadcast systems, incl at least 1 yr specializing in high power television & radio broadcast transmitters & microwave relay equipment. A valid General Class FCC License or SBE certification is desired. KPBS (TV) & KPBS-FM recently completed construction of state-of-the-art studios. The successful candidate will participate in the installation of new DTV & FM transmission facilities. Excellent benefit package. Salary commensurate w/exp, knowledge & skills. EEO Employer. For application call (619) 594-5837 or visit <http://bfa.sdsu.edu/ps/>

Hands on Assistant Director of Engineering needed. Take advantage of this great opportunity to be a leader in the industry helping us make the transition to digital TV. Must be able to design, install and maintain both digital and analog television systems. Computer proficiency including NT networking required. Serves as chief trainer and coach. Bachelor's degree or equivalent and a minimum of five years broadcast engineering experience. Send resume to: ADE Search WLVTV-TV, 123 Sesame Street, Bethlehem, PA 18015. Women and Minorities strongly encouraged to apply. EOE

HELP WANTED TECHNICAL

Electronic Technician (WAXN-TV). Technical operator needed for fast-paced environment. The ideal candidate is experienced in master control, videotape, and audio. Strong computer, communications, and organizational skills are essential. Must be highly motivated, dedicated, comfortable in high urgency environment, and willing to work flexible hours. Previous television broadcast operations experience or minimum two-year degree in Electronics required. Send resumes to: Annette Parks-Taylor, Technical Operations Manager, WAXN-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

Chief Engineer/Station Mgr: Progressive small independent TV station in Seattle DMA needs hands on technically skilled manager to help build TV stations DTV plant and major NTSC upgrade. Responsibility for overseeing transmitter/antenna upgrade, construction of new master control and managing staff. Fax resume to 323-965-5411. Attn: Bill

Chief Engineer: UPN affiliate WAOE-TV in Peoria, Illinois, needs a hands-on, technically skilled engineer to help build television station's analog and DTV plant. Responsibilities include overseeing transmitter/antenna upgrade, construction of new master control. Qualifications include minimum 8 years technical and RF experience, excellent computer skills, knowledge of FCC requirements and formal education equivalent of AA degree in electronics. Fax resumes to Ms. Julie Brinks at 309/674-5959. EOE.

Broadcast Maintenance Engineer: Three years experience in all phases of television broadcast maintenance. Transmitter and/or computer experience a definite plus. Send resume to WBZL, 2055 Lee Street Hollywood, FL 33020 or fax it 954-922-3965, Attn: Steve Ellis. No phone calls please. A Tribune Broadcasting Station. EEO

Assistant Chief Engineer: Excellent opportunity for television Engineer with two or more years experience. Good pay and benefit package. UHF experience helpful. Mail/fax resume or call David Cavileer, WXVT-TV, 3015 E. Reed Road, Greenville, MS 38703. Phone 662-334-1500, Fax 662-378-8122. EOE.

HELP WANTED NEWS

Executive Assistant: King World Productions, the leading worldwide producer and distributor of first-run television programming has an excellent opportunity for an Executive Assistant in its International Programming department supporting the Vice President & Director. Responsibilities include but are not limited to: coordinate travel, maintain schedules, expense reports and archival international video material, heavy correspondence with different clients in different countries, control billing of licensing contracts, act as liaison for accounting dept., answer/screen phone calls, fax, copy, prepare mailings and other administrative duties as assigned. Candidates must be highly motivated, proactive, organized, a problem solver, quick learner and creative. Must be able to handle a multitude of details in a fast-paced environment. Strong verbal & written communication required. Proficient Word/Excel and dictation a plus, and knowledge and/or interest in International Programming preferred. Please fax cover letter, resume and salary history to: Attention: Human Resources, (310) 826-4202. EOE.

HELP WANTED NEWS**NEWSWRITERS**

ABC7 Eyewitness News is seeking experienced 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: ABC7 Los Angeles, Attn: Kimberly Castillo, Dept. NW/BC, 4151 Prospect Avenue, Los Angeles, CA 90027. No phone calls please. Equal Opportunity Employer.



Reporters Needed: Two experienced reporters needed for aggressive medium market. This is not a starter job. You must be an excellent storyteller who understands the issues that most affect viewers. Must be able to do a compelling show-and-tell live shot. Send non-returnable VHS tape and resume to: Diane Dotson, News Director, KVII-TV, One Broadcast Center, Amarillo, TX 79101. E.O.E. No phone calls.

Reporter: We're looking for a reporter who comes to work each day with story ideas that can lead the broadcast. We're the News Leader in West Michigan with all the tools and support you need. We're searching for a career journalist who wants the job for the right reasons. If you're a real storyteller with a couple of years experience, send a tape that shows it. We want to see your best work! This is a general assignment position with frequent opportunities for anchoring. Send the tape with a resume and references to: (no calls please) Jim Loy, News Director, WOOD TV 8, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer

Senior Producer: New York based strategic communications & marketing firm seeks an experienced producer with excellent writing ability for VNR's, B-Roll packages, and event production. You must be motivated, organized, persistent and creative. Five years experience is a must and travel is Required. Knowledge of Hi-tech industry a plus. Great company with many benefits. Salary plus bonus. Fax resumes to 212-223-8833.

HELP WANTED NEWS

SBG

SINCLAIR BROADCAST GROUP

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

Indianapolis, IN WITV/WITK (WB)

Art Director

Candidate should have formal design training with a strong sense of television branding. Print and television design experience is essential. Design tools include SGI with Liberty, Softimage and Eddie, Macs with After Effects, Photoshop, Freehand and Quark and Stratosphere non-linear editor. Box #385

Las Vegas - KVWB (WB) / KFBI (IND) Chief Engineer

Seeking the ideal candidate. Position requires at least five years of supervisory experience and a complete knowledge of broadcast studio equipment and transmitter systems. SBE certification preferred. Send resume and references. Box #386

Las Vegas - KVWB (WB) / KFBI (IND) Business Manager

We are looking for a Business Manager to assist and operate its Las Vegas television stations. The candidate should have a strong financial background that includes 5 years media experience and /or at least 2 years of financial management. Candidate responsibilities include forecasting, financial accounts, A/R, G/L, budgeting, payroll, etc. Will work closely with Regional Business Manager. If you are up to a challenge, we would like to hear from you. Send resume and salary requirements or fax 702.952.4683. Box #387

San Antonio - KABB (FOX) / KRRT (WB) Regional Account Managers

Two openings for detail oriented, aggressive, highly motivated Regional Account Managers to maximize revenue by selling and negotiating regional & national business. Minimum of 2 years TV/Radio experience preferred. Send your resume if you are up to this challenge. Box #388

San Antonio - KABB (FOX) / KRRT (WB) Regional Account Executives

Openings for professionals who are detail-oriented, aggressive, highly motivated and possess great negotiating and listening skills. Candidate must have 2+ years of television experience. Send resume. Box #389

San Antonio - KABB (FOX) / KRRT (WB) Television Assistant Traffic Manager

Candidate must have a minimum of 3 years traffic experience and be "Sales Oriented". Knowledge of BIAS a plus. If you are a self-starter, not afraid of a challenging environment and are a team player, send resume. Box #390

San Antonio - KABB (FOX) / KRRT (WB) Account Executives

We have openings for professionals who are detail-oriented, aggressive, highly motivated and possess great negotiating and listening skills. Candidates must have 2+ years of television experience. Send resume. Box #391

Winston-Salem, NC - WXLV (ABC) Photojournalist

ABC 45 is seeking a motivated team player to add to their Photojournalist department. Duties include shooting and editing daily news stories, along with setting up and shooting live shots. ABC 45 is an NPPA style shop, where tripods are recommended for use. College degree and two years news shooting experience preferred. Send resume and VHS tape. Application deadline is 11/12/99. Box #392

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

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HELP WANTED NEWS

Reporter: An excellent opportunity awaits you at Conus Washington, a full-service news gathering organization. Reporter needed to package daily look-ahead, targeted for local new client's morning shows & provide customized reporting and live shots for major station groups. 3-5 yr reporting exp in medium to large markets; strong live skills and customer service skills required; Send resume and tape to: Conus, Washington, Human Resources Dept., Job # 123-99, 3415 University Avenue, St. Paul, MN 55114. Jobline (612) 253-5780. No Telephone Calls Please. Equal Opportunity Employer.

Producer: New York based strategic communications & marketing firm seeks an experienced producer with excellent writing ability for VNR's, B-Roll packages, and event production. You must be motivated, organized, persistent and creative. Three years experience is a must and travel is Required. Knowledge of Hi-tech industry a plus. Great company with many benefits. Salary plus bonus. Fax resumes to 212-223-8833.

Producer: WAFF-TV the Raycom Media Station in Huntsville Alabama is looking for a Newscast Producer. This is a good opportunity for someone to learn the producing craft in a producer run shop. We are an NBC affiliate with a satellite truck, 4 ENG trucks and 3 live bureaus. The successful candidate must be willing to work nights and/or weekends. Please send a tape and resume to Frank Volpicella News Director WAFF TV. 1414 North Memorial Parkway Huntsville ALA. 35801.

Producer - Top 10 O&O. This is a rare opportunity for the right creative independent person to helm a winning a.m. newscast at a great shop. At least three years producing experience a must. Please forward resume and cover letter to Box 01600 EOE/MF/DV.

Newscast Producer: NBC owned and operated news station. The position will require an easy-to-understand writing style, sound, and well thought-out news judgement, quick analysis in crisis situations, excellent control room demeanor, ability to communicate clearly, and willingness to lead. The producer will be responsible for uniformity of writing style for assigned newscast, and the growth of graphic application. The person we're looking for should have 3 to 5 years producing experience, with a broad and well-rounded education. Most importantly, we are looking for a positive, motivating, exciting force to join our newsroom. Send tape, resume and cover letter to Lowell Briggs, News Director, WNCN-TV, 1205 Front Street, Raleigh, North Carolina 27609. EOE.

News Director: WAVE-3 NBC, Louisville, Kentucky, seeks individual to lead our talent-rich news department. Management and leadership style will be the key in choosing this successful applicant. Requirements would include tremendous passion for product and people combined with a clear vision of how to differentiate and brand product. If you have an aggressive style and losing is not an option, please send your resume and non-returnable tape to Personnel, WAVE-TV, P.O. Box 32970, Louisville, Kentucky 40232. EOE

KCEN-TV, NBC for Temple/Waco, Texas is seeking a director for fast paced newscast. Must be experienced with all phases of news production and excellent people skills a must. KCEN-TV Personnel Dept 24, PO Box 6103, Temple, TX 76503, Equal Opportunity Employer.

HELP WANTED NEWS

Managing Editor: WAFF TV the Raycom Media Station in Huntsville Alabama is looking for a Managing Editor. The successful candidate will run the assignment desk and be a critical part of the management team. We are an NBC affiliate with 45 employees, a Sat truck, 4 ENG trucks and 3 live bureaus. Please send a tape and resume to Frank Volpicella News Director WAFF TV 1414 North Memorial Parkway Huntsville Alabama 35801.

Executive Producer: Conus Washington Direct, a full-service news gathering organization, has an immediate opening for an Executive Producer. In this key role you will coordinate, monitor and evaluate the quality and content of news coverage; identify and develop major news stories; independently or working with reporters; edit scripts; oversee breaking news coverage and planning of future coverage; manage newsroom staff along with Managing Editor. Ideal candidate must possess 3-5 yrs exp as a producer or executive producer; must be able to identify major news stories, develop story ideas, edit scripts and work with reporters, exp covering national news in Washington strongly preferred; must have excellent people skills, the ability to work well with creative editorial and technical staff, along with excellent customer service skills. Fax resume and references to: Conus, Washington Direct, Attn: Charles Towne, Job # 124-99, Fax: 202-973-2065. No Telephone Calls Please. Equal Opportunity Employer.

Center Television (Waco, Temple, Killeen, Bryan and College Station, Texas), ABC affiliates KXXV-TV25, KRHD-TV34 and 25 Weather Now is seeking to hire a Mature News Director to lead our successful and expanding news and weather operation. Must possess excellent organizational and communication skills with a proven ability to manage effectively and efficiently. Mail resume to: News Director Search, P.O. Box 2522, Waco, TX 76702 or overnight delivery 1909 South New Road, Waco, TX 76711. No faxes please! Center Television is an equal opportunity employer.

Weekend Anchor/Reporter: Tribune's ABC26 New Orleans seeks dynamic anchor with excellent writing, storytelling, live & enterprise skills to anchor/report weekends and report/sub-anchor during week. Team player attitude with minimum 4 years TV news experience & superior breaking news adlib ability. Non-returnable VHS & writing samples to Keith Cibulski, WGNO-TV, 2 Canal St.-Ste. 2800, New Orleans, LA, 70130; fax (504) 581-2182; Email: KCibulski@tribune.com

Reporter: If you're the best reporter in your market, you're in the running. If you're the one who brings home the exclusive lead story most nights, I want to see your tape. If you enterprise the angle no one else thinks of, I'll watch the whole tape. And if, in addition to that, you take me somewhere and show me something, do phenomenal live shots and think of yourself as a storyteller, I'll want to meet you here in Memphis. Join The New York Times Company Broadcast Group as a reporter at WREG-TV. Tape & Resume to Craig Jahelka, VP/ND, 803 Channel 3 Drive, Memphis, TN 38103.

ENG Photographer/Editor: WABC-TV, New York, is seeking a highly motivated news photographer/editor. Minimum of 3 years field and/or editing experience required. Duties include extensive live field remotes. Must be able to work unsupervised under deadline pressure. Please send resume only to: Mike McCann, WABC-TV, 7 Lincoln Square, New York, NY 10023. no telephone calls or faxes please. We are an Equal Opportunity Employer.

HELP WANTED PRODUCER

Production Producer/Creative Services: KKCO #1 NBC affiliate has an immediate opening for person to write, photograph and edit commercials. Knowledge of Adobe PhotoShop and Discreet Logic Edit 5 software a plus. Fax resume to Paul Varecha 980 243 1770 and send non returnable Beta SP or VHS to 2325 Interstate Ave., Grand Junction, CO 81505

HELP WANTED RESEARCH

Research Director-WMC-TV, Memphis, TN: WMC-TV, NBC affiliate, the market news leader and a Raycom Media station, seeks a Director of Research. Must have experience in Sales Marketing including collecting and analyzing data, preparing written and graphic presentations. Must be able to use qualitative research including, TVScan, Marshall Marketing, Nielsen Galaxy Navigator. Will be working with rep firm to create projections and estimates and update station inventory avails system. Prepare sales pieces for presentation to local and national clients. Train account executives in use of research sales tools. Accompany sales personal on client calls as necessary. Must be computer literate. Knowledge of Nielsen, TVScan, Microsoft Office. Must possess oral and written presentation skills. Qualified applicants send resume to Bill Applegate, VP/GM, 1960 Union Ave., Mphs., TN 38104, or e-mail resume to bapplegate@raycom-media.com. EOE M/F/D

Research Director - Baltimore NBC WBAL-TV in Baltimore is looking for a new Research Director to join our #1 team. Successful candidate should have solid working knowledge of Nielsen & overnight ratings, TVScan, CMR, PowerPoint, Marshall Marketing (or other qualitative service). Candidate should also be able to exhibit good analytical and presentation skills. Great opportunity to join one of America's top broadcasting company, Hearst-Argyle Television. Please send cover letter and work history to: Robert Fein GSM WBAL-TV 3800 Hooper Ave, Baltimore, MD 21211. WBAL-TV is an equal opportunity employer.

HELP WANTED PRODUCTION

Television Producer/Director: Responsible for all phases of state and national video teleconference production and in house post production. Experienced in live, live to tape, post production. Non-Linear a plus. Remote experience helpful. Three years experience in related television field. BA/BS required. For complete job description and application, send tape, letter of application and resume to: Educational Television Services Producer/Director Search, Oklahoma State University, Stillwater, OK 74078. Application deadline: November 15, 1999. OSU is an AAEO employer.

HELP WANTED FINANCIAL & ACCOUNTING

KSAZ-TV/Phoenix. FOX 10 is seeking a VP of Finance. Qualified candidates must have Bachelor deg. in accounting/finance (CPA or MBA preferred). Strong accounting skills, 4-7 years accounting req. (broadcast pref.). Strong management, interpersonal and comm skills. Resp for management of all phases of accounting, general ledger, A/R, budgets, program amortization, financial reports and contract negotiations. Competitive salary, benefits and great working environment. Qualified applicants should FAX a resume and salary history/requirements to Human Resources (602)262-5123. EOE/M/F/D/V.

HELP WANTED FINANCIAL & ACCOUNTING

Business Manager KTVD-TV UPN20 seeks experienced broadcast financial manager to work closely with General Manager and oversee all facets of accounting and financial systems. Responsibilities include managing accounting staff, preparation of financial statements, GL, AR, AP, payroll, budgeting, forecasting, credit/collections, HR/benefits and liaison with corporate finance division. Supervisory experience preferred and CPA a plus. Working knowledge of Microsoft Office and PC-based accounting system preferably Great Plains Dynamics. 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 CREATIVE SERVICES**DESIGN DIRECTOR!**

Are you ready to lead an Emmy award winning staff of 4 hot designers beyond the year 2000?

How about working in a HUGE Art Department with 17 separate graphics systems?

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We also have 2 Paintbox Bravos, Hal, and a Mac DDR combo.

You'll be collaborating with the management team who've created content, promotion and design that's the buzz of the business.

You'll need to be news friendly, "have a knack for the big picture and also possess superior people skills. Hal, Paintbox & After Effects ability required. 3-D skills is a plus, especially in Lightwave 5.6

Get your resume and non-returnable tape to:

Karen Koch

Dir. of Advertising

& Promotion

KPRC-TV

8181 SW Freeway

Houston, TX, 77074



KPRC

POST-NEWSWEEK

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HELP WANTED CREATIVE SERVICES

Graphic Designer: WTVR-TV, a Raycom Media station, in Richmond, VA is looking for a Graphic Designer to help design broadcast, motion, and print graphics for the CBS affiliate. The qualified candidate must have a degree in Communication Arts and Design and must have experience in designing computer graphics on a Macintosh. Must be proficient in Adobe Photoshop, Illustrator, and After Effects. Knowledge of Adobe GoLive, Infini-D, Electric Image and QuarkXpress is a plus. A minimum of two years experience is required and three-dimensional animation is helpful. Please send resume, sample reel, and three printed samples to: Director of Marketing, 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.

Design Director: WTVR-TV, a Raycom Media station, in Richmond, VA is looking for a Graphic Design Director to direct design broadcast, motion, Website design, and print graphics for the CBS affiliate. The qualified candidate must have a degree in Communication Arts and Design and must have 3-5 years experience in designing computer graphics on a Macintosh. Must be proficient in Adobe Photoshop, Illustrator, and After Effects. Knowledge of Adobe GoLive, Infini-D, Electric Image and QuarkXpress is a plus. A minimum of one year of supervisory experience is required and three-dimensional animation is helpful. Please send resume, sample reel, and three printed samples to: Director of Marketing, 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.

HELP WANTED FUNDRAISING

Manager of Broadcast Fundraising: Oregon Public Broadcasting. Join an award-winning PBS development team! We're looking for a Manager of Broadcast Fundraising to manage all aspects of on-air fundraising efforts and membership promotion. In this exciting opportunity, you will coordinate with various departments for technical, production, scheduling, programming, graphics, marketing and promotional efforts; establish timelines and monitor air schedule; supervise staff responsible for pledge production and premiums; develop and maintain on-air fundraising budget; and analyze and recommend effective fundraising techniques. If you have three years responsible experience in development and a degree or equivalent experience in development, marketing, broadcasting or related field, this could be the opportunity you've been dreaming of. OPB is located just minutes from downtown Portland. Surrounding communities throughout the Willamette Valley offer a wide variety of attractions and activities. Mt. Hood, famous for winter skiing and summer hiking, is just an hour drive from Portland. Enjoy Oregon's wine country on your way to a relaxing weekend at the Oregon Coast. To apply, send cover letter, resume and salary history to: OPB Personnel, MS-BRD, 7140 SW Macadam Avenue, Portland, OR 97219. Applications must be received by November 8, 1999. EOE.

www.broadcastingcable.com

HELP WANTED TALENT

Are you a top-notch health reporter? This is the opportunity of a lifetime for the right person - to host a health magazine show covering everything from bandaging a knuckle to coping with chemotherapy. Send a non-refundable VHS tape, resume and letter of interest to Box 29, Westport, CT 06881-0029.

HELP WANTED PROMOTION

Media General Broadcast Group www.mgbg.com WIAT-TV has an opening for a Promotions Executive Producer. Join a guerilla marketing team and make some noise in a top-40 market. Immediate opening at CBS affiliate for a hands-on producer/editor with strong organizational and leadership skills. Position calls for a visually creative person with the ability to take a project from concept through to air and teach others how to do the same. Duties include responsibility for news topicals/teases, program promotion and promo scheduling. Ideal candidate must be proficient with AVID editing as well as be a troubleshooter and problem solver. EOE M/F Drug Screen. Send resume, non-returnable tape and references to: Human Resources, WIAT-TV, P.O. Box 59496, Birmingham, AL 35259. No phone calls please.

Media General Broadcast Group, www.mgbg.com WFLA-TV (NBC). *On-Air Promotion Manager* needed at Media General's flagship station. This is the #2 position in the Marketing department and requires strong creative skills and previous supervisory experience. The ideal candidate is a medium market promotion manager who'd rather work on creative than budgets. If this is you, here's your chance to work in an all-new digital facility in the #13 market. Rush VHS tape and resume to: WFLA-TV, P.O. Box 1410, Tampa, Florida 33601. EOE, M/F, Drug Screen. Send resume to HR Department.

INTERNET SERVICES

Broadcast on the Internet: Live and on-demand audio and video streaming services for broadcaster and producers. Call 800-841-9532. videorelay.com Susan Brantmeyer.

CABLE

HELP WANTED TECHNICAL

HGTV/Scripps Networks is looking for a satellite maintenance engineer. The successful candidate will have at least 3 years experience in a satellite television maintenance environment. Experience with digital and analog transmission systems desirable. DigiCipher and other MPEG type compression systems important. Extensive computer experience is required. Unix and/or VMS experience is a plus.

Qualified candidates should send a confidential resume with salary requirements to:

HGTV Human Resources
P.O. Box 50970
Knoxville, TN 37950
(No phone calls please)



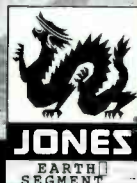
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HELP WANTED NEWS

Orange County Newschannel News Director: Orange County Newschannel/OCN is currently seeking an exceptional News Director who will bring a strong editorial emphasis to our 24-hour cable news channel and lead our staff to newsgathering and presentation excellence. The News Director will lead by example and teach our staff to collaborate for maximum editorial impact. This position requires a news leader who understands and will settle only for local, cable television news at its finest. Ideal candidates must be aware of the challenges and opportunities associated with newsgathering and programming for a 24 hour newschannel and possess the vision to create compelling television news programs and effectively manage a large, enthusiastic staff. Previous news management experience required. We offer a competitive salary and benefits package. Please send your resume, complete with references and news philosophy to: Orange County Newschannel, Attention: General Manager, 625 N. Grand Avenue, Santa Ana, CA 92701. *We are an equal opportunity employer.*

HELP WANTED SALES

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.

HELP WANTED SALES

Sunshine Network, Florida's #1 sports network, and one of the Nation's premiere Regional Sports Networks, is looking for a salesperson to be based in either our Orlando or Hollywood, FL office. You must possess strong sales skills, the desire to succeed, and a love of sports. Please send your resume to: Local Sales Manager, Sunshine Network, 390 N. Orange Ave., Suite 1075, Orlando, FL 32801.

HELP WANTED VARIOUS POSITIONS

If you have talent, vision, courage and a willingness to try grits....read on. With a booming economy, great weather and unparalleled quality of life, it's no wonder so many people have decided to call Atlanta home. And Turner is set to open a state-of-the-art production facility, the largest all-digital facility on the East Coast. As for TBS? Well it's the most watched cable network in the country. The Superstation is euphoria for those of you who want to push the envelope, have your ideas heard and love the world of promos. So send your reel, your resume and tell me if you want biscuits with your eggs and grits...or do you want Sourdough toast (we are very cosmopolitan). We're looking for a few superior writers/producers, a couple of brilliant graphics artists, an organized and creative On-Air Projects Manager and a dazzling Comedy Writer. Send resume to: Siobhan Bissell, TBS On-Air Promotion, 1010 Techwood Drive, Atlanta, Georgia 30318; Fax (404) 885-4529; No phone calls please.

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HELP WANTED MEDIA RELATIONS

The March of Dimes is the nation's leader on maternal and infant health issues. The following positions are available:

MANAGER, MAGAZINE MEDIA RELATIONS
MANAGER, BROADCAST MEDIA RELATIONS

Both positions create/place stories; develop strategy/project plans and a full range of materials. Develop/maintain relations with external media; and organize and manage media events.

Must have a BA/BS degree and at least 5 years of experience in either magazine journalism or broadcast media (editorial and production side), preferably on network plus local or cable side. Will need proven media relationships and placement record, strong research, organizational, interpersonal and oral/written skills. Ability to handle multiple projects, meet short/long deadlines and work with senior management, corporate sponsors and volunteers. Knowledge/skills to develop/maintain Speakers Bureau and to organize/implement PSA placement plan necessary. Not-for-profit background/familiarity with medical, science or public health issues are pluses.

Recruiter, March of Dimes
 1275 Mamaroneck Ave.
 White Plains, NY 10605
 Fax: (914) 997-4479



March of Dimes
Saving babies, together

eo e m/f/d/v

HELP WANTED VIDEO

Royal Caribbean International is one of the world's most recognized cruise lines, presently operating twelve modern luxury cruise ships worldwide. We currently have the following challenging opportunity on board our ships in the Cruise Programs Department. ***Video Programmer*** We're looking for Shooters who can edit and Editors who can shoot! Production/Animation/Talent with shooting and editing skills. Experience with Avid and Sony 2000 editing, Multicamera live switching, Graphic Computer skills desired. *Extensive* travel required. All candidates must be minimum 21 years of age. Royal Caribbean International offers competitive salaries and a generous benefits package. Send resume and VHS demo tape to: Royal Caribbean International, Re: Video Programmer Position, Attn: Brenda Savelli, 1050 Caribbean Way, Miami, FL 33132. E/O/E.

HELP WANTED FACULTY

Electronic Media: Tenure-track Assistant or Associate Professor to supervise/coordinate production equipment for FM radio and cable TV stations. Required: Ph.D. in Radio and/or TV Production or Communication. (Will consider other degrees with combination of appropriate experience). Prefer candidates with professional and academic experience. Technical knowledge required. Full announcement found at <http://www.wartburg.edu/ca/EMnotice.htm> Wartburg College is an Equal Opportunity/Affirmative Action Employer.

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Broadcasting & Cable

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

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

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CHANGING HANDS

The week's tabulation of station sales

TV

WKBT(TV) LaCrosse/Eau Claire, Wis.
Estimated value: \$24 million
Buyer: Morgan Murphy Stations, Madison, Wis. (Elizabeth M. Burns, president); owns five AMs, seven FMs and for TVs including wisc-TV Madison
Seller: Young Broadcasting Inc., New York (Vincent Young, chairman; James Morgan, CFO); owns 11 TVs
Facilities: ch. 8, 316 KW, ant. 1,625 ft.
Affiliation: CBS
Broker: Wood & Company Inc.

COMBOS

WYOO(FM) Panama City/Springfield, WPCF-FM, WDLF(AM)-WILN(FM) Panama City Beach/Panama City and WYYX(FM) Bonifay, Fla
Price: \$8.3 million (\$3.6 million for WYOO, WPCF-FM and WDLF and \$4.7 million for WILN and WYYX)
Buyer: NextMedia Group LLC, Miami (Steven Dinetz, president); owns/is buying two AMs and two FMs
Sellers: wyo0, wpcf-fm and wdlf: Styles Broadcasting Inc., Panama City (Tom DiBacco, president); owns/is buying three FMs. wln and wyyx: Empire Broadcasting System LLP, Panama City Beach (Steve M. Kushner, general partner); owns WRNR-FM Grasonville/Annapolis, Md.
Facilities: wyo0: 101.1 MHz, 5.2 KW, ant. 236 ft.; wpcf-fm: 100.1 MHz, 1.7 KW, ant. 413 ft.; wdlf: 1290 KHz, 270 W day, 1 KW night; wln: 105.9 MHz, 50 KW, ant. 406 ft.; wyyx: 97.7 MHz, 100 KW, ant. 830 ft.
Formats: wyo0: news/talk; wpcf-fm: AC Christian; wdlf: sports; wln: CHR; wyyx: AOR
Broker: Media Services Group Inc.

KSJJ(FM) Redmond/Bend and KXUX(AM)-KXIX(FM) all Bend, Ore.
Price: \$3.05 million
Buyer: Gross Communications, Winter Park, Fla. (John B. Gross, president); owns wloq(fm) Winter Park/Orlando, Fla.
Seller: Stewart Broadcasting Corp., Woodland Hills, Calif. (Sande Stewart, president); no other broadcast interests
Facilities: ksjj: 102.9 MHz, 100 KW, ant. 885 ft.; kxux: 940 KHz, 10 KW day, 60 W night; kxix: 94.1 MHz, 100 KW, ant. 1,028 ft.
Formats: ksjj: country; kxux: Unforgettable Nostalgia; kxix: modern rock
Broker: William A. Exline Inc.

KAIM-AM-FM Honolulu, Hawaii
Price: \$1.8 million

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$24,000,000 ■ 1
 Combos ■ \$14,300,000 ■ 4
 FMs ■ \$4,208,000 ■ 2
 AMs ■ \$1,913,900 ■ 4
 Total ■ \$44,421,900 ■ 11

SO FAR IN 1999

TVs ■ \$2,569,727,005 ■ 59
 Combos ■ \$26,081,516,886 ■ 156
 FMs ■ \$1,186,097,817 ■ 218
 AMs ■ \$189,637,123 ■ 163
 Total ■ \$30,026,978,831 ■ 596

Buyer: Salem Communications Corp., Camarillo, Calif. (Edward G. Atsinger III, president); owns/is buying 40 AMs and 16 FMs, including KGU(AM) and KHNR(AM) both Honolulu
Seller: Christian Broadcasting Association, Honolulu (Billy Graham, chairman; John Cortis, president); no other broadcast interests
Facilities: AM: 870 KHz, 50 KW; FM: 95.5 MHz, 100 KW, ant. -23 ft.
Formats: AM: Religious; FM: contemporary Christian

WWWT(AM)-WCVR(FM) Randolph, Vt.
Price: \$1.15 million for stock
Buyer: Excalibur Media Holdings Inc., Farmington, Conn. (Joel M. Hartstone, chairman; James E. Champlin, president); owns wsyb(AM)-wzrt(fm) Rutland, Vt. and wxnt(fm) (formerly wnmf(fm)) Port Henry, N.Y.
Seller: Edward H. Stokes and Margaret W. Stokes, Randolph Center, Vt.; no other broadcast interests
Facilities: AM: 1320 KHz, 1 KW day, 66 W night; FM: 102.1 MHz, 11 KW, ant. 436 ft.
Formats: AM: country; FM: news
Broker: Frank Boyle & Co.

FMS

Construction permit for WWHW(FM) Jeffersonville, N.Y.
Price: \$508,000
Buyer: de Wit Broadcasting Corp., Honesdale, Pa. (Robert H. Mermell, president); owns one AM and two FMs
Seller: William H. Walker III, Clintondale, N.Y. Walker is president of New Paltz Broadcasting Inc. which is selling wwle(AM) Cornwall, N.Y. (see below)
Facilities: 102.1 MHz, 6 KW, ant. 253 ft.
Broker: Media Services Group Inc.

WOLI(FM) Easley and WOLT(FM) Greer, both S.C.

Price: \$3.7 million
Buyer: Sinclair Broadcasting Group Inc., Baltimore (David D. Smith, president); owns/operates 57 TVs, four AMs and five FMs
Seller: Palm Broadcasting LP, St. Louis (George P. Filandrinos, owner); owns WATM-TV Altoona, Pa.
Facilities: woli: 103.9 MHz, 3 KW, ant. 328 ft.; wolt: 103.3 MHz, 2.7 KW, ant. 495 ft.
Formats: Both oldies

AMS

55% of both WHAT(AM) Philadelphia and WCXJ(AM) Braddock, Pa.

Price: \$1.5 million
Buyer: Urban Radio of Pennsylvania, New York (Lois E. Wright, manager; Inner City Broadcasting Corp., 55% owner; W. Cody Anderson, 45% owner). Inner City Broadcasting also owns four AMs and two FMs
Seller: W. Cody Anderson, Pittsburgh. Anderson has 45% interest in buyer.
Facilities: what: 1340 KHz, 1 KW; wcxj: 1550 KHz, 1 KW day, 4 W night
Formats: what: gospel; wcxj: urban contemporary

WZJY(AM) Mount Pleasant/Charleston, S.C.

Price: \$188,900
Buyer: Fulmer Broadcasting Inc., Spartanburg, S.C. (Mathew Y. Fulmer, president); no other broadcast interests
Seller: Mount Pleasant Communications Inc., Charleston (Edward L. Johnson, president); no other broadcast interests
Facilities: 1480 KHz, 1 KW day, 44 W night
Format: Religious

WKLW(AM) Paintsville, Ky.

Price: \$125,000
Buyer: Highlands Broadcasting Corp., Paintsville (Charles B. Harless, president); no other broadcast interests
Seller: B&G Broadcasting Inc., Paintsville (Alan Burton, president); owns wklw-fm Paintsville
Facilities: 600 KHz, 5 KW day, 500 W night
Format: AC

WWLE(AM) Cornwall, N.Y.

Price: \$100,000
Buyer: Charles A. Stewart Sr., Newburgh, N.Y.; no other broadcast interests
Seller: New Paltz Broadcasting Inc., Clintondale, N.Y. (William H. Walker III, principal) (see above)
Facilities: 1170 KHz, 1 KW day
Format: Country
Broker: Kozacko Media Services

Compiled by Alisa Holmes

DATEBOOK

MAJOR MEETINGS

Oct. 19-20—*Society of Broadcast Engineers National Meeting and Broadcasters Clinic* Marriott West, Madison, Wis. Contact: John Poray (317) 253-1640.

Oct. 26-28—1999 Eastern Show, Cable Conference and Exhibition presented by the *Southern Cable Telecommunications Association*. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Nov. 8—9th annual *Broadcasting & Cable Hall of Fame* Reception and Program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

Nov. 19-20—*Society of Motion Picture and Television Engineers* 41st Technical Conference and Exhibition. Jacob Javits Convention Center, New York. Contact: (914) 761-1100.

Dec. 14-17—The Western Show Conference and Exhibition presented by the *California Cable Television Association*. Los

Angeles Convention Center. Contact: (510) 428-2225.

Feb 1-2, 2000—*Arizona Cable Telecommunications Association* Annual Meeting. Phoenix Marriott Hotel. Contact: (602) 955-4122.

Jan. 24-29, 2000—36th annual *National Association of Television Programming Executives* Conference and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: (310) 453-4440.

April 10-13, 2000—*National Association of Broadcasters* Annual Convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

May 7-10, 2000—Cable 2000, 49th Annual *National Cable Television Association* Convention and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: Bobbie Boyd (202) 775-3669.

THIS WEEK

Oct. 8-Nov. 28—Rapid Eye Movement: R. E. M. on Television Exhibition at *The Museum of Television and Radio*, New York and Los Angeles. Contact: Tracey Halliday (212) 621-6785.

Oct. 19-20—*Society of Broadcast Engineers National Meeting and Broadcasters Clinic* Marriott West, Madison, Wis. Contact: John Poray (317) 253-1640.

Oct. 19—*Kagan Seminars*' "TV Station Values and Finance: New Deals for the New Century." The Park Lane Hotel, New York. Contact: Marie Hook (831) 624-1536.

Oct. 20—*Aerospace State Association* "Export Rules—Finding a Balanced Solution." Rayburn Hotel, Washington. Contact: (303) 329-3991.

Oct. 20-21—*Kagan Seminars*' "Radio Acquisitions & Finance." The Park Lane Hotel, New York. Contact: Marie Hook (831) 624-1536.

Oct. 21—*National Association of Broadcasters* 14th Annual Bayliss Media Roast. The Pierre Hotel, New York. Contact: (831) 624-1536.

Oct. 22—*National Academy of Television Arts and Sciences/Southern Region* Silver Circle Awards. Grand Hyatt Hotel, Atlanta. Contact: Marilyn Ringo (770) 414-8777.

Oct. 22-Dec. 19—Denk You Veddy Much: The Comedy of Andy Kaufman at *The Museum of Television and Radio*, New York and Los Angeles. Contact: Tracey Halliday (212) 621-6785.

OCTOBER

Oct. 24-26—*National Association of Broadcasters* European Radio Conference. Sheraton Hotel, Brussels, Belgium. Contact: Mark Rebholz (202) 429-3191.

Oct. 25—*American Women in Radio & Television* Luncheon Series. Yale Club, New York. Contact: Rosemarie Sharpe (212) 481-3038.

Oct. 25-Nov. 5—*The Museum of Television and Radio* 5th Annual Radio Festival. Museum of Television and Radio, New York. Contact: Tracey Halliday (212) 621-6785.

Oct. 26—*National Academy of Television Arts and Sciences/New York Chapter* Silver Circle Awards. The Roosevelt Hotel, New York. Contact: Gordon Hastings (212) 768-7050.

Oct. 26-28—1999 Eastern Show, Cable Conference and Exhibition presented by the *Southern Cable Telecommunications Association*. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Oct. 28—*HRTS Newsmaker Luncheon* Jupiter Communications. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

NOVEMBER

Nov. 2-5—19th annual *TeleCon West*. Anaheim

Convention Center, Anaheim, Calif. Contact: (800) 854-3112.

Nov. 8—9th annual *Broadcasting and Cable Hall of Fame* Reception and Program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

Nov. 9—*Venice Interactive Community with cooperation from the American Center for Children and Media* "Y2Kidz: Empowering Kids in the Digital Age." Skirball Cultural Center, Los Angeles. Contact: (310) 452-2088.

Nov. 10-11—*Kagan Seminars*' "Sports Values & Finance." The Park Lane Hotel, New York. Contact: Marie Hook (831) 624-1536.

Nov. 17-18—*Kagan Seminars*' "Motion Picture Production & Finance." The Wyndham Bel Age Hotel, Los Angeles. Contact: Marie Hook (831) 624-1536.

Nov. 17-19—*The International Council of the National Academy of Television Arts and Sciences* United Nations Television Forum. The United Nations, New York. Contact: (212) 963-9670.

Nov. 13-Dec. 6—*The Museum of Television and Radio* 8th Annual International Children's Television Festival. Museum of Television and Radio, New York. Contact: Tracey Halliday (212) 621-6785.

Nov. 15-17—33rd annual *Virginia Cable Show*. Williamsburg, Va. Contact: Barbara Davis (804) 780-1776.

Nov. 19-20—*The International Council of the National Academy of Television Arts and Sciences* iEMMY's Nominee Festival. The United Nations, New York. Contact: (212) 594-5351.

Nov. 19-20—*Society of Motion Picture and Television Engineers* 41st Technical Conference and Exhibition. Jacob Javits Convention Center, New York. Contact: (914) 761-1100.

Nov. 22—*The International Council of the National Academy of Television Arts and Sciences* 27th International Emmy Awards Gala. The New York Hilton Hotel, New York. Contact: (212) 489-6969.

Nov. 30—*Cabletelevision Advertising Bureau* Traffic and Billing/Sales Automation business interest group regional workshop. Wyndham Los Angeles Airport Hotel, Los Angeles. Contact: (212) 508-1229.

DECEMBER

Dec. 1-3—DTV4, Digital TV Forum and Conference Presented by *World Research Group*. Hotel Inter Continental, Los Angeles. Contact: (800) 647-7600.

Dec. 6-10—*PaineWebber's* 27th annual Media Conference. The McGraw-Hill Building, New York. Contact: Amy Rosenberg (212) 713-8510.

Dec. 9—*HRTS* Holiday Party Benefit for Scholarship Fund. Beverly Hills Hilton, Beverly Hills, Calif. Contact: (818) 789-1182.

Dec. 13—*DBS Digest* DBS 2K: Pathways to Profits Conference. Barnabey's Hotel, Manhattan Beach,

Calif. Contact: (719) 552-5285.

Dec. 14-17—The Western Show Conference and Exhibition presented by the *California Cable Television Association*. Los Angeles Convention Center. Contact: (510) 428-2225.

JANUARY 2000

Jan. 11-13, 2000—*The Society of Cable Telecommunications Engineers* 2000 Conference on Emerging Technologies. Marriott Hotel, Chicago. Contact: Glenda Calcaterra (610) 363-6888.

Jan. 17-18, 2000—*University of Nevada, Las Vegas and Television News Center* World Television Journalism Conference. Tropicana Hotel and Resorts, Las Vegas. Contact: Herb Brubaker (301) 340-6160.

Jan. 17-18, 2000—*World Television Journalism Conference*. Contact: Herb Brubaker (301) 340-6160.

Jan. 24-29, 2000—36th annual *National Association of Television Programming Executives* Conference and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: (310) 453-4440.

FEBRUARY 2000

Feb 1-2, 2000—*Arizona Cable Telecommunications Association* Annual Meeting. Phoenix Marriott Hotel. Contact: (602) 955-4122.

Feb 3-5, 2000—*Eckstein, Summers & Co.* The Television Industry's Annual Conference on New Business Development. Marriott's Mountain Shadows Resort & Golf Club, Scottsdale, Ariz. Contact: Ronald J. Eckstein (732) 530-1996.

Feb 5-8, 2000—*National Religious Broadcasters* 57th Annual Convention and Exposition. Marriott Hotel, Anaheim, Calif. Contact: (703) 330-7000.

Feb 17-19, 2000—*Broadcast Cable Credit Association* Credit Conference 2000. Seattle Sheraton Hotel, Seattle. Contact: (847) 296-0200.

MARCH 2000

March 7-8, 2000—*The Carmel Group* DBS 2000: The Five Burning Questions. The Sheraton Hotel, Los Angeles. Contact: (831) 643-2222.

March 12-15, 2000—*Southern Cable Telecommunications Association Inc.* Eastern Show. Atlanta. Contact: Patti Hall (404) 252-2454.

March 27, 2000—*Broadcasters' Foundation* Golden Mike Award. The Plaza, New York. Contact: Gordon Hastings (203) 862-8577.

—Compiled by Nolan Marchand
(nmarchand@cahners.com)

Crusader for convergence

Mark Cuban isn't in it for the cash. Oh, sure, the young billionaire can afford to say that, six months after accepting \$5.6 billion to merge his streaming-media company, broadcast.com, into former partner Yahoo! Inc.

But according to Cuban, 41, money is just a way to keep score in the fast-paced new world dominated by the World Wide Web. "Business is like a game and the stock price and the money is the score-card," he says. "The whole idea is to win."

Still, Cuban wouldn't mind lightening broadcasters' wallets by showing them the way to get their video and/or audio on the Internet. In exchange for promotion on their TV or radio stations (typically about \$3,000 worth of ads), Cuban's company "streams" broadcasters' signals over the broadcast.com—now Yahoo! Broadcast—Web site. It's a vehicle currently used by more than 450 radio and 70 TV affiliates to reach the estimated 63 million U.S. Internet users, and the world's Web users.

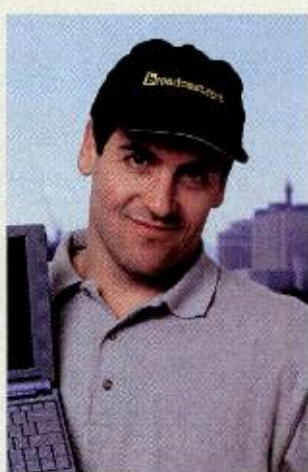
But some broadcasters growl that Cuban made his billions without paying them for their product. Most notably, Emmis Communications Corp. Chairman Jeff Smulyan cites broadcast.com's value to Yahoo! in urging TV and radio groups to unite to create their own Internet portal.

In response, Cuban says, "We're bringing value to a radio [or TV] station...complementing what they have." As for the seeming reluctance of broadcasters to tackle the Internet, he says, "They just haven't tried. They're so caught up in broadcasting."

Broadcasters have the wrong idea about broadcast.com anyway, Cuban says. The company actually loses money doing streaming. In fact, 70% of the company's revenue is now derived from providing online conferencing and business services (broadcast.com hadn't turned a profit before it's purchase by Yahoo).

But that doesn't mean that broadcasters can't win on the Internet, Cuban says. They have a great advantage with their local TV and radio content, which no one else can duplicate. But "if you're not going to get serious, don't even have a Web site," he advises.

Cuban spends half his year stumping across the country, traveling from conference to convention and urging his audiences to make Internet business plans—and fast. "The Internet is going to take [over]



"The Internet is going to take [over] commerce. I don't think people realize how dramatic it's going to be."

Mark Cuban

Co-founder/president, Yahoo! Broadcast, Dallas; b. July 31, 1958, Pittsburgh; B.S., business, Indiana University, Bloomington, 1981; systems integrator for new banking systems, Mellon Bank, Pittsburgh, 1981-82; Dallas: salesman, Your Business Software, 1982-83; co-founder/president, MicroSolutions Inc. (computer retailer/networking firm), 1983; sold MicroSolutions to CompuServe, 1990; co-founder/president, AudioNet (renamed broadcast.com in May 1998), 1995; took broadcast.com public, July 1998; sold broadcast.com to Yahoo!, April; current position since April; single

commerce," he says. "I don't think people realize how dramatic it's going to be."

After majoring in business at Indiana University (and taking just one computer course, which he says he failed because he couldn't type well enough), Cuban took a job as a computer systems integrator at Mellon Bank in his hometown of Pittsburgh.

But he says he got tired of the cold and decided to move—jobless—to Dallas, where some friends were headed. He answered a newspaper ad wearing his classiest two-for-\$99 polyester suit and spent nine months selling computer software. Although he became the top salesman, he got fired. He says he wanted to do more sales calls, while his boss "wanted me to open the store and sweep the floors first."

With the computer knowledge he gained from his first two jobs, Cuban decided to launch his own company, computer-networking firm MicroSolutions. After seven years, he sold MicroSolutions to CompuServe for more than \$3 million.

Cuban took the money and ran for a year. He bought a lifetime pass on American Airlines and traveled the world. He landed in Los Angeles, where he took acting classes, did some ads and even got a minor movie role.

He returned to Dallas where he and college buddy Todd Wagner rigged a PC and a high-speed phone line in a bedroom of Cuban's home so they could follow their beloved Indiana Hoosiers basketball team.

Sure that there must be other computer users with similar interests, they poked around America Online message boards and other sites looking for people who might pay for such a set-up. "We just got phenomenal response and we realized we had a business here."

The lure was making the product personal for a user, a business technique to which Cuban subscribes to this day. For the first users of broadcast.com—including Cuban and Wagner—"It was the ability to connect back to home. Initially, we were a cure for homesickness." The company, then known as AudioNet, first concentrated on sports, which generates emotional fans (including Cuban, who recently tendered an unsuccessful offer for the Pittsburgh Penguins hockey team).

As in sports, the rules of business success are not hard, he says: Anticipate. Prepare. Focus. And "the harder you work, the more results you get." —Elizabeth A. Rathbun

FATES & FORTUNES

BROADCAST TV

Appointments, UPN, Los Angeles: **Eileen LeMonda**, director, sales pricing and planning, named VP, network sales; **Lloyd Schloss**, director, sales finance, named VP.

Appointments, NBC Television Stations Sales Division, New York: **Rokeia Smith**, research analyst, WNBC-TV New York, joins as sales associate; **Lisette Morales**, customer service representative, NBC TVSD, New York, joins as sales associate.

Stephanie Neville, founder, Neville International, London, named representative, PBS, United Kingdom.

Gregory T. Oliver, local sales manager, WMAZ-TV Macon, Ga., named general sales manager. He had been acting general sales manager.

Craig Harper, assistant manager, engineering, television stations group, Belo, Dallas, named director, engineering, broadcast division.

Timothy P. Barr, executive director, Office of Institutional Advancement, Pace University, New York, joins WNET(TV) there as director, development.

Appointments, KLKN-TV/KLKE-TV Lincoln, Neb.: **Susan Christensen**, national sales manager, named general sales manager. She will be succeeded by **Kay Wunderlich**, account executive.

PROGRAMMING

Elizabeth Herbst, senior VP, advertiser sales, Studios USA Domestic Television, West Hollywood, Calif., named executive VP.

JOURNALISM

Barbara Alvarez, contributor, *Ocurrio Asi*, Telemundo, New York, joins *The Early Show*, CBS, New York, as entertainment contributor.

Jennifer Lewis-Hall, reporter, WPHL-TV Philadelphia, joins CNBC, Fort Lee, N.J., as correspondent.

Grant Rampy, correspondent, Fox News Channel, Washington, joins Tribune Broadcasting there in same capacity.

Don Hudson, anchor, KRIS-TV Corpus Christi, Texas, joins WJLA(TV) Washington as morning anchor.

Appointments, WFAA-TV Dallas: **David Duitch**, director, news/Television

Group, broadcast division, Belo Corp., Dallas, joins as executive news director; **Annette Smith**, producer, *News 8 Update*, WFAA-TV Dallas, named executive news producer.

John Discepolo, weekend sports anchor, WRGB(TV) Albany, N.Y., joins KDFW(TV) Dallas as sports reporter/anchor.



Kalinowski

Bruce Kalinowski, meteorologist, The Weather Channel, Atlanta, joins WOIO(TV) and WUAB(TV) Cleveland as chief meteorologist.

Bianca De La Garza, reporter, WTEN-TV Albany, N.Y., joins KGTU-TV

San Diego, Calif., in same capacity.

Sadhna Morato, reporter, KETV(TV) Omaha, Neb., joins WISN(TV) Milwaukee in same capacity.

Rachel Smith, morning anchor, KBCI-TV Boise, Idaho, joins KCOY-TV Santa Monica, Calif., as anchor/reporter.

Scott Fritz, producer/director, Delphi Automotive Systems, Indianapolis, joins WGvu(TV) Grand Rapids, Mich., in same capacity.

Janelle Stelson, weekend morning anchor, WGAL(TV) Lancaster, Pa., named weeknight co-anchor.

RADIO

Appointments, AMFM Inc., Chicago: **Gary Lee**, VP, development and information services, Metro Networks, Chicago, joins as VP, information partnerships and new media; **Kristi Brake**, director, editorial content, eNashville, Nashville, joins as director, communications.

Robert L. Appel, sales representative, Dataworld, Washington, joins Radio America there as director, affiliate relations.

CABLE

Appointments, Game Show Network, Culver City, Calif.: **Kenneth L. Warun**, director, on-air promotion, E! Entertainment Television, Los Angeles, joins as VP, on-air promotion; **Gianna Provenzano**, manager, trade shows and special events, named director; **Faye E. Walker**, creative services manager,

named director, marketing; **Brett Cavanaugh**, manager, local ad sales, named director.



Kaufman

Pamela Kaufman, VP, promotions marketing, Nickelodeon, New York, named senior VP, Nickelodeon and Nick at Nite.

Appointments, The Box Music Network, Miami Beach, Fla.: **Eric**

Turpin, director, affiliate sales and marketing, Eastern region, named VP. He is based in New York. **Liz Kiley**, VP, radio affiliations, named VP, radio and broadcast affiliations. She is based in Nashville. **Michael Gannon**, national promotions manager, named national director, promotions.



Mishol

Mike Mishol, manager, affiliate operations, ESPN, Bristol, Conn., named director.

Seth Hogan, manager, financial analysis, Cox Communications Inc., Atlanta, named director.

Cheryl Fogarty, research manager, Cox CableRep Advertising, Los Angeles, joins Fox Family Worldwide there as VP, affiliate and program research.

ADVERTISING/MARKETING/ PUBLIC RELATIONS

Appointments, Sealsco Marketing Group, Seals Communications Corp., Atlanta: **Rich Caulfield**, senior VP, programming and acquisitions, named executive VP, programming and sales; **Patrick Caneer**, associate VP, corporate administration, named associate VP, marketing and sales; **Matt Sprague**, account executive, named associate VP, marketing and sales.

TECHNOLOGY

Appointments, Centerseat, New York: **Terry Baker**, senior producer, news, *Good Morning America*, ABC,

joins as VP, news and information programming; **Dave Levine**, New York bureau manager, *Access Hollywood*, joins as VP, entertainment-related projects; **Isaac Piha**, senior VP and chief financial officer, Latin America subsidiary, Reuters Group Plc, Miami, joins as chief financial officer; **Claire Maguire**, director, market development, Eyemark Entertainment, joins as VP, marketing.

Jerry A. DeMartino, corporate senior VP, global strategy and development, Concert, New York, joins GlobeNet Communications Group Limited, St. David's, Bermuda, as chief executive officer.

Yvette Gordon, director, interactive technologies, SeaChange International Inc., Maynard, Mass., named VP.

Bob Duncan, president, mergers and acquisitions division, and president, Kirchman services, Kirchman Corp., Altamonte Springs, Fla., joins Enterprise Software Inc., Colorado Springs, Colo., as chief information officer.

Linda Zazza, executive administration assistant, Blue Sky Studios, a digital animation and effects house, Harrison, N.Y., named operations manager.

INTERNET

Gregoire Sentilhes, VP, marketing worldwide, Bertelsmann On Line, New York, joins ScreamingMedia, New York, as president, international operations and chief operating officer.



Freedman

Bryn Freedman, managing editor and executive producer, USA Broadcasting, New York, joins BNNTV.com there as executive in charge of development.

Kevin S. Adelstein, sales manager, Tribune Interactive, Orlando, Fla., joins Internet Broadcasting Systems Inc., Cleveland, as general sales manager, NewsNet5.

Appointments, Tickets.com, Costa Mesa, Calif.: **Andrew Donkin**, associate marketing director, Colgate-Palmolive Company, New York, joins as VP, consumer marketing; **Kiliaen Van Rensselaer**, chief marketing officer, Adaboy Inc., New York, joins as director, customer development.

ASSOCIATIONS/FIRMS



Leverence

John Leverence, executive in charge, prime time, and Los Angeles Emmy Awards operations, Academy of Television Arts & Sciences, North Hollywood, Calif., named VP, awards department.

Alfred Leopold, president, Leopold Enterprises, Stockton, Calif., named to board of directors of Internet Ventures, Redondo Beach, Calif.

OBITUARY

Tom Corey, 46, a broadcast designer and founder of the studios Corey &

Co., died Aug. 29 of cancer. Corey was well-known throughout the industry for his entrepreneurial energy and vision, branding expertise and strong creative direction. Among the on-air identities he created are Nickelodeon, Nick at Nite, TV Land, Noggin, Cartoon Network, TNT, 13th Street (in Europe) and Warner Television. Corey founded Corey & Co. in 1983 in Watertown, Mass. It consists of four creative studios: Corey McPerson Nash, a design of brand identity, print and interactive media; Big Blue Dot, which specialized in kid culture; Hatmaker, broadcast identity and design; and Bug Island, programming content. He is survived by his wife, Nancy Harrod; and two children, Joseph and Anna.

—Compiled by Mara Reinstein
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OPEN MIKE

News directors on VP track

EDITOR: In addition to those mentioned in your article ("News directors thrive on the GM track," Sept. 27), others who have done extremely well include Bill Peterson, currently vice president, general manager, WRAL-TV Raleigh, N.C. His boss, Tom Allen, who is senior vice president, broadcasting, for Capitol Broadcasting, and Jeff Rosser, who is now a group vice president for Raycom Communications in Montgomery, Ala. All were outstanding news directors before being tapped for greater responsibilities. —*Joseph J. Sullivan Jr., president, Joe Sullivan & Associates Inc., Southold, N.Y.*

Riding radio's historic waves

Editor: As we near the end of the 20th century, I'm noting both in BROADCASTING & CABLE as well as in other publications that commercial radio broadcasting is listed as one of the continuing major technological achievements of the century.

And well it should be. Radio stations have become integral parts of thousands of communities across the land. In each of these locations, radio has been able to offer a valuable public service, mainly by choice. If one were to calculate the airing of public service announce-

ments at commercial rates over the years, it would be in the trillion-dollar range for sure.

I should like to point out one example of a local station extending its public service to a community, WPIC(AM) Sharon, Pa. It went on the air in 1938. I was news director there in the '60s and '70s.

Many years later, when I approached the program director, Dave Hanahan—in 1995—to help us in starting a volunteer community oral-history project, Dave didn't hesitate a minute in offering the station's promotional help, the use of its studios and staff assistance.

The Mercer County Oral History Project, offered in conjunction with the Mercer County Historical Society, has been a rousing success, if measured by the huge collection of tapings that have been done. Among the many recordings, by the way, are those of some of the original staffers of WPIC who still seem to have radio in their blood.

I have the feeling that while changes will abound in radio, especially as we enter the digital era, the spirit of community public service will continue on in the years to come. —*Joe Shafraan, president, "You're On The Air" organizer, Mercer County Oral History Project, Annapolis, Md.*

The White House announced on Friday yet another series of public service announcements aimed at combating youth violence. NBC plans to air a heavy round of PSAs—around 15 this season, says NBC Vice President of Standards and Practices Roz Weinman—encouraging parents to talk to their kids about youth violence and its causes. The PSAs will include stars of popular programs, such as S. Epatha Merkerson and Angie Harmon of *Law & Order* as part of the network's "The More You Know" campaign. President Bill Clinton, Attorney General Janet Reno and Secretary of Health and Human Services Donna Shalala were on hand to introduce the campaign. "Today we are pleased and grateful that NBC is making its own commitment to protect our children from youth vio-

lence," Clinton said. Clinton also announced a White House Council on youth violence that will serve as a center for all administration efforts on the issue. The White House already has set up a National Campaign on Youth Violence, headed by executive director Jeff Bleich.

At press time Friday, House staffers were expected to send the Senate their version of satellite TV reform legislation. Sources say while the Senate and House Judiciary Committees and Senate Commerce Committee are largely agreed on a final bill, the House Commerce Committee has strong objections in two areas. Some members of the House Commerce Committee, particularly Rep. Ed Markey (D-Mass.), want a provision to ensure that satellite TV providers

have access to TV programming on terms similar to cable's. The broadcast networks oppose this, saying negotiations should take place under free-market conditions and some House Commerce Committee members agree with that position. House Commerce Committee members also have been fighting to include a measure that would allow the FCC to re-evaluate a signal-strength standard used to determine which households are eligible to receive out-of-market signals. Friday afternoon it appeared that the bill would recommend sticking with the existing standard that the FCC revised last February. TV station owners oppose changing the standard because they are concerned any change in signal measurement will reduce station market size. Currently, a household is eligible to receive

distant network feeds only if it cannot get a mostly clear over-the-air TV signal most of the time, using a 20-foot rooftop antenna.

The NAACP, AT&T BIS, Cable Positive and DuPont Pharmaceuticals last week announced a new HIV/AIDS awareness campaign that will run on the cable systems of most major MSOs. The campaign has been in the works for a while—the NAACP began the effort when TCI was still an independent company, said former AT&T BIS President Leo Hindery. AT&T BIS funded most of the \$1 million effort, with DuPont also kicking in some cash. The programming, which Hindery called "some of the most powerful television I've ever seen," consists of three pieces, two 30 minutes in length and one hour-long program. Cable operators—including systems owned by AT&T BIS, Cablevision, Comcast, Cox, Falcon, MediaOne and Time Warner—plan to run the pieces on PEG and local access channels, as well as air 30- and 60-second versions as public service announcements. NAACP President Kweisi Mfume says he also plans to ask the broadcast networks to run at least some portion of the pieces. NAACP is focused on HIV/AIDS awareness because the virus is the leading cause of death among African Americans ages 25-44.

NBC has given a vote of confidence to a pair of new series, 'The West Wing' and 'Stark Raving Mad.' The network picked up full-season orders on Warner Bros. drama *The West Wing* and 20th Century Fox's comedy *Stark Raving Mad*. The

Twin cities, twin stations

Pioneering station-owner Hubbard Broadcasting is now pioneering duopolies in Minneapolis. Hubbard Broadcasting plans to buy KVBM-TV Shoreview, Minn., which like Hubbard's flagship, KSTP-TV, is in the Minneapolis DMA.

KVBM-TV's programming (largely shopping and religion) will change under the new ownership, according to Hubbard Television President Rob Hubbard. The parties would not disclose the price of the deal, but brokers estimate it at \$40 million-\$45 million, based on the Minneapolis-St. Paul market ranking (14th) and KVBM-TV's lack of significant programming value. Local WB affiliate KLGW-TV was purchased in 1998 for \$52.5 million.

KVBM-TV is owned by KVBM Television, held equally by Daniel Peters, who is president and general manager, and Dale W. Lang. KVBM-TV's owners describe themselves as media investors who put the station on the air in 1994. At one time, they held interest in three Minnesota stations, but with the Hubbard deal they will be out of the station business. KVBM-TV television said that although other stations had made offers, Hubbard's first offer was accepted. Hubbard says it will file for FCC approval in mid-November.

Since all six networks have owned or affiliated stations in the market already, KVBM-TV will be "a true independent" with a combination of local and syndicated programming, according to KSTP-TV General Manager Ed Piette, who will run both stations. KSTP-TV currently employs about 110 people in its newsroom, and Hubbard officials said a newscast on Hubbard's latest property is likely.

The sale would not be the only activity in the market if the talk of a CBS/Chris-Craft deal pans out. That combination would give CBS two of the top four stations in the market, necessitating a spin-off. Hubbard also has a potential duopoly situation in Albuquerque under the FCC's new duopoly rules, but has not spoken with any station owners there regarding a purchase, Hubbard said.

—Dan Trigoboff

West Wing has averaged 14.2 million viewers this season, while *Stark Raving Mad* is averaging a 9.4 rating/20 share in adults 18-49, according to Nielsen Media Research.

The broadcast networks are tired of being beaten down by the cable networks in newspaper and 'TV Guide' listings and they're not going to take it anymore. Executives from all six major broadcast networks met earlier this week and decided jointly to stop supplying newspaper TV listings editors with information on whether a show is a repeat or not. Network executives say cable channels, which often air repeats of broadcast network shows and series such as HBO's *The Sopranos* four or five times a week, are getting unfair treatment in TV listings. "We just want the same treatment as the cable channels," said a CBS spokesman. "In today's environment, it just doesn't make any sense for cable shows that are repeat programs not to have a repeat symbol next to their listing, but prime time broadcast shows do." Executives at NBC, ABC, UPN, The WB and Fox all confirmed that they will stop supplying the information to newspapers and *TV Guide*.

Networks should consider airing professional wrestling programs during later hours so that fewer

Greenblatt leads new Warner Bros. team

Warner Bros. Domestic Television Distribution unveiled last week a new senior management group, led by TV sales veteran Dan Greenblatt, who has been promoted to executive vice president of sales for WBTD. He will oversee both WBTD and Telepictures Distribution. Greenblatt, who was executive vice president and general sales manager of WBTD, steps into the shoes of Scott Carlin as second-in-command at the studio behind President Dick Robertson. Carlin left the studio last month after 19 years with the company to pursue a new business opportunity.

Meanwhile, Vince Messina, senior vice president of Telepictures Distribution, adds general sales manager duties for Telepictures to his plate. Also, Rick Meril moves into Greenblatt's slot, joining the company from Rysher Entertainment as WBTD senior vice president and general sales manager.

Meril and Messina will report to Greenblatt.

—Melissa Grego

children are exposed to its staged acts of violence, FCC Commissioner Gloria Tristani told Puerto Rico's Congress on Television Violence last week. "We should stop targeting our children with violence," she said. Tristani complained that USA, TNT and UPN intentionally try to build underage audiences. She recounted the death of a 3-year-old boy at the hands of an older brother who mimicked a "clothesline" move frequently portrayed on wrestling programs. Tristani said networks are well aware of the number of children watching the TV bouts: "Toy manufacturers wouldn't make wrestling action figures for 4- and 5-year-olds if there was no market for them." As networks target increasingly violent programming toward kids, broadcasters should consider "counter-programming," she said. One idea: Stations could air public service announcements during wrestling shows. The announcements could depict a kid suffering the consequences

of imitating wrestlers such as being forced to a neck brace, she said.

UPN has added four more affiliates, including a new outlet in Wichita, Kan., with Paramount Station Group and Clear Channel. The network will now be seen on KSCC-TV, a Paramount-owned station that is run by Clear Channel executives. Other new affiliates include low-power station WOMS-TV Grand Rapids, Mich., (LIN Broadcasting), low-power K57HR(TV) Colorado Springs, Colo., (with Fox affiliate KXRM(TV)) and WZUP-TV Baton Rouge, La., (new cable affiliate). UPN's nationwide coverage now consists of 122 stations and 85% coverage.

CBS executives sent out an early feed of 'Chicago Hope' last Thursday to allow affiliates a chance to bleed out the S-word. CBS executives allowed Mark Harmon's character Dr. Jack McNeil, to use the phrase "S... happens" in

the Oct. 14 episode. A CBS spokesman said he was not aware of any CBS affiliates pulling the show, but added that several stations were planning to "cover" the word.

Showtime Networks will stream the bout between former heavyweight champ Mike Tyson and Orlin Norris live on its Web site (www.sho.com) from Las Vegas on Oct. 23. The 12-round bout marks the first time Showtime has Webcast a live heavyweight fight. PC users will be able to access five camera angles from the MGM Grand along with multiple audio feeds.

KIISFMi, the new Internet outlet of Los Angeles Top 40 station kiss-FM, went live on the Internet last week (www.kiisfmi.com). The station's Web format focuses on future Top 40 hits as selected by listeners and features some of the radio station's DJs. It's the first of six online audio channels KIIS-FM plans to launch.

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Incorporating The Fifth Estate TELEVISION Broadcasting

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Hold that line

With a reported 16 station groups now signed on to Sinclair's petition asking the FCC to throw another DTV transmission standard into the mix (and a handful said to be supporting it unofficially), the conversion to digital TV is at a critical junction, in danger of being derailed or at least seriously impeded. From our point of view, only three votes stand between the future of DTV and chaos.

Since digital TV will not be in anything like a critical mass of homes for at least another five years, the key question is: Can the perceived multipath interference issues be fixed within the current standard? If so, then the complaints by Sinclair and others is so much wasted worry. The first iterations of a technology are always imperfect, but inevitably improved.

The FCC's Office of Engineering and Technology has already weighed in with a report on the troubled 8-VSB transmission standard, concluding that its problems are being addressed by receiver manufacturers. As a result, it said, "the benefits of changing the DTV standard to COFDM are unclear and would not outweigh the costs of making such a revision."

But how about giving broadcasters a choice between COFDM and 8-VSB? That might be the worst of all possible worlds. While it might be doable at the receiver end — at a price — it would throw the entire allocations table out of whack, akin to giving individual states a choice between two gauges of railroad track. A better idea might be receiver standards, which would place the burden of making DTV work on consumer electronics manufacturers — where, perhaps, it belongs in the first place, the government having already mandated what broadcasters must do. The manufacturers also have the most to gain from DTV—at least in the early going.

The best idea of all is to leave the marketplace alone. If

there is a reception problem it will be solved long before the general population catches up to it. It's better to optimize what is than to start all over with what might be. Or, indeed, with what might never be again.

Retrans without strings

In the 1992 Cable Act, Congress established an important principle. The programming day of any given TV station, it said in effect, is a unique and valuable product. And if a cable system intends to retransmit and resell that product to its subscribers, it had better get permission from the owner of the TV station. And if cable operators have to pay for that permission, then so be it. While not the second revenue stream many broadcasters had hoped it would be, retransmission consent has proved a winner. Some broadcasters have swapped retransmission consent for carriage of national cable networks. Others, for carriage of local channels or simply better channel positions.

Now Congress is about to extend the principle of retransmission consent to satellite TV as part of a law permitting the orbiting medium to carry local broadcast signals. That's all well and good. Unfortunately, the satellite operators also want Congress to regulate their retransmission consent negotiations with broadcasters so they can get the same deal cable operators got. It's one of the sticking points holding up the much-needed legislation.

We encourage broadcasters to stand firm against such unwarranted intrusion into what should be private dealings between supplier and distributor. Echostar's Charlie Ergen, the satellite operator pushing hardest for retrans help from the government, prides himself on his negotiating savvy. It's made him a billionaire a couple times over. He should now be using that talent to cut deals with broadcasters, not lawmakers.

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A 100-Year Flood Hits And Local Broadcasters Respond



When Hurricane Floyd hit North Carolina, local radio and television stations preempted regular programming with round-the-clock coverage and weather alerts. Broadcasters served as the lifeline to flood victims, and immediately jump-started the massive clean-up effort. The relief effort culminated Oct. 3 with a Radiothon/Telethon sponsored by the North Carolina Association of Broadcasters that was carried by 133 stations in the Southeast. The six-hour live event raised more than \$2.3 million for Floyd victims.

NAB salutes broadcasters throughout North Carolina and the Southeast for bringing community service home.



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