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Excerpts from new book



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ABC's trouble with Leo

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TOP OF THE WEEK / 4  
BROADCASTING / 100  
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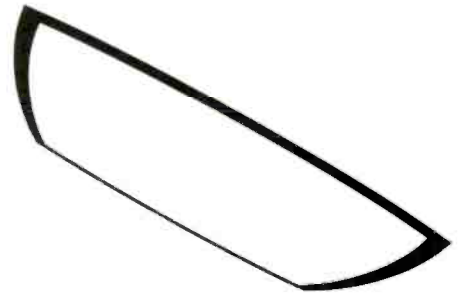
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**Storm over Leo** President Clinton weighs in, to ABC's discomfort. / **22**

◀ **Leonardo DiCaprio's interview with the president drew heat from inside and outside the network.**

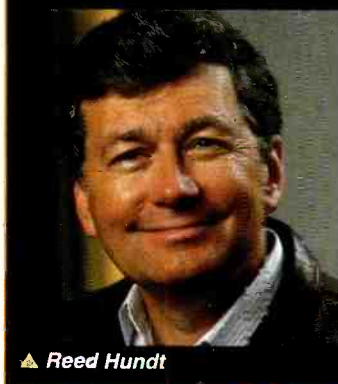
AP photo

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# Keeping the 8-VSB faith

*Fox and Philips are working on fix; CBS says trouble may be in faulty transmission*

By Glen Dickson

**F**ox and Philips think it can be fixed, and CBS thinks it may not be broken.

With the help of two universities, Fox and set-maker Philips Electronics are launching a new research effort that it expects will yield demodulator chips



**Fox's Setos expects to see 'very promising' results from the 8-VSB project within a year.**

within a year that will adequately receive 8-VSB signals. Fox plans to announce the initiative at the NAB convention in Las Vegas this week.

"Over the course of the next six to twelve months, we hope to see a lot of results that are very promising, culminating in commercial implementations in very short order," says Andrew G. Setos, Fox's point man on DTV. Also working on the project are Cornell University and The Australian National University (ANU).

Meanwhile, also at the NAB, CBS will release results of 8-VSB tests that suggest the reception problems lie in faulty engineering at the station rather than in some flaw inherent in the standard.

The 8-VSB standard has been under growing criticism. Led by the Sinclair Broadcast Group, the critics contend that the signal is too fragile for indoor or portable reception. Some have urged the FCC to replace it with Europe's COFDM standard or to mandate receiver standards that can overcome 8-VSB's problems.

After ignoring the critics for months, the Advanced Television Systems Committee, the U.S.'s digital television standard-setting body, admitted that many of the complaints were valid and formed a task force to consider switching to COFDM.

Despite the criticism, Fox and CBS have been steady supporters of 8-VSB.

Fox has been working on 8-VSB's reception problems for two-and-a-half years, says Setos, who adds that the timing of the research announcement is "coincidental" in regards to the ATSC's change in position. He says Fox also supports research into COFDM, but is focusing its efforts on the standard the U.S. has today.

Fox's partnership with Philips is key, says Setos. Color TV took off because RCA owned NBC and made color TV sets. Since that level of vertical integration doesn't exist today, Fox has "created a virtual one" with Philips. Fox will use its 22 owned-and-operated stations, 15 of whom are already broadcasting DTV, to collect extensive "channel characterization" data about the 8-VSB signal.

Through Philips Research USA, its laboratory in Briarcliff Manor, N.Y.,

Philips will contribute algorithmic and architectural modifications to improve the performance of 8-VSB receivers. The two universities, both of whom have teams of doctorates working on the project, will also contribute channel characterization and receiver improvement technology.

"Fox will help us characterize the transmission channel and capture signals from difficult locations, so we can better develop the architecture and the algorithms to restore corrupted signals in those locations," says Dr. Barry Singer, senior vice president of Philips Research.

The first part of the 8-VSB initiative will focus on indoor DTV reception as well as datacasting to portable devices, such as laptop computers equipped with small antennas and DTV receiver cards. The information gleaned from the project will be commercialized in receiver chips

## Old reliables survive

*Television and radio maintain, Internet gets whacked*

By John M. Higgins

**M**edia stocks held up fairly well during last week's market mayhem and the two-week plunge in Internet stocks. Amidst Tuesday's mini-panic, it was tech and Internet issues getting hammered, not media.

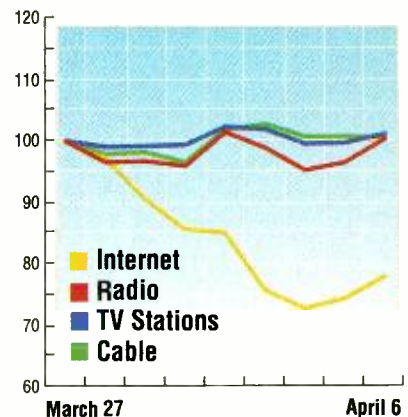
Bloomberg's Internet index dropped 14% Monday and Tuesday. But BROADCASTING & CABLE's TV station, cable and radio indices suffered only mildly. TV station stocks fell 6% over two days, but regained all that ground by early Friday. Cable stocks actually ticked up during the worst of the panic.

Over the past two weeks Internet stocks have dropped 19% while B&C's TV and radio indices are even. Some had already taken their hit. Cable stocks are off 14% for the year to date while station stocks are off 17%.

Salomon Smith Barney's Niraj Gupta notes "In a review of media sectors, the fundamentals look pretty good." ■

### No sweat

**Media companies haven't suffered from the tech downturn and market gyrations over the past two weeks.**



Sources: Bloomberg Internet, B&C TV, Radio and Cable indices.

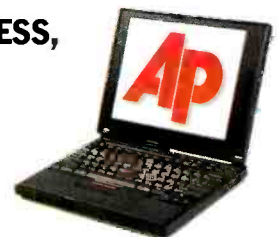
All are indexed to prices as of March 27.

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TECHNOLOGY**



made by Philips Semiconductors, says Singer. "If we do get results, we certainly won't keep them secret," he says.

Fox and Philips won't disclose the terms of their relationship, although Singer allows that Cornell and ANU will be "able to enjoy the fruits of their invention." Setos would only say that the deal was a complex relationship that involved "a lot of intellectual property."

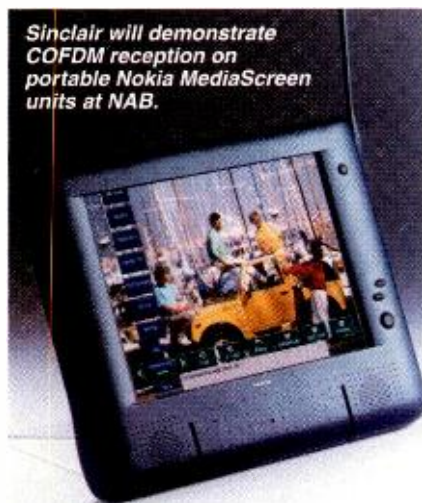
"Fox and News Corp. are not in this for the money," he says. "All we get out of it, quite frankly, are working set-tops and receivers so we can receive digital TV in this country."

CBS tests have focused on what happens to the 8-VSB signal before it leaves the transmission tower. The tests were conducted in Philadelphia at over 100 outdoor sites and some 40 indoor sites during May, June and November 1999, primarily involving KYW-DT.

According to sources who have seen the results, they are good. In outdoor testing, a perfect DTV service was available 99% of the time wherever an even marginal analog NTSC picture was, while, in indoor testing, DTV service was available 94% of the time under the same criteria.

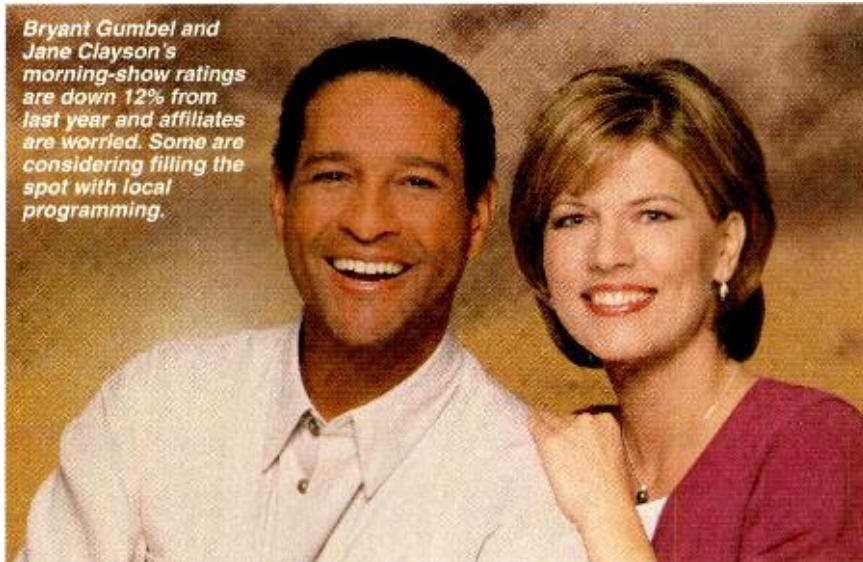
Prior to the test, CBS traced a number of reception defects to discrepancies in the transmission process, among them symbol clock jitter, transmission line problems, noise in the studio-to-transmitter link and PSIP (Program System and Information Protocol) encoding problems. All were corrected before gathering test data.

On the other side of the DTV debate, Sinclair and European standards body Digital Video Broadcasting (DVB) will be conducting an NAB demonstration of COFDM transmission from Sinclair station KVWB-TV Las Vegas. ■



Sinclair will demonstrate COFDM reception on portable Nokia MediaScreen units at NAB.

Bryant Gumbel and Jane Clayson's morning-show ratings are down 12% from last year and affiliates are worried. Some are considering filling the spot with local programming.



## Affils mull a.m. switch

*Low ratings plague revamped 'Early Show' on CBS*

By Dan Trigoboff

**C**ontinued poor ratings five months out of the box are leading CBS affiliates around the country and their advisors to rethink their commitment to the network's *Early Show*.

While the network sunk no lower than third place among the big three network morning entries—and that's where it's always been at that time of the morning—ratings for the \$30 million revamp around former *Today* star Bryant Gumbel are actually 12% lower than a year ago. That's when lesser-known Jane Robelot and Mark McEwen were hosts of CBS' previous morning show. Its 3 million viewers are less than half of those for *Today*.

"How long can you go on hurting your own product?" said one consultant, who is advising client stations to consider options for the morning time slot. "And I don't see any improvement. Some of my stations can do better with their own local news."

None of the several station executives contacted said they were ready imminently to drop the show, citing network commitments, loyalty and faith in executive producer Steve Friedman.

Some said they went into their 7 a.m. slot with a top-rated local news show and returned at 9 with top-rated local news or syndicated programs. But in-between, a two-hour sinkhole has developed.

Although executives in a few markets said they were reasonably satisfied with the show's performance, and one who considered dropping it reported a February turnaround, several stations would prefer the pre-*Early Show* format that relied on local programming for much of the first hour.

"Many TV stations invested a lot of money four years ago when CBS gave the time back to them," said heavyweight consultant Jim Willi of AR&D. "Now that they've given it back, there is a lot of dissatisfaction with *The Early Show*."

"If I were at a CBS station, I'd certainly be looking at strengthening the local news again," he said.

Peter Schruth, president of affiliate relations for CBS, said, "If someone comes to us and formally tells us they want to drop the show or cut back, we're going to have a reasonable discussion about the future of the show, and urge them to exercise restraint."

Schruth said that the network has gotten some calls in the past month, "asking us for our future plan for success. Everybody acknowledges it's a superior show in a lot of ways. We, like them, are mystified at the lack of ratings. But it's a work in progress, and our hopes are still very high."

Of course, not everyone finds the show superior, and some complain that it's merely an imitation of the shows that came before, on CBS and other networks. ■



# Desperately seeking summons

As networks set 2000-01 season, programmers eagerly await invitations

By Joe Schlosser

**E**arly invitations to the 2000-01 season were handed out by CBS last week, and rival networks ABC, NBC and Fox are said to be close to presenting their Valentines as well.

CBS gave full-season orders late last week to eight series, including two shows that the network owns outright and three series in which it has an ownership interest. Given the green light on the comedy front were the network's three Monday-night sitcoms: *Becker*, *King of Queens* and *Everybody Loves Raymond*.

Five dramas will be back at CBS next year, including newcomer *Judging Amy*, *Touched by an Angel*, *Walker, Texas Ranger*, *Nash Bridges* and *Jag* were also given 24-episode commitments from CBS. In addition, freshman drama *Family Law* and veteran series *Diagnosis Murder* are expected to be picked up for next season.

Left out of the early renewal party were a handful of high-profile CBS series, including Steven Bochco's primarily African-American series *City of Angels*. The mid-season series struggled to find an audience in its early 8 p.m. ET/PT time slot but averaged only a 2.7 rating in adults 18-49 and 8.6 million viewers in its first 10 outings, according to Nielsen

Media Research.

Last week, in an effort to help get the show another season, the NAACP started a campaign for it. NAACP President-CEO Kweisi Mfume urged his members to support *Angels*, saying it "embodies the key principles needed to increase diversity on the network level."

Other shows whose fate at CBS is said to be uncertain include *Ladies Man*, *Now & Again*, *Martial Law*, *Early Edition* and Bill Cosby's *Kids Say the Darndest Things*. *Cosby*, the comedian/actor's former CBS comedy, ended its run at the network last month. CBS executives had no comment on the future of the other series.

With the network upfronts only a month away, rival networks were also scrambling last week to figure out which shows will be given renewed life. At ABC, *NYPD Blue* is expected back, and freshman drama *Once and Again* and comedy *Two Guys and a Girl* are also expected to make the cut. *Spin City* has already been renewed, as have

*Dharma & Greg*, *The Drew Carey Show* and *The Practice*. In limbo: *Norm*, *The Hughleys* and *Boy Meets World*.

NBC has already guaranteed another year to *Law & Order*, *The West Wing*, *ER*, *Third Watch*, *Law & Order: Special Victims Unit*, *3rd Rock From the Sun* and *Frasier*. On Friday, NBC renewed sophomore series *Will & Grace* for two more seasons.

*Friends* is questionable because of contract negotiations with its stars, while late-season addition *Daddio* and *Just Shoot Me* are expected to be back. *Suddenly Susan*, *Veronica's Closet* and *Jesse* are likely to exit, and *Stark Raving Mad* and *Battery Park* are still in doubt.

Sure things at Fox include new hit *Malcolm in the Middle*, *Ally McBeal*, *That '70s Show*, *King of the Hill*, *The Simpsons* and *Futurama*. Saturday night's *Cops* and *America's Most Wanted*, plus mid-season series *Titus*, are also believed returning. But whether *The X-Files* will be on the air in 2000-01 is still a mystery. ■

## WCW getting Bischoff facelift

It's the end of the World Championship Wrestling franchise as we know it. Tonight's (April 10) program will mark the debut of the handiwork of Eric Bischoff and Vince Russo, former competitors turned teammates. The two were brought together by Brad Siegel, president of general entertainment networks at Turner, WCW's parent company.

"The world will change Monday night," Siegel said at Turner's upfront last week, referring to the changes

Russo and Bischoff are making at the WCW. Bischoff was in charge of the WCW until last fall, when he left over differences with Turner sports head Harvey Schiller, reportedly involving the amount of money Bischoff was spending on talent.

Schiller is now gone, and Bischoff was brought back, "with more money and more freedom," Bischoff says. Russo, previously a writer for the World Wrestling Federation, came over to the WCW last fall.

The WWF started eating the WCW's lunch a couple of years ago, when, as Bischoff puts it, "they put tits and ass all over television and did all those ridiculous things to get attention, and Turner didn't do that kind of thing."

Bischoff and Russo are countering with new talent and storylines, beginning tonight. "If the WCW right now was a horse, I would shoot it and get a fresh horse," says Bischoff. "That's the approach we're going to take April 10, creatively in every way."

—Deborah McAdams



A sample of how 'the world will change Monday night'?

CBS loves Raymond. He'll be back next season.

# FIRST SWEEP.



# FIRST PLACE.

*Cleopatra 2525* and *Jack of All Trades*  
dominate new\* weekly action hours.

## February 2000 Household Ratings

**BACK2BACK 3.1**

Profiler 2.6

Beastmaster 2.6

Relic Hunter 2.5

Lost World 2.4

Total Recall 2.0

F. Benchley's Amazon 1.9

Source: NIS/Excerpta, 2/2/00-2/7/00. GAA% where applicable. \*New includes program listed above.

When it comes to winning the ratings race, two shows are better than one. *Cleopatra 2525* and *Jack of All Trades* topped the competition this February, beating all new weekly hours in their first sweep. And they continue to lead the pack week after week. Proving that Cleo and Jack don't just have what it takes to come in first, they have what it takes to last.

**JACK  
OF ALL  
TRADES**

**CLEOPATRA**

**2525**

STUDIOS

**USA**

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# Lining up stations for DBS

Satellite TV start-up soon to have carriage rights for 300 local TV stations

By Paige Albiniaik

**L**ocal Television on Satellite, a yet-to-be-launched satellite TV service dedicated to local TV, has inked carriage agreements with several station groups and all 178 PBS member stations, says John Hutchinson, executive vice president of the company.

The groups include LTVS founding investor Capitol Broadcasting Co., Clear Channel Broadcasting, E.W. Scripps Co., Landmark Communications Inc. and LIN Television Corp. Several others are poised to finalize deals this week. Altogether, the deals will give LTVS the rights to carry about 300 stations.

According to Hutchinson, LTVS is paying 10 cents per subscriber per

month for carriage rights. A key selling point is that LTVS is promising to pass through a station's entire 6 MHz digital channel at 19.4 megabits per second when it makes the leap from analog to digital.

LTVS plans to build a \$900 million two-satellite system capable of carrying all the TV stations in the top 66 markets and to wholesale the signals to DirecTV and EchoStar Communications Corp., which would market them to their satellite subscribers.

Sources say EchoStar is close to signing on with LTVS, although neither company would confirm that.

Rob Golden, DirecTV's vice president of new ventures, says DirecTV is "interested in talking to [LTVS]," but so

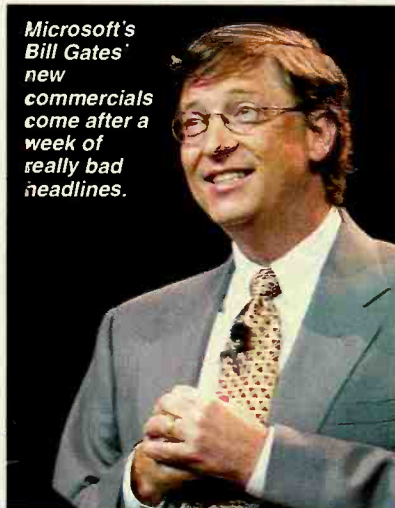
far is going ahead with its plan to serve local markets by launching a spot-beam satellite in the fourth quarter of 2001. DirecTV plans to carry broadcasters' signals in standard definition, saying that it will pass through whatever broadcasters have to offer when the time comes.

LTVS is nearly ready to announce its vendors, has partnerships in place to develop technology, has selected International Space Brokers as its insurance provider and has placed orders for satellite items with long lead times, Hutchinson says.

But right now, LTVS has no money, except for the start-up capital from Capitol Broadcasting, a Raleigh, N.C.-based group broadcaster. But Hutchinson says LTVS has lined up several "founding partners" who will invest in the company and contribute equipment or technology. Several broadcast groups also plan to invest in a later phase.

Last year, Congress mandated that DBS companies could offer local TV signals in their own markets but would have to carry every TV station in every market they chose to serve by Jan. 1, 2002. The DBS providers say that having to carry all stations in the markets they serve means they could serve no more than the top-30 markets. ■

## Gates takes his case to TV



Microsoft's Bill Gates' new commercials come after a week of really bad headlines.

Just as he's getting over a bad day at the U.S. District Court, Bill Gates is stating his company's case on TV in an ad blitz apparently aimed at making over Microsoft's public image.

A weeklong TV campaign featuring Gates started running late last week on broadcast and cable TV on the heels of a federal court ruling castigating the Redmond, Wash., software giant as an anticompetitive monopoly. The 30-second spot was to continue running over the week-end during Master's Tournament coverage on CBS and NBA games on NBC.

But Microsoft bought time in all time slots in both spot and national

ad slots, according to a company spokesman, who said there might be a follow-up ad. "Amid all the discussion about Microsoft, we thought it was appropriate for our founder to speak directly to consumers," the spokesman said.

The spokesman characterized the spot as an "extension" of TV spots in an ongoing Microsoft image campaign that has been running since January. It was produced by McCann Erickson.

"Twenty-five years ago my friends and I started with nothing but an idea: that we could harness the power of the PC to improve people's lives," Gates says in the spot, promising that Microsoft will "keep innovating" and concluding, "The best is yet to come."

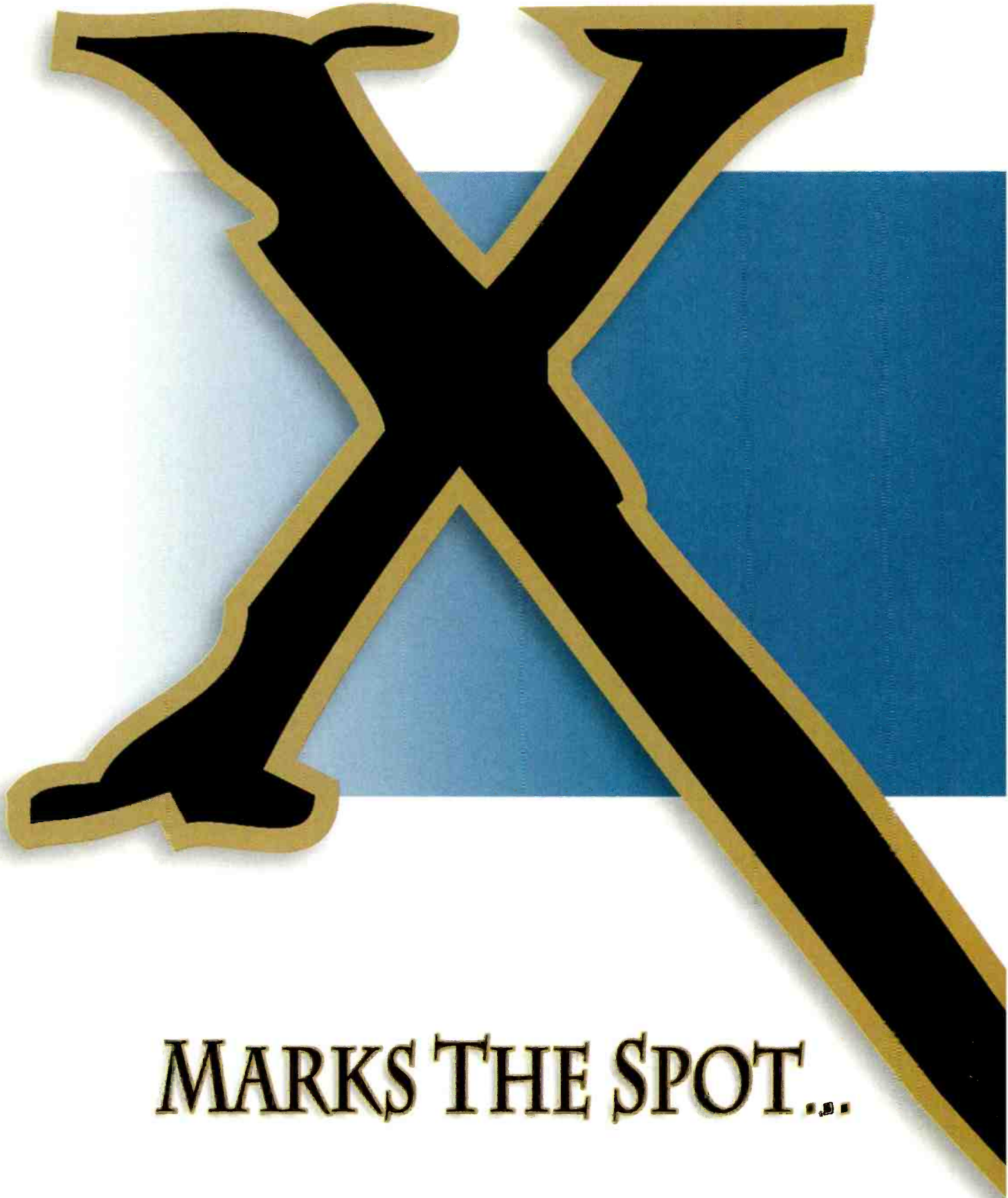
Maybe yes, maybe no. What's coming next for Microsoft in the Department of Justice case against it is a ruling on what punishment it will receive for its antitrust excesses.

—Richard Tedesco

## They're up in the air

Below are station groups that have signed carriage agreements with Local Television on Satellite, LLC, amounting to 229 stations, so far. The company expects to finalize agreements with several other station groups shortly. (Numbers in parentheses denote the number of stations from each group that is part of the deal.)

<b>PBS</b>	(178 member stations)
<b>Capitol Broadcasting Co.</b>	(4 stations signed)
<b>Clear Channel Broadcasting</b>	(18 stations)
<b>E.W. Scripps Co.</b>	(10 stations)
<b>Landmark Communications Inc.</b>	(2 stations)
<b>Lin Television Corp.</b>	(17 stations)



**MARKS THE SPOT...**

# 4 X

## Xena wins the #1 spot



**February  
1997**

**February  
1998**

**XENA**<sup>TM</sup>  
WARRIOR PRINCESS

Source: NCS/Explorer: 2/3/00-3/1/00, 2/4/99-3/3/99, 2/5/98-3/4/98, 1/30/97-2/26/97  
Includes first-run weekly programs with the following type codes: A, GD, and SF. Rank based on GAA HH% where applicable and \*includes ties.

# 'S!

## four years in a row!



**February  
1999\***

**February  
2000\***

The warrior princess continues to slay 'em! For the fourth year in a row, *Xena* has topped all first-run, weekly hours, dominating challengers both old and new. Proving that if you're looking for a weekly hour with staying power, *Xena* has the power to keep you there, year after year.

STUDIOS  
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# The cruelest month—for syndication

*Petry gives grim analysis of February sweeps*

February wasn't great for the new crop of syndication shows, according to a Petry Television analysis of the sweeps, using local market data from the Nielsen Station Index. In its first major sweeps, talk-cooking show *Ainsley Harriott*, failed to boost the performance of any of its time periods, compared to a year ago, when most of those time periods were occupied by the canceled soap *Sunset Beach*. In daytime, *Ainsley* averaged a 1.3 rating and 5 share, down 35% in rating from year-ago time periods.

Dr. Joy Browne, "continues to down-trend from last year's time period in every daypart and will obviously not return in the fall," Petry said. Dr. Joy was down 42%, to an average 1.1 rating. Petry also found that court shows showed some declines in February.

The momentum of *Divorce Court*, one of the few bright spots in November, slowed dramatically in February, when it was flat in daytime in the key women demos and down slightly among women in early fringe. Both *Judge Judy* and *Judge Mathis* were down among younger women in early fringe, Petry said. "Daytime and early fringe remain the strongest time periods for court, but with possibly six more court shows coming next season, it's going to get a little crowded," Petry noted.

The rep also said that *3rd Rock From the Sun* and *Drew Carey*, the two new off-network sitcoms with the highest expectations, continue to struggle this season. *Drew* was down 8% in early fringe, while *3rd Rock* was down 7% versus year ago time periods.

—Steve McClellan

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## CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

### WASHINGTON

#### Editorial independence

File this in the "Do as we say; not as we do" file. Some of the country's leading newspaper companies, which also happen to own TV stations, have joined new digital spectrum pooling groups, such as iBlast, that will let their TV outlets earn datacasting revenue. Ironically, two of the most prominent iBlast members had harsh things to say in their editorial pages when broadcasters revealed in 1997 that datacasting and lower-resolution multichannel line-ups might be a more appropriate use for the digital spectrum than a single high-definition channel. *The New York Times* called the decision "welfare for broadcasters" and said the digital spectrum should have been auctioned to the highest bidder. *Business Week*, whose parent company also owns McGraw-Hill Broadcasting, accused TV stations of "reneging on their tacit promise" to give viewers a "crystal-clear picture."

### MIAMI

#### Sharing the news

NBC-owned stations in 10 markets will share their newscasts with co-located Paxson stations, sources say. The model may be Miami, where, starting April 3, WPXM-TV began re-broadcasting WTVM(TV)'s 11 p.m. newscast at 11:35 p.m. The re-broadcast on WPXM will have different commercials, executives involved said. WPXM-TV advertisers will have the choice of buying both broadcasts or stand-alone spots on WPXM. The newscast repurposing is just one of several deals that have been agreed to since NBC bought a 32% stake in Paxson last year.

### NEW YORK

#### Intel to give away DTV technology

Intel plans to license its technology for producing enhanced DTV content without charge to any interested broadcaster or equipment manufacturer, according to an industry

source. The chip manufacturer, which is currently collaborating with NBC and PBS on enhanced DTV programming, will announce the royalty-free licensing of its "Data Enhancement Framework" this week at NAB. The technology provides templates that allow content creators to develop multimedia content for inclusion in DTV programming. Intel's move should gain support this week when a leading computer maker unveils a bold program to include DTV receiver cards in PCs.

#### RCN eyes overbuild

RCN Corp. looks like it may scoop up Ameritech's Midwest cable overbuild. Industry executives said the RCN is in the final stages of negotiations, haggling over pricing of the systems. Ameritech parent SBC tapped investment banker Morgan Stanley Dean Witter last month. It's not clear whether Morgan has gotten RCN to raise its bid, or SBC has substantially lowered its asking price. RCN, which is overbuilding both cable operators and telcos in Chicago, New York, Washington and Boston, will have to stretch hard to complete the Ameritech systems and refit them for telephone traffic, which will, of course, mean that Ameritech will be creating a new competitor.

#### Tough crowd

It's the cost of a charity gig. No, we're not talking about the \$1.2 million cable executives forked over for Cable Positive. We're talking about poor singer Jewel, who had to talk and sing over a chattering crowd at the cable industry AIDS charity's annual fund-raising dinner April 5. The 1,000 MSO, network and tech execs generously gave money and attention to speakers. But when The Box Music Network brought Jewel on stage to perform, many were more interested in gossiping than listening. "Would you either be quiet or leave?" Jewel told the back-of-the-room crowd.



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# FINANCIAL WRAP-UP

Week of April 3-7

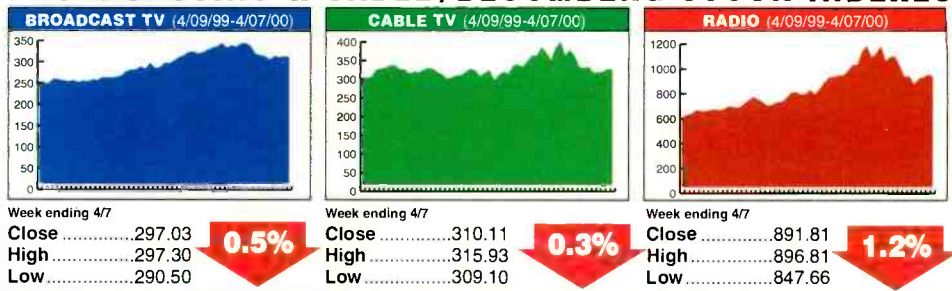
## WINNERS

	4/7	% change
Young Bdcst.....	\$21.50	13.16
Charter Comm.....	\$15.56	8.62
Unapix Ent.....	\$1.63	8.33
AMFM Inc.....	\$66.94	7.75
Cablevision.....	\$65.25	7.41

## LOSERS

	4/7	% change
Liberty Digital.....	\$30.75	(20.13)
Granite Bdcst.....	\$5.94	(16.67)
Telewest Comm.....	\$71.25	(15.68)
TV Guide.....	\$40.88	(14.95)
Mediacom Comm.....	\$11.88	(14.80)

## BROADCASTING & CABLE / BLOOMBERG STOCK INDEXES



# Conflicts nix Hicks' TV sticks

Forced to make LIN, Sunrise interests nonattributable to avoid Clear Channel hassle

By Elizabeth A. Rathbun

It was bad enough when the merger of LIN Television Corp. and then-Chancellor Media Corp. had to be canceled, killing Thomas O. Hicks' plans to build a media empire comprising TV as well as radio and outdoor assets. Now Hicks has to back out of LIN, as well as his Sunrise Television Corp., altogether. Well, publicly, at least. Hicks will turn his attributable interest in both companies into nonattributable interest as Chancellor—now AMFM Inc.—readies its merger into Clear Channel Communications Inc.

According to a March 14 document filed with the FCC, all but one of Hicks' Class A shares in Sunrise, which give him ultimate control of that company, will be converted into Class B non-voting stock. The controlling A share will be sold to Sunrise CEO Robert N. Smith's company—Smith Broadcasting Partners LP—for \$200.

Similar paperwork is under way for Hicks' interest in LIN, several sources say. The actions mean Hicks and his leveraged-buyout firm, Hicks, Muse, Tate & Furst Inc., drop off BROADCASTING & CABLE's annual list of the nation's Top 25 Media Groups (see "Special Report," page 30). LIN and Sunrise combined would have been No. 21 on that list. However, LIN standing alone manages to remain, at No. 24.

Hicks has to duck behind the scenes of both LIN and Sunrise in order to avoid conflicts with his pending merger part-

ner, Clear Channel, of which Hicks will be the largest shareholder, says Peter Brodsky, a principal in Hicks Muse.

In some cases, Clear Channel and Sunrise and/or LIN own TV stations in the same market. The FCC allows a company to own two TVs per market, depending on certain factors such as the number of unique owners left in the market after a duopoly. In some cases, Hicks' interests in all three companies would break FCC rules. In Providence, R.I., for example, Clear Channel already controls both WPRI-TV and WNAC-TV and Sunrise owns WNAC-TV.

There also are situations where Hicks' interest in a LIN or Sunrise TV

station would require Clear Channel to sell all or some of its radio stations in the market. While the FCC allows TV-radio crossownership, that currently is limited to the top 50 markets. In market No. 105, Springfield, Mass., for example, LIN has the option to buy WWLP(TV) and Clear Channel controls two AMs and one FM.

Despite going nonattributable, Hicks maintains his financial investments in LIN and Sunrise. "If the [FCC] rules [were] relaxed, we would find a way to reverse the process," says Hicks Muse partner Dan Blanks. "I promise you, we wouldn't do this if we had a choice." ■

## See you in Las Vegas

BROADCASTING & CABLE is all over the NAB, and here's how to get to us:

The newsroom is located at the Hilton Hotel's Executive Board Room, on the main floor and will be staffed starting Sunday.

To reach us, you can call these numbers:

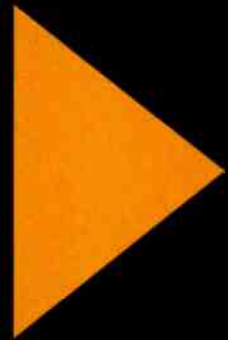
702-892-3491, 3495, 3496, 3497, 3498 or 3499.

Our fax number is 702-892-3302.

Remember, too, BROADCASTING & CABLE will publish a special midweek edition that will be delivered to all convention hotels and available at convention sites on Wednesday. The midweek issue also will be sent to all subscribers. And through the week, check out the latest at NAB by visiting the Web site at [www.broadcastingcable.com](http://www.broadcastingcable.com).

# Broadcasting & Cable

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**Up 15%  
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Montel Is Growing  
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**MONTEL**





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What A Book For  
The Fastest Growing  
Strip In Syndication.  
Are You Ready  
To Talk Upgrades?  
We Are.



# JUDGE Joe Brown



# Set-top set-to goes to court

Judges hear arguments in GI suit over FCC ban of dual-purpose boxes

By Bill McConnell

**T**wo years ago, the government decided that one way to create more choice in TV accessories was to restrict the kinds of channel-surfing devices that cable operators could sell. Ironically, that federal dictate may be struck down if judges determine regulators unjustly diminished consumer options.

The cable industry last week argued before a three-judge panel of the federal appeals court in Washington that the FCC misinterpreted federal law when it banned cable systems from selling digital set-top boxes that feature both channel-surfing and security components.

The suit was filed by General Instrument, a leading maker of cable decoders for multiple system operators, and the National Cable Television Association. Joining the FCC in defending the rules are the Consumer Electronics Association and electronics retailers.

The judges seemed skeptical of the cable industry's claim that rule is a clear violation of the law. Judge David Sentelle said provisions of the 1996 Telecommunications Act mandating that cable operators allow consumers to use channel-surfing equipment purchased from outside vendors, such as Circuit City, are "facially ambiguous." Because the law was vague about how far the FCC could go, the court may have no choice but to allow regulators to impose the separation requirement, Sentelle said.

Despite the court's reservations, however, the prohibition's survival is no sure thing. The judges appear to be mulling instead whether the FCC provided adequate justification for the rule, said sources who heard the oral arguments.

The FCC ordered the ban on integrated set-top boxes, which goes into effect in 2005, in hopes that competition for channel-surfing devices will lead to lower prices and development of new on-screen program guides. If cable systems were allowed to sell integrated boxes, consumers would have little incentive to buy the new devices at retail stores, the FCC said.

But the justices noted that the FCC

rules deny consumers the convenience of an all-in-one device that provides both channel surfing and decoding/security functions. Without adequate justification for limiting consumer choice, the rules could be considered "arbitrary and capricious" and struck down, said Judge Stephen Williams. "Consumers make a tradeoff between cost and convenience," he told CEA

attorney David Nall. "What you're saying is that tradeoff is to be thwarted."

It is impossible to tell on which side the justices will come down, observers said, because cable industry attorneys themselves did not argue that the rules were arbitrary and the judges appeared to debate among themselves whether they had authority to make such a ruling on their own. ■

## ABC's titanic headache

David Westin's discomfort continues in DiCaprio brouhaha

By Dan Trigoboff

**A**BC complained last week that far too much attention has been paid to Leonardo DiCaprio's alleged foray into celebrity journalism on the network's behalf.

And that was before the President of the United States raised the issue in a Washington ballroom full of reporters. "Don't you people ever learn," said Bill Clinton, who took the podium at the Radio & Television Correspondents' Association dinner Thursday night to the theme from DiCaprio megahit *Titanic* instead of "Hail to the Chief," "that it isn't the mistake that kills you, but the coverup?"

ABC was criticized for an interview DiCaprio had with the president as part of a global warming special airing later this month.

ABC spent much of last week defending itself from criticism from the outside and within its own ranks of news staff and management over whether it sent a heartthrob to do a journalist's job. "ABC doesn't know whether Leo and I had an interview, a walk-through or a drive-by," said the President, referring to ABC's explanation of the event. "But I don't know if all their damage control is worth the

effort. It's a little like rearranging the deck chairs on the set of *This Week With Sam and Cokie*."

ABC said last week it was working with actor DiCaprio "in an appropriate role" in an attempt to reach younger viewers, that judgment on the program should be reserved until it airs—with all of ABC's normal standards intact—and that the White House and the network had different impressions of what happened.

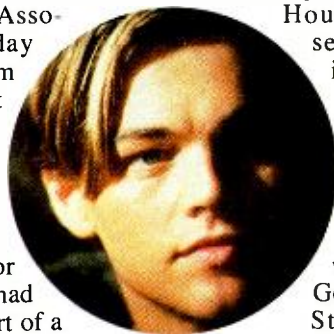
Of course, conflicting reports are nothing new for the current White

House, but Clintonian semantics are becoming increasingly common at ABC, which only a week before similarly downgraded Diane Sawyer's interview with the subject of an international tug-of-war, 6-year-old Elián González, to a "visit."

Still, the President had some words of encouragement for the embattled if not embarrassed ABC news chief David Westin, complete with references to rival NBC's slogan and

a defining film moment for ABC's newest environmental expert: "I've been in a lot of these tough spots. Don't let this get you down. You may not be America's news leader, but you are the king of the world!"

Now here's Britney Spears with an update on gas prices ... ■



ABC News chief David Westin caught heat for Leonardo DiCaprio's White House interview.



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# Service with an \$8B smile

NAB study says stations contributed billions in public service; not enough, say some

By Paige Albiniaik

**B**roadcasters tooted their own horn to the tune of \$8.1 billion last week. That's how much public service they contributed to their local communities between August 1998 and July 1999, according to a study commissioned by the National Association of Broadcasters.

"This number is honest, conservative and unassailable," said NAB President Eddie Fritts. Several groups assailed anyway.

The study—performed by Alexandria, Va., polling firm Public Opinion Strategies—derived the figure by counting responses from 5,677 radio and television stations. That's more than half of the 11,147 stations who received surveys; Public Opinion Strategies then projected that number over the entire population.

The \$8.1 billion includes \$5.6 billion donated to run public service announcements, \$2.3 billion raised from TV and radio charity events (but not donated directly from broadcasters) and \$187 million raised by radio and TV disaster relief. It does not include time donated to political campaigns, on-air telethons and their production costs or volunteer time from on-air personalities.

Bill McInturff, partner at Public Opinion Strategies, said the polling firm made some changes in the way it conducted this year's study. The "census," which is an exhaustive count of each piece of information from every respondent instead of a random sampling, counted PSAs of all different lengths instead of just 30-second spots. It also sent out surveys to 2,000 stations that are not members of NAB, which helped increase this year's response rate by almost 1,900 stations.

Those changes may account for at least some of the jump from 1998's \$6.8 billion to this year's \$8.1 billion.

Some public interest groups were skeptical about the NAB's tally then and remain so now. Several groups say broadcasters should be providing more local news and public affairs programming as well as free airtime for political campaigns, rather than focusing on



Major charity groups back the NAB findings (l-r): Lt. Gen. Matthew T. Cooper, Toys for Tots; Jane Massey, March of Dimes; Edward O. Fritts, NAB; John Moulden, National Commission Against Drunk Driving; and Michael Armstrong, Federal Emergency Management Association.

public service announcements and charity work.

"PSAs alone do not fulfill the broadcasters' responsibility to serve the civic, educational and cultural needs of their communities," said Larry Kirkman, president of the Benton Foundation.

The Benton Foundation has released a report finding that 24 TV stations over a two-week period dedicated only 0.3% of their programming time to local public affairs programming. The report clearly differentiates "public affairs programming" from news, but many public interest advocates complain that stations do not do enough local news and scarcely touch political issues within those programs.

Last month, a study by the Alliance for Better Campaigns and the Annenberg Public Policy Center found that ABC, CBS and NBC were airing an average of 36 seconds each night of candidate-centered discourse in the weeks between the Feb. 1 New Hampshire primary and the March 7 Super Tuesday primary. The networks did average close to five minutes a night of political coverage, the study found, but most of it was focused on campaign strategy and the "horse race" between presidential candidates.

The Alliance for Better Campaigns has been pushing broadcasters to air five minutes of candidate-centered discourse each night in the 30 nights lead-

ing up to an election.

"What the broadcasters are not doing is much more important than the self-serving campaigns they are doing," complained Andrew Jay Schwartzman, president of the Washington law firm Media Access Project. "Broadcasters are not doing local news and public affairs pro-

gramming. They are sucking up to charities and doing self-serving public service campaigns rather than providing serious local news and information that citizens need."

Said Jeff Chester, executive director for the Washington-based Center for Media Education, "They clearly don't provide the kind of public interest service that is necessary for an informed and healthy democracy, and that's why the FCC has to put some teeth in the new rules." The FCC is reviewing a proposal to institute new public interest rules for broadcasters to follow once they make the transition to digital broadcasting.

Fritts personally took the report to FCC commissioners last week, and it was also sent to Capitol Hill and the White House.

Meanwhile, many major charity groups as well as government organizations appeared at a press conference last week to back the NAB's findings.

"Sometimes information is just as important as food, shelter and water," said Michael Armstrong of the Federal Emergency Management Association, which delivers disaster information to communities through broadcasters.

By running \$128 million worth of PSAs for the National Crime Prevention Council last year, said Jack Calhoun, NCPC's executive director, "broadcasters have helped drive crime rates to their lowest levels in 30 years." ■

## Fee cuts in stations' future

Revenues still expected to rise nearly 8%

Fee Category	FY '99	FY '00*	Fee Category	FY '99	FY '00*
<b>VHF TV</b>					
Markets 1-10	\$41,225	\$39,950	<b>400,001-1 million**</b>		
Markets 11-25	34,325	33,275	AM Class A	\$2,750	2,725
Markets 26-50	23,475	22,750	AM Class B	2,250	2,200
Markets 51-100	13,150	12,750	AM Class C	1,250	1,200
Remaining Markets	3,400	3,300	AM Class D	1,500	1,450
Construction Permits	2,775	2,700	FM Classes A,B1,C3	2,250	2,200
<b>UHF TV</b>					
Markets 1-10	\$15,550	\$15,075	FM Classes B,C,C1,C2	2,750	2,725
Markets 11-25	11,775	11,425	<b>125,001-400,000**</b>		
Markets 26-50	7,300	7,075	AM Class A	\$2,000	\$1,950
Markets 51-100	4,350	4,225	AM Class B	1,400	1,350
Remaining Markets	1,175	1,150	AM Class C	675	625
Construction Permits	2,900	2,800	AM Class D	825	775
<b>Other</b>					
Satellite TV Stations (all markets)	\$1,300	\$1,250	FM Classes A,B1,C3	1,400	1,350
Satellite TV Construction Permits	460	445	FM Classes B,C,C1,C2	2,000	1,950
LPTV, TV/FM			<b>50,001-125,000**</b>		
Translators	290	280	AM Class A	\$1,350	\$1,325
Cable Antenna			AM Class B	875	850
Relay Service	55	53	AM Class C	450	425
Cable TV Systems (per subscriber)	.48	.47	AM Class D	675	650
Earth Stations	180	175	FM Classes A,B1,C3	875	850
Space Stations	130,550	94,650	FM Classes B,C,C1,C2	1,350	1,325
<b>Radio Station Regulatory Fees by Market Population</b>					
Fee Category	FY '99	FY '00*	<b>20,001-50,000**</b>		
<b>More than 1 Million**</b>			AM Class A	825	800
AM Class A	\$4,400	4,375	AM Class B	650	625
AM Class B	3,600	3,575	AM Class C	325	300
AM Class C	1,750	1,725	AM Class D	450	425
AM Class D	2,250	2,225	FM Classes A,B1,C3	650	625
FM Classes A,B1, C3	3,600	3,575	FM Classes B,C,C1,C2	825	800
FM Classes B,C,C1,C2	4,400	4,375	<b>Fewer than 20,000**</b>		
			AM Class A	430	400
			AM Class B	325	300
			AM Class C	225	200
			AM Class D	275	250
			FM Classes A,B1,C3	325	300
			FM Classes B,C,C1,C2	430	400
			AM Construction Permit	260	250
			FM Construction Permit	780	755

\*proposed \*\*market size

Source: FCC

Regulatory fees for broadcast stations and multichannel video systems would be cut across the board, according to an FCC proposal issued last week. TV stations would get the biggest cut, about 3%. VHF stations in top 10 markets, for instance, would see their annual fee decline from \$41,225 in 1999 to \$39,950. UHF outlets in top 10 markets would see a drop from \$15,500 to \$15,075. Radio station fees would decline less than 1%. Cable systems would enjoy a drop of roughly 2%, with per-subscriber fees going from 48 cents to 47 cents. Other FCC regulated industries also are enjoying cuts. Nevertheless, total fee revenue is expected to climb 7.67% to \$186 million, thanks to the growing number of licensees. Comments on the plan are due April 24, replies May 5.

—Bill McConnell

## FCC: No LPTV shield

Most won't qualify for protection in digital switch

By Bill McConnell

The vast majority of low-power television stations won't be eligible for new "Class A" licenses that protect them from losing their channel allotments to new full-power stations.

In rules issued last week, the FCC took a narrow view of which stations

qualify for safeguards that Congress put into law last year.

To qualify, lawmakers decided that LPTV outlets must have met three conditions as of Aug. 31, 1999, three months preceding the bill's enactment:

- Broadcast at least 18 hours daily.
- Produce three hours of local programming weekly.

■ Comply with all FCC requirements that apply to LPTV stations.

Congress also gave regulators authority to grant Class A protections to other LPTV stations if warranted by the public interest. But the FCC said it would permit only insignificant deviations or ones caused by "compelling circumstances," such as natural disasters or interference problems that kept stations off the air during the three months preceding the law's enactment.

"The intent of Congress ... was to establish the right of a very specific, already existing group," the FCC said in its order.

Congress passed the LPTV protections to preserve the small outlets that often produce more-diverse programming than full-power stations. Since the inception of LPTV service in 1982, the stations have faced the threat of displacement by larger stations, a shaky existence that prevented many from getting financing needed to maintain their operations. Also, the government's decision to allot a second channel to full-power stations during the transition to digital signals has caused a channel shortage that will result in many LPTV stations facing the risk of being bumped when full-power outlets go online.

So far, one LPTV outlet has gone dark after losing its channel assignment to a relocating full-power station, but the FCC says many more, particularly in urban areas with congested airwaves, may suffer similar fates.

It's unclear how many LPTV stations will benefit from Class A status. Already the FCC has said more than a third of 1,700-plus requests for certification are ineligible on their face. Officials for the Community Broadcasters Association have estimated that only 200 to 400 stations ultimately would receive the new licenses.

Maintaining that Congress meant the Class A grants to be just a one-time event, the FCC refused CBA's request to allow LPTV stations not now eligible to apply when they come into compliance. Also rejected was CBA's request to exempt foreign-language stations from the local-programming requirements.

The National Association of Broadcasters praised the FCC's decision. "We're pleased they gave careful consideration to the potential harm to full-power stations' digital transition that would have been created by a larger pool of eligible LPTV stations," said

NAB spokesman Dennis Wharton. Peter Tannenwald, CBA's Washington attorney, said his group will likely ask regulators to reconsider their decision not to allow LPTV outlets not meeting the qualifications to come into compliance and apply later. "We intend to pursue opportunities to expand the Class A service," he said.

The FCC did give LPTV stations some leeway when it comes to defining the market from which required locally produced programming may originate. To qualify as local content, programming must have been produced within the "Grade B," or outer edge, of a sta-

tion's signal coverage. The FCC had originally proposed to count only the content created within the area for which the station would be protected from interference from other LPTV stations, a much smaller area.

In another concession, the agency said LPTV stations do not need to cede allotments to applicants whose full-power DTV channel requests are pending but not yet granted.

In all, there are roughly 2,200 LPTV outlets, which were first authorized in 1982 as a way to create opportunities for minorities, women and niche programmers who other-

wise might not have access to the airwaves. LPTV signals reach roughly 15 to 20 miles from their transmission sites, while traditional full-power stations generally reach between 60 and 80 miles.

Since their creation, LPTV licensees have operated as a secondary service, meaning they were forbidden from causing interference to full-power broadcasters. When signal conflicts arose with existing or new full-power stations, LPTV outlets have been required to adjust their signal coverage or, in some cases, go off their air. ■



## WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

### Tristani takes networks to task

FCC Commissioner Gloria Tristani last week asked the four major broadcast networks to work harder to educate parents about the V-chip and the TV ratings. "Too many parents still do not know that the V-chip exists and what it can do," she said. A survey that the Kaiser Family Foundation released last week reports that four out of 10 parents know nothing about the V-chip even though one in 10 parents now owns a TV that includes one of the program-blocking devices.

Tristani also said the networks, with the exception of CBS, are not airing enough public service announcements to inform parents about the V-chip. Since January, CBS has aired 54 V-chip-related PSAs, while NBC and Fox have aired only two each and ABC only one, Tristani said. She also may extend her "call to action" to manufacturers, retailers, industry trade

associations and the public-interest community, she said.

Meanwhile, Kaiser Family Foundation, retailer Circuit City, Odyssey Network and RCA have put together a free pamphlet to educate parents about the TV ratings and the V-chip. The pamphlet will be available in Circuit City stores starting April 10. Later this year, Odyssey, which airs family-oriented programming on cable, will launch its own national print and broadcast campaign. Kermit the Frog will star. Parents also can call 877-2-VCHIP-TV or log on to [www.vchippeducation.org](http://www.vchippeducation.org) to learn more.

### Getting ready for LPFM

The first applications for low-power radio licenses are due in May; the exact date has yet to be determined. Requests are being taken in stages, with the first batch from would-be broadcasters in Alaska, California, the District of Columbia, Georgia, Indi-

ana, Louisiana, Maine, Mariana Islands, Maryland, Oklahoma, Rhode Island and Utah. The applications order was determined by an agency lottery.

In August, requests will be taken from Connecticut, Illinois, Kansas, Michigan, Minnesota, Mississippi, Nevada, New Hampshire, Puerto Rico, Virginia and Wyoming. In November: American Samoa, Colorado, Delaware, Hawaii, Idaho, Missouri, New York, Ohio, South Carolina, South Dakota and Wisconsin.

In February 2001: Arizona, Florida, Iowa, New Jersey, North Dakota, Oregon, Tennessee, Texas, Virgin Islands, Vermont, West Virginia. In May: Alabama, Arkansas, Guam, Kentucky, Massachusetts, Montana, Nebraska, New Mexico, North Carolina, Pennsylvania, and Washington.

### Taking aim at yet another radio deal

Radio Works' acquisition of WRWC(FM) Rockford,

Ill., is the latest radio deal to be criticized by FCC Commissioner Gloria Tristani. After the agency's March 31 approval, the purchase puts 95% of the market's advertising revenue in the hands of two companies, the other being Cumulus Media. "This increased concentration effectively eliminates the possibility that a third competitor could enter the Rockford market," she said in a written statement denouncing the agency's approval of the deal. The market power will enable the two powerful companies to engage in price discrimination and collusive behavior, she said. Rather than approving the deal with a cursory review, Tristani said the agency should have forced Radio Works to show that the Rockford market cannot support three competitors or that WRWC was losing money and no other buyers were available.

### Weighing in on AOL-Time Warner

Comments on and petitions to deny America Online's proposed acquisition of Time Warner are due at the FCC April 26, replies May 11.

*Just* **look at**  
**NBC's NEW Tuesday Night**  
**Powerhouse!**

Just Sh



# oot Me!

The **#1** **NBC** Tuesday night program,  
beating **“Will & Grace”**

## NBC Tuesday

	household rating	adults 18-49 rating	adults 25-54 rating
<b>Just Shoot Me</b>	<b>9.0</b>	<b>6.9</b>	<b>7.3</b>
<i>Will &amp; Grace</i>	8.2	6.4	6.8
<i>Dateline NBC</i>	8.6	5.2	5.7
<i>3rd Rock From The Sun</i>	5.6	3.2	3.7
<i>God, The Devil &amp; Bob</i>	4.4	2.8	3.0

Source: NTI, Galaxy Explorer AA%, 2/22/00-3/28/00, orig. telecasts only

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And there's more to come: On Wednesday, B&C publishes our special mid-week edition, delivered to convention hotel rooms and also mailed to our subscribers.

Here's a guide to what's inside:

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**T**he digital television era has arrived.

Or haven't you noticed?

It's true that the majority of the country's 1,700 TV stations won't have to transmit a digital signal for another two years and, at the earliest, won't be required to return their analog spectrum to Uncle Sam until 2006.

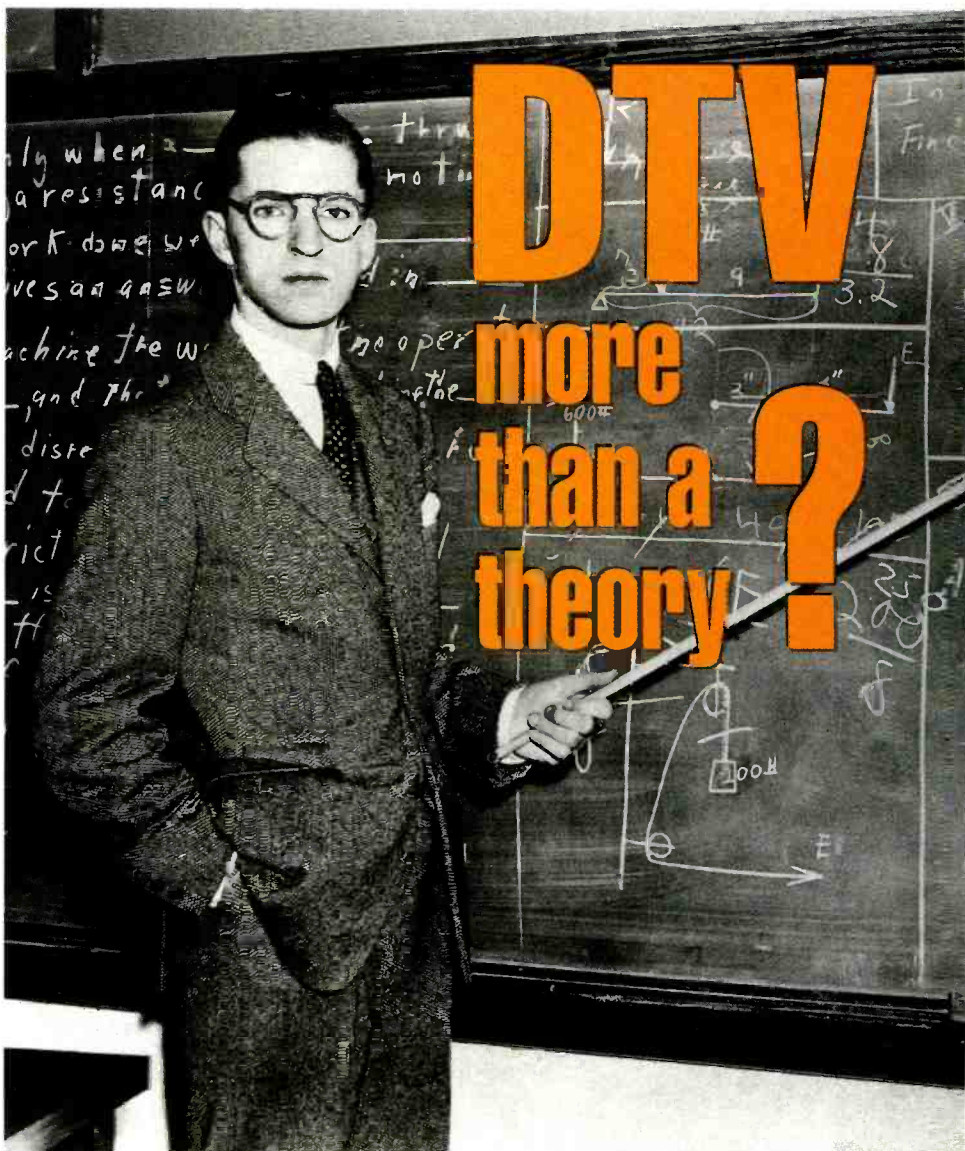
And it's true that virtually no one has ever seen a high-definition broadcast.

And it's true that more than a few broadcasters believe the industry standard may not work.

But there are believers, too. Consider that the hottest names in television and at this year's National Association

of Broadcasters convention include Internet entrepreneurs and cutting-edge companies that either didn't exist a couple of years ago, or wouldn't have been caught dead at a broadcasting convention. Names like America Online, iBlast and Geocast Network Systems.

What's more, TV stations are well ahead of their government-mandated schedule for going digital. Two weeks ago KMTV(TV) Omaha became the latest outlet to transmit a digital signal. Now, stations in 48 markets are transmitting in digital, even though the government requires only the Big Four network affiliates in the top 30 markets to offer digital signals. With the addition of





tion of KMTV(TV), digital signals now can reach 62% of U.S. TV households.

Even those who are supportive recognize the growing number of problems:

- Whether the current standard created by the Advanced Television Standards Committee will work with indoor reception and with the wireless portable devices being designed for broadcasters' surplus digital spectrum.

- Lack of a clear business model for recouping the \$4 million to \$5 million per station necessary to build DTV transmission facilities.

- Lingered delays in bringing digital sets that work with cable service to market, most importantly with copy

protection safeguards adequate to quell Hollywood's reluctance to let high-definition movies be broadcast.

- Skepticism hindering stations' abilities to raise cash for digital tower and facilities construction.

- Continuing debate over broadcasters' right to demand cable carriage of digital signals during the transition from analog.

A recent NAB poll shows 70% of station owners favoring a delay in the rollout schedule. In a January survey by BROADCASTING & CABLE, 78% of the respondents also favored a delay.

FCC Chairman Bill Kennard says he is simply baffled by that attitude.

"Why in god's name would you want to delay the transition?" he asks. "Industries that compete against broadcasting are charging ahead and starting to deploy digital products—the satellite and cable industries are there. I don't want, on my watch, to leave the broadcast industry in the digital Dark Ages."

The questions surrounding DTV have many broadcasters wondering whether the industry is ready to jump into the digital age. Multiplying their anxiety is the government's plan to begin the first auction of returned spectrum in June. The FCC will put up for

bid spectrum used for TV channels 60-69, and the winners are expected to be some of the country's largest telecommunications firms. The rest of the returned spectrum is slated to be auctioned beginning 2002.

By law, the 85-plus stations now operating on the 700 MHz band where channels 60-69 are located won't be required to vacate until digital penetration has reached 85%, and no sooner than 2006. But Kennard is strongly encouraging stations to accept early buyouts from the winners to make room for new services like wireless Internet.

The agency's eagerness has some industry players questioning whether the agency is losing its commitment to free, over-the-air television in favor of new cutting-edge services.

Yet, spectrum is big business. "Massive stake holders will buy this spectrum at auction, so when 2006 rolls around, the political pressure to evict broadcasters is going to be enormous," says David Donovan, lobbyist for the Association of Local Television Stations. "Paid cellular or paid data services may accord a higher price in the marketplace than advertiser-based free TV. But how do you square that with federal policy to make sure free television service is available for everyone?" ■

*Industry delays, fuzzy transmission standards, shaky business models—all reasons the digital transition is a confusing mess*

**By Bill McConnell**

## Now you know

*Bewildered by the digital revolution?  
BROADCASTING & CABLE is here to help sort it out*

**1. Does anyone actually think high-definition television is ever going to be regularly deployed to viewers other than for the Super Bowl, big movies and Oscar-like events?**

HDTV supporters are convinced there is demand for high-definition programs, especially movies and general-season sporting events. "Prime time dramas are really good to look at, but live sports in HDTV is dazzling," says Matt Miller, chief executive of DTV chip maker NxtWave Communications. The real question is whether that service will bring stations sufficient income to compete with multicasting and data services.

**2. Broadcasters have been searching for the "killer app" that will spark consumer demand for digital television receivers. Has datacasting replaced high-definition pictures or multichannel service in station owners' minds?**

Stations that rely on one type of digital service are likely to get burned. Instead, DTV broadcasters must offer several platforms and cater to consumers' varying needs. But datacasting does give stations a new type of product to offer rather than simply prettier pictures or more channels. "More people are becoming educated about the capacity and power of the digital asset," says Molly Glover, director of new media development at

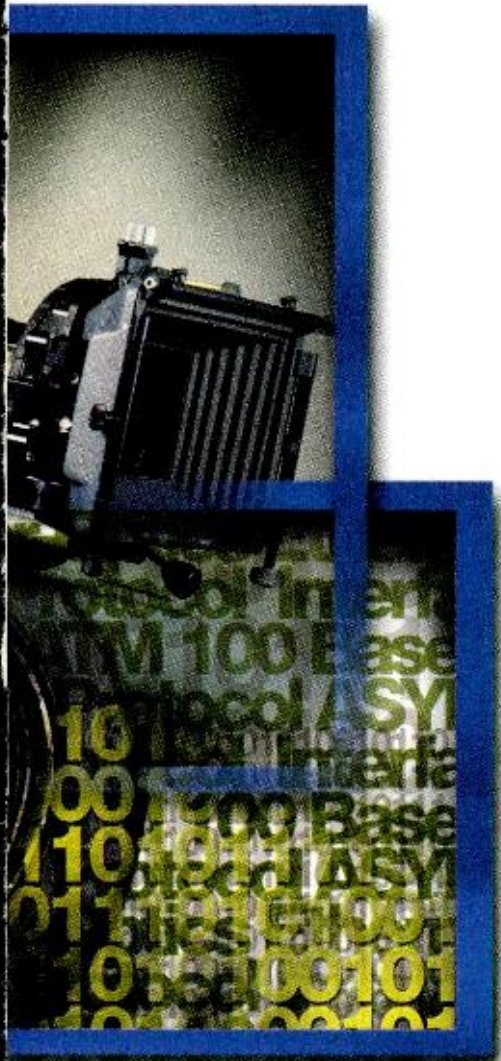
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### 3. Who are stations' likely customers for datacasting, and how would broadcasters make money from it?

There are a number of ways, such as advertising, getting a cut of goods sold and leasing of the spectrum itself to data providers. Geocast Network Systems, one of the most prominent outfits planning to help broadcasters use their surplus broadcast spectrum, plans to market to household consumers and share advertising and e-commerce revenue with broadcast partners.

The major datacaster groups—Geocast, iBlast and the Broadcasters' Digital Cooperative—would only use a small portion of member stations' digital spectrum.

The rest would still be available for conventional programming and multicasting, though high definition may be more of a problem. If this works for broadcasters, of course, it could help erase the loss of income that is likely as networks cut affiliate compensation. And if it *really* works, it could be an enormous and brand new revenue stream.

### 4. What services would be offered?

Content could vary from coupons and catalogs to full-motion video and CD-quality audio—all without tedious delivery times. Some datacasters see their services complementing a cable modem, with the modem acting as a back-channel to allow for purchases of goods.

### 5. How would consumers get datacasting?

Datacasters would sell space to firms that could use it to allow consumers to download music, computer applications and other items quicker than through the conventional Internet. Special interactive receivers could be attached to television sets, or broadcast receiver cards could be inserted in personal computers. For example, iBlast expects future PCs to come with an antenna about the size of a desktop flag.

### 6. If broadcasters rake in cash from spectrum-pooling businesses like Geocast, iBlast and Broadcasters Digital Cooperative, will Congress rethink its decision to give the industry free spectrum?

Broadcasters still wince at the notion of getting "spectrum for free," but increasingly it looks like they did get an incredible deal. Early government estimates pegged the worth at \$70 billion, while some broadcasters said it's a fraction of that amount—perhaps \$5 billion.

The real answer may come soon. The government will auction spectrum now used for analog TV channels 60-69 in June to new users, providing an indication of what spectrum is worth.

Even if bids are high enough to shock lawmakers, there is little chance the government will rewrite the terms for the transition. If spectrum leasing turns into a lucrative business, so much the better for the government's coffers: Uncle Sam gets 5%.

### 7. Will broadcasters face increased public interest obligations for their digital businesses?

Not if they can help it. NAB and other industry groups are fighting hard against any new duties, especially any that might reduce the profits from all

that free spectrum. "To burden new services with children's programming, political broadcasting and other far-ranging requirements would inhibit their introduction and development and is patently contrary to the public interest," says Richard Zaragoza, counsel for the State Broadcasters Association.

Under congressional order, the FCC is examining whether digital broadcasters that offer multiple channels and ancillary services should face increased obligations than they now face for analog operations. The review has rekindled debates over imposing free airtime for political candidates and setting specific quotas for local and public affairs programming, but lawmakers would likely balk at efforts to impose new rules in those areas.

So, free additional channels are unlikely to face new obligations. Subscription or pay-per-view services, which already are subject to government fees, will largely be free of any obligations, save for possible restrictions on interactive marketing to children and

## Come on in, the water's fine

As FCC Chairman William Kennard sees it, "Broadcasters don't have a choice. You can't stay in the analog world when consumers in America and around the world are waking up to the power of digital technology. It's not a question of whether they would like to wait awhile and delay, or not do it all. Those options are really not feasible."



**FCC chief Kennard tells broadcasters: 'You can't stay in the analog world.'**

To make sure TV stations jump in, Kennard is encouraging them to accept buyouts from new users of old analog spectrum and establishing a secondary or spot market to put any surplus DTV spectrum to work as well.

Stations will relish the digital world, he says, especially the technology's ability to accommodate multiple channels or additional services, such as datacasting. "Broadcasters will be able to achieve from their digital facilities multi-revenue streams for different products," he notes. "That's what they have been waiting for decades."

Kennard says it's becoming clear that station owners themselves may not face such a huge business risk after all.

"Broadcasters have such a tremendous opportunity here," Kennard says. They have prime real estate spectrum that propagates well and is ubiquitous at a time when the Internet is migrating out of personal computers into wireless devices. They also have tremendous good will in their local communities and have tremendous branding."

Given the opportunity for flexible uses and the growing number of firms ready to help broadcasters hedge their bets, Kennard says there's no reason for the FCC to rush to the industry's aid with rules on cable carriage and interoperability with cable systems. "We've got to have the humility to let go of the notion that government has all the answers and should protect some industries at the expense of others. Our goal is to get as many players on the field as possible and let the marketplace work it out."

—Bill McConnell

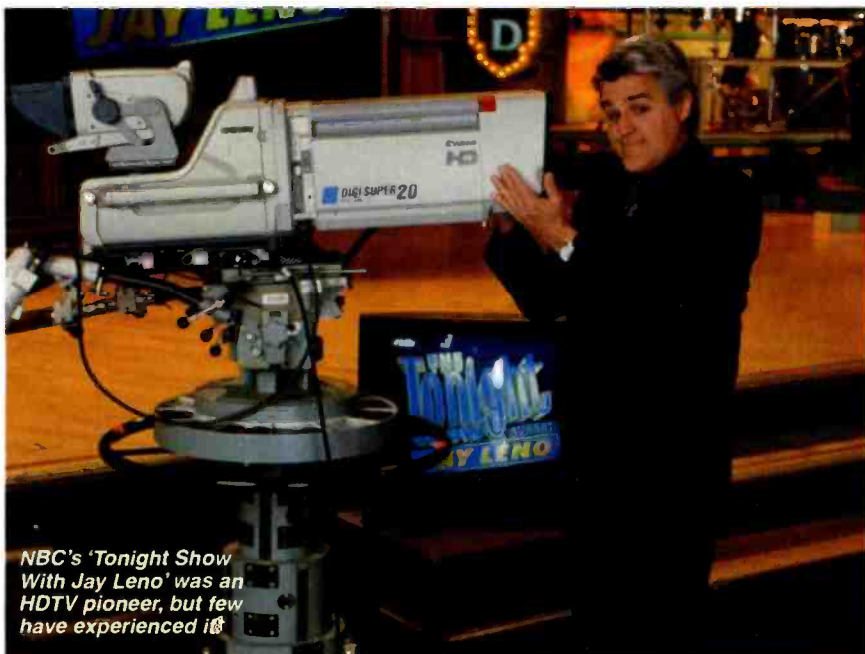


## DOMINANCE

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NBC's 'Tonight Show With Jay Leno' was an HDTV pioneer, but few have experienced it

efforts to track their viewing habits.

**8. Is the lack of a clear business plan for DTV hurting broadcasters' ability to get the financing they need to build digital facilities?**

Looking at it one way, getting Wall Street interested will be a cinch if digital broadcasters can repeat the trick of many dotcom retailers: Neither one has figured out how to make money off their new businesses, but dotcoms tend to get rewarded for that.

Stations themselves are making gobs of cash in their traditional analog operations, a definite negative in the crazy digital world. Because of their long-standing ties to the capital markets, major station owners and the networks have ready access to financing.

"The major players have a lot of capital and expertise they could throw at digital TV," says telecommunications attorney David Siddall. Smaller or financially struggling operations, however, may have to lease part of their digital spectrum to the large telecommunications firms to finance their buildouts.

**9. Nobody really cares about Jay Leno in high-definition or most of today's other HDTV offerings. Will stations ever have high-quality digital programming, given that equipment manufacturers and Hollywood can't settle on copy-protection standards?**

Frustration with Hollywood has prompted the FCC to threaten the "big stick" of government-imposed copy-protection rules.

But in reality, the agency barely has a twig to swing. The FCC has near zero authority over copyright issues. But until strong copy protection is reality, HDTV supporters are encouraging networks and stations to produce more high-definition content in-house, especially sports.

**10. What's the copy-protection fight about?**

Hollywood, led by the Motion Picture Association of America, worries that viewers will pirate perfect digital copies of movies and other programs and wants digital recorders to limit the number of copies that can be made from a particular program and even the number of times a recording can be watched.

The Consumer Electronics Association says viewers should have unlimited personal use of their digital libraries.

**11. DTV sets still won't work with cable. How can broadcasters tap into the 70% of households that rely on cable for TV services, if the cable industry and equipment makers are still haggling over something so trivial as what size sets will be labeled "cable ready"?**

Manufacturers want customers to know that small digital sets designed to fit on

kitchen counter tops will work with cable, but don't want to outfit them with costly interactive connections that are unlikely to be used in tabletop sets.

The cable industry doesn't want these sets to be labeled cable ready, in large part because they remember the consumer complaints when the earliest "cable-ready" analog sets had to be outfitted with converter boxes when cable systems expanded their channel lineups. Both sides say they are close to an agreement, perhaps by labeling sets as "one way" and "two way," and it should not delay the Christmas 2001 introduction of cable-ready sets.

**12. Will disputes over DTV transmission standards, particularly the 8-VSB modulation technology, slow the DTV transition?**

Forget about a delay in the government's timetable. FCC Chairman William Kennard and other agency officials say no how, no way will they slow down the rollout schedule.

Although 8-VSB supporters say opposition to the current technology is driven by some stations' desires to postpone their buildout costs, broadcasters have already undercut that argument. The evidence: Even Sinclair Broadcasting officials, the most ardent proponents of a change in the transmission standard, say a station's cost of switching from 8-VSB to their preferred method, Europe's COFDM, would be so low that there is no reason to slow down construction of towers and digital facilities.

"There is no reason to affect the buildout schedule, because we know we will have COFDM one day," says Sinclair technology chief Nat Ostroff.

**13. If the transmission method is altered, will the government be forced to rewrite the digital channel allotments?**

A new transmission standard would result in signals with different propagation and coverage areas than the current method approved by the Advanced Television Standards Committee. But the FCC could keep the same allotments if stations simply adjusted their power levels and used antenna pointing to keep the signals within their allotted geographic boundaries.

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**14. So why the fear of allowing COFDM?**

Equipment manufacturers say that adding COFDM technology to DTV-receiver manufacturing lines would slow the rollout by two to three years.

Critics of 8-VSB say the real fear is that financially troubled Zenith Electronics Corp., which holds key patents

on today's standard, desperately needs to keep its technology as part of the U.S. digital standards to survive.

**15. Will the FCC set standards for consumer receivers?**

It's too early to say, given that FCC field tests of the latest 8-VSB receivers could last until fall. But equipment

manufacturers and, for now, the agency oppose broadcast industry demand for government-imposed receiver performance levels.

"With early adopters spending thousands of dollars on a TV set, manufacturers will make sure performance exceeds expectations," says Michael Pettricone, vice president of government affairs, Consumer Electronics Association.

**16. Has the FCC hindered the digital transition?**

Depends on your point of view. The NAB and other groups say the FCC should be doing more: imposing digital cable-carriage rules and forcing quick resolution of cable-compatibility disputes.

"Building stations doesn't mean anything until we have an audience to receive digital signals," says NAB Lynn Claudy, technology chief. But the agency, cable and equipment manufacturers insist that the government would make a decision that prevents the type of flexibility needed for innovation, which ultimately would stifle consumer demand for digital service.

**17. Are zoning and community complaints slowing the construction of DTV towers?**

In isolated markets, yes. But in general, tower-siting problems are not slowing the rollout.

**18. Auctions for returned spectrum begin in June and are required to occur again by 2002. Are the likely winners expected to fight for new legislation that would force broadcasters to leave the spectrum before DTV household penetration reaches 85%, the level that would trigger the scheduled return of all analog spectrum?**

Although Kennard is encouraging broadcasters to accept early buyouts from spectrum winners, fears of a forced diaspora are overblown. "The broadcasters have rights that Congress gave them," he explains, "and nobody can take that away."

Others say the rollout may not take as long as broadcasters predict anyway. To reach 85% penetration, cable companies and satellite providers could equip their converter and set-top boxes to receive signals from over-the-

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air digital antennas.

"Companies with a stake in the transition might assist in some fashion," says Washington attorney David Siddall, whose clients include Geocast, which wants to partner with broadcasters to offer datacasting services to consumers, and NxtWave, which is developing DTV receiver chips.

**19. Will new government protections for low-power TV stations threaten the digital buildout?**

Existing full-power stations have nothing to fear from the new safeguards, which protect eligible LPTV stations from losing their frequencies to new full-power stations that covet their

channel allotments. Existing broadcasters, however, would not be able to relocate from their current digital allotments to new channels that protected LPTV outlets call home.

To be secured from encroachment, LPTV stations must broadcast 18 hours a day and offer three hours daily of local or self-produced programming. No more than 400 of the country's 2,200 LPTV licensees are expected to qualify.

**20. Regulators say they may take channel 6 away from TV stations and give it to radio stations. Are they serious?**

Despite repeated rejection by the FCC, public radio stations conjure this idea like a zombie from the grave. Noncommercial radio stations want the frequency for TV channel 6, which frequently interferes with the noncommercial band.

The agency's Mass Media Bureau has agreed to consider the idea again as part of the agency effort to create a digital standard for radio. But FCC sources say the commissioners themselves aren't giving the idea much attention and are unlikely to approve it.

**21. Is the transition as a whole so screwed up that the broadcast, cable, computer, consumer electronics industries need a commission or a summit to fix it?**

Whether the rollout is screwed up or simply suffering the inevitable snags of a major technological innovation is a matter of debate. But already there are industry or government panels and task forces devoted to fixing the specific problems.

It's unlikely a grand summit will be convened to tackle them all at once.

**22. Digital proponents like to compare the technology's birth with other technological advances, such as color TV and the VCR. What's the real way to look at the transition?**

Remember the CBS color wheel? No? That's because the FCC reversed itself and dumped the CBS color technology for RCA's rival method.

So, given that the government has tried to spur the industry-wide transition, the comparison to color TV is apt.

Will the government similarly step in to solve today's technology disputes? So far, no. ■



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# 126 DTV stations on-air

The rollout of DTV broadcasters continues, as another four or five broadcasters every month take the plunge and begin broadcasting's next era: the digital age. This past month was no exception, with three stations joining the digital parade: KLAS-DT Las Vegas, WRLK-DT Columbia, S.C., and WRDW-DT Augusta, Ga. Look for this chart to make an appearance every four weeks to bring you up to date on the latest stations to hit the air with digital.

Market Rank	DTV Market	DTV Station*	Channel	Affiliate	Owner
1	New York	WCBS-DT	56	CBS	CBS
1	New York	WNYW-DT	44	Fox	Fox
2	Los Angeles	KABC-DT	53	ABC	ABC
2	Los Angeles	KCBS-DT	60	CBS	CBS
2	Los Angeles	KNBC-DT	36	NBC	NBC
2	Los Angeles	KTLA-DT	31	WB	Tribune Broadcasting Group
2	Los Angeles	KCOP-DT	66	UPN	Chris-Craft Industries
2	Los Angeles	KTTV-DT	65	Fox	Fox
2	Los Angeles	KCAL-DT	43	Ind.	Young Broadcasting Inc.
3	Chicago	WFLD-DT	31	Fox	Fox
4	Philadelphia	WPVI-DT	64	ABC	ABC
4	Philadelphia	KYW-DT	26	CBS	CBS
4	Philadelphia	WTXF-DT	42	Fox	Fox
4	Philadelphia	WCAU-DT	67	NBC	NBC
4	Philadelphia	WFMZ-DT	46	Ind.	Richard C. Dean and others
4	Philadelphia	WNJT	43	PBS	New Jersey Public Broadcasting Authority
5	San Francisco	KRON-DT	57	NBC	Chronicle Broadcasting Co.
5	San Francisco	KPIX-DT	29	CBS	CBS
5	San Francisco	KTVU-DT	56	Fox	Cox Broadcasting
5	San Francisco	KGO-DT	24	ABC	ABC
5	San Francisco	KBHK-DT	45	UPN	Chris-Craft Industries
5	San Francisco	KNTV	12	ABC	Granite Broadcasting
6	Boston	WBZ-DT	30	CBS	CBS
6	Boston	WCVB-DT	20	ABC	Hearst-Argyle Television
6	Boston	WMUR-DT	59	ABC	Imes Communications
6	Boston	WHDH-DT	42	NBC	Sunbeam Television Corp.
6	Boston	WFXT-DT	31	Fox	Fox
6	Boston	WHSB-DT	23	HSN	USA Broadcasting
7	Dallas	WFAA-DT	9	ABC	A.H. Belo Corp.
7	Dallas	KDFW-DT	35	Fox	Fox
7	Dallas	KXAS-DT	41	NBC	NBC
7	Dallas	KTVT-DT	19	CBS	Gaylord Broadcasting Co.
8	Washington	WJLA-DT	39	ABC	Allbritton Comm. Co.
8	Washington	WUSA-DT	34	CBS	Gannett Broadcasting
8	Washington	WRC-DT	48	NBC	NBC
8	Washington	WETA-DT	27	PBS	Greater Wash. Ed. Telecomm.
8	Washington	WTTG-DT	36	Fox	Fox

Market Rank	DTV Market	DTV Station*	Channel	Affiliate	Owner
9	Detroit	WXYZ-DT	41	ABC	Scrrips-Howard Broadcasting Co.
9	Detroit	WWJ-DT	44	CBS	CBS
9	Detroit	WJBK-DT	58	Fox	Fox
9	Detroit	WDIV-DT	45	NBC	Post-Newsweek Stations Inc.
10	Atlanta	WGTX-DT	19	CBS	Tribune
10	Atlanta	WSB-DT	39	ABC	Cox Broadcasting
10	Atlanta	WXIA-DT	10	NBC	Gannett
10	Atlanta	WAGA-DT	27	Fox	Fox
11	Houston	KTRK	32	ABC	ABC
11	Houston	KHOU-DT	31	CBS	A.H. Belo
11	Houston	KPRC-DT	35	NBC	Post-Newsweek Stations Inc.
11	Houston	KRIV-DT	26	Fox	Fox
12	Seattle	KOMO-DT	38	ABC	Fisher Broadcasting Inc.
12	Seattle	KCTS-DT	41	PBS	KCTS Television
12	Seattle	KING-DT	48	NBC	A.H. Belo
12	Seattle	KIRO-DT	39	CBS	Cox Broadcasting
13	Cleveland	WMFD-DT	12	Ind.	Mid-State Television Inc.
13	Cleveland	WKYC-DT	2	NBC	Gannett
13	Cleveland	WOIO-DT	10	CBS	Malrite Communications
13	Cleveland	WEWS-DT	15	ABC	Scrrips-Howard Broadcasting
13	Cleveland	WJW-DT	31	Fox	Fox
14	Tampa	WTVT-DT	12	Fox	Fox
14	Tampa	WFTS-DT	29	ABC	Scrrips Howard Broadcasting
14	Tampa	WFLA-DT	7	NBC	Media General Broadcast Group
15	Minn.-St. Paul	KTCI	16	PBS	Twin Cities Public TV
15	Minn.-St. Paul	KSTP	50	ABC	Hubbard
15	Minn.-St. Paul	KTCA-DT	34	PBS	Public
16	Miami	WSVN-DT	8	Fox	Edmund N. Ansin
16	Miami	WPLG-DT	9	ABC	Post-Newsweek Stations Inc.
17	Phoenix	KPHO-DT	17	CBS	Meredith Broadcasting Group
17	Phoenix	KSAZ-DT	31	Fox	Fox
17	Phoenix	KNXV	56	ABC	Scrrips Howard Broadcasting
18	Denver	KDVR-DT	10	Fox	Fox
18	Denver	KMGH-DT	17	ABC	McGraw-Hill Broadcasting Co.
18	Denver	KRMA	18	PBS	Rocky Mountain Public Broadcasting
19	Pittsburgh	WTAE-DT	51	ABC	Hearst-Argyle Television
19	Pittsburgh	WPXI	48	NBC	Cox
20	Sacramento	KCRA-DT	35	NBC	Kelly Media Corp.
20	Sacramento	KXTV-DT	61	ABC	A.H. Belo
20	Sacramento	KTXL-DT	55	Fox	Tribune Broadcasting
21	St. Louis	KTVI-DT	43	Fox	Fox
21	St. Louis	KMOV-DT	56	CBS	A.H. Belo

Market Rank	DTV Market	DTV Station*	Channel	Affiliate	Owner
21	St. Louis	KSDK	35	NBC	Gannett Broadcasting
22	Orlando/	WOFL	22	Fox	Meredith Broadcasting
23	Portland, OR	KOIN	40	CBS	Lee Enterprises
23	Portland, OR	KPDX	48	Fox	Meredith Broadcasting
23	Portland, OR	KGW	46	NBC	A.H. Belo Group
24	Portland, OR	KATU-DT	43	ABC	Fisher Broadcasting Group
24	Portland, OR	KOPB-DT	27	PBS	Oregon Public Broadcasting
24	Baltimore	WBAL	59	NBC	Hearst-Argyle Television
24	Baltimore	WMAR	52	ABC	ScrIPps Howard Broadcasting
25	Indianapolis	WISH-DT	9	CBS	LIN Television
25	Indianapolis	WTHR-DT	46	NBC	Dispatch Broadcast Group
25	Indianapolis	WRTV-DT	25	ABC	McGraw-Hill Broadcasting
25	Indianapolis	WXIN-DT	45	Fox	Tribune Broadcasting
26	San Diego	KGTV-DT	25	ABC	McGraw-Hill Broadcasting
26	San Diego	KNSD-DT	40	NBC	NBC
27	Hartford/N. Haven	WTNH-DT	10	ABC	LIN Television
28	Charlotte, NC	WBTV-DT	23	CBS	Jefferson Pilot Communications
28	Charlotte, NC	WCNC-DT	22	NBC	A.H. Belo
28	Charlotte, NC	WSOC	34	ABC	Cox Broadcasting
28	Charlotte, NC	WCCB	27	Fox	North Carolina Broadcasting Partners
29	Cincinnati	WLWT-DT	35	NBC	Hearst-Argyle Television
29	Cincinnati	WKRC-DT	31	CBS	Jacor Communications
29	Cincinnati	WCPO-DT	10	ABC	ScrIPps-Howard
29	Raleigh, NC	WRAL-DT	53	CBS	Capitol Broadcasting Co. Inc.
29	Raleigh, NC	WTVB	52	ABC	ABC
31	Kansas City, MO	KCPT-DT	18	PBS	Public TV
31	Milwaukee	WMVS-DT	8	PBS	Milwaukee Bd. of Vo., Tech. & Adult Ed.
34	Columbus, OH	WBNS-DT	21	CBS	Dispatch Printing Co.
36	Salt Lake City	KSL	38	NBC	Bonneville International Corp.
36	Salt Lake City	KTVX	40	ABC	Chris-Craft Industries
37	Grand Rapids, MI	WOOD-DT	7	NBC	LCH Communications
45	Harrisburg, PA	WTF-DT	36	PBS	Eastern Education
45	Oklahoma City	KFOR	27	NBC	Sinclair Broadcasting Group
48	Louisville	WKPC-DT	17	PBS	Kentucky Authority for Ed. TV
56	Las Vegas	KLAS-TV-DT	7	CBS	Landmark Communications
71	Honolulu	KITV-DT	40	ABC	Hearst-Argyle
71	Honolulu	KMAU-DT	29	ABC	Hearst-Argyle
71	Honolulu	KHVO-DT	18	ABC	Hearst-Argyle
72	Spokane, WA	KXLY-DT	13	ABC	Eve. Telegram Co.-Morgan Murphy Stns
73	Omaha	KMTV-DT	45	CBS	Lee Enterprises
80	Portland/Auburn	WCBB	17	PBS	Maine Public Broadcasting Corp.
84	Madison, WI	WKOW-DT	27	ABC	Shockley Communications Corp.
85	South Bend, IN	WNDU-DT	42	NBC	Univ. of Notre Dame du Lac
86	Columbia, SC	WRLK-DT	32	PBS	SCETV
90	Jackson, MS	WMPN-DT	20	PBS	Mississippi Authority for ETV
111	Augusta, GA	WRDW-DT	31	CBS	Gray Communications

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





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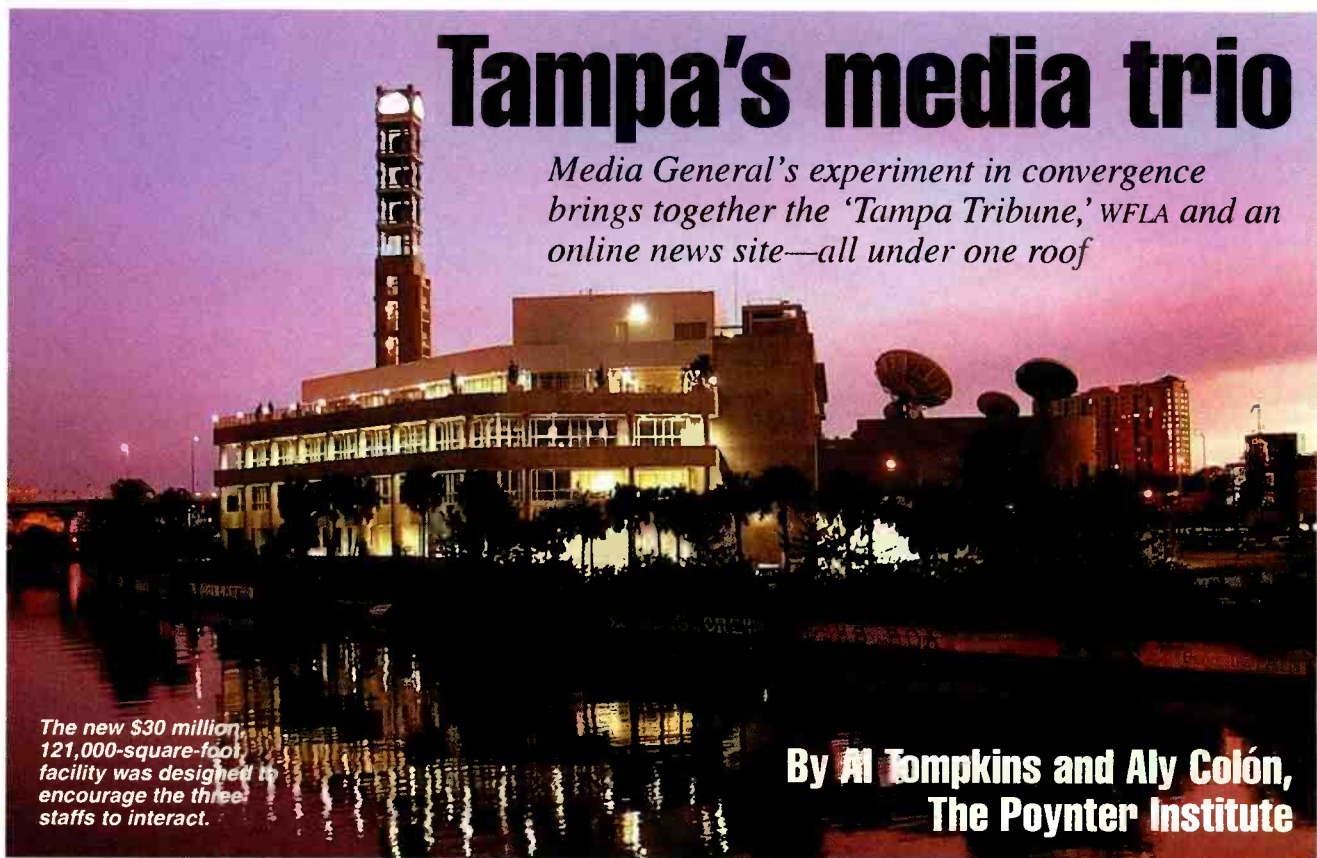
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# Tampa's media trio

*Media General's experiment in convergence brings together the 'Tampa Tribune,' WFLA and an online news site—all under one roof*



The new \$30 million, 121,000-square-foot facility was designed to encourage the three staffs to interact.

**By Al Tompkins and Aly Colón,  
The Poynter Institute**

**T**he week before WFLA-TV boxed up 45 years of history, filling the old tin-roofed newsroom that once served as the station's prop room and carpenter shop, someone taped a sign to a newsroom door: "No one can limit your dreams, so don't be afraid to dream large. The Big Move 2000."

Indeed, WFLA's big move last month is a dream for the station in Tampa, the nation's 13th-largest TV market. But it involves more than just relocating to its new four-story, concrete-and-glass, fully digital "news center" overlooking the scenic Hillsborough River in downtown Tampa. The "news center" is also the new home of WFLA's corporate siblings, the Media General-owned *Tampa Tribune* and Tampa Bay Online (TBO).

Together the three news organizations have launched a new kind of "converged journalism." No doubt other newspapers and television groups across the country are watching this media marriage to see if a large-scale multimedia cooperative can capture

greater audiences, strengthen its brands, and slow the steady loss of TV-news viewers and newspaper circulation.

Dozens of television stations and cable operations have launched partnerships with newspapers that involve occasional joint ventures on special projects or community service efforts. (See story on page 50 for combinations in other markets.) But the Media General convergence in Tampa is significantly different in its nature and size.

WFLA News Director Dan Bradley says the television station, the *Tampa Tribune* and TBO will share their journalism minute-to-minute, 24 hours a day, every day. They share space on what has been dubbed the "superdesk," which coordinates crews, provides news research and tracks news developments. The move also signals a change in the way journalists at all three media organizations will work. Reporters, who once filed stories just for television or just for print, may find themselves working on a TV story, writing a newspaper article and producing an online version as well.

The convergence works in other areas

too. Newspaper photojournalists will carry still and video cameras on assignments. Video journalists are learning what newspaper photo editors look for, since their pictures may be used in the paper, on TV, online or for all three.

"It boggles my mind," says WFLA Managing Editor Susan DeFraties. "On a typical day right now, I have eight or nine reporters I can send out on daily news assignments. With the convergence, I have access to more than 100 *Tribune* reporters who are out there gathering news."

Media General's goal is simple, says DeFraties: to become the information powerhouse in this market. "We want to have it all—if the public wants to be told about it, read it in depth, or if they want to get online quickly to check it out."

For the *Tampa Tribune*, the convergence resembles a moth's attraction to light. The newspaper's staff wants to bask in TV's glow but fears being changed by it.

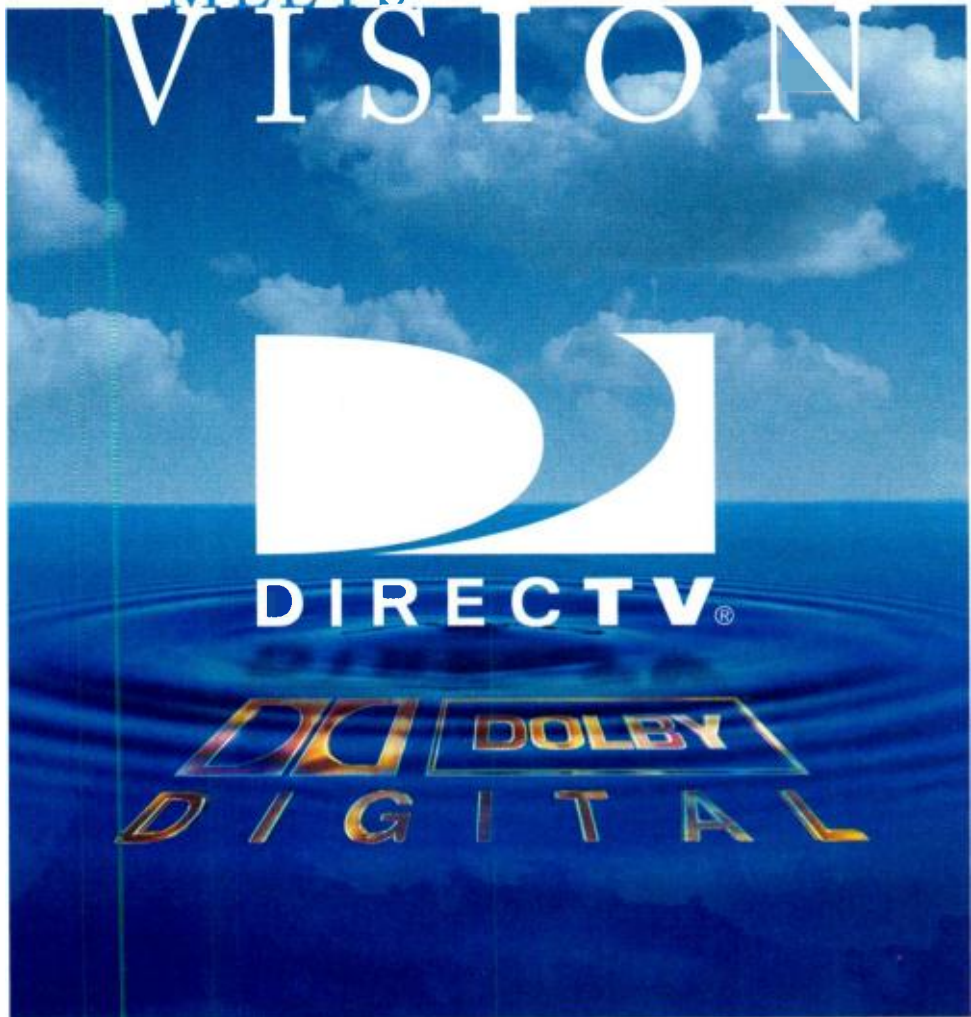
The attraction is understandable. Television offers a much larger potential audience for the newspaper. The



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▲ The 'superdesk' at Media General's new facility coordinates news crews, provides research, and tracks breaking stories for WFLA, the 'Tampa Tribune' and TBO.

*Tribune's* 1999 circulation was more than 235,000 daily and 327,000 for the Sunday edition. But the Tampa television market includes 1,485,980 households, and WFLA is the longtime market news leader. With convergence, the *Tribune* stands to reach thousands of new potential readers. The online site, TBO, benefits from television's reach and the newspaper's reputation and content.

"The single greatest challenge we have is to overcome our [work] cultural differences," Bradley says.

The three sides tried to bridge that gap during more than five months of "pre-nup talks." In those discussions, the issues began to surface about the deep-seated problems that a converged newsroom would face. However, new opportunities grew out of those meetings. The newspaper, TV and online groups launched a series of joint projects, one exploring whether schools should require children to wear uniforms.

Later, the new Tampa media alliance undertook an investigative project they called "Prisoners in Their Own Homes," which looked into how judges sentenced those convicted to serve jail time under house arrest. WFLA's story found that people under house arrest were not, in fact, at home. They were often out committing other crimes. And Tampa Bay Online built

an extensive database that allowed Internet users to pinpoint anyone who was under house arrest in a particular neighborhood. The project was a dress rehearsal for the kind of convergent



a Tampa hotel worker walked into the Radisson Bay Harbor Hotel and shot four people to death, injuring three others. The gunman shot another person to death while attempting to steal a getaway car. The station and the newspaper instantly began working on the story, sharing information. *Tribune* reporter Peter Howard phoned in a television report. And at 6 p.m., WFLA aired a live interview with *Tribune* photojournalist Dave Kadlubowski, who was among the first reporters at the scene.

A day that began with the newspaper's asking to break a TV

◀ Overhead view of the TV and online newsrooms on the second floor and the 'Tampa Tribune' newsroom on the third.

news story that the three teamed up to report last Dec. 30.

That morning, WFLA was sitting on a huge story. Station anchor Gayle Sierens landed an exclusive interview with Dewey Brandon, a man police suspected had killed his wife and two young daughters. Four months after the murders, police cleared Brandon, and Sierens was the only journalist that Brandon wanted to talk to after he was cleared.

"The newspaper wants the story," Multimedia Editor Steve DeGregorio told WFLA's News Director Bradley in a hurried speakerphone conversation. "They would like the story before you run it on TV." Bradley agreed.

Sierens wrote an in-depth newspaper article that included many details she had to leave out of her TV story because of time restrictions. The *Tribune* later played the story on the front page of the metro section. The same day the newspaper and TV story ran, TBO streamed long segments of the exclusive interview that did not air on television.

At the afternoon editorial meeting that December day, everyone agreed the Sierens interview was the lead story for the evening's newscast. But by 3:10 p.m.,



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story ended with the TV station's benefiting from the newspaper's presence at a major, breaking news story. The online coverage took in information from both broadcast and newspaper journalists.

"We are merging the collection and dissemination of information," says WFLA's Bradley. "But we are not merging newsrooms. There may be some stories we choose not to share. But I think that will be rare," he adds. "We will each have to make our own editorial decisions. There may be times when we disagree. We have to stay independent, but I think we can do that and share our information."

After five months of dialogue at the management and staff levels, the marriage is settling into something of a routine. WFLA consumer reporter Steve Overton and health reporter Irene Maher file weekly newspaper columns. The *Tampa Tribune's* religion reporter, Michelle Bearden, files newspaper stories on Wednesdays that also mention the story that she will cover on TV. Four days a week, the *Tribune's* business editor Bernie Kohn files business briefs on WFLA's early-morning newscast.

The three groups—Internet, television and print—are so serious about making this marriage work that they built their new \$30 million, 121,000-square-foot facility specifically to allow and, in some ways, encourage the staffs to interact.

The first floor of the building is the television studio space. The television and online newsrooms fill the second floor, and the newspaper's newsroom is on the third floor. The television management and sales staff occupy the fourth floor. The newspaper publisher's office, printing press and business offices will remain in an adjacent building that is the *Tribune's* former home.

This arrangement will force the converged newsrooms to share more than news stories. "The television and newspaper newsrooms share the same air," Bradley says, looking skyward from his desk. The television newsroom has an atrium that opens into the newspaper newsroom one floor above it.

"It gets interesting," he adds, "when, at 4 o'clock, the television newsroom is getting loud and the noise is spilling into the newspaper newsroom. Have you ever been in a newspaper news-

room? They are quiet as libraries."

Like any marriage, this one has some rough spots to work through. Newspaper reporters complained the TV folks were making constant use of the building-wide paging system, a common practice in boisterous TV stations but unheard of in newspaper newsrooms. The TV staff was asked to attend telephone etiquette classes to learn how to stay off the loudspeaker system.

As staff began to work more closely, they discovered a disparity in the pay levels between television reporters and newspaper reporters. Religion writer Bearden used to get extra pay for filing

TV stories in addition to her newspaper stories. With convergence, the extra pay will dry up. *Tribune* managers say they know they will have to address the pay issue if newspaper staffers routinely appear on television.

And then there is the issue of workload. Reporters and photojournalists worry the marriage will mean more work without more money.

"The last newspaper story I wrote, I wrote on my own time," says veteran WFLA reporter Lance Williams. "But the fun part of it is, there are no restrictions on my story. It is hard to write a minute and thirty-second story. But

## Taking convergence to another level

Once a month for the past six months, WFLA-TV and *Tampa Tribune* staffers have come together to trade tips and techniques at a gathering hosted by the station's photojournalists. The name of the session is apt, given their new relationship as media partners: "Another Level." While the sharing of resources is nothing new for Newschannel 8 and the *Tribune*, moving in together in March has certainly taken the relationship to another level.

"Being in the same building and closely working together is a brand-new relationship for all parties," says Rich Murphy, WFLA's chief photojournalist. "All of this change will certainly affect the visual journalists, across the company and culture. We must all come to appreciate each other's worlds and learn new ways to do our job."

Steve DeGregorio, multimedia editor, is working with Allyn DiVito, senior editor for photography at the *Tribune*, to coordinate a video-training program for the paper's 23 photojournalists.

Media General has committed \$750,000 over three years to purchase digital equipment for 24 photographers. This accounts for a \$31,000 equipment allowance per *Tribune* photographer in addition to an aggressive cross-training relationship with WFLA photojournalists.

By 2002, each *Tribune* photographer will have in a camera kit two Nikon D-1 digital cameras, a Canon GL-1 video camera and complete accessory kits.

"We know that we need to move in that direction, too," says Murphy, the WFLA photo chief. "When the still guys hung out with us, they kept telling us that, in our entire package, there were only two or three stills that could work as frame-grabs," Murphy recalled. To fill that gap, the station plans to equip its photojournalists with digital point-and-shoot cameras.

The task would be simpler, of course, if video or still images were interchangeable among platforms. Journalists already working in converged settings have discovered that video that works fine for television may not work on the Web, for example.

The convergence of cultures requires ironing out bugs, such as salary inconsistencies. According to the National Press Photographers Association (NPPA) and recent Radio-Television News Directors Association (RTNDA) surveys, there is \$10,000 to \$12,000 earnings gap between print and video photojournalists.

"We have solid anecdotal and survey statistics that show that the average print photographer earns about \$10,000 more than their TV colleague. Entry-level salaries are vastly different," says Bradley Wilson, executive director of NPPA. However, Wilson also maintains that, at the top end of the scale, TV photojournalists make a lot more than their print colleagues. WFLA's Murphy says he's "confident that those issues will be resolved in a fair manner."

Says Multimedia Editor DeGregorio: "We're trying to create a culture here that values information no matter where it is, and photographers are a critical part of this project."

—Kenny Irby, *The Poynter Institute*



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## Media collaborations

When Denver's kUSA-TV decided to dig into a big school story last month, News Director Patti Dennis managed to enhance her staff with three education reporters. And thanks to the station's partnership with the *Denver Post*, it didn't cost her a cent.

When a sheriff's deputy was shot in Lexington County, N.C., WGHP-TV needed background information on deadline. Cheryl Carson, the station's vice president of news, plugged the hole in the story with a quick call to the *Winston-Salem Journal*.

These stations and newspapers are among dozens around the country teaming up on projects resulting in cross-promotion, close cooperation and even—can this be true?—mutual admiration.

Last month's announcement by Tribune Co. that it plans to acquire Times-Mirror has intensified interest in the trend.

"We really haven't begun to do convergence to the dimension that Tribune has done or Media General is planning in Tampa," says Marty Haag, senior vice president/news of Belo's broadcast division, "But we have really moved forward a lot in the last six months."

Haag ticks off several examples—a TV reporter files for Belo Interactive; KENS(TV) creates MySanAntonio.com with the *San Antonio Express*; WVEC-TV streams video to the *Virginian-Pilot* Web site. Even so, Haag says, it's too soon to assess the results.

"Instinct tells you it's like chicken soup: It can't hurt," he says.

Of course, there's the resource issue.

"We have one education reporter, and the *Post* has three," says Dennis. "Working with a newspaper expands your resource base without costing you any money."

The newspaper can benefit as well. The recent kUSA-*Denver Post* project produced a week-long drumbeat of promotion for the paper on the station's seven daily newscasts.

Carson of WGHP characterizes the station's partnership with the *Winston-Salem Journal* as "a great relationship that took a while to happen."

The station and paper share space in a small local office where the paper pays the rent and the station pays for cleaning. "We're beginning to understand each other's worlds, even though we know we live in different worlds," she explains.

—Bill Mitchell, *The Poynter Institute*



WFLA's studio is located on the first floor of Media General's new building.

writing for the newspaper is freeing. Compared to writing for TV, when you write for newspaper it seems like you can write forever."

"Right now, it is novel," Williams says. "But if two or three times a week they are asking me to turn in a TV story and a newspaper story, then I will have a problem. I worry what happens to the quality of the story. When would we have time to go out and report?"

"No one will be asked to work one hour longer without pay," the *Tribune's* Assistant Managing Editor for Organizational Development Patti Breckenridge insists. "One worry among the newspaper folks is that they will be forced to appear on TV. We have said nobody is going to have to do extensive on-air work without training."

But future hires at the newspaper will be brought aboard with the understanding that they will work as television and online reporters, too. Breckenridge says that recent applicants have been attracted to the newspaper expressly because of the convergence.

"The point is, more people will see our stuff than before. I don't think people will see a story in the newspaper, then see it on TV and say that TV story was better than the newspaper version. They just don't see news that way," WFLA reporter Williams says.

The Tampa partnership model could become more common if the Federal

Communications Commission relaxes its dual ownership rule, as many media observers believe it will. This year, the Newspaper Association of America is asking the FCC to repeal the 1975 rule barring ownership of a major daily newspaper and a local television station in the same city, with at least three NAA-supported bills pending in Congress to repeal the dual ownership ban.

Management at top newspapers and television stations has been careful not to claim this convergence will save any money for the company. In fact, *Tribune* Executive Editor Gil Thelen wrote in an article for the newspaper that the three media will enter this year larger and stronger than in 1999. "The combined staffs will add 10 people this year," he noted. "If convergence leads to fewer journalists reporting, producing and editing weaker journalism, we deserve to lose customers and public trust."

The newspaper expects it will get a higher visibility in the community by appearing nightly on WFLA's market-leading newscasts. WFLA's anchors recently held up a special section of the *Tribune* on camera and told viewers to check out a story that was reported and written by *Tribune* senior reporter Patty Ryan. Almost immediately Ryan saw television's effect.

"I heard from people I hadn't heard from because they had seen it on TV," Ryan says. She even got e-mail from

viewers outside Tampa because of the broadcast. That kind of exposure excites newspaper executives, who recognize the relative marketing impact compared with their television colleagues.

But the benefits of such exposure come with a host of challenges for print media, which, for the most part, is unaccustomed to the bright lights, hot mikes and the need for compelling visual images.

"The very nature of going on TV is intimidating for those of us hiding behind the anonymity of the byline," says Ryan. Television made her realize her work would be judged on two elements that hadn't mattered to her before: personal appearance and being able to think on your feet.

"I like to put a lot of thought into what I write. So thinking quickly [on the air] concerns me," Ryan says. "A 'talk back,' in its purest form, is live. If I screw up, I can't backspace. The whole world hears it."

Although WFLA had been informally offering their newspaper siblings some guidance on working in the television environment, the *Tribune* also arranged for more-formal training at the University of South Florida. Now *Tribune* reporters can get help from an adjunct professor who has worked as a television reporter.

The Tampa convergence project may produce many intangible results. TV reporters may also get a credibility boost by having their bylines appear in print. And print reporters may get more news tips because people see them on TV. The Tampa Bay Online site will benefit the most from the credibility, content and promotion it receives from being associated with the newspaper and TV station. But other media companies will be looking for more solid proof that convergence is worth the effort and investment, namely higher television ratings, increased newspaper circulation and more online traffic.

However, whatever happens, the Tampa convergence experience raises at least two concerns. If journalists spend time contributing to each other's media, when will they have time to gather news? And more important, will similar media convergence mean that fewer independent voices produce the news or, perhaps, some voices will be lost?

To Bradley, WFLA's news director,

the most significant aspect of convergence is that it puts the viewer, reader or Web user in control of when and how they want to see the news.

"The information we gather doesn't belong to us. It is the readers', the viewers', the users' information. We have an obligation to get it out there on as many platforms as we can." ■

This series of stories about the Media General Tampa news facility was produced for BROADCASTING & CABLE by The Poynter Institute, a school for journalists in St. Petersburg, Fla. The project was reported by Poynter faculty members Al Tompkins, Aly Colón, Kenny Irby, Nora Paul and Bill Mitchell, editor of Poynter.org. The stories were edited by Chip Scanlan, group leader of Poynter's reporting, writing and editing program.



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## Bridge over converged waters

In 1994, a partnership between the *Tampa Tribune* and Prodigy, the online service, made the *Tribune* one of the pioneers of online news. By July 1996, the emergence of the World Wide Web made an independent online entity feasible. The *Tribune* created the umbrella site, TampaBayOnline.com, which included TampaTribune.com, a weather site and a sports site.

Meanwhile, WFLA-TV was creating its own Internet foundation. Initially, the site was little more than an outlet for station promotions and the local link to MSNBC.com content.

The station's site and the newspaper site were separate but not equal. Although both belonged to Media General and provided links to each other, the production, design and planning of the sites remained under the control of the separate properties. TBO.com outstaffed WFLA.com 15 to 1.

But in 1998, the picture changed when Kirk Read, then a 28-year-old who had worked his way through the Media General ranks, became chairman of the WFLA/*Tribune* Cooperation Committee. Created in 1992 to discuss media alliances, the committee spent more



▲ Tampa Bay Online looks to do more than re-purpose print and video content.

time doing postmortems of missed opportunities and modest successes than envisioning a convergent future.

Read was convinced of the need to combine the efforts of the online initiatives. When he was named Tampa Bay Online's general manager in February 1999, he was able to start construction of his vision of a powerfully linked online site. By mid-1999, all the Media General Web sites were under the TBO umbrella, and TBO was made a separate division.

The convergence group's members want TBO to be an equal player in this new arrangement. But they see it as the weakest

leg of the three-legged stool.

But a positive step for strengthening TBO's place in the partnership has already been made, says Read. "We had been next to the business desk in the newspaper. In the new building, the content staff is in the TV newsroom, where stuff is happening fast, all the time. This change is going to help the product."

—Nora Paul, *The Poynter Institute*

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# Tales of a Tele-revolutionary

A BROADCASTING & CABLE BOOK EXCERPT

**E**arly on in his FCC chairmanship, Reed Hundt visited John Dingell, then the powerful and intimidating chairman of the House Energy and Commerce Committee. Dingell shared some advice he received from a newspaper editor when he first ran for Congress: "Son, you're going into politics. ... Grow thick skin."

Over the next four years, Hundt would need all the layers he could get. He charged into the agency in November 1993 determined to advance Vice President Al Gore's telecommunications agenda, even if it happened, as it often did, to run up against the broadcasting, cable and telephone lobbies and their allies on Capitol Hill and at the commission. As he soon learned, policy debates could turn personal and required deft political and PR skills to win.

Hundt recounts that Dingell visit, the policy battles and his growth as a Washington player in *You Say You Want a Revolution: A Story of Information Age Politics*, just published by the Yale University Press.

The book weaves together several stories, in which Hundt and his lieutenants take on the Washington telecom establishment. Excerpted here is how Hundt, an antitrust attorney and long-time friend of Gore's, sought the FCC's top job, and how he used it to reshape Congress' and broadcasting's plans for digital television.

## Hundt gets a new job

I had long wanted the opportunity of public service. Al's interest in promoting new technologies meant that it could be interesting and even important to be the chairman of the Federal Communications Commission. If the Vice President-elect wanted to cause change in this part of the economy, he needed someone dependable at the FCC. I decided to seek the post.

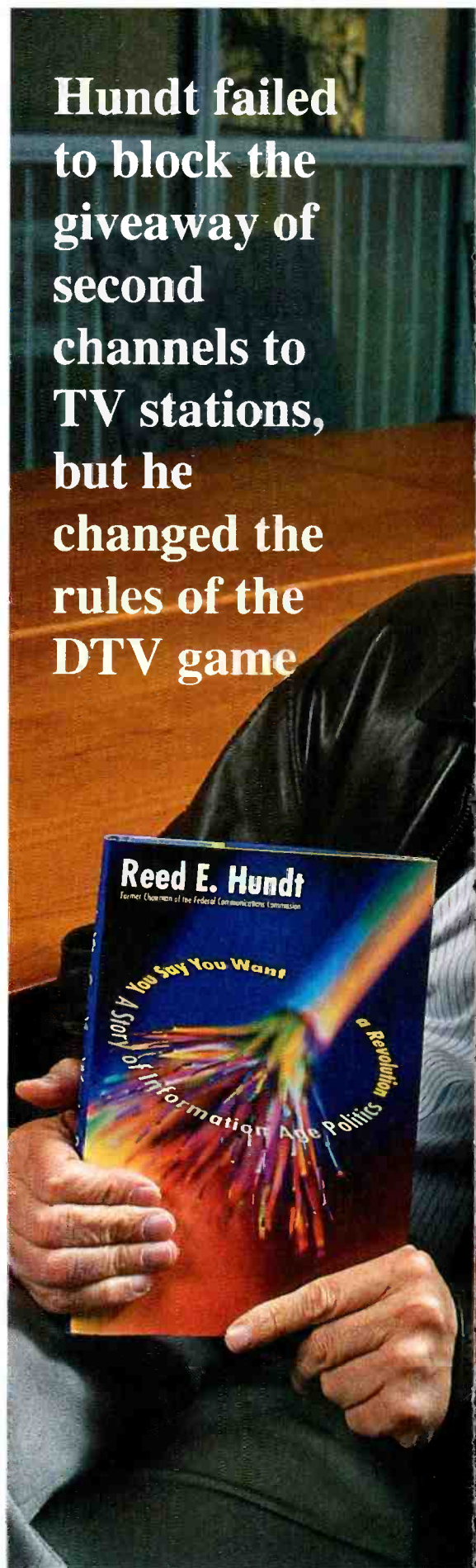
To broach the subject of my ambition, I had lunch with Roy Neel, designated to be Gore's chief of staff. [Neel is now president of the United States Telephone Association.] In the clatter of the cheap silverware and heavy china of the Excelsior Hotel coffee room in Little Rock, open to

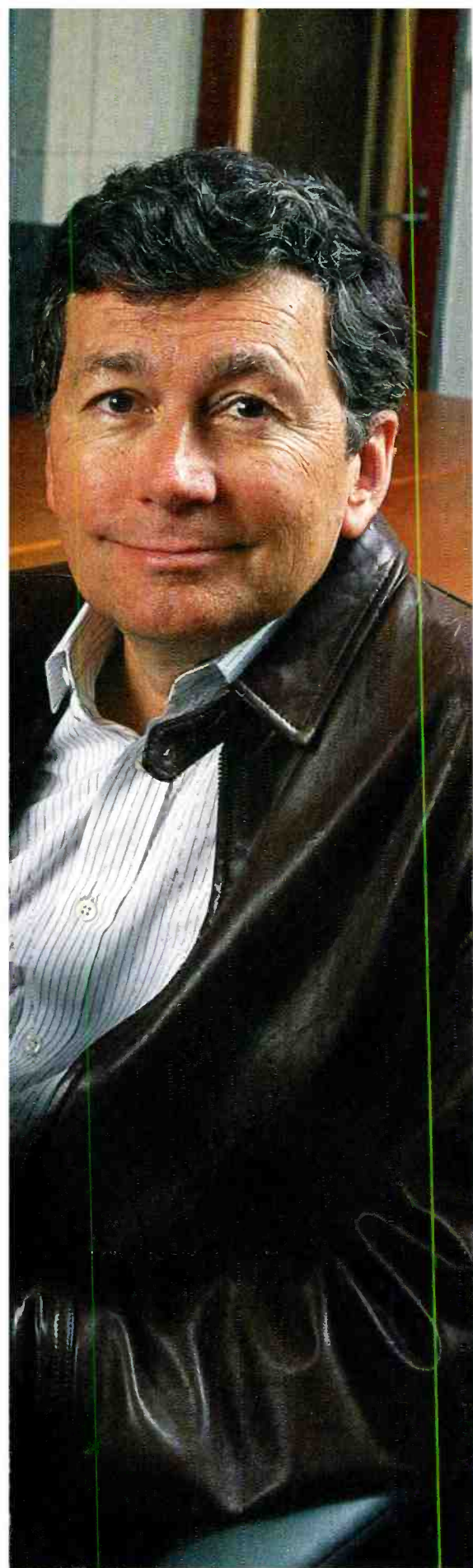
the lobby where other office seekers could see us, I could not hear what Roy was saying. I asked him to repeat.

He said, "It's kind of cold in Little Rock in November, isn't it? I was freezing at the election party. Did you think Al went on too long? It didn't seem to bother Clinton. They sure make a great couple of families."

Roy continued, "I wish we could move back to Washington right away. Have to wait for inauguration, I suppose; that's traditional. So Al will have to stay at the Colonial at least through Christmas. Then he's going to have to move from Arlington. He won't like that. Loves his neighborhood, and I hear the Vice President's mansion is a rat trap, wind blowing

Hundt failed to block the giveaway of second channels to TV stations, but he changed the rules of the DTV game





through the clapboard.”

He explored his soup with his spoon. “Now who do you think should be Secretary of Education or Labor or HHS?” he asked. “The Governor, or President-elect – whichever we’re supposed to call him – asked Al this morning.”

Ignoring his question, I made my move, “Roy, I would like to be chairman of the Federal Communications Commission.”

I explained that as Al’s lieutenant at the most important communications agency, I could effectively implement his agenda. And, I added, from the work of Bob Reich’s committee I could tell that the new Administration would want to promote investment by pushing a pro-competition agenda. In that event, an antitrust lawyer like me would be the right sort of person for the job.

“What’s your second choice?” asked Roy, as he brought the bisque up from the bowl.

“There isn’t one.”

### **‘The biggest disgrace’**

In response to the Japanese HDTV threat...in 1987, American broadcasters persuaded the FCC to give each local television station a second channel (or additional six megahertz of spectrum) for high-definition and a standard-definition broadcasting in analog. In theory, broadcasters would simultaneously transmit a high-definition version of their signals. When viewers compared the sharp image of a show with its normal image, they would replace their old sets with new, high-definition home theaters. It would be like color’s rapid replacement of black-and-white. When all 100 million households had swung over to HDTV, the local stations would shut off the old standard definition broadcast channels and return the spectrum to the government. It was an insanely complex scheme. Its unraveling, however, came not from its complexity, but from the source of so much other change: digitization.

In the course of development of HDTV in the United States, as if by accident, engineers applied the new magic of digital technology, rather

than analog, to over-the-air broadcast. They found that by sending packets of digital information, coded in bits in the frequency of the wave transmitted over the air, they could communicate much more information than in analog broadcast. The big point of the crucial new discovery was that by digitizing and compressing the signals, over a single channel’s worth of spectrum, the broadcasters could deliver not just one but a total of six simultaneous programs in traditional or standard definition.

With the extra carrying capacity that digital technology enabled, the FCC could order whole new channels to be dedicated to such public purposes as educational television. From the cornucopia of new digital broadcasting channel, political figures could be given free time for addressing voters: we could reform the campaign finance process.

The NAB told Congress that the industry was only borrowing the second channel and would use it chiefly for high-definition. After everyone in the United States bought a high-definition television, they said, the broadcasters would return to the government the analog channels they currently used.

I never met anyone who truly believed that the broadcasters would give back the analog channels. In the foreseeable future, Americans were not about to throw away their 200 million analog televisions, so broadcasters would not stop sending signals to these televisions. Nor did anyone truly think high-definition televisions would supplement analog televisions—not at several thousand dollars a set to watch the exact same shows available on existing televisions, albeit in a sharper resolution. We had inherited a crazy policy.

Ironically, the spectrum was intrinsically valuable for mobile communications, if not digital television broadcast. It could be auctioned for billions if Congress did not limit its use. But Congress, broadcasters, and previous Commissions were bent on giving analog television station license holders the gift of the so-called second channel. This would be the largest grant of government

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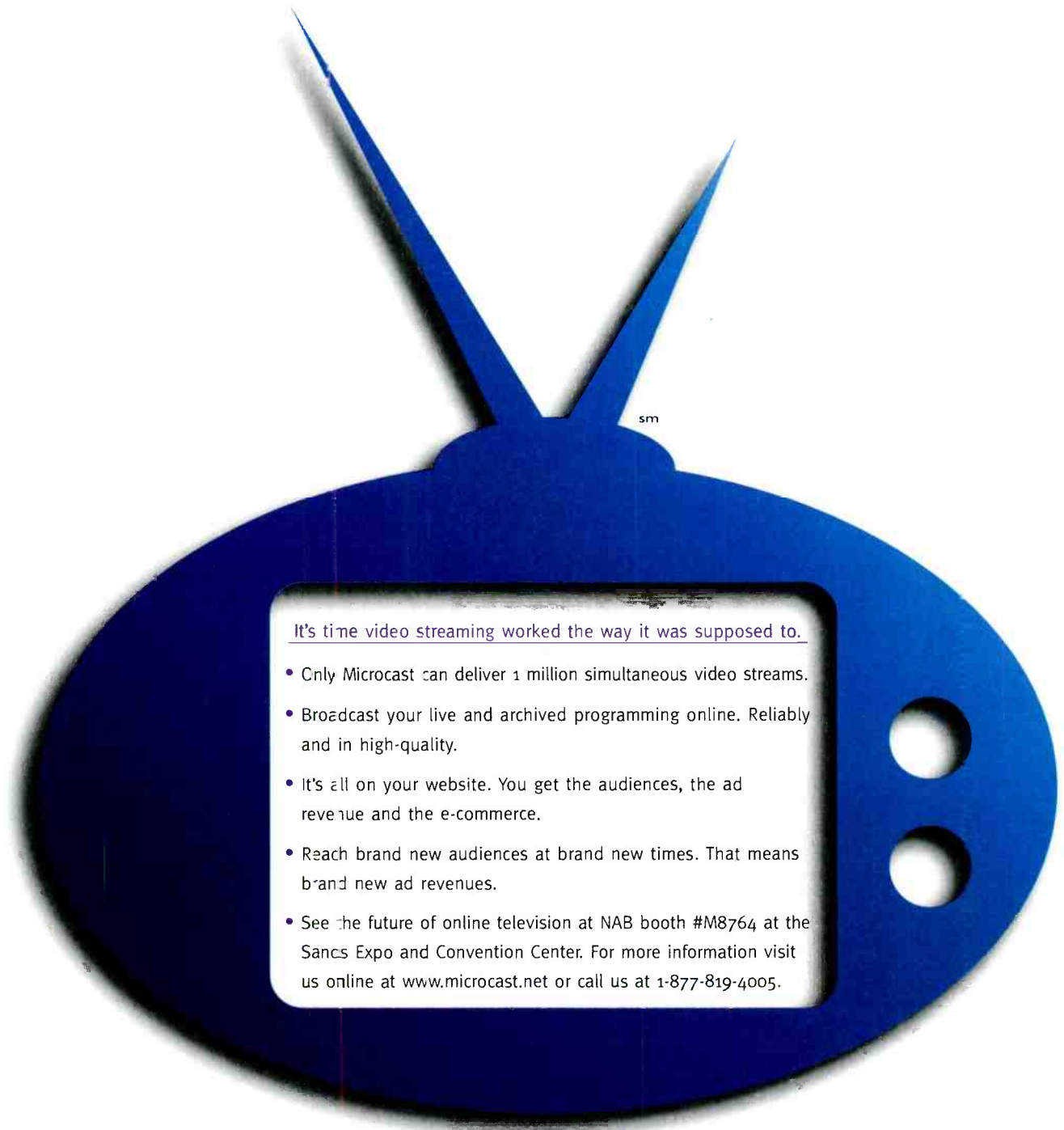
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largesse since the 19th century donation of 10 percent of the public land in the West to three dozen railroad companies in order to persuade them to build transcontinental railroads. Yet unlike the railroads the recipients had no plausible business plans for using the boon from Washington.

...

On a torpid day in July 1994, [aides Judy Harris, Blair Levin] and I went to see the latest HDTV demonstration in a studio somewhere in the trackless reaches of northern Virginia. The technicians and lobbyists running the demonstration would not let me sit in the back. Nor was I permitted to sit in the front, although all the seats were empty. They wanted me 12 to 14 feet from the screen. Why? Because only at that distance could one appreciate the vividness of the "high-definition" picture on the huge screen before us.

"How many Americans put their couches 14 feet from the TV screen?"

Blair asked the broadcasters' representative.

"An increasing number," said the lobbyist, with practiced certainty.

...

When the demonstration ended and we were on the way back to the Commission, Blair said, "This spectrum giveaway could be the biggest disgrace of your chairmanship."

### A visit to Redmond

In March 1995, Blair and I went to Seattle to meet [Bill] Gates and his [Microsoft] team. Our Baby Boomer politics was on the defensive in the other Washington, whereas Bill Gates and other PC revolutionaries had become the new powers of American business. My immodest goal was to persuade Gates to align his corporate interests and the public good, and then exercise political as well as business leadership. Specifically, Blair and I wanted Microsoft to block the hi-defi-

nition television channel giveaway and to break the grip of broadcast television on the country's politics.

If Gates led the software industry into battle with the broadcast lobby, then it was possible that the FCC could escape from the hopeless congressional plan of creating by regulation a national high-definition television market. With the power that would come from the wealth of the software industry, Gates' celebrity, and the installed base of personal computers, we might be able to persuade congress to let the FCC write rules promoting instead a national over-the-air internet access network — ubiquitous, rich with both entertainment and educational content, perhaps even, like broadcast television, free.

...

The staff of six that arranged my trips turned down a dozen meetings for every one held. They negotiated time, place, and agenda for the agreed upon events. Gates had at least as many go-betweens. For me to come face-to-face with a business leader was like Stanley discovering Livingstone after bushwhacking through a jungle of disparaging lobbyists, problem-generating lawyers, personality-disguising public relations advisers. But discovered in the clearing of the small, plain office, and at last left to his own inclinations, Gates was affable, engaged. [Microsoft executives Nathan] Myrhvold and [Bill] Neukom were involved, but Gates was in charge.

"Those auctions were successful, weren't they?" he said politely. Everyone in business was impressed that the Federal Communications Commission had become a profit center. I thanked Gates for the compliment and pulled out the stack of diagrammed pages, called "slides" in the business world, for our presentation.

...

Blair and I laid out bar graphs, pie charts, and revenue forecasts that showed that the airwaves Congress would force us to give to the broadcasters were worth perhaps \$10 or \$20 billion if used by entrepreneurs to broadcast voice, video, and data in digital formats that were compatible with the new data networks. But they were perhaps worthless if used for broadcasting hi-definition signals, one per channel, programs for big screen televisions that would cost so much that less than one



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percent of Americans would buy them.

If those who bought the spectrum at an open auction could ignore the networks' deal with Congress and abandon hi-definition television, they could transmit digital information to PCs. Already Americans spent more money on PCs (\$2,000 each) than televisions (average price \$300), and soon even PC unit sales, not just revenue, would surpass television sales. Not only was the world going digital, it was heading toward computerization and broadband. Capturing the value of these trends, a continuous local digital stream — to PCs, cable head ends, telephone company central offices, dishes on residential rooftops — could engender dozens of entrepreneurial business plans. As for traditional analog television — the medium that dominated Baby Boomers' childhood memories, and fifty years of advertising and politics — our proposal was to let it alone. I suspected that many digital media, especially cable, would steal its audience, but the best government policy would be to allow the attackers to take their chances, while giving no hand-outs (like the digital television spectrum) to the incumbent defenders.

Gates rocked in his chair. His eyes magnified by his glasses, he stared at me, and asked urgently, "Does anyone else know about this?"

Only a thousand lobbyists, I thought. But I reported accurately, "The digital television giveaway is not the subject of national discussion."

Then Gates explained with brilliant clarity the half-dozen reasons why he agreed that the broadcasters would never make a successful business from digital television despite the spectrum gift: extra cost, no new advertising revenue, insufficient bandwidth per licensee for downloading software, lack of vertical integration, no two-way communication. His reasoning was far more compelling than our presentation. I believed at least we had his interest.

"But you could turn this mess into a good opportunity," I said.

He leaned forward and glanced at Myrhvold, who nodded.

"We'll have to look into this," he said. That was enough of a day's work, I thought. I did not raise the goal of connecting classrooms.

When we emerged from the



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Microsoft maze, Blair and I swam in the optimism that the richest man in the world might mount a political advocacy campaign for our ends.

### The non-standard

Later in November [1996], a Microsoft lieutenant came to the eighth floor for final negotiations with the NAB on a new technological standard for the transmission of the signal. Gates wanted broadcasters to use a particular protocol that would make the digital broadcast in a manner suitable for display on a computer screen. In addition, the Microsoft solution would be easily compatible with their software, which they wanted to inject into every new "digital" television receiver made to view these new signals. I had suggested that Microsoft should finance the building of the digital television broadcasting towers that each of the country's approximately 2,000 television stations had to construct. This would cost Microsoft at the most about a billion dollars. In return, broadcasters would accept Microsoft's preferred transmission standards. Microsoft negotiated hard, but offered nothing to broadcasters. The broadcasters preferred their own standards. None of the other commissioners was willing to override the NAB on the issue. Finally, we called a halt to the negotiations and compromised on no governmentally mandated standard at all. This result is what my team had favored all along. If Microsoft had not won what it wanted, without their help we could not have obtained our desired result.

...

In early January 1997, I sat with my team in one of our early morning conferences and read out loud an article reporting that I was a "spineless weasel" because of my refusal to block the giveaway of digital television spec-

trum to the broadcasters.

Blair responded, "No one thinks 'spineless' is fair."

### A giveaway with strings

In March [1997], congressional leaders wrote to demand that the FCC expedite the gift of digital television licenses to broadcasters. We had persuaded the editorial pages of most large newspapers in the country to opine in favor of auctioning the licenses. But editorial page consensus against the giveaway had not altered congressional ardor for it. Bob Dole and Barney Frank had

licenses be used only for video....Two years later, as we predicted, broadcasters began to discuss publicly the possibility of using the new licenses for data transmission. If we had auctioned the licenses in the first place, as we wanted, the auction winners would almost certainly have been firms that had wireless data business plans.

Our last point was to demand that the broadcasters use the spectrum. As we approached the moment of actual giveaway by rulemaking, the NAB explained that it was unwilling to promise that any station construct digital

broadcast facilities in the near future. We took to the press the story that broadcasters wanted gifts but then would not unwrap them. The other commissioners took the NAB's side, but we bluffed commissioners [Jim] Quello and [Rachelle] Chong into thinking that we would postpone the spectrum giveaway until after the April NAB convention. That distressed them. They wanted

to be thanked at their last NAB. They voted for our compromise package.

We also insisted on getting back from broadcasters twice the amount of unused spectrum the previous Commission had sought, speeding up the build-out, and in all other respects eliminating the government-mandated planning for what broadcasters would do with the licenses. Although we had not been able to prevent the entire giveaway of spectrum to the broadcasters, we had achieved most of our objectives. On the eve of the [1997] NAB convention, the FCC issued the digital television rulemaking and finally gave the licenses for free to the broadcasters. The broadcasters are now on their own in the marketplace, wondering how to use the spectrum instead of depending on the government and the NAB to tell them what to do. ■



*Hundt was sworn in as chairman of the FCC in November 1993 by his high school chum. 'I owed the job to Al Gore, of course,' he writes. 'My duty ... would be to fulfill Al's vision of the information superhighway.' Hundt's wife, Betsy, held the Bible.*

been almost our only vocal congressional supporters. The former was now a Washington lawyer and the latter could not protect us from the entire Congress.

We wanted to eliminate the Commission's commitment to ordering high definition television. We believed that the best use in the marketplace for this spectrum was not, in any event, video broadcast. Instead, it was for high-speed access to the Internet, also more generally called wireless data. This particular swatch of spectrum (frequencies of radio waves) was ideal for penetrating buildings. (That is why you can watch television indoors!) Consequently it would be desirable to use this spectrum for wireless connections from laptop computers.

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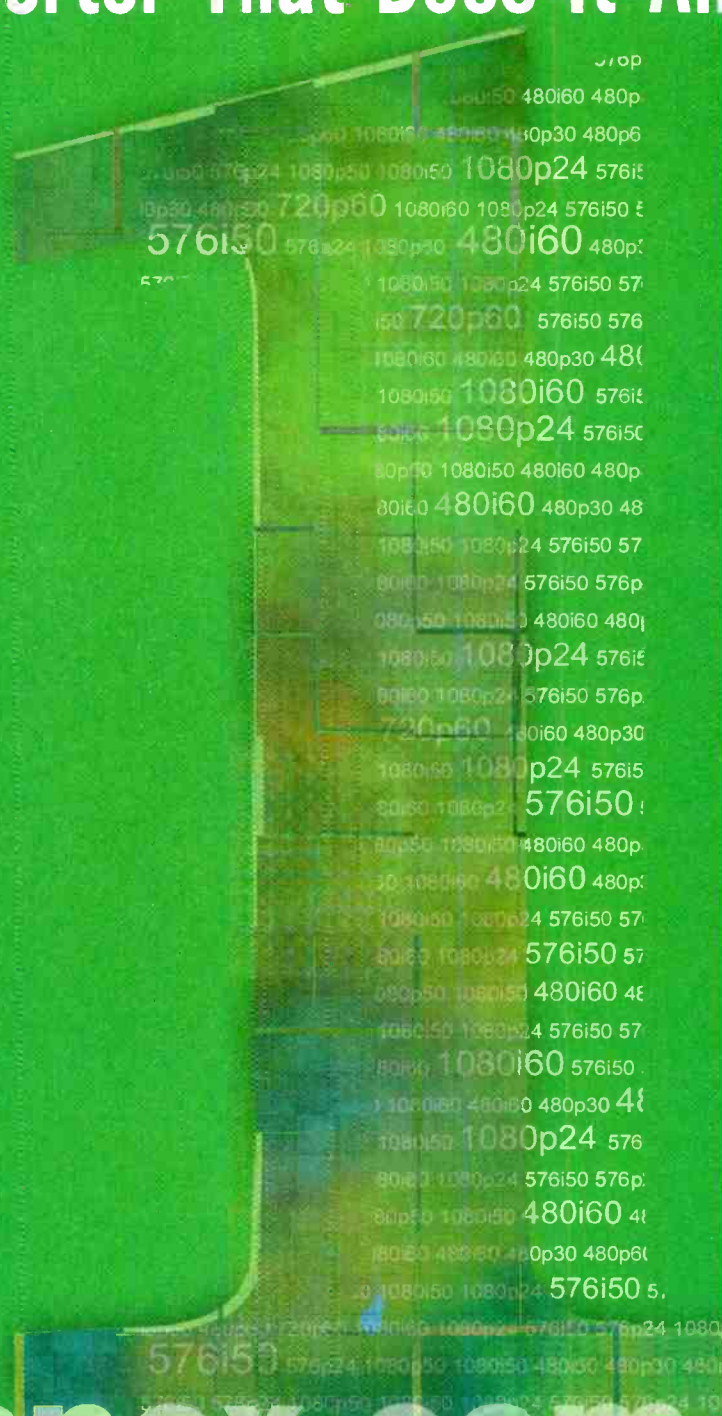
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# Hundt: Nothing but Net

*Former FCC chairman predicts Web will 'suck the content out of the old media'*

By Kim McAvoy

**R**eed Hundt never did see eye-to-eye with the broadcasting industry during his days as chairman of the FCC.

He still doesn't. Now a venture capitalist, consultant and Internet guru, Hundt dismisses broadcasting as a medium whose time has passed and which, by the way, is still engaging in deceptive lobbying tactics.

AOL's acquisition of Time Warner flows from the pro-Internet, pro-data policies of the Clinton-Gore administration that he helped implement at the FCC, Hundt says. "Like it or not, it is the kind of result we thought might happen. The conquest by the Internet of the old media is really what we were rooting for."

What does Hundt foresee for the Internet? "I have no idea if the stock market valuations will last. They certainly are pretty high. I do think the Internet is here to stay. Within five years, the Internet will be one of the primary ways of delivering video and voice. It's basically going to suck the content out of the old media," he predicts.

The ex-chairman also says that the "hardest fights" facing any FCC chairman, whether Democrat or Republican, are with the broadcasters. Hundt says the industry's playing of "fraudulent tape recordings of fake interference [from low-power FM] on Capitol Hill" reminds him of the "tricks they used to pull about free time or the arguments they made against educational TV."

So what does Hundt think about the current FCC. "They're doing a darn good job," he says. However, he adds, "It's noteworthy that the Republicans often vote against Bill [Chairman William Kennard], I think they give him a very hard time. In that respect, they're more difficult than my problem voters when I was at the FCC. On all the hard ques-

tions, Commissioners Quello [James Quello] and Chong [Rachelle Chong] eventually went along. Bill has not obtained that kind of support from Commissioners [Harold] Furchtgott-Roth and [Michael] Powell. They ought to be standing up and helping Bill on the low-power issue instead of letting their silence constitute opposition."

That's not to say that Hundt got along with his fellow commissioners when he was at the helm between 1993 and 1996. In his book, *You Say You Want a Revolution*, he criticizes former Commissioners Quello and Chong for what he considers

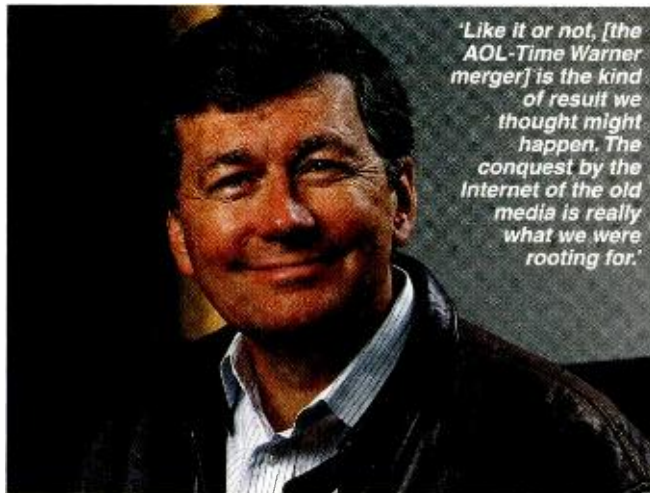
When Hundt joined the FCC, he was an antitrust litigator at Latham & Watkins. But he has eschewed the law—and lobbying, a likely course for an ex public official—in his FCC afterlife. "I loved my legal career, but I wanted to try something different."

That "something different" has proved lucrative. According to a December 1999 accounting by *The Wall Street Journal*, Hundt has earned \$20 million—at least on paper—from the options he gets for sitting on the boards of various telecommunications companies. Hundt won't talk specifics on money. "It's a boom time. Anybody who has invested in an Internet company on Wall Street or Main Street has done well," he says.

Hundt's principal job is dishing out telecommunications advice at McKinsey & Co. in Washington. And these days, the former regulator shares his expertise as a public speaker. He has about five to 10 speaking engagements a year.

Hundt is a venture partner at Benchmark Capital, which invests in high-tech firms. He sits on the board of directors for three Benchmark portfolio companies: CoreExpress, which operates an Internet data-exchange system; SigmaNetworks, a provider of broadband network services on the Internet; and NorthPoint Communications Inc., which offers high-speed Internet services. NorthPoint is the only one of the three that is publicly traded.

He also serves as a director for four other telecommunications companies: Phone.com Inc., a wireless data software company; Novell Inc., a software company; Allegiance Telecom Inc., a competitive local exchange carrier; and Global Connect Partners Inc., which provides international telecom services. "There are 10 million people in America building the Internet," he

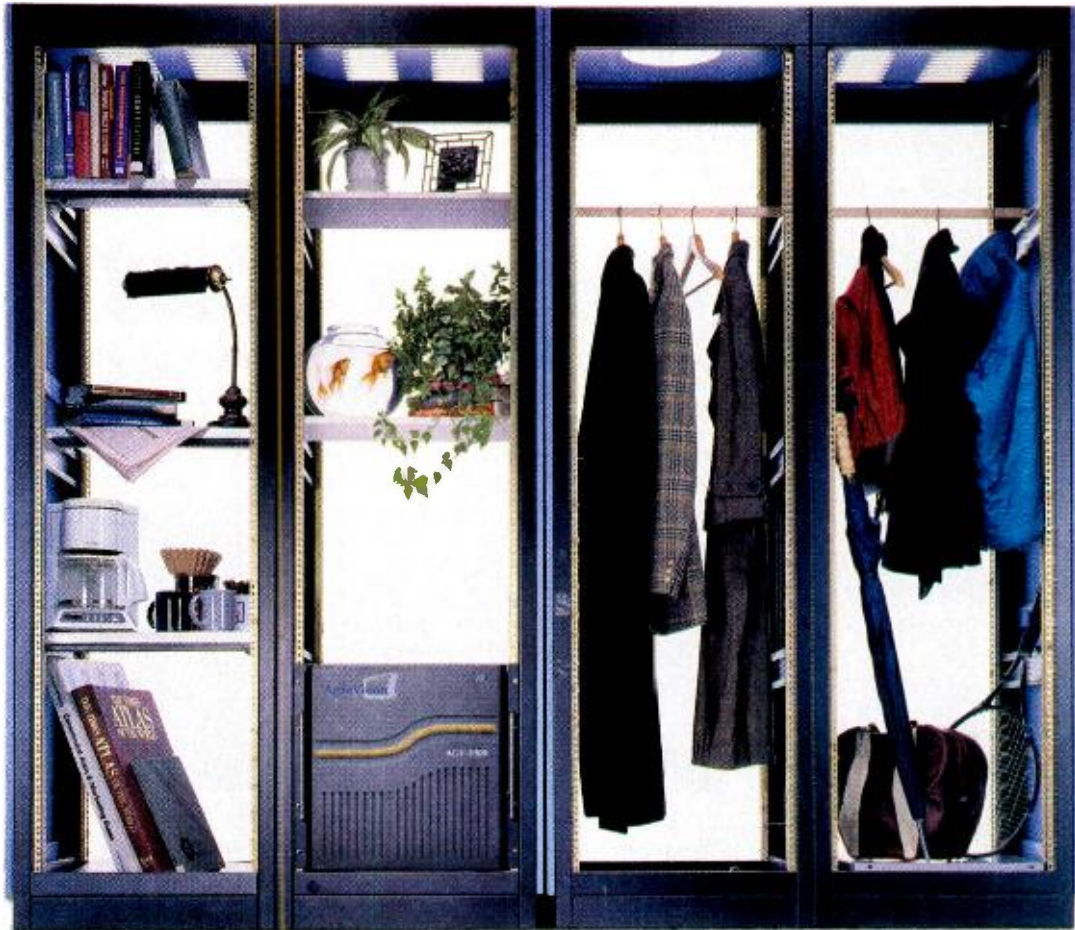


*'Like it or not, [the AOL-Time Warner merger] is the kind of result we thought might happen. The conquest by the Internet of the old media is really what we were rooting for.'*

their disloyalty to the Clinton administration. He is particularly harsh on Quello, labeling him a "pseudo Democrat" and "quasi Republican."

When advance copies of the book circulated in Washington, Quello issued a statement defending his Democratic credentials mostly by listing Democratic supporters on Capitol Hill. But Hundt is unpersuaded. He points out that Quello was a close ally of former Senate Commerce Committee Chairman Republican Larry Pressler and of John McCain (R-Ariz.), the current head of the Senate Commerce Committee. "Isn't the former top aide to Commissioner Quello now the top aide to Senator McCain?" says Hundt, referring to Pete Belvin.

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says, "and I am glad to be one of them."

The former regulator also serves on advisory boards for several Internet start-ups, including EqualFooting.com, which assists small companies purchasing industrial supplies; eYak Inc., an Internet voice conferencing company; Turnstone Systems, a DSL player; and IPnetwork.com, a company that leases trademarks on the Internet.

As a "hobby," Hundt says, he's campaigning for his old friend Vice Presi-

dent Al Gore. Hundt's not on the campaign staff, nor is he conducting any fund-raising in any "official sense." "I've written papers for him. I've campaigned in New Hampshire with my family, knocked on doors, made phone calls. I pretty much ask everybody I meet to support Al Gore."

Will there be a role for Hundt in a Gore administration? "I don't think so. I wouldn't expect it; I wouldn't ask for it." ■

## Where are they now?

*Hundt's lieutenants have leveraged their FCC experience in a variety of ways*

■ Like his ex-boss, **Blair Levin**, who was Reed Hundt's chief of staff, has had some



financial success since leaving the FCC. Levin's ownership stake in Knowledge-Base Marketing, a North Carolina company acquired by Young & Rubicam last year for \$175 million, apparently elevates

him to millionaire status. He's now working as a telecommunications consultant with USA Networks and At Home. He also sits on the board of several privately held Internet-related and marketing companies.

■ **Judy Harris**, who tried to keep Hundt out of trouble on Capitol Hill as head of the



office of legislative and intergovernmental affairs, is now a partner at Reed, Smith, Shaw & McClay. The law/lobbying practice takes her to the FCC, FTC, sometimes Capitol Hill and the Antitrust

Division of the Justice Department. Her clients include the National Exchange Carriers Association, state governments, foreign carriers, and Internet start-ups, among others.

■ **Karen Kornbluh**, a Hundt aide who worked on children's television and the e-rate, left the FCC in August 1998 to

become deputy chief of staff under Treasury Secretary Robert Rubin. Rubin's gone,



but she's still there, handling e-commerce issues and financial modernization. During her tenure at the FCC, Kornbluh was assistant chief of the International Bureau and director of legislative affairs. After Hundt left in 1997, she was deputy chief of the Mass Media Bureau.

■ **Saul Shapiro**, Hundt point man on digital television, is chief operating officer for



Gist Communications, a leading provider of TV listing guides and related material on the Internet. When Shapiro left the FCC in 1997, he went to ABC Television Network to become vice president of broadcast technology. He stayed at ABC until joining Gist late last year.

■ Hundt's former chief counsel, **Julius Genachowski**, has been USA Broadcasting's general counsel and senior vice president of business development since December 1997. Genachowski devotes most of his time these days to overseeing the media, entertainment and sports deal-making for USA Network's Ticketmaster Online-Citysearch. ■



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# Special Report

# Top 25 Television Groups

Not much difference a year makes—despite duopoly

## HOW TO READ THE TOP 25

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

1. Paramount Stations Group Inc./CBS TV Station Group (12 last year/2 last year)
2. Fox Television Stations Inc. (1)
3. Paxson Communications Corp. (3)
4. Tribune Broadcasting Co. (4)
5. NBC Inc. (5)
6. ABC Inc. (6)
7. Chris-Craft Industries Inc./United Television Inc. (7)
8. Gannett Broadcasting (8)
9. Hearst-Argyle Television Inc. (9)
10. USA Broadcasting Inc. (10)
11. Sinclair Broadcast Group Inc. (11)
12. Belo Corp. (14)
13. Univision Communications Inc. (13)
14. Young Broadcasting Inc. (17)
15. Telemundo Group Inc. (15)
16. Cox Broadcasting Inc. (16)
17. Meredith Broadcasting Group (23)
18. E.W. Scripps Co. (18)
19. Shop at Home Inc. (20)
20. Raycom Media Inc. (22)
21. Post-Newsweek Stations Inc. (21)
22. Media General Broadcast Group (24)
23. Pappas Telecasting Cos. (NA)
24. LIN Television Corp. (NA)
25. Benedek Broadcasting Corp. (NA)

NA=not applicable

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

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

B= station being purchased by group

S= satellite station

\*= station operated under Local Marketing Agreement

TBA= time brokerage agreement in effect

NR= market not ranked by Nielsen

Yellow tint= duopolies or potential duopolies

# Down in deregulation dumps

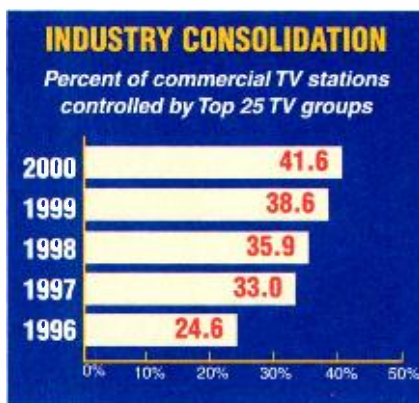
*Duopoly notwithstanding, FCC's household reach cap limits expansion of TV groups*

By Elizabeth A. Rathbun

The largest 25 TV station group owners now control nearly 42% of the country's commercial TV stations, up from 38.6% a year ago. That growth is in line with what has been happening over the past few years, despite the FCC's first attempt at TV deregulation some seven months ago. But instead of spurring the creation of TV megagroups, as radio deregulation did for that industry in 1996, the FCC's move to allow one company to own two TV stations in a single market has left little room to expand into new markets. By and large, duopoly has simply motivated broadcasters to buy second stations that they previously had managed in certain markets.

The creation of megagroups has largely been constrained by the FCC's other hand. Current commission guidelines restrict broadcasters' reach to no more than 35% of U.S. TV households (the reach percentage per the FCC calculation cuts the number of TV homes for UHF stations in half). That cap currently is under review.

Fox Television Stations Inc. and the CBS Television Station Group are two groups that were already close to the limit before duopoly was allowed. CBS now comes even closer—and in fact exceeds the limit—with last September's merger with Viacom Inc. The com-



panies will have to sell some stations to get under the 35% cap compared to the 40% they now control unless a change in the reach percentage is enacted. With that possibility in mind, last November CBS asked the FCC for two years to complete the divestitures.

Of the 19 other TV groups on this year's Top 25 list that were on last year's list, a total of 14—nearly 74%—have maintained the same, or nearly the same, household reach. The few exceptions are Media General Broadcast Group, Young Broadcasting Inc., Tribune Broadcasting Co. and Meredith Broadcasting Group.

Media General last month closed on its December 1999 purchase of 13 TV stations from Spartan Communications Inc. That deal increased Media Gener-

al's reach to 6.76% from 4.4% of TV households. Young, with its record-setting purchase of KRON-TV San Francisco last November, saw its reach grow to 11.28% from 9%. Tribune, while still No. 4 on the group list, now reaches 28.87% of U.S. households, compared with 27% last year. And with the addition of WGNX(TV) Atlanta last March, Meredith Broadcasting Corp. expands to 8.12% of TV households from 6.3%.

New to the list are Pappas Telecasting and Benedek Broadcasting. The combined CBS and Viacom's Paramount stations, and the falling out of Clear Channel Communications, which didn't make the cut this year with a reach of 4.16%, provided room for the newcomers.

With an eye on the household-reach cap, one company has chosen to back off. In January, Paxson Communications Corp. said it would sell 10 stations so that it could buy other—more valuable—stations. But even without them, Paxson again lands at No. 3.

Look for Paxson to become part of the nation's largest-ever TV broadcaster, if NBC has its way. Last September, the network and station-group owner bought 32.5% of Paxson, with an option to acquire up to 49%, including controlling shares of company Chairman Lowell W. "Bud" Paxson, should the FCC rules change. Stay tuned. ■

**1 Paramount Stations Group Inc./**  
(subsidiary of Viacom Inc.)  
**CBS Television Station Group VIA/CBS**  
(companies are merging)

**35 stations/47.59% of U.S./40% per FCC**

## Paramount

5555 Melrose Ave.,  
Los Angeles, Calif. 90038

Phone: (323) 956-8100  
fax: (323) 862-0121

Web site: paramount.com/hometv.html  
Sumner M. Redstone,  
chairman/68% owner  
Anthony Cassara,  
president, Stations Group



## CBS TV Station Group

51 W. 52nd St., New York, N.Y. 10019

Phone: (212) 975-4321

Fax: (212) 975-4516

Web site: cbs.com

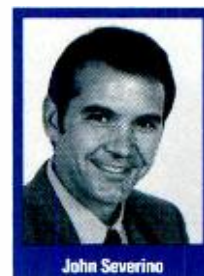
Mel Karmazin, president,

CBS Corp. (parent)

Leslie Moonves, president, CBS Television

John Severino, president, Station

Group/GM, KCBS-TV Los Angeles



Station	Market (all CBS affiliates unless noted; ch.)	DMA	U.S. Hhs reached	Hhs per FCC
WCBS-TV	New York (ch. 2)	1	6.82	6.82
KCBS-TV	Los Angeles (ch. 2)	2	5.193	5.193
WBBM-TV	Chicago (ch. 2)	3	3.179	3.179
KYW-TV	Philadelphia (ch. 3)	4	2.65	2.65
WPSG(TV) <sup>®</sup>	Philadelphia (UPN; ch. 57)			
KPIX-TV	San Francisco (ch. 5)	5	2.404	2.404

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YOU

**KEY** B= station being purchased by group  
S= satellite station  
\* = station operated under Local Marketing Agreement

TBA= time brokerage agreement in effect  
NR= market not ranked by Nielsen  
Yellow tint= duopolies or potential duopolies

WBZ-TV	Boston (ch. 4)	6	2.193	2.193
WSBK-TV <sup>B</sup>	Boston (UPN; ch. 38)			
KTVT-TV <sup>B</sup>	Dallas/Fort Worth (ch. 11)	7	2.002	2.002
KTXA(TV) <sup>B</sup>	Dallas/Fort Worth (UPN; ch. 21)			
WDCATV <sup>B</sup>	Washington (UPN; ch. 20)	8	1.984	.992
WWJ-TV	Detroit (ch. 62)	9	1.841	.9205
WKBD(TV) <sup>B</sup>	Detroit (UPN; ch. 50)			
WUPA(TV) <sup>B</sup>	Atlanta (UPN; ch. 69)	10	1.761	.8805
KTXH(TV) <sup>B</sup>	Houston (UPN; ch. 20)	11	1.698	.849
KSTW(TV) <sup>B</sup>	Seattle (UPN; ch. 11)	12	1.578	1.578
WTOG(TV) <sup>B</sup>	Tampa/St. Ptrsbrg (ch. 44)	13	1.474	.737
WCCO-TV	Minn./St. Paul (ch. 4)	14	1.469	1.469
WFOR-TV	Miami/Ft. Lauderdale (ch. 4)	16	1.43	1.43
WBFS-TV <sup>B</sup>	Miami/Ft. Lauderdale (UPN; ch. 33)			
KCNC-TV	Denver (ch. 4)	18	1.258	1.258
KMAX-TV <sup>B</sup>	Sacramento (UPN; ch. 31)	19	1.151	.5755
KDKA-TV	Pittsburgh (ch. 2)	20	1.126	1.126
WNPA(TV) <sup>B</sup>	Pittsburgh (UPN; ch. 19)			
WJZ-TV	Baltimore (ch. 13)	24	.991	.991
WNDY-TV <sup>B</sup>	Indianapolis (UPN; ch. 23)	26	.956	.478
WWHO(TV) <sup>B</sup>	Columbus (UPN/WB; ch. 53)	34	.752	.376
KUTV(TV)	Salt Lake City (ch. 2)	36	.715	.715
WUPL(TV) <sup>B</sup>	New Orleans (UPN; ch. 54)	41	.625	.3125
WGNT(TV) <sup>B</sup>	Norfolk, Va. (UPN; ch. 27)	42	.624	.312
WTVX(TV)* <sup>B</sup>	W. Palm Beach (UPN/WB; ch. 34)	43	.619	.3095
KAUT(TV) <sup>B</sup>	Oklahoma City (UPN; ch. 43)	45	.596	.298
WLWC(TV)* <sup>B</sup>	Providence (UPN/WB; ch. 28)	50	.561	.2805
KEYE-TV B	Austin, Texas (ch. 42)	61	.469	.2345
WFRV-TV	Green Bay, Wis. (ch. 5)	69	.389	.389

**Other media interests, Viacom:** UPN TV network; Paramount Domestic Television; Rysher Entertainment; cable's MTV Networks (which includes MTV, VH-1, Nickelodeon, The Box), Showtime Networks, 50% of Comedy Central (co-owned with Time Warner Inc.); Paramount Pictures; Spelling Entertainment Group Inc.; book publisher Simon & Schuster Inc.; about 80% of Blockbuster Inc.; movie theaters with more than 1,000 screens. Online interests include MTVi, Imagine Radio, Red Rocket, SonicNet.com

**Other media interests, CBS:** CBS Television Network; CBS Enterprises (syndication; formerly Eyemark Entertainment and King World Productions); majority of Infinity Broadcasting Corp. (owns/is buying about 178 radio stations, Infinity Radio, about 25% of Westwood One (radio syndicator), and TDI Worldwide Inc. and Outdoor Systems Inc. [outdoor advertising CBS Broadcast International; cable channels include TNN, Nashville Network, Home Teams Sports, Country Music Television. Online interests include CBS.com, CBS-MarketWatch.com, iWon.com, Sportsline.com, buying 35% of Brill Media Holdings' contentville.com

## 2 Fox Television Stations Inc. FOX

(subsidiary of News Corp. Ltd.)

**23 stations/40.69% of U.S./35.2% per FCC**

1999 S. Bundy Drive,  
Los Angeles, Calif. 90025  
**Phone:** (310) 584-2000  
**Fax:** (310) 584-2087  
**Web site:** fox.com  
K. Rupert Murdoch, chairman, News Corp./Fox Entertainment Group Inc.  
Mitchell Stern, chairman, Fox TV Stations



Station	Market (all Fox affiliates unless noted: ch.)	DMA	U.S. Hhs reached	Hhs per FCC
WNYW(TV)	New York (ch. 5)	1	6.82	6.82
KTTV(TV)	Los Angeles (ch. 11)	2	5.193	5.193
WFLD(TV)	Chicago (ch. 32)	3	3.179	1.59
WTFX(TV)	Philadelphia (ch. 29)	4	2.65	1.325
WFXT(TV)	Boston (ch. 25)	6	2.193	1.1
KDFW-TV	Dallas/Fort Worth (ch. 4)	7	2.002	2.002
KDFI-TV* <sup>B</sup>	Dallas (Ind.; ch. 27)			
WTTG(TV)	Washington (ch. 5)	8	1.984	1.984
WJBK-TV	Detroit (ch. 2)	9	1.841	1.841
WAGA-TV	Atlanta (ch. 5)	10	1.761	1.761
KRIV-TV	Houston (ch. 26)	11	1.698	.849
WJW-TV	Cleveland (ch. 8)	15	1.467	1.467
WTVT(TV)	Tampa/St. Petersburg (ch. 13)	13	1.474	1.474
KSAZ-TV	Phoenix (ch. 10)	17	1.38	1.38
KDVR(TV)	Denver (ch. 31)	18	1.258	.629
KTVI(TV)	St. Louis (ch. 2)	21	1.106	1.106
WDAF-TV	Kansas City (ch. 4)	31	.814	.814
WITI-TV	Milwaukee (ch. 6)	33	.809	.809
KSTU(TV)	Salt Lake City (ch. 13)	36	.715	.715
WBRC-TV	Birmingham, Ala. (ch. 6)	39	.662	.662
WHBQ-TV	Memphis, Tenn. (ch. 13)	40	.627	.627
WGHP-TV	Greensboro, N.C. (ch. 8)	47	.588	.588
KTBC-TV	Austin, Texas (ch. 7)	61	.469	.469

**Other media interests:** Fox Television Network; Fox Television Entertainment Group (Fox Entertainment, Fox Television Studios, 20th Century Fox Television, Twentieth Television); cable channels Fox News Channel, Health Network, FX, 34% of Outdoor Life and 33% of Golf Channel; Fox/Liberty (sports) Networks (including Fox Sports Net); 49.5% of Fox Family Worldwide (Fox Family Channel, Fox Kids Network). Online interests include Fox.com. News Corp. is a partner in In Flight Network (airline audio, video and information service).

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S= satellite station  
\* = station operated under Local Marketing Agreement

TBA= time brokerage agreement in effect  
NR= market not ranked by Nielsen  
Yellow tint= duopolies or potential duopolies

**3 Paxson Communications Corp. PAX**  
(32.5% owned by NBC Inc.)  
**60 stations/65.73% of U.S./34.11% per FCC**

601 Clearwater Park Road  
West Palm Beach, Fla. 33401

Phone: (561) 659-4122

Fax: (561) 659-4754 or -4252

Web site: pax.net

Lowell W. "Bud" Paxson, chairman/owner  
Jon Jay Hoker, president, TV group



Jay Hoker

Station	Market (all Pax affiliates unless noted; ch.)	DMA	U.S. HHS reached	HHS per FCC
WPXN-TV	New York (ch. 31)	1	6.82	3.41
KPXN(TV)	Los Angeles (ch. 30)	2	5.193	2.597
WCPX-TV	Chicago (ch. 38)	3	3.179	1.59
WPPX(TV)	Philadelphia (ch. 61)	4	2.65	1.325
KKPX(TV)	San Francisco (ch. 65)	5	2.404	1.202
WBPX(TV) <sup>B</sup>	Boston (Ind.; ch. 68)	6	2.193	1.096
WPXG(TV) <sup>SB</sup>	(formerly WNBW) Concord, N.H. (ch. 21)	7	2.002	1.001
KPXD(TV)	Dallas/Fort Worth (ch. 68)	7	2.002	1.001
WPXW(TV)	Washington (ch. 66)	8	1.984	.992
WPPX(TV) <sup>SB</sup>	Martinsburg, W.Va./14% of Washington (ch. 60)			
WPXD(TV)	Detroit (ch. 31)	9	1.841	.9205
WPXA(TV)	Atlanta (ch. 14)	10	1.761	.8805
KPXB(TV)	Houston (ch. 49)	11	1.698	.849
KWPX(TV)	Seattle (ch. 33)	12	1.578	.789
WXPX(TV)	Tampa/St. Petersburg (ch. 66)	13	1.474	.737
KPXM(TV)	Minneapolis/St. Paul (ch. 41)	14	1.469	.7345
WVPX(TV)	Cleveland (ch. 23)	15	1.467	.7335
WPXM(TV)	Miami/Ft. Lauderdale (ch. 35)	16	1.43	.715
KBPX(TV)	Phoenix (ch. 13)	17	1.38	1.38
KPPX(TV) <sup>TBA, S</sup>	Phoenix (ch. 51)			
KPXC-TV	Denver (ch. 59)	18	1.258	.629
KSPX(TV) <sup>TBA</sup>	Sacramento, Calif. (ch. 29)	19	1.151	.5755
WPCB-TV <sup>B</sup>	Pittsburgh (ch. 40; Pax TV/WB)	20	1.126	.563
WPXS(TV) <sup>B</sup>	St. Louis (ch. 13)	21	1.106	1.106
WOPX(TV)	Orlando, Fla. (ch. 56)	22	1.093	.5465
KPXG-TV	Portland, Ore. (ch. 22)	23	.996	.498
WIPX(TV) <sup>B</sup>	Indianapolis (ch. 63)	26	.956	.478
WHPX(TV) <sup>B</sup>	Hartford, Conn. (ch. 26)	27	.909	.4545
WFPX(TV)	Raleigh/Durham, N.C. (ch. 62)	29	.852	.426
WHPX(TV) <sup>S</sup>	Rocky Mount/Raleigh/Durham, N.C. (ch. 47)			
WNPX(TV)	Nashville, Tenn. (ch. 28)	30	.82	.41
KPXE(TV)	Kansas City (ch. 50)	31	.814	.407
WPXE(TV) <sup>B</sup>	Milwaukee, Wis. (ch. 55)	33	.809	.4045
KUPX-TV	Salt Lake City (ch. 16)	36	.715	.3575
KPXL(TV) <sup>TBA, B</sup>	San Antonio, Texas (ch. 44)	37	.679	.3395
WZPX(TV) <sup>B</sup>	Grand Rapids, Mich. (ch. 43)	38	.666	.333

WPXH(TV)	Birmingham, Ala. (ch. 44)	39	.662	.331
WPXX(TV) <sup>TBA, B</sup>	Memphis, Tenn. (ch. 50)	40	.627	.3135
WPXL(TV) <sup>TBA, B</sup>	New Orleans (ch. 49)	41	.625	.3125
WPXV(TV)	Norfolk, Va. (ch. 49)	42	.624	.312
WPXJ(TV)	Buffalo, N.Y. (ch. 51)	44	.617	.3085
WPXP(TV)	W. Palm Beach, Fla. (ch. 67)	43	.619	.3095
KOPX(TV)	Oklahoma City (ch. 62)	45	.596	.298
WGFX(TV)	Greensboro, N.C. (ch. 16)	47	.588	.294
WBNA(TV) <sup>*</sup>	Louisville, Ky. (ch. 21)	48	.572	.286
KAPX-TV	Albuquerque, N.M. (ch. 14)	49	.564	.282
WPXQ(TV)	Providence, R.I. (ch. 69)	50	.561	.2805
WDPX(TV) <sup>S</sup>	(formerly wzbu) Providence (ch. 58 [satellite of WBPX])			
WQPX(TV)	Scranton, Pa. (ch. 64)	51	.551	.2755
KPXF(TV)	Fresno, Calif. (ch. 61)	54	.507	.2535
WYPX(TV)	Albany, N.Y. (ch. 55)	55	.503	.2515
KYPX(TV) <sup>TBA, B</sup>	Little Rock, Ark. (ch. 42)	57	.484	.242
KTPX(TV)	Tulsa, Okla. (ch. 44)	58	.479	.2395
WLPX-TV	Charleston, W.Va. (ch. 29)	59	.478	.239
WPXK(TV)	Knoxville, Tenn. (WB/Pax TV; ch. 54 [LMA'd to Acme Television LLC])	63	.448	.224
WAOM(TV) <sup>B</sup>	Lexington, Ky. (ch. 67)	66	.413	.2065
WPRX(TV)	Roanoke, Va. (ch. 38)	68	.400	.200
KPXJ(TV)	Shreveport, La. (ch. 21)	75	.368	.184
KPXR(TV)	Dubuque, Iowa (ch. 48)	90	.301	.1505
WEPX(TV)	Greenville, N.C. (ch. 38)	106	.239	.1195

**Other media interests:** PaxTV network. Paxson also is buying construction permits to build TVs in Mobile, Ala.; Davenport, Iowa; Jacksonville/Greenville, N.C., and Odessa/Midland, Texas. Online interest: paxtv.com.

**4 Tribune Broadcasting Co. TRB**  
**23 stations/38.12% of U.S./28.87% per FCC**

435 N. Michigan Ave., Suite 1800,  
Chicago, Ill. 60611

Phone: (312) 222-3333

Fax: (312) 329-0611

Web site: tribune.com

John W. Madigan, president,  
Tribune Co. (parent)

Dennis J. FitzSimons, president,  
Tribune Broadcasting/executive vice  
president, media operations, Tribune Co.

Michael Eigner, president, Tribune Television



Michael Eigner

Station	Market (all WB affiliates unless noted; ch.)	DMA	U.S. HHS reached	HHS per FCC
WPIX(TV)	New York (ch. 11)	1	6.82	6.82
KTLA(TV)	Los Angeles (ch. 5)	2	5.193	5.193



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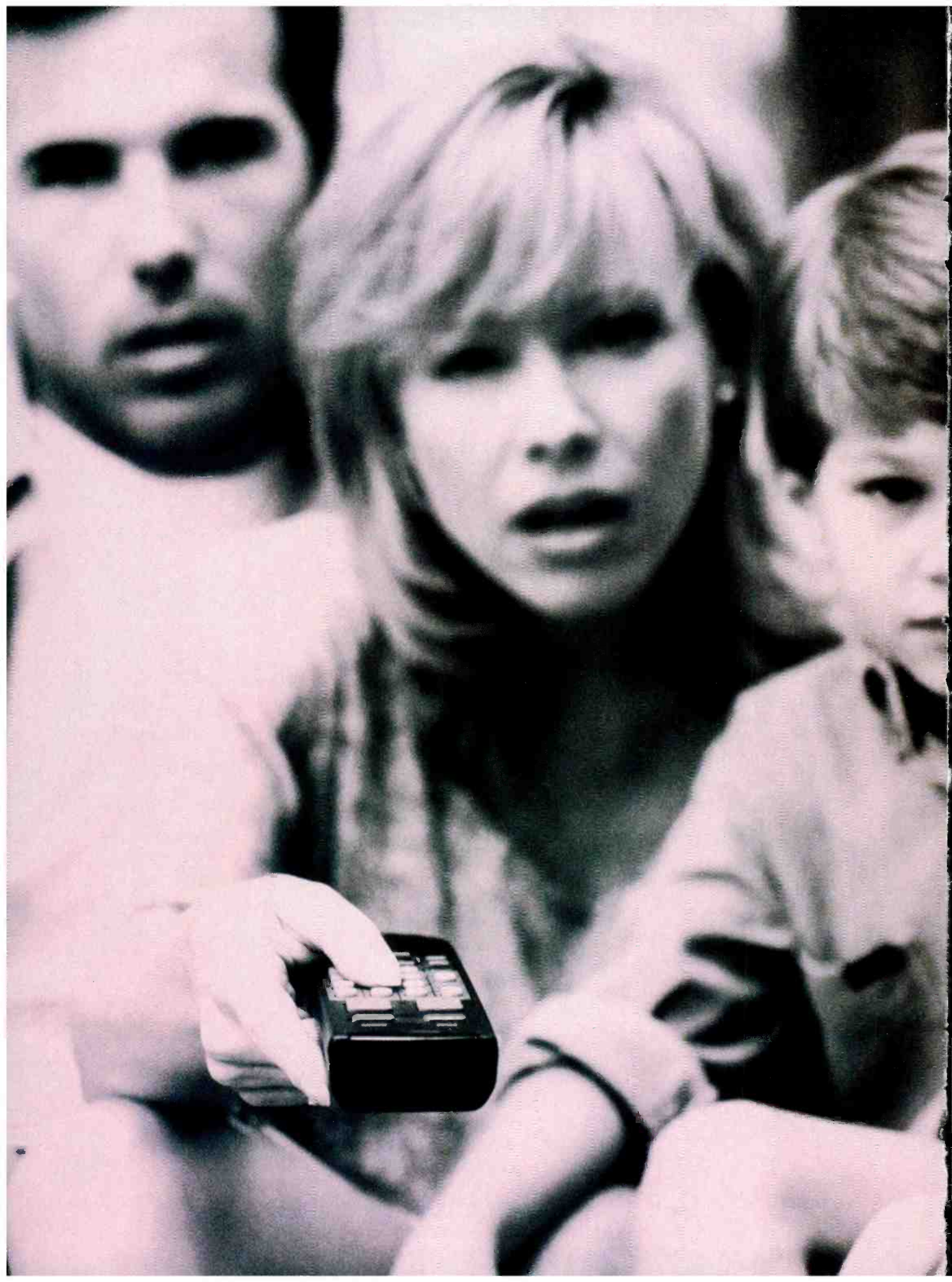
FINOVA Capital Corporation

(312) 322-7205

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**Who  
What  
When  
Where  
Why  
Now.**



**KEY** B= station being purchased by group  
S= satellite station  
\* = station operated under Local Marketing Agreement

TBA= time brokerage agreement in effect  
NR= market not ranked by Nielsen  
Yellow tint= duopolies or potential duopolies

WGN-TV	Chicago (ch. 9)	3	3.179	3.179
WPHL-TV	Philadelphia (ch. 17)	4	2.65	1.325
WLVI-TV	Boston (ch. 56)	6	2.193	1.097
KDAF(TV)	Dallas/Fort Worth (ch. 33)	7	2.002	1.001
WBDC-TV	Washington (ch. 50)	8	1.984	.992
WATL(TV)	Atlanta (ch. 36)	10	1.761	.8805
KHWP(TV)	Houston (ch. 39)	11	1.698	.849
KCPQ(TV)	Seattle (Fox; ch. 13)	12	1.578	1.578
KTWB(TV)	(formerly KTZZ)Seattle (WB; ch. 22)			
WBZL(TV)	Miami/Ft. Lauderdale (ch. 39)	16	1.43	.715
KWGN-TV	Denver (ch. 2)	18	1.258	1.258
KTXL(TV)	Sacramento, Calif. (Fox; ch. 40)	19	1.151	.5755
KSWB-TV	San Diego (ch. 69)	25	.973	.4865
WXIN(TV)	Indianapolis (Fox; ch. 59)	26	.956	.478
WTIC-TV	Hartford/New Haven (Fox; ch. 61)	27	.909	.4545
WTXX(TV)* <sup>B</sup>	Hartford/New Haven (UPN; ch. 20)			
WXMI(TV)	Grand Rapids, Mich. (Fox; ch. 17)	38	.666	.333
WGNO(TV)	New Orleans (ABC; ch. 26)	41	.625	.3125
WNOL(TV)	New Orleans (WB; ch. 38)			
WPMT(TV)	Harrisburg, Pa. (Fox; ch. 43)	46	.595	.2975
WEWB(TV)	Albany, N.Y. (WB; ch. 45)	55	.503	.2525

Tribune owns TVs), and various magazines. Online interests include cubs.com, metromix.com, Go2Orlando.com, BlackVoices.com, 18% of CareerPath.com; 9% of Peapod.com, 2% of iVillage Inc., 1% of Excite@Home, less than 1% of America Online. Partner in iBlast (to be national datacasting network).

**5 NBC Inc.** GE  
(subsidiary of General Electric Co.)  
**13 stations/27.97% of U.S./26.6% per FCC**

30 Rockefeller Plaza.  
New York, N.Y. 10112  
**Phone:** (212) 664-444  
**Fax:** (212) 664-4085

**Web site:** nbc.com  
John F. Welch Jr., chairman, GE  
Robert C. Wright, president, NBC  
Jay Ireland, president, NBC Stations Group



**Other media interests:** 25% of WB Television Network (primarily owned by Time Warner); Tribune Entertainment Co. (first-run programming); cable channels CLTV News (Chicago), 50% of Central Florida News 13 (joint partner with Time Warner), 29% of Food Network; Tribune Media Services and its ZAP2IT electronic program guide; 4 radio stations; 50% of Knight-Ridder/Tribune Information Services; 4 newspapers including *Chicago Tribune*; is buying Times Mirror Co., which owns seven newspapers, including *New York Newsday*, *Los Angeles Times*, *Hartford (Conn.) Courant* (in markets where

Station	Market (all NBC affiliates; ch.)	DMA	U.S. Hhs reached	Hhs per FCC
WNBC(TV)	New York (ch. 4)	1	6.82	6.82
KNBC(TV)	Los Angeles (ch. 4)	2	5.193	5.193
WMAQ-TV	Chicago (ch. 5)	3	3.179	3.179
WCAU(TV)	Philadelphia (ch. 10)	4	2.65	2.65
KXAS-TV	Dallas/Fort Worth (ch. 5)	7	2.002	2.002
WRC-TV	Washington (ch. 4)	8	1.984	1.984
WTVJ(TV)	Miami/Ft. Lauderdale (ch. 6)	16	1.43	1.43
KNSD(TV)	San Diego (ch. 39)	25	.973	.4865
WVIT(TV)	Hartford, Conn. (ch. 30)	27	.909	.4545
WNCN(TV)	Raleigh/Durham, N.C. (ch. 17)	29	.852	.426
WCMH-TV	Columbus, Ohio (ch. 4)	34	.752	.752

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### **Internet Broadcasting Systems**

Strategic partner serving Hearst-Argyle, Post-Newsweek,  
CBS, Scripps-Howard, Evening Telegram Company,  
Lee Enterprises and Global-TV in Canada.

Los Angeles	Portland
Boston	Charlotte
Dallas	Cincinnati
Detroit	Kansas City
Houston	Milwaukee
Seattle	Greenville
Cleveland	San Antonio
Minneapolis/St. Paul	Hampton/Norfolk
Miami	New Orleans
Tampa	West Palm Beach
Phoenix	Oklahoma City
Pittsburgh	Harrisburg/Lancaster
Sacramento	Winston-Salem
St. Louis	Albuquerque
Orlando	Louisville
Baltimore	Providence

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Austin
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Honolulu
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WVTM-TV Birmingham, Ala. (ch. 13) 39 .662 .662  
WJAR(TV) Providence, R.I. (ch. 10) 50 .561 .561

**Other media interests:** NBC Television Network; NBC Studios; cable channels include CNBC and MSNBC (with Microsoft Inc.), A&E Television Networks (joint venture with ABC Inc. and Hearst-Argyle Television Inc.), CNBC Europe; 32.5% of Paxson Communications Corp. (with option to take control in 2002); 15% of ValueVision International Inc. Online interests include NBCi (portal), MSNBC.com, VideoSeeker (clip site), snap.com, xoom.com, NextVenue Inc. (streaming-media venture with Microsoft and Dow Jones), stakes in contentville.com, petopia.co, Ralph Lauren Media, selfcare.com.

**6 ABC Inc.** (subsidiary of Walt Disney Co.)  
**10 stations/24.15% of U.S./23.9% per FCC**

77 W. 66th St., New York, N.Y. 10023

**Phone:** (212) 456-7777

**Fax:** (212) 456- 6850

**Web site:** abc.go.com

Michael D. Eisner, chairman, Disney  
Robert F. Callahan, president, broadcast operations

Walter Liss, president, stations group



Walter Liss

Station	Market (all ABC affiliates: ch.)	DMA	U.S. HHS reached	HHS per FCC
WABC-TV	New York (ch. 7)	1	6.82	6.82
KABC-TV	Los Angeles (ch. 7)	2	5.193	5.193
WLS-TV	Chicago (ch. 7)	3	3.179	3.179
WPVI-TV	Philadelphia (ch. 6)	4	2.65	2.65
KGO-TV	San Francisco (ch. 7)	5	2.404	2.404
KTRK-TV	Houston (ch. 13)	11	1.698	1.698
WTVD(TV)	Raleigh/Durham, N.C. (ch. 11)	29	.852	.852
KFSN-TV	Fresno, Calif. (ch. 30)	54	.507	.2535
WJRT-TV	Flint/Saginaw, Mich. (ch. 12)	64	.441	.441
WTVG(TV)	Toledo, Ohio (ch. 13)	67	.408	.408

**Other media interests:** ABC Television Network; 35 radio stations; ABC Radio Networks; ABC Entertainment Television Group (TV production and prime time development); Disney/ABC Cable Networks include Disney Channel, Toon Disney, 80% of ESPN, 50% of Lifetime Television (joint partner with Hearst Corp.), 39.5% of E! Entertainment Television, A&E Television Networks (joint venture with NBC and Hearst); Walt Disney Television International; Fairchild Publications (including *W*, *Women's Wear Daily* and *Jane*). Online interests include ABC Multimedia Group, ABC.com, ABCNews.com, ESPN.com, Go.com, 43% of Infoseek.

**7 Chris-Craft Industries Inc./  
United Television Inc.\*** CCM/UTVI  
**10 stations/21.74% of U.S./18.81% per FCC**

132 S. Rodeo Drive, 4th Floor, Beverly Hills, Calif. 90212

**Phone:** (310) 281-4844

**Fax:** (310) 281-5870

**Web sites:** chriscraft.net;  
unitedtelevision.com

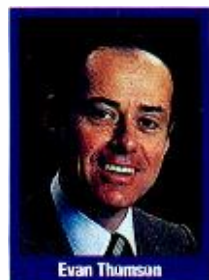
Herbert J. Siegel, president/35%

owner, Chris-Craft

Evan C. Thomson, president, United TV

Station Group/executive vice president,

Chris-Craft



Evan Thomson

Station	Market (all UPN affiliates unless noted: ch.)	DMA	U.S. HHS reached	HHS per FCC
WWOR-TV	New York (ch. 9)	1	6.82	6.82
KCOP(TV)	Los Angeles (ch. 13)	2	5.193	5.193
KBHK-TV	San Francisco (ch. 44)	5	2.404	1.202
KMSP-TV	Minneapolis/St. Paul (ch. 9)	14	1.469	1.469
KUTP(TV)	Phoenix (ch. 45)	17	1.38	.69
WRBW(TV)	Orlando, Fla. (ch. 65)	22	1.093	.5465
KPTV(TV)	Portland, Ore. (ch. 12)	23	.996	.996
WUTB(TV)	Baltimore (ch. 24)	24	.991	.4955
KTVX(TV)	Salt Lake City (ABC; ch. 4)	36	.715	.715
KMOL-TV	San Antonio, Texas (NBC; ch. 4)	37	.679	.679

**No other media interests**

\* United Television is 58.4% owned by BHC Communications Inc. Chris-Craft owns 80% of BHC.

**8 Gannett Broadcasting Division GCI**  
**22 stations/17.39% of U.S./17.23% per FCC**

1100 Wilson Blvd.,  
Arlington, Va. 22209

**Phone:** (703) 284-6760

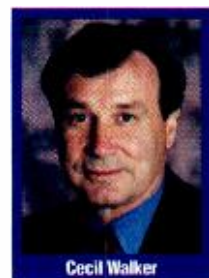
**Fax:** (703) 247-3114

**Web site:** gannett.com

John J. Curley, chairman, Gannett Co.

Inc. (parent)

Cecil L. Walker, president, broadcasting



Cecil Walker

Station	Market (affiliates: ch.)	DMA	U.S. HHS reached	HHS per FCC
WUSA(TV)	Washington (CBS; ch. 9)	8	1.984	1.984
WXIA-TV	Atlanta (NBC; ch. 11)	10	1.761	1.761
WTSP(TV)	Tampa/St. Ptrsbrg (CBS; ch. 10)	13	1.474	1.474

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KARE(TV)	Minn./St. Paul (NBC; ch. 11)	14	1.469	1.469	WDSU-TV	New Orleans (NBC; ch. 6)	41	.625	.625
WKYC-TV	Cleveland (NBC; ch. 3)	15	1.467	1.467	WPBF(TV) <sup>M</sup>	W. Palm Beach. (ABC; ch. 25)	43	.619	.3095
KPNX(TV)	Phoenix (NBC; ch. 12)	17	1.38	1.38	KOCO-TV	Oklahoma City (ABC; ch. 5)	45	.596	.596
KNAZ-TV <sup>S</sup>	Flagstaff, Ariz. (NBC; ch. 2)				WGAL(TV)	Harrisburg, Pa. (NBC; ch. 8)	46	.595	.595
KMOH-TV <sup>S</sup>	Kingman, Ariz. (WB; ch. 6)				WXII-TV	Greensboro, N.C. (NBC; ch. 12)	47	.588	.588
KUSA-TV	Denver (NBC; ch. 9)	18	1.258	1.258	WLKY-TV	Louisville, Ky. (CBS; ch. 32)	48	.572	.286
KXTV(TV)	Sacramento, Calif. (ABC; ch. 10)	19	1.151	1.151	KOAT-TV	Albuquerque, N.M. (ABC; ch. 7)	49	.564	.564
KSDK(TV)	St. Louis (NBC; ch. 5)	21	1.106	1.106	KOCT(TV) <sup>S</sup>	Carlsbad, N.M. (ABC; ch. 6)			
WZZM-TV	Grand Rapids, Mich. (ABC; ch. 13)	38	.666	.666	KOVT(TV) <sup>S</sup>	Silver City, N.M. (ABC; ch. 10)			
WGRZ-TV	Buffalo, N.Y. (NBC; ch. 2)	44	.617	.617	KCCI(TV)	Des Moines, Iowa (CBS; ch. 8)	70	.385	.385
WFMY-TV	Greensboro, N.C. (CBS; ch. 2)	47	.588	.588	KITV(TV)	Honolulu (ABC; ch. 4)	71	.383	.383
WTLV(TV)	Jacksonville, Fla. (NBC; ch. 12)	52	.536	.536	KHVO(TV) <sup>S</sup>	Hilo, Hawaii (ABC; ch. 13)			
WJXX(TV) <sup>B</sup>	Jacksonville (ABC; ch. 25)				KMAU(TV) <sup>S</sup>	Wailuku, Hawaii (ABC; ch. 12)			
KTHV(TV)	Little Rock, Ark. (CBS; ch. 11)	57	.484	.484	KETV(TV)	Omaha, Neb. (ABC; ch. 7)	73	.370	.370
WBIR-TV	Knoxville, Tenn. (NBC; ch. 10)	63	.448	.448	WAPT(TV)	Jackson, Miss. (ABC; ch. 16)	89	.303	.1515
WCSH(TV)	Portland, Maine (NBC; ch. 6)	80	.352	.352	WPTZ(TV)	Burlington, Vt. (NBC; ch. 5)	91	.293	.293
WLTX(TV)	Columbia, S.C. (CBS; ch. 19)	86	.315	.1575	WNNE(TV) <sup>S</sup>	Hartford, Vt. (NBC; ch. 31)			
WMAZ-TV	Macon, Ga. (CBS; ch. 13)	121	.209	.209	KSBW(TV)	Monterey, Calif. (NBC; ch. 8)	112	.227	.227
WLBZ(TV)	Bangor, Maine (NBC; ch. 2)	156	.127	.127	KHBS(TV)	Fort Smith, Ark. (ABC; ch. 40)	118	.220	.110
					KHOG-TV <sup>S</sup>	Fayetteville, Ark. [ABC; ch. 29]			

**Other media interests:** 74 daily U.S. newspapers including *USA Today*. Online interests include Gannett New Media, USA Today Online, New Century Network. Partner in iBlast (to be national datacasting network).

## 9 Hearst-Argyle Television Inc. HTV

32 stations/17.53% of U.S./15.94% per FCC

888 7th Ave., New York, N.Y. 10106

Phone: (212) 887-6800

Fax: (212) 887-6875

Web site: hearstargyle.com

Frank A. Bennack Jr., president, Hearst Corp. (parent/59% owner)

Robert Marbut, chairman, co-CEO;

David Barrett, president/co-CEO,

Hearst-Argyle Television



David Barrett

Station	Market (affiliates: ch.)	DMA	U.S. HHS reached	HHS per FCC
WCVB-TV	Boston (ABC; ch. 5)	6	2.193	2.193
WMOR(TV) <sup>M</sup>	Tampa/St. Ptrsbrg (WB; ch. 32)	13	1.474	.737
WTAE-TV	Pittsburgh (ABC; ch. 4)	20	1.126	1.126
KCRA-TV	Sacramento, Calif. (NBC; ch. 3)	19	1.151	1.151
KQCA(TV)	Sacramento (WB; ch. 58)			
WESH(TV)	Orlando, Fla. (NBC; ch. 2)	22	1.093	1.093
WBAL-TV	Baltimore (NBC; ch. 11)	24	.991	.991
WISN-TV	Milwaukee (ABC; ch. 12)	33	.809	.809
WLWT(TV)	Cincinnati (NBC; ch. 5)	32	.814	.814
KMBC-TV	Kansas City (ABC; ch. 9)	31	.814	.814
KCWE-TV*	Kansas City (UPN; ch. 29)			
WYFF(TV)	Greenville, S.C. (NBC; ch. 4)	35	.727	.727

M=management agreement

**Other media interests:** 7 radio stations; Hearst-Argyle Television Productions. Online interests include 30% of Internet Broadcasting Systems Inc. (site developer); is buying less than 10% of Geocast Network Systems. Parent Hearst Corp. owns Hearst Entertainment and Syndication; 50% of Lifetime Television (joint partner with ABC Inc.), New England Cable News (with MediaOne); TVA (Brazilian pay-TV company, with ABC), 20% of ESPN, A&E Television Networks (joint venture with NBC and ABC); 12 newspapers; 16 consumer magazines including *Esquire*, *Town & Country*, *Good Housekeeping*, *Harpers's Bazaar*. Online interests include hearstcorp.com and 50% of Women.com Networks.

## 10 USA Broadcasting Inc. USAI

13 stations/30.96% of U.S./15.48% per FCC

152 W. 57th St., New York, N.Y. 10019

Phone: (212) 314-7200

Fax: (212) 314-7309

Web site: wami.citysearch.com

Barry Diller, chairman, USA Networks Inc. (parent)

Rick Feldman, president/COO, USA Broadcasting



Rick Feldman

Station	Market (all HSN affiliates unless noted: ch.)	DMA	U.S. HHS reached	HHS per FCC
WHSE-TV	New York (ch. 68)	1	6.82	3.41
WHSI-TV <sup>S</sup>	Smithtown, N.Y. (ch. 67)			



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<p><b>RADIO ONE, INC.</b> \$350,000,000 Follow-On Equity Offering <i>Co-Manager</i></p>	<p><b>MEDIACOM CORPORATION</b> \$380,000,000 Initial Public Offering <i>Co-Manager</i></p>	<p><b>CITADEL COMMUNICATIONS CORP.</b> \$244,625,000 Follow-On Equity Offering <i>Co-Manager</i></p>
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**Yellow tint**= duopolies or potential duopolies

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WEHS-TV	Chicago (ch. 60)	3	3.179	1.59
WHSP-TV	Philadelphia (ch. 65)	4	2.65	1.325
WHSB-TV	Boston (ch. 66)	6	2.193	1.097
KSTR-TV	Dallas/Fort Worth (Ind.; ch. 49)	7	2.002	1.001
WHOT-TV	Atlanta (Ind.; ch. 34)	10	1.761	.8805
KHSH-TV	Houston (ch. 67)	11	1.698	.849
WQHS-TV	Cleveland (ch. 61)	15	1.467	.7335
WBHS-TV	Tampa/St. Ptsbrg (ch. 50)	13	1.474	.737
WAMI-TV	Miami/Ft. Ldrle (Ind.; ch. 69)	16	1.43	.715
WBSF-TV	Orlando, Fla. (Ch. 43)	22	1.093	.5465

WSYX(TV)	Columbus, Ohio (ABC; ch. 6)	34	.752	.376
WTTE(TV) <sup>TBA</sup>	Columbus (Fox; ch. 28)			
WLOS(TV)	Greenville, S.C. (ABC; ch. 13)	35	.727	.727
WBSC-TV <sup>TBA</sup>	Greenville/Asheville (WB; ch. 40)			
KABB(TV)	San Antonio, Texas (Fox; ch. 29)	37	.679	.3395
KRR(TV) <sup>TBA</sup>	San Antonio, Texas (WB; ch. 35)			
WTTO(TV)	Birmingham, Ala. (WB; ch. 21)	39	.662	.331
WABM(TV) <sup>TBA</sup>	Birmingham (Ind.; ch. 68)			
WDBB(TV)*	Birmingham (simulcasts WTTO; ch. 17)			
WTVZ(TV)	Norfolk, Va. (WB; ch. 33)	42	.624	.312
WUTV(TV)	Buffalo (Fox; ch. 29)	44	.617	.3085
KOCB(TV)	Oklahoma City (WB; ch. 34)	45	.596	.596
KOKH-TV <sup>TBA</sup>	Oklahoma City (Fox; ch. 25)			
WXLV-TV <sup>B</sup>	Greensboro, N.C. (ABC; ch. 45)	47	.588	.294
WUPN-TV <sup>TBA</sup>	Greensboro (UPN; ch. 48)	47	.588	.294
KVWB(TV)	Las Vegas (WB; ch. 21)	53	.517	.2585
KFBT(TV) <sup>TBA</sup>	Las Vegas (Ind.; ch. 33)			
WKEF(TV)	Dayton, Ohio (NBC; ch. 22)	56	.502	.251
WRGT-TV <sup>TBA</sup>	Dayton (Fox; ch. 45)			
WCHS-TV	Charleston, W.Va. (ABC; ch. 8)	59	.478	.478
WVAH-TV <sup>TBA</sup>	Charleston (Fox; ch. 11)			
WRLH-TV <sup>B</sup>	Richmond, Va. (Fox; ch. 35)	60	.471	.2355
WEAR-TV	Mobile, Ala. (ABC; ch. 3)	62	.468	.468
WFGX(TV) <sup>TBA</sup>	Mobile/Pensacola (WB; ch. 35)			
WSMH(TV)	Flint/Saginaw, Mich. (Fox; ch. 66)	64	.441	.2205
WDKY-TV	Lexington, Ky. (Fox; ch. 56)	66	.413	.2065
KDSM-TV	Des Moines, Iowa (Fox; ch. 17)	70	.385	.1925
KBSI(TV)	Paducah, Ky. (Fox; ch. 23)	74	.368	.184
WDKA(TV)*	Paducah/Cape Girardeau (UPN; ch. 49)			
WSYT(TV)	Syracuse, N.Y. (Fox; ch. 68)	76	.367	.1835
WNYS-TV*	Syracuse (UPN; ch. 43)			
WUHF(TV)* <sup>B</sup>	Rochester, N.Y. (Fox; ch. 31)	77	.364	.182
WGME-TV	Portland, Maine (CBS, ch. 13)	80	.352	.352
WMSN-TV <sup>B</sup>	Madison, Wis. (Fox; ch. 47)	85	.320	.16
WEMT(TV)	Tri-Cities, Tenn./Va. (Fox; ch. 39)	92	.291	.1455
WMMP(TV)	Charleston, S.C. (UPN; ch. 36)	104	.241	.1205
WTAT-TV <sup>TBA</sup>	Charleston (Fox; ch. 24)			
WGGB-TV	Springfield, Mass. (ABC; ch. 40)	105	.241	.1205
KETK-TV	Tyler, Texas (NBC; ch. 56)	108	.235	.1175
WTWC(TV)	Tallahassee, Fla. (NBC; ch. 40)	109	.229	.1145
WYZZ-TV	Peoria, Ill. (Fox; ch. 43)	110	.228	.114

**Other media interests:** 49% of KPST-TV San Francisco and 45% of KTVJ(TV) Denver, WHSL(TV) St. Louis and WTMW(TV) Washington; option to buy 45% of WJVS(TV) Chicago. Parent owns Home Shopping Network; Studios USA (syndication); cable networks USA Network and Sci-Fi Channel; Ticketmaster. Online interests include 52% of Ticketmaster Online-CitySearch Inc.; buying 75% of styleclick.com

**11 Sinclair Broadcast Group Inc.**  
**SBGI**  
**54 stations/23.33% of U.S./14.02% per FCC**

10706 Beaver Dam Road, Hunt Valley, Md. 21030

**Phone:** (410) 568-1500

**Fax:** (410) 568-1588

**Web site:** sbgi.net

David D. Smith, president/24.2% owner  
 Barry Drake, CEO, Sinclair Television



Barry Drake

Station	Market (affiliates: ch.)	DMA	U.S. HHS reached	HHS per FCC
WTTA(TV)	Tampa/St. Ptsbrg (WB; ch. 38)	13	1.474	.737
KMWB-TV	Minn./St. Paul (WB; ch. 23)	14	1.469	.7345
KOVR(TV)	Sacramento, Calif. (CBS; ch. 13)	19	1.151	1.151
WPGH-TV	Pittsburgh (Fox; ch. 53)	20	1.126	.563
WCWB(TV) <sup>TBA</sup>	Pittsburgh (WB; ch. 22)			
WBFF(TV)	Baltimore (Fox; ch. 45)	24	.991	.4955
WNUV(TV) <sup>TBA</sup>	Baltimore (WB; ch. 54)			
WTTV(TV)	Indianapolis (WB; ch. 4)	25	.956	.956
WTTK(TV)	Indianapolis, Ind. (simulcasts WTTV; ch. 29)			
WLFL(TV)	Raleigh, N.C. (WB; ch. 22)	29	.852	.426
WRDC(TV) <sup>TBA</sup>	Durham/Raleigh (UPN; ch. 28)			
WZTV(TV) <sup>B</sup>	Nashville, Tenn. (Fox; ch. 17)	30	.820	.41
WUXP(TV) <sup>TBA</sup>	Nashville (UPN; ch. 30)			
KSMO-TV	Kansas City (WB; ch. 62)	31	.814	.407
WSTR-TV	Cincinnati (WB; ch. 64)	32	.814	.407
WCGV-TV	Milwaukee (UPN; ch. 24)	33	.809	.4045
WVTV(TV) <sup>TBA</sup>	Milwaukee (WB; ch. 18)			

**Other media interests:** 6 radio stations

**12 Belo Corp.**  
**BLC**  
**20 stations/14.02% of U.S./13.35% per FCC**

400 S. Record St., Dallas, Texas 75202

**Phone:** (214) 977-6606

**Fax:** (214) 977-2030

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TBA= time brokerage agreement in effect  
NR= market not ranked by Nielsen  
Yellow tint= duopolies or potential duopolies

Robert W. Decherd,  
chairman/president/owns 17.3% of  
voting shares  
Ward L. Huey Jr., president,  
Broadcast Division/vice chairman, Belo



Ward Huey

Station	Market (affiliates: ch.)	DMA	U.S. HHS reached	HHS per FCC
WFAA-TV	Dallas/Fort Worth (ABC; ch. 8)	7	2.002	2.002
KHOU-TV	Houston (CBS; ch. 11)	11	1.698	1.698
KING-TV	Seattle (NBC; ch. 5)	12	1.578	1.578
KONG-TV	Seattle (Ind.; ch. 16)			
KTVK(TV)	Phoenix (Ind.; ch. 3)	17	1.38	1.38
KASW(TV)	Phoenix (WB, ch. 61)			
KMOV(TV)	St. Louis (CBS; ch. 4)	21	1.106	1.106
KGW-TV	Portland, Ore. (NBC; ch. 8)	23	.996	.996
WCNC-TV	Charlotte, N.C. (NBC; ch. 36)	28	.874	.437
KENS-TV	San Antonio, Texas (CBS; ch. 5)	37	.679	.679
WWL-TV	New Orleans (CBS; ch. 4)	41	.625	.625
WVEC-TV	Norfolk, Va. (ABC; ch. 13)	42	.624	.624
WHAS-TV	Louisville, Ky. (ABC; ch. 11)	48	.572	.572
KOTV(TV)	Tulsa, Okla. (CBS; ch. 6)	58	.479	.479
KVUE-TV	Austin, Texas (ABC; ch. 24)	61	.469	.2345
KMSB-TV	Tucson, Ariz. (Fox; ch. 11)	72	.378	.378
KTTU-TV*	Tucson (UPN; ch. 18)			
KREM-TV	Spokane, Wash. (CBS; ch. 2)	78	.363	.363
KSKN(TV)*	Spokane (UPN/WB; ch. 22)			
KTVB(TV)	Boise, Idaho (NBC; ch. 7)	125	.198	.198

**Other media interests:** Two AMs; 5 local or regional cable news channels including Northwest Cable News, Texas Cable News, 50% of cable's Arizona News Channel (joint venture with Cox Communications Inc.); eight daily newspapers including *Dallas Morning News*, *Providence Journal*, *Riverside*, Calif., *Press-Enterprise*. Online interests include dallasnews.com, \$10 million investment in Geocast Network Systems, equity stake in AdOne LLC and its classifiedswarehouse.com (Internet classifieds)

**13 Univision Communications Inc.**  
12 stations/26.62% of  
U.S./13.31% per FCC

UVN

6701 Center Drive West, 7th Floor,  
Los Angeles, Calif. 90045  
**Phone:** (310) 348-3655  
**Fax:** (310) 348-3659  
**Web site:** univision.net  
A. Jerrold Perenchio, chairman



Jerrold Perenchio

Thomas Arnost, Michael Wortsman, co-presidents, TV Group

Station	Market (all Univision affiliates: ch.)	DMA	U.S. HHS reached	HHS per FCC
WXTV(TV)	New York (ch. 41)	1	6.82	3.41
KMEX-TV	Los Angeles (ch. 34)	2	5.193	2.597
WGBO-TV	Chicago (ch. 66)	3	3.179	1.59
KDTV(TV)	San Francisco (ch. 14)	5	2.404	1.202
KUVN(TV)	Dallas/Fort Worth (ch. 23)	7	2.002	1.001
KXLN-TV	Houston (ch. 45)	11	1.698	.849
WLTV(TV)	Miami/Ft. Lauderdale (ch. 23)	16	1.43	.715
KTWV-TV	Phoenix (ch. 33)	17	1.38	.69
KUVS(TV)	Sacramento, Calif. (ch. 19)	19	1.151	.5755
KWEX-TV	San Antonio, Texas (ch. 41)	37	.679	.3395
KFTV(TV)	Fresno, Calif. (ch. 21)	54	.507	.2535
KUVI(TV)	Bakersfield, Calif. (ch. 45)	130	.18	.09

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

**14 Young Broadcasting Inc. YBTV**  
16 stations/11.46% of U.S./11.32% per FCC

599 Lexington Ave., New York, N.Y. 10022

**Phone:** (212) 754-7070

**Fax:** (212) 758-1229

**Web site:** Under construction

J. Vincent Young, chairman/35.4% owner  
Deborah A. McDermott, executive vice  
president, operations



Deb McDermott

Station	Market (affiliation: ch.)	DMA	U.S. HHS reached	HHS per FCC
KCAL(TV)	Los Angeles (Ind. ; ch. 9)	2	5.193	5.193
KRON-TV <sup>B</sup>	San Francisco (NBC; ch. 4)	5	2.404	2.404
WKRN-TV	Nashville, Tenn. (ABC; ch. 2)	30	.82	.82
WTEN(TV)	Albany, N.Y. (ABC; ch. 10)	55	.503	.503
WCDC(TV) <sup>S</sup>	Adams, Mass./Albany (ABC; ch. 10)			
WRIC-TV	Richmond, Va. (ABC; ch. 8)	60	.471	.471
WATE-TV	Knoxville, Tenn. (ABC; ch. 6)	63	.448	.448
WBAY-TV	Green Bay, Wis. (ABC; ch. 2)	69	.389	.389
KWQC-TV	Davenport, Iowa (NBC; ch. 6)	88	.306	.306
WLNS-TV	Lansing, Mich. (CBS; ch. 6)	107	.236	.236
KELO-TV	Sioux Falls, S.D. (CBS; ch. 11)	114	.226	.226
KDLO-TV <sup>S</sup>	Florence/Sioux Falls, S.D. (CBS; ch. 3)			
KPLO-TV	Reliance/Sioux Falls, S.D. (CBS; ch. 6)			
KLFY-TV	Lafayette, La. (CBS; ch. 10)	123	.202	.202
WTVO(TV)	Rockford, Ill. (NBC; ch. 17)	135	.169	.0845
KCLO-TV <sup>S</sup>	Rapid City, S.D. (CBS; ch. 15)	175	.085	.0425

**Other media interests:** Adam Young Inc. (rep firm)



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TBA= time brokerage agreement in effect  
NR= market not ranked by Nielsen  
Yellow tint= duopolies or potential duopolies

**15**

**Telemundo Group Inc. PRIVATE**

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

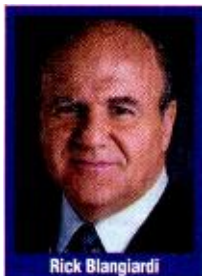
8 stations/21.4% of U.S./10.7% per FCC

2290 W. 8th Ave., Hialeah, Fla. 33010

Phone: (305) 884-8200

Fax: (305) 889-7980

James McNamara, president  
Rick Blangiardi, president,  
station group



Rick Blangiardi

Station	Market (all Telemundo affiliates; ch.)	DMA	U.S. HHS reached	HHS per FCC
WNJU(TV)	New York (ch. 47)	1	6.82	3.41
KVEA(TV)	Los Angeles (ch. 52)	2	5.193	2.597
WSNS(TV)	Chicago (ch. 44)	3	3.179	1.59
KSTS(TV)	San Francisco (ch. 48)	5	2.404	1.202
KTMD(TV)	Houston (ch. 48)	11	1.698	.849
wscv(TV)	Miami/Ft. Lauderdale (ch. 51)	16	1.43	.715
KVDA(TV)	San Antonio, Texas (ch. 60)	37	.679	.3395
WKAQ-TV	San Juan, P.R. (ch. 2)	Not ranked		

**Other media interests:** Spanish-language Telemundo TV network; CBS/Telenoticias (Spanish/Portugese-language news channel)

**16**

**Cox Broadcasting Inc. PRIVATE**

12 stations/9.84% of U.S./9.7% per FCC

1400 Lake Hearn Drive NE,  
Atlanta, Ga. 30319

Phone: (404) 843-5000

Fax: (404) 843-5280

Web site: [cimedia.com/business/aboutcim/coxglance.html](http://cimedia.com/business/aboutcim/coxglance.html)

David Easterly, president,  
Cox Enterprises Inc. (parent)  
Nicholas D. Trigony, president, Cox  
Broadcasting



Nick Trigony

Station	Market (affiliation; ch.)	DMA	U.S. HHS reached	HHS per FCC
KTVU(TV)	San Francisco (Fox; ch. 2)	5	2.404	2.404
KICU-TV <sup>B</sup>	San Jose/San Francisco (Ind.; ch. 36)			
WSB-TV	Atlanta (ABC; ch. 2)	10	1.761	1.761
KIRO-TV	Seattle (CBS; ch. 7)	12	1.578	1.578
WPXI(TV)	Pittsburgh (NBC; ch. 11)	20	1.126	1.126
WFTV(TV)	Orlando, Fla. (ABC; ch. 9)	22	1.093	1.093

WSOC-TV	Charlotte, N.C. (ABC; ch. 9)	28	.874	.874
WAXN(TV) <sup>B</sup>	Charlotte (Ind.; ch. 64)			
WHIO-TV	Dayton, Ohio (CBS; ch. 7)	56	.502	.502
KFOX-TV	El Paso, Texas (Fox; ch. 14)	96	.275	.1375
KRXI(TV)	Reno, Nev. (Fox; ch. 11)	111	.227	.227
KAME-TV <sup>TBA</sup>	Reno (UPN; ch. 21)			

**Other media interests (parent):** 3 TV rep firms; 75 radio stations via Cox Radio Inc.; 18 cable systems; cable channels include 50% of Spanish-language Gems Television (co-owned with Empresas 1-BC of Venezuela), 24.6% of Discovery Communications Inc., 10.4% of E! Entertainment Television; 10% of Primestar. Online interests include Excite@Home. Partner in iBlast (to be national datacasting network).

**17**

**Meredith Broadcasting Group**

MDP

12 stations/9.6% of U.S./8.12% per FCC

1716 Locust St., Des Moines, Iowa 50309

Phone: (515) 284-3000

Fax: (515) 284-2393 or -2700

Web site: [meredith.com](http://meredith.com)

William T. Kerr, chairman,  
Meredith Corp. (parent)  
Gary D. Jones, president,  
Broadcasting Group



Cary Jones

Station	Market (affiliation; ch.)	DMA	U.S. HHS reached	HHS per FCC
WGNX(TV)	Atlanta (CBS; ch. 46)	10	1.761	.8805
KPHO-TV	Phoenix (CBS; ch. 5)	17	1.38	1.38
WOFL(TV)	Orlando, Fla. (Fox; ch. 35)	22	1.093	.5465
KPDX(TV)	Portland, Ore. (Fox; ch. 49)	23	.996	.498
WFSB(TV)	Hartford, Conn. (CBS; ch. 3)	27	.909	.909
WSMV(TV)	Nashville, Tenn. (NBC; ch. 4)	30	.82	.82
KCTV(TV)	Kansas City (CBS; ch. 5)	31	.814	.814
WHNS(TV)	Greenville, S.C.(Fox; ch. 21)	35	.727	.3635
KVVU-TV	Las Vegas (Fox; ch. 5)	53	.517	.517
WNEM-TV	Flint/Saginaw, Mich. (CBS; ch. 5)	64	.441	.441
WOGX(TV)	Gainesville, Fla. (Fox; ch. 51)	165	.103	.0515
KFXO(TV)	Bend, Ore. (Fox; ch. 39)	200	.042	.021

**Other media interests:** Parent owns 20 magazines including *Better Homes and Gardens* and *Ladies' Home Journal*; publishes Meredith and Ortho book lines. Partner in iBlast (to be national datacasting network).

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- Mike Bird,  
Graphics Manager, CBS



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- Adrienne Trice,   
Production Coordinator,  
Comcast

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TBA= time brokerage agreement in effect  
NR= market not ranked by Nielsen  
Yellow tint= duopolies or potential duopolies

**18 E.W. Scripps Co. SSP**  
10 stations/9.88% of U.S./8.05% per FCC

312 Walnut St., Cincinnati, Ohio 45201  
**Phone:** (513) 977-3000  
**Fax:** (513) 977-3728  
**Web site:** scripps.com  
William R. Burleigh, president  
Paul F. "Frank" Gardner, senior vice president, broadcasting



Paul "Frank" Gardner

Station	Market (affiliation: ch.)	DMA	U.S. HHs reached	HHs per FCC
WXYZ-TV	Detroit (ABC; ch. 7)	9	1.841	1.841
WEWS(TV)	Cleveland (ABC; ch. 5)	15	1.467	1.467
WFTS(TV)	Tampa/St. Ptrsbrg (ABC; ch. 28)	13	1.474	.737
KNXV-TV	Phoenix (ABC; ch. 15)	17	1.38	.69
WMAR-TV	Baltimore (ABC; ch. 2)	24	.9981	.9981
WCPO-TV	Cincinnati (ABC; ch. 9)	32	.814	.814
KSHB-TV	Kansas City, Mo. (NBC; ch. 41)	31	.814	.407
KMCI(TV)	Topeka, Kan./Kansas City (Ind.; ch. 38)			
WPTV(TV)	W. Palm Beach, Fla. (NBC; ch. 5)	43	.619	.619
KJRH(TV)	Tulsa, Okla. (NBC; ch. 2)	58	.479	.479

**Other media interests:** Scripps Productions/Cinetel Studios; cable channels Home & Garden TV, Food Network and Do It Yourself plus stake in SportSouth; Scripps Media; 19 daily newspapers; United Media; Scripps Howard News Service. Online interests include hgtv.com, foodtv.com, diy.net.com, comics.com. Partner in iBlast (to be national datacasting network).

**19 Shop at Home Inc. SATH**  
6 stations/15.43% of U.S./7.72% per FCC

5388 Hickory Hollow Parkway,  
Nashville, Tenn. 37230  
**Phone:** (615) 263-8000  
**Fax:** (615) 263-8084  
**Web site:** collectibles.com  
Kent E. Lillie, president  
Everit A. Herter, executive vice president, affiliate relations



Everit Herter

Station	Market (ch.)	DMA	U.S. HHs reached	HHs per FCC
WSAH-TV	New York (ch. 43)	1	6.82	3.41
KCNS(TV)	San Francisco (ch. 38)	5	2.404	1.202
WMFP(TV)	Boston (ch. 62)	6	2.193	1.097
KZJL(TV)	Houston (ch. 61)	11	1.698	.849
WOAC(TV)	Cleveland (ch. 67)	15	1.467	.7335
WRAY-TV	Raleigh/Durham, N.C. (ch. 30)	29	.852	.426

**20 Raycom Media Inc. PRIVATE**  
34 stations/10.05% of U.S./7.7% per FCC



Wayne Daugherty



John Llewellyn



Jeff Rosser

RSA Tower, 201 Monroe St., 20th Floor, Montgomery, Ala. 36104  
**Phone:** (334) 206-1400;  
**Fax:** (334) 206-1555  
**Web site:** raycomsports.com/media.html  
John Hayes, president; Wayne Daugherty, John Llewellyn, Jeff Rosser, vice presidents, TV group

Station	Market (affiliation: ch.)	DMA	U.S. HHs reached	HHs per FCC
WOIO(TV)	Cleveland (CBS; ch. 19)	15	1.467	.7335
WUAB(TV)	Cleveland (UPN; ch. 43)			
WXIX-TV	Cincinnati (Fox; ch. 19)	32	.814	.407
WMC-TV	Memphis, Tenn. (NBC; ch. 5)	40	.627	.627
WFLX(TV)	W.Palm Beach (Fox; ch. 29)	43	.619	.3095
KASA-TV	Albuquerque, N.M. (Fox; ch. 2)	49	.564	.564
WTVR-TV	Richmond, Va. (CBS; ch. 6)	60	.471	.471
WTNZ(TV)	Knoxville, Tenn. (Fox; ch. 43)	63	.448	.224
WNWO-TV	Toledo, Ohio (NBC; ch. 24)	67	.408	.204
KHNL(TV)	Honolulu (NBC; ch. 8)	71	.383	.383
KFVE(TV)	Honolulu (UPN/WB; ch. 5)			
KOLD-TV	Tucson, Ariz. (CBS; ch. 13)	72	.378	.378
KFVS-TV	Paducah, Ky. (CBS; ch. 12)	74	.368	.368
KSLA-TV	Shreveport, La. (CBS; ch. 12)	75	.368	.368
WSTM-TV	Syracuse, N.Y. (NBC; ch. 3)	76	.367	.367
WAFF(TV)	Huntsville, Ala. (NBC; ch. 48)	82	.340	.170
WACH(TV)	Columbia, S.C. (Fox; ch. 57)	86	.315	.1575
KWWL(TV)	Cedar Rapids (NBC; ch. 7)	90	.301	.301
KXRM-TV <sup>B</sup>	Colorado Sprgs (Fox; ch. 21)	93	.289	.1445
WAFB(TV)	Baton Rouge, La. (CBS; ch. 9)	97	.274	.274
WTOG-TV	Savannah, Ga. (CBS; ch. 11)	100	.260	.260
KSFY-TV	Sioux Falls, S.D. (ABC; ch. 13)	114	.226	.226
KABY-TV <sup>S</sup>	Aberdeen, S.D. (ABC; ch. 9)			
KPRY-TV <sup>S</sup>	Pierre, S.D. (ABC; ch. 4)			
WPBN-TV	Cadillac, Mich. (NBC; ch. 7)	120	.218	.218
WTOM-TV <sup>S</sup>	Cheboygan, Mich. [NBC; ch. 4])			
WTVM(TV)	Columbus, Ga. (ABC; ch. 9)	127	.185	.185





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**16** THE NEWS  
WNEP STATION

**25 / 44**

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GROUP**



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Rating & Share. Based on top 100 Markets.

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S= satellite station  
\* = station operated under Local Marketing Agreement

TBA= time brokerage agreement in effect  
NR= market not ranked by Nielsen  
Yellow tint= duopolies or potential duopolies

WECT(TV)	Wilmington, N.C. (NBC; ch. 6)	151	.137	.137
WDAM-TV	Hattiesburg, Miss.(NBC; ch. 7)	167	.098	.098
WLUC-TV	Marquette, Mich. (NBC; ch. 6)	179	.081	.081
KTVO(TV)	Ottumwa, Iowa (ABC; ch. 3)	198	.048	.048
WLIH(TV)	San Juan, P.R. (Ind.; ch. 11)	NR		
WSTE(TV) <sup>TM</sup>	Ponce, P.R. (Ind.; ch. 7)			
WSUR-TV <sup>S</sup>	Ponce [Ind.; ch. 9]			

**Other media interests:** Two radio stations; Raycom Sports (production, marketing, events management).

## 21 Post-Newsweek Stations Inc.

(subsidiary of Washington Post Co.) **WPO**  
6 stations/7.28% of U.S./7.28% per FCC

3 Constitution Plaza, Hartford, Conn. 06103  
**Phone:** (860) 493-6530  
**Fax:** (860) 493-2490  
**Web site:** washpostco.com  
Donald E. Graham, chairman,  
Washington Post  
Alan Frank, president, Post-Newsweek  
Stations



Alan Frank

Station	Market (affiliation: ch.)	DMA	U.S. HHS reached	HHS per FCC
WDIV(TV)	Detroit (NBC; ch. 4)	9	1.841	1.841
KPRC-TV	Houston (NBC; ch. 2)	11	1.698	1.698
WPLG(TV)	Miami (ABC; ch. 10)	16	1.43	1.43
WKMG-TV	Orlando, Fla. (CBS; ch. 6)	22	1.093	1.093
KSAT-TV	San Antonio, Texas (ABC; ch. 12)	37	.679	.679
WJXT(TV)	Jacksonville, Fla. (CBS; ch. 4)	52	.536	.536

**Other media interests:** Parent owns CableOne Inc.; regional sports cable network; *Newsweek* magazine; 24 daily and weekly newspapers; 50% of *International Herald Tribune*. Online interests include newseek.com; is buying 11% of Internet Broadcasting Systems Inc. (site developer). Partner in iBlast (to be national datacasting network).

## 22 Media General Broadcast Group

26 stations/7.85% of U.S./7% per FCC **MEG/A**

100 N. Tampa St., Ste. 3150, Tampa, Fla. 33602  
**Phone:** (813) 225-4600  
**Fax:** (813) 225-4601  
**Web site:** media-general.com  
J. Stewart Bryan III, president,  
Media General Inc. (parent)  
James Zimmerman, president,  
Broadcast Group



James Zimmerman

Station	Market (affiliation: ch.)	DMA	U.S. HHS reached	HHS per FCC
WFLA-TV	Tampa/St. Pete. (NBC; ch. 8)	13	1.474	1.474
WSPA-TV	Greenville, S.C. (CBS; ch. 7)	35	.727	.727
WNEG-TV	Toccoa, Ga./Greenville/Asheville, N.C. (CBS; ch. 32)			
WASV-TV*	Asheville/Greenville (UPN; ch. 62 [owned by Pappas Telecasting Cos., No. 23])			
WIAT(TV)	Birmingham, Ala. (CBS; ch. 42)	39	.662	.331
WJWB(TV)	Jacksonville, Fla. (WB; ch. 17)	52	.536	.268
WKRQ-TV	Mobile, Ala. (CBS; ch. 5)	62	.468	.234
KWCH-TV	Wichita (CBS; ch. 12)	65	.440	.440
KBSD-TV <sup>S</sup>	Ensign, Kan. (rebroadcasts KWCH-TV; ch. 6)			
KBSL-TV <sup>S</sup>	Goodland, Kan. (rebroadcasts KWCH-TV; ch. 10)			
KBSH-TV <sup>S</sup>	Hays, Kan. (rebroadcasts KWCH-TV; ch. 7)			
WTVQ-TV	Lexington, Ky. (ABC; ch. 36)	66	.413	.2065
WSLS-TV	Roanoke, Va. (NBC; ch. 10)	68	.400	.400
WDEF-TV	Chattanooga, Tenn. (CBS; ch. 12)	84	.325	.325
WJTV(TV)	Jackson, Miss. (CBS; ch. 12)	89	.303	.303
WJHL-TV	Tri-Cities, Tenn./Va. (CBS; ch. 11)	92	.291	.291
WSAV-TV	Savannah, Ga. (NBC; ch. 3)	100	.260	.260
WCBD-TV	Charleston, S.C. (NBC; ch. 2)	104	.241	.241
WNCT-TV	Greenville, N.C. (CBS; ch. 9)	106	.239	.239
WJBF(TV)	Augusta, Ga. (ABC; ch. 6)	115	.226	.226
WBTW(TV)	Florence, S.C. (CBS; ch. 13)	116	.226	.226
WRBL(TV)	Columbus, Ga. (CBS; ch. 3)	127	.185	.185
KIMT(TV)	Rochester, Minn. (CBS; ch. 3)	153	.131	.131
WMBB(TV)	Panama City, Fla. (ABC; ch. 13)	157	.122	.122
WHLT(TV)	Hattiesburg, Miss. (CBS; ch. 22)	167	.098	.049
KALB-TV	Alexandria, La. (NBC; ch. 5)	177	.082	.082

**Other media interests:** Parent owns Media General Cable; 21 newspapers; 40% of *Denver Post*. Online interests include mgfs.com, 18% of Hoover's Online, stake in AdOne LLC and its classifiedwarehouse.com (Internet classifieds). Partner in iBlast (to be national datacasting network).

## 23 Pappas Telecasting Cos. PRIVATE

16 stations/7.5% of U.S./5.08% per FCC

500 S. Chinoweth Road, Visalia, Calif. 93277  
**Phone:** (559) 733-7800  
**Fax:** (559) 733-7878  
Harry J. Pappas, president/owner  
LeBon G. Abercrombie, senior executive vice president/chief, TV group



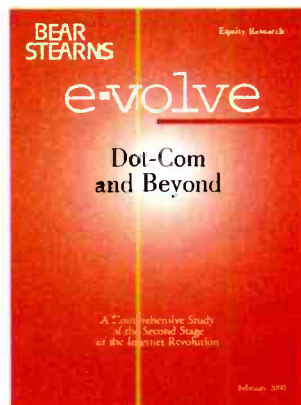
LeBon Abercrombie

Station	Market (affiliation: ch.)	DMA	U.S. HHS reached	HHS per FCC
KFWU(TV)	San Francisco (Ind.; ch. 8)	5	2.404	2.404
KTNC-TV <sup>S</sup>	Concord/San Francisco, Calif.			
KVVV(TV)	Houston, Texas (Ind.; ch. 57)	11	1.698	.849

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**KEY** B= station being purchased by group  
S= satellite station  
\* = station operated under Local Marketing Agreement

TBA= time brokerage agreement in effect  
NR= market not ranked by Nielsen  
Yellow tint= duopolies or potential duopolies

WASV-TV	Asheville, N.C. (UPN; ch. 62)	35	.727	.3635
WBFX(TV)	Greensboro, N.C. (WB; ch. 20)	47	.588	.294
KMPH(TV)	Fresno, Calif. (Fox; ch. 26)	54	.507	.2535
KPWB-TV	Des Moines, Iowa (WB; ch. 23)	70	.385	.1925
KPTM(TV)	Omaha, Neb. (Fox; ch. 42)	73	.37	.185
KXVO(TV)*	Omaha (WB; ch. 15)			
KHGI-TV	Lincoln, Neb. (ABC; ch. 13)	101	.258	.258
KTVG(TV)**	Lincoln (Fox; ch. 11)			
KWNB-TV <sup>S</sup>	Hayes Center, Neb. (ABC; ch. 6)			
KSNB-TV <sup>S*</sup>	Superior/Lincoln, Neb. (Fox; ch. 4)			
KREN-TV	Reno, Nev. (WB; ch. 27)	111	.227	.1135
WSWS-TV	Columbus, Ga. (UPN; ch. 66)	127	.185	.0925
KPTH(TV)	Sioux City, Iowa (Fox; ch. 44)	144	.149	.0745

**Other media interests:** 2 radio stations

**24 LIN Television Corp. PRIVATE**  
19 stations/5.12% of U.S./4.67% per FCC

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



Station	Market (affiliation: ch.)	DMA	U.S. HHS reached	HHS per FCC
WISH-TV	Indianapolis (CBS; ch. 8)	26	.956	.956
WTNH-TV	Hartford, Conn. (ABC; ch. 8)	27	.909	.909
WBNE(TV)*	New Haven/Hartford (WB; ch. 59)			
WOOD-TV	Grand Rapids, Mich. (NBC; ch. 8)	38	.666	.666
WOTV(TV)*	Battle Creek/Grand Rapids, Mich. (ABC; ch. 42)			
WAVY-TV	Norfolk, Va. (NBC; ch. 10)	42	.624	.624
WVBT(TV)*	Virginia Beach/Norfolk (Fox; ch. 43)			
WIVB-TV	Buffalo, N.Y. (CBS; ch. 4)	44	.617	.617
KXAN-TV	Austin, Texas (NBC; ch. 36)	61	.469	.2345
KXAM-TV	Austin (simulcasts KXAN-TV; ch. 14)			
KNVA(TV)*	Austin (WB; ch. 54)			
KWCV(TV)**	Wichita (WB; ch. 33)	65	.440	.220
WAND(TV)	Champaign, Ill. (ABC; ch. 17)	83	.339	.1695
WANE-TV	Fort Wayne, Ind. (CBS; ch. 15)	103	.247	.1235
WWLP(TV)**	Springfield, Mass. (NBC; ch. 22)	105	.241	.1205
WLFI-TV <sup>B</sup>	Lafayette, Ind. (CBS; ch. 18)	194	.052	.026
WAPA-TV	San Juan, P.R. (Ind.; ch. 4)	NR		
WTIN(TV)**	Ponce, P.R. (simulcasts WAPA-TV; ch. 14)			NR
WNJX-TV <sup>B</sup>	Mayaguez, P.R. (Ind.; ch. 22)			NR

%=LIN and Hicks, Muse, Tate & Furst Inc. back Banks Broadcasting, which holds LMA with kwcv  
\*\*=Chapman buying; LIN has option to buy

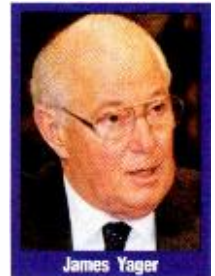
**25 Benedek Broadcasting Corp. PRIVATE**  
28 stations/5.14% of U.S./4.52% per FCC

100 Park Ave., Rockford, Ill. 61101

**Phone:** (815) 987-5350

**Fax:** (815) 987-5335

A. Richard Benedek,  
chairman/owner  
K. James Yager,  
president



Station	Market (affiliation: ch.)	DMA	U.S. HHS reached	HHS per FCC
KTVS(TV) <sup>B</sup>	Denver, Colo. (CBS; ch. 3)	18	1.258	1.258
KAKE-TV	Wichita, Kan. (ABC; ch. 10)	65	.440	.440
KLBY(TV) <sup>S</sup>	Colby, Kan. (ch.4; rebroadcasts KAKE-TV)			
KUPK-TV <sup>S</sup>	Garden City, Kan. (ch. 13; rebroadcasts KAKE-TV)			
WOWT(TV)	Omaha, Neb. (NBC; ch. 6)	73	.370	.370
WMTV(TV)	Madison, Wis. (NBC; ch. 15)	85	.320	.16
KKTV(TV)	Colorado Springs (CBS; ch. 11)	93	.289	.289
WYTV(TV)	Youngstown, Ohio (ABC; ch. 33)	99	.271	.1355
WILX-TV	Lansing, Mich. (NBC; ch. 10)	107	.236	.236
WHOI(TV)	Peoria, Ill. (ABC; ch. 19)	110	.228	.114
KDLH(TV)	Duluth, Minn. (CBS; ch. 3)	133	.174	.174
WIFR(TV)	Rockford, Ill. (CBS; ch. 23)	135	.169	.0845
WSAW-TV	Wausau, Wis. (CBS; ch. 7)	136	.164	.164
WIBW-TV	Topeka, Kan. (CBS; ch. 13)	138	.157	.157
WTRF-TV	Wheeling, W.Va. (CBS; ch. 7)	140	.156	.156
KAUZ-TV	Wichita Falls, Texas (CBS; ch. 6)	143	.152	.152
KMIZ(TV)	Columbia, Mo. (ABC; ch. 17)	145	.149	.0745
WTYY(TV)	Panama City, Fla. (CBS; ch. 4)	157	.122	.122
KHQD-TV	Quincy, Ill. (CBS; ch. 7)	161	.110	.110
WHSV-TV	Harrisonburg, Va. (ABC; ch. 3)	180	.077	.077
WBKO(TV)	Bowling Green, Ky. (ABC; ch. 13)	182	.075	.075
WTOK-TV	Meridian, Miss. (ABC; ch. 11)	183	.068	.068
WTAP-TV	Parkersburg, W.Va. (NBC; ch. 15)	185	.062	.031
KGWN-TV	Cheyenne, Wyo. (CBS; ch. 5)	197	.050	.050
KSTF(TV) <sup>S</sup>	Scottsbluff, Neb. (CBS/Fox; ch. 10)			
KGWC-TV	Casper, Wyo. (CBS; ch. 14)	199	.048	.024
KGWL-TV <sup>S</sup>	Lander, Wyo. (CBS; ch. 5)			
KGWR-TV <sup>S</sup>	Rock Springs, Wyo. (CBS; ch. 11)			

**No other media interests**

Compiled by Elizabeth A. Rathbun

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# Battle of the off-net stars

Three big-ticket sitcoms are finding shelf space for the 2002 season

By Melissa Grego

There is turning out not to be a crowd after all—at least not in the off-net sitcom market for 2002.

Last week, Warner Bros. Domestic Television sold *Will & Grace* to KBHK-TV San Francisco. The show became the first of the three big-ticket sitcoms for 2002—*Dharma & Greg* and *That '70s Show* are the others—to crack the No. 5 market. Just days before that, Twentieth Television closed top-market deals for the debut of the off-net run of *Dharma*, and *That '70s Show* has also found some premium shelf space.

After hitting the road in the past several weeks, Warner Bros., which distributes NBC's *Will & Grace* in domestic syndication, clinched a station group deal with Tribune Broadcasting Stations. Soon after, Carsey-Werner had second-year Fox comedy *That '70s Show* cleared in 48% of the country going market-by-market.

"In no time in recent memory have you had three sitcoms of this caliber all out there fighting for a piece of the pie," says Twentieth Executive Vice President of Sales Paul Franklin. "To have them all out at once like this, it's been very competitive. However, they've all managed to sell."

Some say that the competition has depressed license fees slightly. The inability of fall 1999 off-net sitcoms *Drew Carey* and *3rd Rock* to reach *Seinfeld*-like heights this year has offered the market a reality check, according to station rep Dick Kurlander, VP and director of programming, Petry Television.

"It's the law of supply and demand in effect," Kurlander explains. "It's made prices fall to a more realistic level with more modest expectations."

Sources say the license fee for *That '70s Show* is slightly north of \$2 million per episode and *Will & Grace* and *Dharma & Greg* are in the same neighborhood.

The three shows are being sold differently.

*Will & Grace* went to all 22 of Tribune's stations on a cash-plus-barter

basis and will run concurrently on Tribune-owned superstation WGN until the fourth season of syndication, at which time the show's cable window moves to Lifetime. That is much like the deal Warner Bros. made for *Suddenly Susan*, which debuts in syndication this fall.

*That '70s Show* has been sold to UPN affiliates wwor-TV New York, KCOP-TV Los Angeles and wpwr-TV Chicago, as well as stations in Boston; Philadelphia; Washington; Detroit; San Diego; Denver; Charlotte, N.C.; Dallas; Houston; Seattle; Miami; Providence, R.I.; Tampa, Fla.; Minneapolis, Sacramento, Calif.; Raleigh, N.C.; and Orlando, Fla. The show is being sold on a cash-plus-barter basis and is broadcast-exclusive in the initial three-season term.

Tribune Broadcasting, which has had success airing a number of sitcoms, including Warner Bros.' *Friends*, got a piece of *Dharma & Greg* in addition to *Will & Grace*. *Dharma & Greg* went to Tribune stations wPIX(TV) New

York and WGN-TV Chicago, as well as Fox O&O KTTV(TV) Los Angeles. The show is broadcast-exclusive through the third season in syndication.

Neither Carsey-Werner nor Twentieth has made deals for its shows' cable windows.

Syndicators and station sources alike agree that the broadcast exclusivity element of the deals remains important to stations.

Tribune will have a chance to find out first-hand how much impact a concurrent cable window will have when Warner Bros.' *Friends*, which airs on Tribune stations, begins its run in fall 2001 on TBS, which is owned by Warner Bros. parent, Time Warner.

Marc Schacher, vice president of programming and development for Tribune Broadcasting, says that off-net sitcoms continue to be a staple for the group.

"As long as I can remember," he says, "it's a cycle of replenishing [off-net sitcoms] with new ones you think and hope are the best to choose from." ■

## 'Just Shoot Me' shoots for 2001

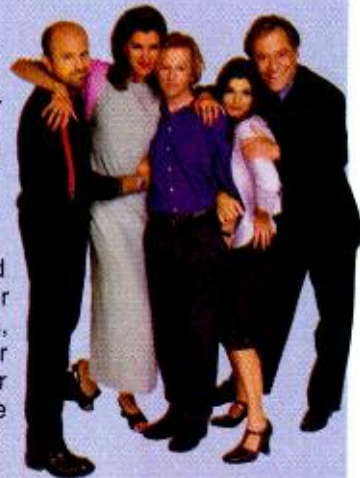
"It's time," says Barry Thurston.

Thurston, president of Columbia TriStar Television Distribution, and his crew are putting a "for sale" sign on the off-net syndicated run of NBC comedy *Just Shoot Me*. Currently in its fourth season, *Just Shoot Me* will have enough episodes to justify a 2001 debut, and that is what "in all probability" is going to be offered, Thurston says.

While *Will & Grace*, *That '70s Show* and *Dharma & Greg* are all being shopped for off-net runs during their second seasons, CTTD historically waits until the third or fourth season of a network show to enter the market. *Seinfeld* was sold after the fourth season, as were *The Nanny* and *Married...With Children*.

Thurston says he and much of his staff have experienced being on the buying side, and that taught them that waiting is often the key to maximizing the price. There's less risk to a station and more room for a high asking price when a show has proved itself for three or more seasons on a network, he adds. "At this point, you know what the characters are like, the writing is like and the themes are like. And in *Just Shoot Me's* case, you have seen the show in several different time periods, against different competition."

—Melissa Grego



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# Networks diversifying

*CBS names diversity senior VP; ABC rallies troops; 'Moesha' taps African-American ad firm*

By Joe Schlosser

The diversity front was hopping last week. CBS became the second Big Four network to hire a senior-level diversity executive; ABC sent out a two-page memo to producers and casting agents stressing diversity on new and returning series, and Paramount Domestic Television chose the African Heritage Network to be its barter-sales partner on syndication sales of comedy *Moesha*. And that was all by last Tuesday.

Josie Thomas, who currently serves as VP of business affairs at CBS News, has been named to the new post of senior vice president of diversity at the network. This followed Fox's announcement a week earlier that it was planning to make the post a senior vice president. Fox has hired an executive search firm to find candidates and said it expects to have the posi-



*Thomas 'embodies all the qualifications we were looking for,' said Moonves.*

tion filled within the next month. Thomas will report directly to CBS network President and CEO Leslie Moonves and will be responsible for overseeing CBS' recently announced diversity initiatives, the result of a push by the NAACP and other minority organizations. Thomas will also serve as a senior adviser to CBS News President Andrew Heyward. Thomas is a graduate of Harvard and holds a law degree from the University of California, Berkeley.

"We are pleased to have found an indi-

vidual within our own organization who embodies all the qualifications we were looking for to fill this crucial new position," Moonves said.

Earlier this year, NBC named WNBC-TV executive Paula Madison its vice president of diversity. It is still unclear whether ABC will make its current director of diversity a vice president, as the NAACP and other minority groups have asked. ABC executives had no comment. But the Disney-owned network did make some news on the front last week, sending executives, producers and casting agents a letter asking their cooperation on a handful of diversity objectives.

"The ABC Television Network is dedicated to increasing diversity both in front of and behind the television camera," the letter from ABC Entertainment Television Group Co-Chairmen Lloyd Braun and Stu Bloomberg said.

The ABC letter asked for "color-blind" casting and development of shows with characters of diverse racial and ethnic backgrounds. "The attainment of these objectives requires a real and ongoing sensitivity to the underlying issues and an unwavering dedication to address them," the letter concluded.

And in an unusual move for Viacom-owned Paramount Domestic Television, the studio announced last week that the syndication barter sales for sitcom *Moesha* will be sold by The African Heritage Network. Under terms of the agreement, AHN will sell the sitcom's national broadcast inventory rather than Paramount's own in-house division, Paramount Advertiser Services. "With such a high-profile series as *Moesha*, it made sense to hire an ad sales company with expertise in this niche-specific market," Paramount Domestic Television Co-Presidents Joel Berman and Frank Kelly said.

African Heritage Network is the U.S.'s largest African-American owned-and-operated marketing, sales and distribution company. Although the move followed pushes by an NAACP-led coalition to expand its diversity efforts to UPN, The WB and the two networks parent companies, Paramount said the decision was simply smart business. ■

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# KRON-TV's price of freedom

*San Francisco station worth less without network, SEC filing shows*

By Elizabeth A. Rathbun

**H**ow much is a network affiliation worth? If the station is the leader in the nation's fifth-largest television market and the network is NBC, up to \$915 million. Without the affiliation, as little as \$680 million.

Young Broadcasting Inc. bought the station—KRON-TV San Francisco—for \$823.6 million, assuming the end of the station's 41-year affiliation with NBC on Dec. 31, 2001.

The figures are revealed in a March 30 Securities and Exchange Commission filing about Young's November 1999 purchase of KRON-TV from Chronicle Broadcasting. Young's financial adviser, Lazard Frères & Co. LLC, estimated KRON-TV's "net present equity value" at \$815 million to \$915 million if about \$7.5 million a year in network compensation is included, \$750 million to \$840 million if it is not.

Chronicle's adviser, Donaldson, Lufkin & Jenrette Securities Corp. (DLJ), gave "an enterprise value range" of \$680 million to \$915 million.

Young, though, was not overly concerned, according to the filing. The New York-based company already ran an independent station in a major market: KCAL(TV) in No. 2 Los Angeles. Adding KRON-TV bulks up its syndicated buying power. Both stations air about four hours of news a day, for lower programming costs. And with \$14.4 million in staff and benefit cuts and more local and national revenue at KRON-TV, Young assumes it can "manage costs effectively."

But investors aren't quite so sanguine. Since the deal was announced Nov. 16, Wall Street has socked Young's stock: It closed at a 52-week high \$51.78125 on Nov. 15 but was at \$21 last Thursday.

While "NBC's strong programming lineup ... provides a strong foundation for KRON-TV's successful program schedule," Young never planned to maintain the NBC affiliation, the filing says. Negotiations were conducted with that in mind, even though "the loss of one or more [of a Young station's] network affiliations would disrupt its business and could have a material adverse effect."

The SEC documents provide a fascinating account of the process that led

Young to pay the highest-ever price for a stand-alone TV station, let alone an independent-to-be.

In February 1999, Chronicle hired DLJ to value its assets and, in May, authorized a sale. Young asked Lazard to check out KRON-TV. Besides being a UHF and the No. 1 station in the No. 5 market, it was attractive because it has room to improve its local ad revenue—it now ranks third in the market in local revenue share, second in total revenue—and historically has paid above-market rates for programming, the filing says.

By mid August, the field of "interested parties" had narrowed to "several," known to include NBC. In September, NBC President Robert Wright sent Chronicle a letter saying that any affilia-

tion agreement would have to be settled before a deal was clinched and the new owner would have to pay \$10 million per year, instead of being paid, for affiliation.

Young was so eager for KRON-TV that it submitted a bid of \$600 million in cash and 3.4 million shares of stock before the Nov. 4 deadline and subsequently upped the bid twice.

On Nov. 15, the companies' boards unanimously approved terms of \$650 million cash and about 3.7 million shares of Young stock for a total value of \$823.6 million (B&C, Nov. 22, 1999).

To fund it, Young is seeking a loan of up to \$850 million through Deutsche Bank AG, according to Bloomberg Business News, and intends to sell more stock. The deal is expected to close April 28. ■

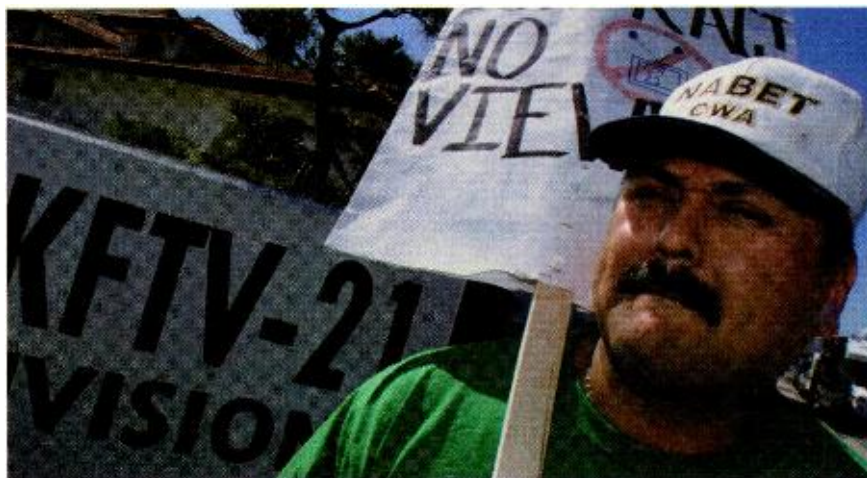


Photo by John Walker/Fresno B

*The action won 20% to 40% in salary hikes and union representation of free-lancers.*

## Fast break in Fresno

*New contract ends 43-day NABET hunger strike*

By Dan Trigoboff

**T**he labor discord at KFTV(TV) Fresno, Calif., was filled with charges of stalking and stalling, of management's sneaking away from confrontation, and of workers' sneaking food. A witch was even called in to try to heal the rift. The story had everything, apparently, but the kitchen sink. And when the 43-day hunger strike at KFTV(TV) ended on the last day in

March, there was only one way to celebrate.

For the last three of the original 14 hunger strikers, the transition to normal eating will take days, possibly weeks, and they were able to take only soup and small amounts of more solid food. But their National Association of Broadcast Engineers and Technicians brothers and sisters joined them inside a motor home outside the station, celebrating what they said was a victory for

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## SYNDICATION WRAP-UP

PEOPLE'S CHOICE

MARCH 20-26, 2000

## TOP 10 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	11.0	11.0
2	Jeopardy	9.2	9.2
3	Judge Judy	6.7	9.6
4	Oprah Winfrey	6.1	6.8
5	Friends	5.2	6.0
6	Entertainment Tonight	5.8	5.9
7	Seinfeld	5.7	5.7
8	Frasier	5.2	6.0
9	Drew Carey	4.2	4.7
10	Hollywood Squares	4.1	4.1

## TOP 10 OFF-NET COMEDIES

Rank	Program	HH AA	HH GAA
1	Friends	6.1	6.8
2	Seinfeld	5.7	5.7
3	Frasier	5.2	6.0
4	Drew Carey	4.2	4.7
5	Seinfeld (wknd.)	3.4	3.4
6	3rd Rock From the Sun	3.3	3.5
7	Friends (wknd.)	2.8	3.0
8	Home Improvement	2.8	3.0
9	Roseanne	2.2	2.3
10	The Wayans Brothers	2.2	2.3

According to Nielsen Syndication Service Ranking Report 03/20/2000-03/26/2000.

HH/AA = Average Audience Rating (households);  
HH/GAA=Gross Aggregate Average (households); 1  
Nielsen rating point = 1,008,000 households, which represents 1% of the 100.8 million TV Households in the United States.

## Hardwood headaches



It was a tough week for some syndicated shows, like 'ER,' whose ratings were battered by March Madness.

The show, which airs on weekends, dropped 28% from the week before, to a 2.8, behind four other weekly hours.

Preemptions due to special events are part of the price paid for key time periods, says station rep Bill Carroll, vice president and director of programming for Katz Media. "The advantage is, you're in the most visible time periods. The disadvantage is, conflicting with special-event programming, you are the victim of preemption or competition."

One of the next big events is the 2000 Olympics, which will air on NBC. Because of the games, the fall TV season will begin slightly later than usual, on Oct. 2. "You have to premiere your shows either before or after the Olympics," Carroll says. "Many have decided to get the Olympics behind them first and then focus on shifting to new programming." —Melissa Grego

the union and a vindication of fasting as a negotiating technique.

Workers at the Spanish-language station were quick to point out that the agreement came on what would have been the 73rd birthday of legendary United Farm Workers leader Cesar Chavez. The union had cited Chavez as inspiration for its own battle with Span-

ish-language broadcasting giant Univision Television. His son, also a UFW leader, backed NABET during the dispute. The birthday, the union said, had more to do with the timing of the ratification than the complaint Univision had made against the union at the National Labor Relations Board and the lawsuit it had filed in court earlier in the week.

KFTV General manager Maria Gutierrez, who had been largely silent during the hunger strike, said following the ratification, "I am very happy that we have reached this agreement with the union, which will benefit the entire Fresno community. With this now behind us, we can focus all of our energies on working together to build an even stronger organization that serves the needs of the region's dynamic Latino population."

According to the union, salary boosts were significant, with some in the 20% to 40% range, although compensation will still be lower than at the area's English-speaking stations. The union also claimed victory on lunch breaks and the opportunity to represent free-lancers who regularly work at the station. Reporter Reina Cardenas, one of the hunger strikers who had been outspoken during the dispute, will remain an "at-will" employee but will be protected from reprisal by a six-month "cooling off" period. Union negotiator Carrie Biggs-Adams added, however, that the station did not appear vindictive toward Cardenas and plans to invest time and training toward her career advancement. ■

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## STATION BREAK

By Dan Trigoboff

### Class-action status accorded suit

A federal judge last week approved class-action status for a sex-discrimination lawsuit brought by female technicians at five CBS-owned stations. The action, approved by U.S. District Judge Donovan Frank, includes about 175 female technicians who allege systemic denial of opportunity for promotion, overtime and training and that the stations allowed sexually hostile work environments. In his ruling, the judge urged the parties to avoid a trial and settle the case. The station defendants are WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, WCCO-TV Minneapolis, WWJ-TV Detroit and WFRV-TV Green Bay, Wis. A plaintiff alleging similar facts won a finding of discrimination last year from the Equal Employment Opportunity Commission. CBS says it is studying the decision.

### Low Country, high hopes

WCSC-TV Charleston, S.C., plans to extend its news block, currently at 5 to 7 p.m., by half an hour for the May sweeps with a new local show that will focus on area activities. *Low Country Live* will run May 8-19. "It's a two-week test," said News Director Don Feldman. "We did a lot of research, and it shows a tremendous appetite for local news at 7 p.m. They also want some hard news and business news."

Currently, the Jefferson-

Pilot-owned station, which is No. 1 in the market for news, loses in a close race with *Seinfeld* and *Frasier* against *Wheel of Fortune* and *Jeopardy*. *Seinfeld*, which is currently on at 7, has performed better than *Frasier*, so that show will likely take the bottom of the access hour. "The expense of the show will be substantial," Feldman said, "and we've got to weigh that against what we've got in there now. We'll see how it does and decide sometime this summer."

### Net company hires WBDC-TV's Nurse

Another one for the Internet brain-drain. WBDC-TV Washington general manager Mike Nurse is leaving the Tribune-owned WB affiliate to become vice president, sales and marketing, for IMAKE, a Bethesda, Md.-based subsidiary of interactive media company 24/7 Media.

Nurse is credited with shepherding the D.C. station through its transition to the WB network and turning it into a local sports player through acquiring rights to the Orioles, Wizards (née Bullets) and Capitals. He will be replaced by Tribune insider Jerry Martin, who previously ran WTIC-TV, the Tribune station in Hartford, Conn.

### Who says there are no TV editorials?

KCTV-TV Kansas City, Mo., is taking its kiosk-based "Speaker's Corner" from part-time to full time. The concept of peo-

ple entering a kiosk at various locations around the city and sounding off on various questions of the day has proved popular enough to join the station's Saturday-night lineup. The station defines Speaker's Corner as "a video booth for you to use as your soap box... your platform to speak your mind on anything and everything." Comments had been airing during the morning news and at the end of the 10 p.m. news. The station now plans to air half an hour of the comments—edited for profanity, as speakers are forewarned—on *Speakers Corner: The Show*, Saturday night at 11 p.m. The kiosk concept is credited to the innovative Toronto-based CityTV.

### Enter hiring

Joel Cheatwood found something he wanted to take with him from his time in Chicago. Cheatwood, who was in New York last week to begin as WCBS-TV news director and vice president of news for CBS' station group, recruited Amy Stone away from his former station in Chicago, WMAQ-TV. Cheatwood worked on the deal, along with WCBS-TV general manager Tony Petitti, before actually getting to New York. "I worked with Amy in Chicago," he explained. "I hired her there, and she's very good. Her contract there was coming up, and we'd heard from her agent that she'd been talking to a station in New York, so

we saw opportunity knocking."

As he took over the group's flagship news department, which has had ratings problems for awhile, Cheatwood—known for his dynamic, often controversial style—said he had no preconceived notions and would take time to get to know the people and the challenges.

### Draw me a check

*Pappyland*, a once-promising interactive arts show from Syracuse, N.Y.'s WCNY-TV, is now interacting with the legal system. The station and the show's producers were in court last week over about \$118,000 the station claims the producers, Craftsman & Scribe, owe it for product royalties. The producers are contesting the claim, and a New York State Supreme Court judge is deliberating.

At one time, *Pappyland* was broadcast on The Learning Channel and more than 140 noncommercial stations and was considered one of kids' top new showings' top new shows. That usually spells millions in merchandising, as Muppets, purple dinosaurs and dolls with antennas on their heads and monitors in their midsections attest. The station, which provided studios and facilities, and local producers had hoped it would put Syracuse on the map for successful TV production. The show still runs on a handful of stations and on cable, but there have been no new shows in more than two years.

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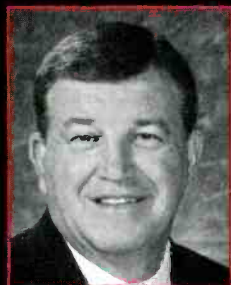
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## GET WITH THE PROGRAM

By Melissa Grego & Joe Schlosser

### UPN deal done

Viacom Inc.'s purchase of Chris-Craft Industries' 50% interest in UPN went through last Monday (April 3). Viacom paid \$5 million in cash for the half of the five-year-old network that it did not already own. UPN is now a wholly owned unit of Viacom.

### Friday's TV child

Kids' WB is taking on new territory: Friday afternoons. Fueled by the success of *Pokémon* this season, Kids' WB has become the top-rated Saturday-morning children's network. Now, WB executives are looking to Friday afternoons to launch their weekend children's block. An all-new, all-original slate of shows, including a new version of *Pokémon*, *Pokémon GS*, will be launched this fall. Kids' WB will continue to program reruns of children's programming Monday through Thursday afternoons. The new Friday slate will include 52 new episodes of *Pokémon GS* and original episodes of *Batman Beyond*, *Men in Black* and *Max Steel*. Next season, *Pokémon GS*, from 4Kids Entertainment, will air on The WB's Saturday-morning lineup as well. The network has also added a handful of other new series for 2000-01, including *X-Men* and *Jackie Chan Adventures*. *X-Men* is based on the Marvel Comics' property, and movie star Chan will appear in an animated/live-action series.

### ABC keeps winning

ABC won its 14th consecutive week in total viewers, its longest winning streak since the 1978-79 season. On the strength of *Who Wants to Be a Millionaire?* and new drama *Wonderland*, ABC also won its sixth consecutive week in adults 18-49. ABC averaged 13.7 million viewers and a 5.0 rating/14 share in adults 18-49 for the week of March 27-April 2, according to Nielsen Media Research. *Millionaire's* three regular episodes finished the week as the top three shows of the week in viewers, and *Wonderland* debuted with 13.2 million viewers on Thursday, March 27. In the total-viewers race, ABC topped CBS (11.96 million viewers), NBC (10.4 million) and Fox (8.9 million). In adults 18-49, ABC beat NBC (5.1 rating), Fox (4.3) and CBS (3.8). Fox won the week in adults 18-34 and had another strong showing from new comedy *Titus*. *Titus* improved its *That '70s Show* lead-in by 10% in adults 18-49, averaging a 6.9/18 in the demo and 13.1 million viewers on Monday night. In the battle of the weblets, UPN topped rival WB in total viewers and in adults 18-49. UPN averaged 3.8 million viewers and a 1.5 rating in adults 18-49, while The WB averaged 3.0 million viewers and a 1.1 rating in the key demo.

### Witch way did she go?

As expected, The WB has acquired the network

broadcast rights to current ABC series *Sabrina, the Teenage Witch*. The Viacom Productions series will join The WB's lineup at the start of next season and will remain on The WB for the next two years. The deal is for 44 episodes, 22 per season, and can be reduced to one season if certain ratings criteria are not met, WB executives say. ABC's contract with the series was set to expire next month after a four-year run on Friday night. *Sabrina* has anchored ABC's TGIF lineup, and sources say the series will likely move into The WB's Friday-night lineup next season. ABC executives say that they remain committed to "providing programming for the entire family" and are evaluating the future of their TGIF franchise. *Sabrina* has been the No. 1 series among female teens on all broadcast networks for the past two seasons, averaging an 8.2 rating/33 share in the demo, according to Nielsen Media Research.

### ABC reups with Click Dark, oops

ABC has signed a three-year deal with Dick Clark Productions to continue producing *Bloopers* specials for the network. The pact calls for Clark's company to produce a minimum of seven and as many as 19 hours of specials per year. Dick Clark Productions has already produced 107 *Bloopers* shows for ABC and other networks. TNN currently carries classic episodes of Clark specials.

### Donner, party of two

Filmmakers Lauren Shuler Donner and Richard Donner have signed an exclusive development deal with NBC Studios. Shuler Donner (*You've Got Mail*) and Donner (*Lethal Weapon*) will begin a two-year stint with NBC in June. NBC has a first-look deal with the Donners on a varied slate of TV products.

### Oswaks to Columbia

Pearson Television executive Bob Oswaks is expected to join Columbia TriStar Television Distribution as head of marketing, sources say. The senior VP of marketing post that Oswaks is expected to take has been vacant since John Moczulski left CTTD about a year ago. Moczulski is now head of marketing for the CBS Station Group. Oswaks currently serves as executive VP of worldwide marketing for Pearson Television. He returned to Los Angeles in fall 1999 after spending more than three years based in London for Pearson. Columbia and Pearson both declined to comment.

### They're takin' away your time slot

UPN is benching its new mid-season action series, *Secret Agent Man*, after only five episodes. The Tuesday-night series will be replaced by repeats of *The Parkers* (8 p.m. ET/PT) and *Mo'Nisha* (8:30 p.m. ET/PT) for the remainder of the season. Both series currently air on Monday nights. *Secret Agent Man*, which had its final episode of the season April 4, averaged a 0.9 rating in adults 18-49 and 2.1 million viewers in its first four episodes, according to Nielsen Media Research.





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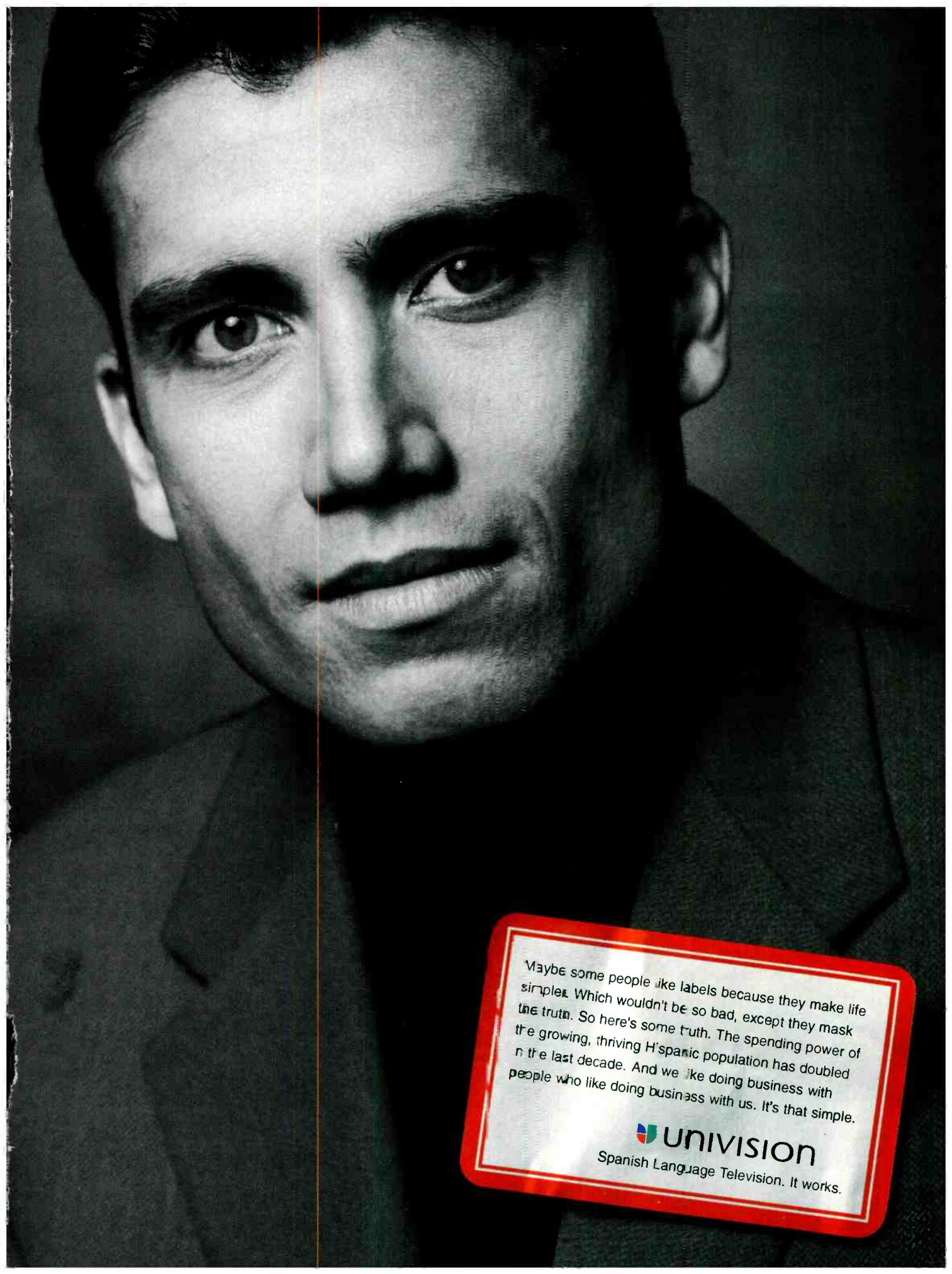
Broadcast network prime time ratings according to Nielsen Media Research



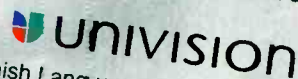
PEOPLE'S CHOICE

NBC's new sitcom 'Daddio' took the No. 9 slot for the second week in a row, but it wasn't enough to keep ABC from winning Thursday night.

Week 28	abc	CBS	NBC	FOX	UPN	WB		
	10.3/16	9.5/15	7.1/11	8.5/13	2.5/4	2.6/4		
MONDAY	8:00	12. ABC Monday Night Movie—The Audrey Hepburn Story 10.3/16	39. King of Queens 7.7/12	49. That '70s Show 7.0/11	98. Moesha 2.6/4	92. 7th Heaven 4.1/6		
	8:30		65. Grapevine 5.6/9	48. Dateline NBC 7.1/11	37. Titus 7.9/12		99. The Parkers 2.5/4	
	9:00		19. Ev Lvs Raymd 9.8/15	45. Twenty One 7.4/11	21. Ally McBeal 9.6/14	99. Grown-Ups 2.5/4	112. Buffy the Vampire Slayer 1.8/3	
	9:30		26. Becker 9.1/14	53. Third Watch 6.7/11	101. Malcolm & Eddie 2.4/4			
	10:00		47. 60 Minutes II 7.2/12					
10:30								
TUESDAY	8:00	13.3/22	8.7/14	7.3/12	5.0/8	1.3/2	2.5/4	
	8:30	1. Who Wants to Be a Millionaire? 19.4/31	10. JAG 10.5/16	73. 3rd Rock fr/Sun 5.1/8	70. The Simpsons 5.4/9	120. Secret Agent Man 1.2/2	103. Buffy the Vampire Slayer 2.2/3	
	9:00	10. Dharma & Greg 10.5/16	42. City of Angels 7.6/12	34. Will & Grace 8.4/13	76. That '70s Show 5.0/8	116. The Beat 1.5/2	96. Angel 2.7/4	
	9:30	39. Sports Night 7.7/12	36. Judging Amy 8.1/14	30. Just Shoot Me 8.7/14	78. Family Guy 4.9/8			
	10:00	12. NYPD Blue 10.3/18		28. Dateline NBC 8.8/15				
10:30								
WEDNESDAY	8:00	8.1/13	7.2/12	9.8/16	5.2/8	2.2/4	2.0/3	
	8:30	51. Two Guys & Girl 6.9/12	58. City of Angels 6.1/10	23. Dateline NBC 9.3/16	51. World's Finest Game Show Moments 6.9/11	107. 7 Days 1.8/3	102. Dawson's Creek 2.3/4	
	9:00	22. Drew Carey 9.5/15	39. CBS Wednesday Movie—Father's Day 7.7/13	23. West Wing 9.3/15	92. Get Real 3.5/6	96. Star Trek: Voyager 2.7/4	111. Roswell 1.7/3	
	9:30	31. Spin City 8.6/14		8. Law & Order 10.7/19				
	10:00	28. 20/20 8.8/15						
10:30								
THURSDAY	8:00	11.1/18	7.1/12	9.8/16	3.6/6	5.3/8	2.5/4	
	8:30	53. Whose Line Is It 6.7/11	32. Diagnosis Murder 8.5/14	7. Friends 11.3/19	91. Fox Thursday Night Movie—The Cable Guy 3.6/6	72. WWF Smackdown! 5.3/8	107. Popular 1.8/3	
	9:00	46. Whose Line Is It 7.3/12	62. Chicago Hope 5.7/9	9. Daddio 10.6/17			95. Charmed 3.3/5	
	9:30	2. Who Wants to Be a Millionaire? 18.8/29		19. Frasier 9.8/15				
	10:00	25. Wonderland* 9.2/16	34. 48 Hours 8.4/14	49. Battery Park 7.0/11				
10:30			16. ER 10.1/17					
FRIDAY	8:00	5.9/11	5.8/11	9.7/18	5.4/10	1.8/3	1.9/3	
	8:30	76. Boy Meets Wrid 5.0/9	61. Kids/Darndest 5.8/11	14. Providence 10.2/18	73. World's Wildest Police Videos 5.1/9	107. Blockbuster Cinema—Pottergeist 2.3/4	105. Jamie Foxx 1.9/3	
	9:00	82. The Hughleys 4.6/8	81. Cosby 4.8/8	18. Dateline NBC 9.9/18	62. Greed 5.7/10		107. Jamie Foxx 1.8/3	
	9:30	69. Sabrina/Witch 5.5/10	65. Now and Again 5.6/10	27. Law & Order: Special Victims Unit 9.0/17			104. Steve Harvey 2.0/4	
	10:00	84. Making the Band 4.5/8				105. For Your Love 1.9/3		
10:30	38. 20/20 7.8/15	56. Nash Bridges 6.6/12						
SATURDAY	8:00	5.5/10	9.2/18	5.1/9	5.2/9	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TV 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 • S-T-D=SEASON TO DATE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY		
	8:30	78. Best Commercials Never Seen 4.9/9	14. NCAA Championship Basketball—North Carolina vs. Florida 10.2/19	70. The Pretender 5.4/10	87. Cops 4.3/8			
	9:00	59. World Figure Skating Championship 5.9/11	57. NCAA Postgame 6.2/12	89. The Others 4.2/8	73. Cops 5.1/9			
	9:30			65. Profiler 5.6/11	65. AMW: America Fights Back 5.6/10			
	10:00							
10:30								
SUNDAY	7:00	10.5/17	11.2/18	4.7/8	6.2/10	1.6/3		
	7:30	62. Wonderful World of Disney—Hail to the Chief 5.7/10	5. 60 Minutes 12.8/24	84. NBA Basketball 4.5/9	94. Futurama 3.4/7			112. 7th Heaven Beginnings 1.6/3
	8:00		6. Touched by an Angel 11.9/20		87. King of the Hill 4.3/8			
	8:30	3. Who Wants to Be a Millionaire? 16.6/25	16. CBS Sunday Movie—The President's Man 10.1/16	78. NBC Sunday Night Movie—Anaconda 4.9/8	53. The Simpsons 6.7/11			112. D.C.* 1.6/3
	9:00				42. Malcolm/Middle 7.6/12			
9:30	44. The X-Files 7.5/11				112. Movie Stars 1.6/2			
10:00	4. The Practice 13.9/22				120. Zoe 1.2/2			
10:30								
WEEK AVG	9.3/16	8.3/14	7.5/13	5.6/9	2.6/4	2.1/3		
S-T-D AVG	9.3/15	8.8/14	8.7/14	6.1/10	2.7/4	2.7/4		



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# Where the average Joe is king

Turner branding campaign salutes its viewer: He's the middle-aged working stiff

By Deborah D. McAdams

**T**urner's Superstation is spending \$70 million on regular guys, its newly defined target audience. TBS will tease those ordinary, average, "Midwestern" Joes with the tagline "It's Your World, We're Just Programming It."

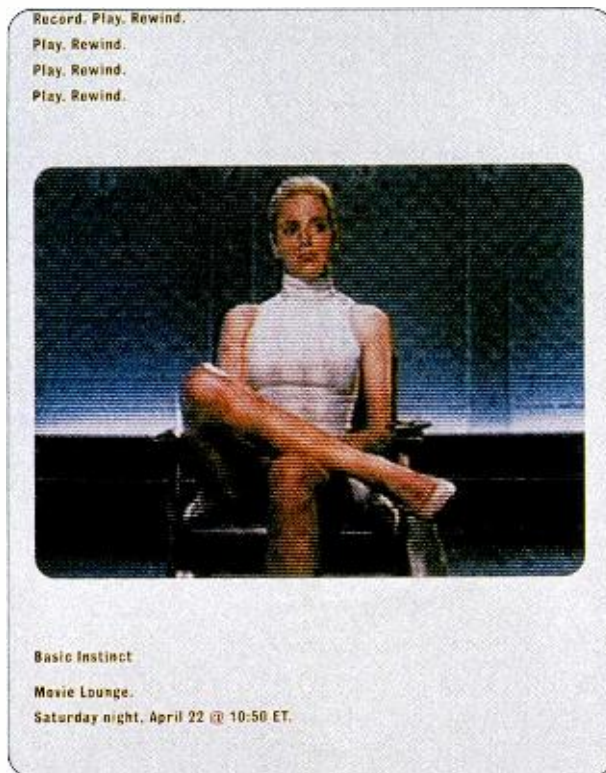
Picture a John Goodman type riding a tractor mower with a television strapped to the engine cover. That's one of the TV spots in Turner's multimedia ad campaign that began April 7.

Who is this average dude? TBS researchers spent two years and a few thousand phone calls finding out. Executive Vice President and General Manager Dennis Quinn described the regular guy as "Midwestern." His median age is 42, younger than the audience for USA's World Wrestling Federation programming, that vortex for males 12 to 24. Demographically, 66% of the TBS alpha males are married, 95% are employed, 40% of them in blue-collar jobs. His family watches TV with him 80% of the time.

"So when we target the regular guy, we deliver him and his family," Quinn said.

The family is gravy. The guy's the thing. Media buyers across Madison Avenue agree: Guys are hard to get, although younger is better.

Turner has been quietly repositioning TBS as the guy network for the past two years, Quinn said. Animation and documentaries were eliminated. The afternoon "teen block" was ditched. Original movies, theatrical premieres, sports and reality shows like *Ripley's Believe It or Not!* were added. NASCAR is coming to the network next year, along with 22 more episodes of *Ripley's*, which averaged a 2.7 rating the first quarter of this year. Another possible addition is a new original series based on a project from *Lethal*



Guys are hard to get, but TBS hopes to attract more of the alpha males by programming movies like 'Basic Instinct.'

*Weapon 4* partners Mel Gibson and Jet Li, called *Invincible*.

The network bought spot cable, radio, *USA Today*, *Entertainment Weekly* and *Sports Illustrated* ads and billboards in Times Square and Los Angeles to get the point across and to differentiate itself from TNT, the other Turner cable behemoth. Viewers confuse the two, Quinn said.

"We're two different networks," he said, "but we often get lumped together."

Perhaps that's because both TNT and TBS share World Championship Wrestling and NBA games, to the extent that both networks slipped in ratings when those franchises took dives. NBA ratings are out of Turner's realm, but the company owns the WCW. Quinn said problems with it "are being addressed." Brad Siegel, president of general entertainment networks at Turner, is once again in

charge of the WCW, following Bill Busch's departure late last month. Eric Bischoff and WWF veteran writer Vince Russo are gearing up for a major creative overhaul, expected to appear April 10.

Siegel himself was put in charge of the entertainment networks last year when Bill Burke left the company. He and Burke worked together but split the duties of running the networks, with Siegel overseeing TNT and Turner Classic Movies, and Burke running TBS and Turner South. When Burke left, all four networks were lined up under Siegel, who hired new executives to run them and to "to craft an identity for each," Siegel said. TNT is going after an upscale audience.

In other words, if TBS is the Oscar Madison of the Turner duo, TNT is Felix Unger.

Of the two, Oscar makes more money and spends less. According to Paul Kagan and

Associates, TNT will spend in excess of \$527 million on programming this year, while gross ad revenues are expected to reach more than \$633 million. TBS, on the other hand, will spend only \$316.5 million on programming and gross more than \$669 million in ad revenue for the year.

Both networks reported prime time CPMs of around \$13 in late 1998, the last period Kagan collected the information.

Although viewers may confuse the Turners, media buyers do not.

"TBS and TNT are not the same animal, even though they're from same company," one Madison Avenue media buyer said. "TBS is a superstation, more like an independent station. It continues to have that kind of profile."

Regarding TBS' pursuit of regular guys with more of what they're already doing, he said, "it's not going to make much difference." ■

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\*Source: TBS Research from Nielsen Media Research Data. (12/27/00-3/29/00, A18-49 (000), A25-54 (000), excludes Sports Events)  
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# Can Odyssey inspire cash?

Cable net owner Crown Media looks to go public this week

By John M. Higgins

**D**espite the current volatility in the stock market, the parent company of cable network Odyssey is hoping that investors will bet that that company can turn a collection of weaker U.S. and international properties into gold.

As of late last week, Crown Media Holdings was still looking to tap the public market for about \$250 million in cash, expecting to price the deal Wednesday. Crown is currently a partly owned subsidiary of greeting-card maker Hallmark Entertainment. After the stock sale and some related acquisitions, Hallmark will control 49% of the company's equity but 90% of its shareholder votes.

Crown is composed of Odyssey, previ-



*An expensive transformation may help lure investors to this ailing network.*

ously a religious channel in which the company invested two years ago to transform it into a broader family entertainment network. Crown also operates two international networks: the Hallmark Entertainment Network, a four-year-old international network with programming

composed primarily of movies and other products licensed from Hallmark Cards TV production unit; and a 50% stake in The Kermit Channel, another international venture with The Jim Henson Co.

But losses are surging at all the operations as Crown substantially upgrades Odyssey's programming and distribution. At the same time, it's energizing the two international channels' push into more countries.

On their road show for investors, Crown executives are pushing the explosive growth of the international cable and satellite, plus the potential gains from a turnaround of Odyssey. But one media investment banker who has studied the deal called Crown "a collection of second-tier properties, all of which operate in crowded markets."

A spokeswoman for Crown said she could not comment on the offering while the project is pending. Donaldson, Lufkin Jenrette is lead underwriter on the deal.

Although major players are involved, the one with the most riding on Crown's success is Hallmark. Its Hallmark Entertainment production unit is a clear success, but the Kansas City, Mo.-based company had messy problems buying cable systems and Spanish-language network Telemundo in the mid 1990s.

The deal calls for the sale of 12.5 million shares at \$19 to \$21 each. That represents about 20% of the company's equity. Odyssey is the biggest chunk of Crown Media, with securities filings showing that a pending buyout of its partners values the network at \$650 million. That represents about 53% of the company's equity value.

Odyssey, was created in 1988 in response to the Jim Bakker and PTL Club televangelist scandals. Cable operators recruited a consortium of 70 religious groups to produce programming for the network, but on-air pitches for money were not allowed.

Viewership and revenues were uninspiring. Lean spending on programming and marketing kept losses small, but the network had no momentum. What few viewers the network lured were primarily over 55. Liberty Media Corp. had been lending money to the company and in 1995 converted \$28 million in outstanding loans into a 50%



## CABLE'S TOP 25

### PEOPLE'S CHOICE

*Women's college basketball scored a slam-dunk for ESPN last Sunday night. Here, UCONN's Svetlana Ambrosimova takes the ball down court and scores a 3.4 rating/5.3 share.*

Following are the top 25 basic cable programs for the week of March 27-April 2, 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.

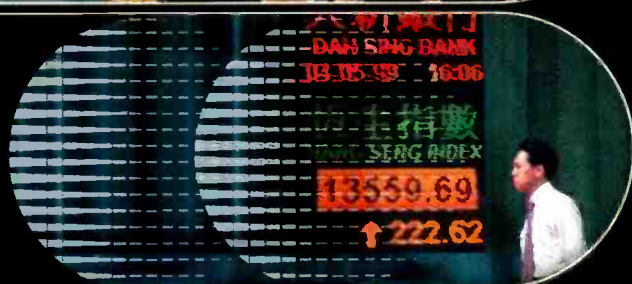
Rank	Program	Network	Day	Time	Duration	Rating	U.S.	HHs (000)	Cable Share
1	WWF Entertainment	USA	Mon	10:00P	67	6.7	5.3	5230	11.1
2	WWF Entertainment	USA	Mon	9:00P	60	6.5	5.1	5032	9.4
3	NCAA Women's Basketball Tourn.	ESPN	Sun	8:59P	136	3.5	2.7	2676	5.3
4	m/ 'The Devil's Advocate'	TNT	Sun	8:00P	180	4	2.7	2658	5.2
5	Rugrats	NICK	Thu	7:30P	30	3.3	2.6	2558	5.7
6	Rugrats	NICK	Mon	7:30P	30	3.2	2.5	2480	5.2
6	m/ 'Secrets Between Friends'	LIF	Sun	4:00P	120	3.2	2.4	2398	6.9
8	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.1	2.4	2403	4.6
8	Hey Arnold	NICK	Thu	7:00P	30	3.1	2.4	2364	5.7
10	Rugrats	NICK	Tue	7:30P	30	3.0	2.3	2331	5.1
10	m/ 'When He Didn't Come Home'	LIF	Sun	6:00P	120	3.0	2.3	2249	5.5
12	m/ 'My Cousin Vinny'	TNT	Sat	8:00P	155	2.9	2.2	2235	5.1
12	Rugrats	NICK	Sun	9:30A	30	2.9	2.2	2227	9.7
14	m/ 'McLintock'	TBS	Sun	8:00P	167	2.8	2.3	2247	4.4
14	Rocket Power	NICK	Tue	8:00P	30	2.8	2.2	2173	4.4
14	m/ 'The War Wagon'	TBS	Sun	5:48P	132	2.8	2.2	2172	5.4
14	Spongebob	NICK	Wed	8:00P	30	2.8	2.2	2165	4.5
14	Rugrats	NICK	Wed	7:30P	30	2.8	2.2	2165	4.8
14	Rugrats	NICK	Sat	9:30A	30	2.8	2.1	2135	9.2
14	m/ 'The Perfect Mother'	LIF	Sun	8:00P	120	2.8	2.1	2105	4.1
21	Rugrats	NICK	Fri	7:30P	30	2.7	2.1	2120	5.1
21	Caitlin's Way	NICK	Sun	8:00P	30	2.7	2.1	2104	4.4
21	Ripleys Believe It Or Not	TBS	Wed	8:05P	60	2.7	2.1	2100	4.4
21	Hey Arnold	NICK	Tue	7:00P	30	2.7	2.1	2077	4.8
21	m/ 'Price of a Broken Heart'	LIF	Sun	2:00P	120	2.7	2.1	2075	6.6

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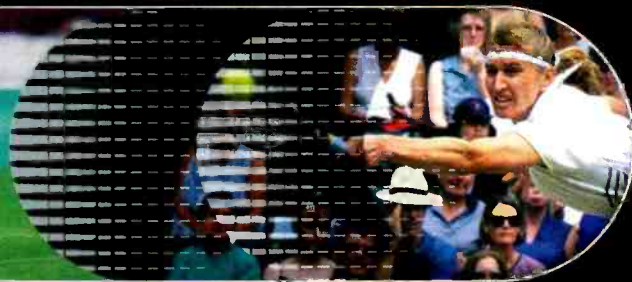
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stake in the network.

Hallmark and Henson Group stepped in as partners in 1998, each putting up \$30 million for a 22.5% stake in Odyssey. That valued the network at \$133 million.

With Hallmark primarily in control, Odyssey tapped former Fox Kids Worldwide Vice Chairman Margaret Loesch in 1998 to transform the channel into a family-oriented network, drawing on programming from the Hallmark movie and Henson Group kids libraries.

Loesch is aiming broad, putting Odyssey's target demographic on adults 18-54. Crown's reasoning is that the

kids-TV market is crowded and won't lure adults.

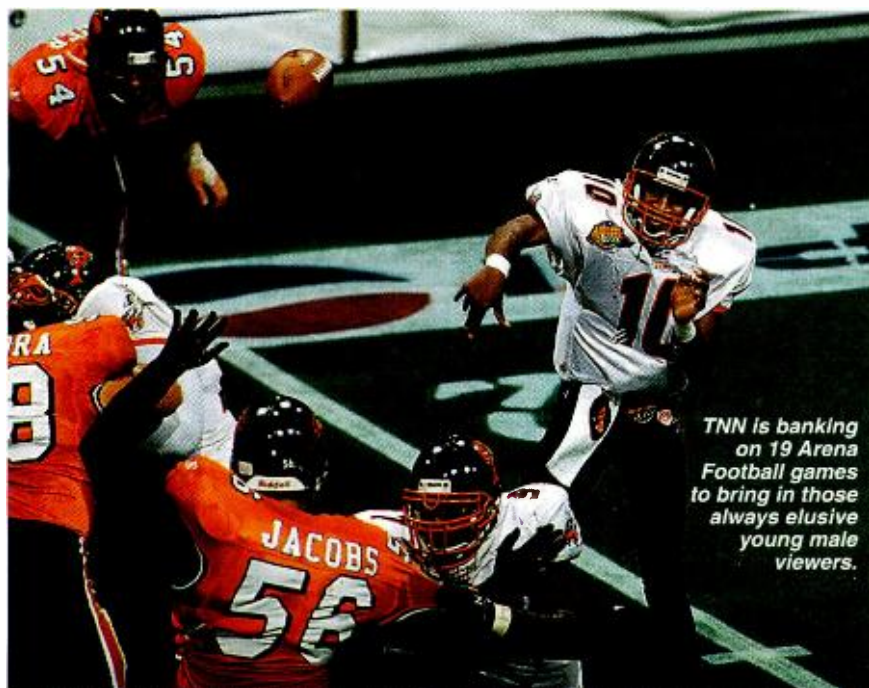
Loesch's previous employer is attempting a similar transformation at Fox Family Channel. But like Fox Family, Loesch is stuck with a commitment to one of Odyssey's previous owners, National Interfaith Cable Coalition, to air low-rated religious programming, at least 30 hours weekly.

The transformation is pricey. Revenues actually fell 1% in 1999 because Loesch dumped many of the infomercials and the new programming hadn't kicked in. But operating losses soared from \$3.1 million in 1998 to \$56.2 mil-

lion. "Not surprising," said one former Odyssey executive. "We had never spent money on programming before."

The network's subscriber count also dipped from 29 million to 27.4 million. Nine months after the relaunch of Odyssey, the network boasts that viewership has surged among younger adults. But the ratings are still abysmally low, just 0.1 in the first quarter.

If the stock sale is completed, Crown will buy out the Odyssey partners, leaving Liberty with a 15% stake in Crown and the interfaith group with a 10% stake. Henson Group will retain its 22.5% direct stake in Odyssey. ■



TNN is banking on 19 Arena Football games to bring in those always elusive young male viewers.

# TNN's 18-49 male fantasy

*Network wants the Arena Football League to be the next NASCAR—or to attract the same demo*

By Deborah D. McAdams

**A**rena football is 14 years old. Still, games have seldom exceeded a 1.0 rating on ESPN. But TNN's president thinks he has the next big thing in sports franchises nailed.

"We're sitting on a sport that just needs somebody to say, 'We're gonna touch this sport every day,'" said David Hall, president of CBS cable networks' TNN and Country Music Television.

TNN will carry 19 of the games,

the ESPN retains five, and ABC will carry the championship playoff. In addition to cross-promos on the networks carrying games, Hall expects to buy local spots on USA, TBS, TNT and Comedy Central.

Add to that the Viacom flotilla of cable and digital networks, including MTV and VH1, and it would seem the AFL has an exposure bonanza, Hall figures. (Shortly after the closure of Viacom's acquisition of CBS, the CBS cable properties will be rolled into the Viacom's MTV Networks division.)

With arena football, Hall is looking for males 18-49, that elusive demo that advertisers are always trying to find, and the one that will be going the way of NASCAR. TNN lost its grip on NASCAR races last November when Fox, NBC and TBS laid out \$400 million for television rights. Why the interest? NASCAR's 18-49 male audience is second only to the NFL's.

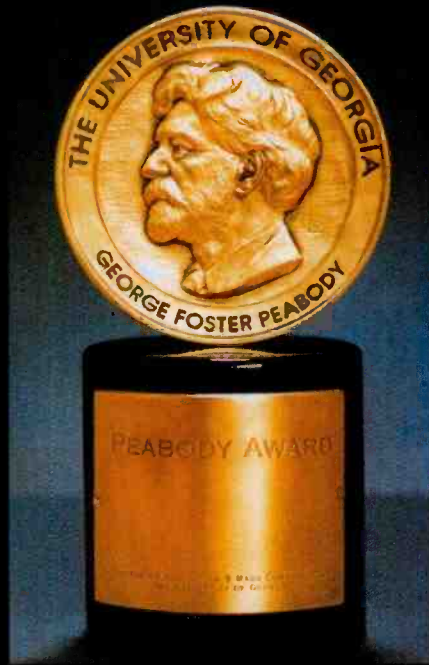
TNN, ABC and ESPN picked up AFL rights for \$25 million.

"When I got into NASCAR, we were doing 2 ratings for the Winston Cup," Hall said. Now NASCAR races regularly do 5's and 6's. In Hall's estimation, there's no reason the AFL can't do the same thing, even with the dominance of the NFL and the emergence of the WWF's new Xtreme Football League. None of the leagues' seasons will overlap.

AFL games will be TNN's Thursday prime time centerpiece, beginning with the first game of the 2000 season on April 13. The AFL season runs through Aug. 10, about three weeks before the regular season of the National Football League. Unilever, New Line Cinema, Sears, Home Depot and Yellow Pages are among the major advertisers signed on. ■



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By John M. Higgins

## NBC, DirecTV execs say no sale, but...

Despite ongoing rumors, the heads of NBC and DirecTV said their companies weren't for sale and their ownership structures would not change in the near future. The comments came during the Schrodgers-Variety Big Picture Conference in New York last week. Rumors have persisted in recent weeks that News Corp. is pursuing a takeover of DirecTV parent Hughes Satellite Corp. or possibly even Hughes' parent, General Motors Corp.

Asked about the rumors after a panel session at the conference, Eddy Hartenstein, president of DirecTV said there was "no substance" to reports that Murdoch was actively pursuing either Hughes or General Motors.

Nevertheless, on his panel, which addressed TV networks, cable and new media, Hartenstein acknowledged that "who we are affiliated with in the future is up for grabs." But any sort of merger, he suggested, was not a near-term proposition. In the mean time, Hartenstein said he'd continue to focus on building DirecTV's subscriber count, which surpassed 8.3 million in the first quarter. The company will also continue to take minority stakes in program services that want to launch off the DirecTV satellite platform.

Meanwhile, NBC president Bob Wright, speaking on the same panel, said

that, in the "near future," he did not foresee a change in the company's ownership structure and that NBC would continue to develop new businesses from within as opposed to doing a major acquisition or merger. "It's harder to create businesses from scratch," he said, "but the reality is that is our charge."

## Wright not in AOL Time Warner fight

NBC President Bob Wright said he has no immediate interest in joining Walt Disney Co.'s campaign against America Online's takeover of Time Warner Inc. Disney executives have been meeting with regulators and Congressional staffers to fuel concerns about the amount of power the combined companies would have to thwart access to others' entertainment products, heavily promoting, for example, WB's shows but not ABC's or Warner Bros.' movies.

The company isn't seeking to block the merger but wants the government to set some terms on how competitors should get access to AOL Time Warner's subscribers. But Wright said he isn't joining the fight. "I've had no meetings on this" with regulators, he said. He wouldn't rule out lobbying for guaranteed access later, but, asked if he were inclined to work with Disney and ABC, Wright said "no." Asked if he had any objections to the merger, CBS Chairman Mel Kar-

mazin said only, "AOL gives me a subscription for free!"

## Rigas, Wilderotter named Vanguard

Adelphia Chairman John Rigas and Wink Communications CEO Maggie Wilderotter will receive the cable industry's highest honor at the National Cable Television Association's annual show in New Orleans next month.

Rigas and Wilderotter will be given Vanguard awards for distinguished leadership. Other Vanguard award winners: William Goodwyn, executive VP of Discovery Networks, for young leadership; Betty Cohen, president of Cartoon Networks Worldwide, for programmers; Paul Maxwell, chairman of Big-pipe.com, for associates and affiliates; Tony Werner, CTO and executive VP of AT&T Broadband, for science and technology; Leo Brennan, VP/GM of Cox Communications and James Cottingham, executive VP of Time Warner Cable, for cable operations management; Bert Carp, partner at the Washington law firm of Williams & Jensen and outside attorney for Time Warner, for government and community relations; and Doug Holloway, executive VP of USA Networks, for marketing.

## Sabinson joins A&E

A&E has hired Allen Sabinson as senior vice president of programming. Before joining the cable network, Sabinson served as a consultant on A&E's

original movies, including *Dash and Lilly* and *The Crossing*. He was also president of production for Miramax Films at the time. In addition, Sabinson had a 4½-year turn as executive vice president of original programming for Turner Network Television.

## AMC sets screen test scholarship promo

American Movie Classics is reviving a promotion pegged to its *Behind the Screen* series, offering scholarships to high school students submitting short videos to a competition. The Behind the Screen Test promotion, coordinated with 500 local cable systems, asks students to submit a three- to five-minute videotaped performance of any kind. A winner will be selected from each system and given a \$500 scholarship, and a VCR will be donated to each winner's school. Participation by systems is more than double last year's level.

## Liberty Digital ups its ACTV stake

In another example of its good stock-picking so far, Liberty Digital bought an additional \$20 million worth of ACTV Inc. stock at half price. Liberty Digital picked up 2.5 million shares of the interactive TV company by exercising warrants its parent company, Liberty Media, picked up after a previous investment round last March when the company's stock was trading at less than half its \$29 closing price Monday. The deal lifts Liberty Digital's stake from 12% to 16%. Liberty Media started investing in ACTV when the company's stock was trading around \$3 per share.



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*Microcast will use the Profile XP to record and edit content for the Internet.*

## Grass Valley nabs first dotcom deal

By Glen Dickson

**A**fter making a big pre-NAB pitch for new Internet business, Grass Valley Group is waltzing into Las Vegas with its first significant dotcom sale: a \$1.2 million order from Internet streaming firm Microcast for Profile video servers.

Microcast is installing the Profiles at its Danbury, Conn., headquarters, where they will be used to record, edit and play out content for the Web. Microcast streams both prerecorded content and live feeds and recently netted 5 million hits for its live coverage of the PGA Tour's Players Championship (B&C, April 3).

The sale includes six Profile XP PVS1000 servers that will make up a 48-channel system (24 inputs and 24 outputs) controlled by Omnibus automation software. Microcast is also buying one PDR324 unit that will handle general interstitial playback functions. The Profiles will be installed by longtime broadcast integrator A.F. Associates and should be operational by early June.

Microcast's requirements in a server system were similar to those of a television news organization, according to their Director of Video Operations Mike Conroy.

"We needed to have the ability to record and edit vast quantities of content, whether from a satellite source or prere-

corded videotape," he says. "Then we needed to condense it and subsequently digitize it for the Internet. Because of the amount of content, speed became essential, particularly in the editing process."

The system that Grass Valley came up with allows Microcast to ingest all incoming content into the Profile. For maximum storage efficiency, the material is recorded and stored using long-GOP (group of pictures) MPEG-2 compression at 8 Mb/s. Editing is then performed on the Profile under "media-prep control" software developed by Omnibus. The ability to frame-accurately edit long-GOP MPEG-2 was "a big hurdle" that Grass Valley and Omnibus managed to overcome, says Conroy. "The challenge was editing long GOP. I-frame-only MPEG would have been easier for editing [but not as efficient for storage]."

After editing is complete, the MPEG-2 content will be either routed to a robotic archive system and stored on data tape (Microcast is still undecided on a vendor) or sent to an Internet encoder and translated into a streaming format for online distribution. Some clients ask Microcast to provide content in both the Real Networks and Windows Media Player formats, requiring Microcast to support two simultaneous streams.

Conroy says another selling point for Grass Valley was its Internet publishing product, WebAble, which is currently in development and will be demonstrated at NAB. He hopes the product is available by late 2000. "I'll be able to do a transcode from MPEG-2 to any Internet format right within the Profile mainframe, without any external encoding."

According to Grass Valley Director of Product Strategy Mike Cronk, the Microcast deal is one of several Internet-related partnerships the company will announce in Las Vegas. ■

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Sony's HDW-M2100A allows playback of any Sony half-inch format.



## Sony cuts prices on HDCAM lineup

By Ken Kerschbaumer

**S**ony, in an attempt to make the transition to HDTV more affordable to broadcasters and production professionals, announced a new pricing structure for HDCAM last week.

"We're trying to encourage content producers to produce in HD now," says Edward Grebow, president of Sony Electronics Broadcast and Professional Co. "We've narrowed the gap substantially between producing in HD and producing in SD, and, even if you don't have any plans to distribute in HD, this gives customers the chance to ensure the value of their content."

The biggest cost reduction will be on the HDW-500 VTR, which is now available for \$49,500, a 20% reduction. Other new pricing includes \$39,500 for the HDW-250 portable field player and \$65,000 for the HDW-700A cam-

recorder, the latter a \$11,000 reduction.

"The pricing is the result of the demand for the product going up, and therefore we can start to lower our prices," says Bob Ott, vice president of VTR and storage marketing. "There's also a need for HDTV programming. And we see HDTV as not the future but the present. It's finally time to start talking about it as now."

Complementing the price reduction is the introduction of the HDW-M2100A digital multiplayer. "The significance of that product is that anyone who has acquired something on any of our half-inch formats can play them back in that machine," adds Ott. "The nice thing about it is there are no switches: You put the tape in, it senses what's on it, and it starts to play it."

The HDW-M2100 is scheduled to be available this summer at a suggested list price of \$45,000. ■

## Pinnacle bows HDTV tuner card for PCs

**P**innacle Systems has introduced the PC-HDTV tuner card, which combines technology from Pinnacle Systems, TeraLogic and Philips Semiconductor. It can receive all 18 ATSC standards as well as standard-definition television.

"The HDTV market is a strategic one to get involved with," says Product Manager William Chien. "This year and next year will still be an early-adopter market, and we're certainly not forecasting that it will be a high-volume product. It's really for enthusiasts and people who want to experience HDTV cost effectively."

The card, designed for PCs with a Pentium II 300-MHz processor running Windows 98, allows viewers to watch, record and play back an HDTV program at full HD resolution on a PC monitor. It also outputs a standard NTSC signal so that conventional TV sets can display HDTV. "There's a set of S-video composite outputs as well as stereo audio," Chien says. "We have a monitor output so it can be connected to a DTV-capable set that has RGB connectors."

Pinnacle Systems, which has an established business in the PC/analog-TV-tuner market, incorporated Philips' second-generation ATSC demodulation chipset into the card, as well as TeraLogic's Janus HD decoder.

It also will support future datacasting applications. "We'll be able to provide software for those applications from our Web site as an upgrade," says Chien.

The card is scheduled to ship in the second quarter at a suggested retail price of \$399. —K.K.

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# Reasons to use Wam!Base

*With Wam!Net's new storage service, archived material can be accessed from anywhere*

By Ken Kerschbaumer

**W**am!Net is introducing Wam!Base, a storage and archive service that will allow broadcasters to store their content on the Wam!Net network and access it from nearly anywhere in the world.

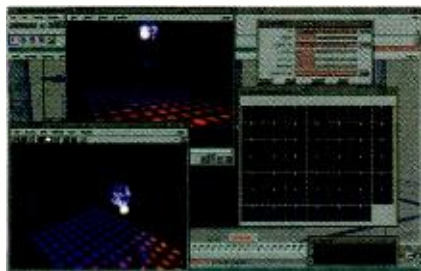
According to Director of Entertainment Marketing Don Ritzman, the company will sign deals in the upcoming months with broadcasters and production facilities for use of the service. Clients will be charged per megabyte.

"Wam!Base is our central storage and archive solution that sits in the middle of our Wam!Base network and is a fully redundant storage system," says Ritzman. "The storage is wrapped with a highly defined high-bandwidth network that has access devices on the edge. The environment is very secure, and no one can gain illegal access to the content."

Another advantage, according to Ritzman, is redundancy of storage. Content is stored in three locations: Eagan, Minn.; Las Vegas; and Brussels. "Proprietary management software creates the images and sends them to those three areas any time you handle an asset," he explains. "So, if there's a geographical fatality, you can handle the asset located in one of the other locations."

Potential uses of the network include network news bureaus' storing their video and audio so they can quickly access content from other bureaus, as well as archived material.

Users also can control how they handle content, thanks to the use of an API architecture. Ritzman says Wam!Net is talking with Virage and MediaSite about providing resources for cataloging the assets, including metadata.



**Wam!Base audio/video storage system allows users quick access to content.**

"This system offers a cost value to broadcast companies," he says. He adds that today's server technology is still too expensive to meet archiving demands and also doesn't provide backup of material.

Wam!Net has signed up its first customer for the Wam!Base service: BBC Worldwide America, a wholly owned subsidiary of BBC Worldwide, the

BBC's commercial arm. "They're subscribing to our compressed video service, and they have locations London and in North America: Los Angeles, Toronto and New York," says George Anderson, director of Wam!Net global strategic accounts. "From those locations, they furnish their content to their customers, which are traditionally stock footage buyers." ■

## Inserting ads in a digital world

*DiviCom, Terayon take MPEG-2 solutions to Vegas*

By Glen Dickson

**D**igital compression technology is allowing cable operators to dramatically expand their programming. But working with MPEG-2 compression also introduces a new level of complexity to headend operations.

Since MPEG-2 has frames of varying sizes, switching from one MPEG-2 feed to another is a tough technical challenge. DTV broadcasters haven't had to deal with this much, since most are decompressing incoming MPEG-2 satellite feeds to baseband, inserting their local branding and commercials, and then recompressing them for broadcast. But such a scenario isn't economically or technically feasible for cable operators looking to insert commercials on a large number of MPEG-2 compressed channels, particularly when they are "cherry picking" or "grooming" channels from a digital multiplex being delivered via satellite.

Compression suppliers DiviCom and Terayon will show solutions to the MPEG-2 insertion problem at NAB this week. DiviCom has developed a product called TransRater, which can change the bandwidth of an MPEG-2 feed without decompressing it. And Terayon will introduce the CherryPicker Ad Splicer,



**Terayon's Stephen King: 'As you move from analog to digital, you add efficiency but have lost flexibility.'**

which will integrate with existing digital ad servers to insert local MPEG-2 commercials into digital channels.

DiviCom's TransRater can take an 8-Mb/s MPEG-2 feed and change it to 6 Mb/s without decoding or re-encoding, says Director of Product Marketing Eric Norton. The system, which will sell for \$25,000 to \$35,000, can change variable-bit-rate channels to constant-bit-rate, as well as support frame-accurate splicing.

Terayon's CherryPicker Ad Splicer can handle the splicing for a multiplex of 12 to 18 channels for less than \$25,000, according to Stephen King, vice president and general manager of Terayon's digital video group, which is less than the \$40,000 an operator would spend to decode and re-encode an MPEG-2 feed. For customers who have already purchased Terayon's CherryPicker statistical multiplexing system, the splicer is a \$7,000 software option. ■

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**SUPERCOMM 2000**

Explore the Whole World of Communications

# Product debuts at NAB

By Ken Kerschbaumer and  
Glen Dickson

## Telemetrics

Telemetrics is introducing a curved trolley system that can be configured using Telemetrics curved and straight track sections. It is fully compatible with Telemetrics' comprehensive line of control panels and camera pan/tilt mechanisms. Also new are two control panels. The CP-D-2A desktop robotic camera control panel is designed to control Telemetrics serial pan/tilt heads and serial receiver units. The unit includes four camera-select buttons and four optional select buttons that can be used to control four additional cameras or Telemetrics' Weatherproof Camera Systems or H-track Trolley System. The unit also features dual proportional joysticks that allow pan, tilt and zoom control, and memory for 32 pre-settable shots in four banks of eight.



WSI's automated SkyAlert generates streaming severe-weather alerts.

## WSI

WSI Corp.'s new SkyAlert is an automated system for generating streaming severe-weather alerts and graphics. The \$29,000 system combines up-to-the-second updates from the NOAA Weather Wire with graphics and maps from WSI's WEATHERproducer system to maintain a branded look for a station's severe-weather bulletins. Another new product that builds off the WEATHERproducer platform is SkyTracker, which provides live updates and details weather down to the street level. SkyAlert is available now; the \$40,000 SkyTracker system will be available in late summer.

## Bird Electronic

The Model 5000 ThruLine digital power meter is the first hand-held directional RF power meter that combines a digital display with the ability to accurately measure power in both analog and digital RF sys-



Bird Model 5000 ThruLine hand-held digital meter measures power in analog and digital RF systems.

tems. It provides average, true average or peak measurements of 0.1 to 10,000 W with  $\pm 5\%$  accuracy and automatically calculates VSWR, return loss and match efficiency.

## Archion

The Archion Fibre Channel RAIDBay offers RAID storage with Fibre Channel interconnects to Windows 98, 2000 and NT; Macintosh; Unix; and SGI platforms. Archion's other introduction, ARRAYBay, offers high-performance JBOD storage for the same platforms. The ARRAYBay provides Fibre Channel or SCSI interconnects at an affordable cost and is completely scalable.

## Evertz

The Multivert 10-channel composite encoder houses 10 converters in a 1RU frame with an optional redundant power supply. Three front-panel LEDs are provided for each channel to identify NTSC, PAL or no signal, and each channel has four rear-panel BNC connectors, providing an SDI input, an SDI output and two composite analog outputs. It also has reversible rack ears, allowing it to be mounted in the back of the monitor rack. Rear-panel LEDs indicate signal presence in that configuration.

## Pixelmetrix

DVStation, a new monitoring product from Singapore-based start-up Pixelmetrix Corp., is aimed at identifying and pinpointing problems in digital video. The modular, multilayer system, which starts at \$20,000, can simultaneously moni-

tor up to 21 ports and multiple layers of the video transmission chain. The Linux-based DVStation can handle up to a 100-Mb/s transport stream and includes both an objective-quality monitor and freeze-frame detection.

## Pinnacle Systems

Pinnacle's ClipDeko option, now available for the Deko500, Deko2000 and FXDeko, gives broadcasters the ability to record digital video clips with audio and play them back totally synchronized with Deko graphics and sequences. ClipDeko can store and play back key signal at the same time as video, allowing animated logos. A new Version 4 software upgrade for FXDeko includes dynamic blur, keyhole transitions, plug-in progress and real-time feedback on plug-in parameters. Five new "plug-in" effects, including 3-D ripple and cylinder, can be applied to the entire graphic or individual letters. Version 4 software, expected to ship in June, is a free upgrade for current FXDeko users.

## Sony Electronics

The DMX-R100 48-channel, 24-bit digital audio mixer is designed for recording and television facilities and post-production. It has selectable 44.1/48/88.2/96-kHz sampling frequencies, a color SVGA LCD touch screen, full 5.1-channel surround mixing and monitoring, and full dynamic and snapshot automation with built-in storage. Additional features include touch-sensitive 10-bit-resolution motorized faders, 24-bit audio I/O at all sampling frequencies, and built-in digital patch bay/routing switcher. In addition, surround panning can be done directly on the touch screen, and four option slots are available for AES/EBU, ADAT and TDIF I/O. Comprehensive sync capabilities are also included, with Sony nine-pin serial, Video/Word BNC, and SMPTE/EBU or MTC connections. Suggested list price is \$20,000. ■

Sony DMX-R100 offers 48-channel, 24-bit digital audio mixing.





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- Electronic Power Units ● HDTV Systems
- Satellite Broadcasting Systems ● Virtual Systems
- CG Production Systems ● DVD Systems
- Multimedia Systems ● Software
- Multiplex Broadcasting Systems ● Others

## Lynn Claudy

Senior vice president, science and technology, NAB



**CAREER:** Current position since 1995. Previously was vice president, director of advanced engineering and technology and staff engineer, NAB; director of communications engineering, Hoppmann Corp., 1980-88; part-time adjunct professor of physics, American University, 1984-89; development engineer (phonograph cartridges, tone arms, test records), Shure Brothers Inc., 1977-80

**EDUCATION:** B.A. (music), Oberlin College, Oberlin, Ohio; B.S.E.E., Washington University, St. Louis; M.S.E.E., Illinois Institute of Technology, Chicago

**FAMILY:** Wife, Jeanne; two children, Carl, 11, and Caitlin, 8

**WOULD RATHER BE:** Watching HDTV at home (if I had one)

**BEST LESSON:** "Life is what happens while you're waiting for the future."

# An insider's preview

**What do you think will be the hot topics of discussion at NAB?**

It's obviously a big year for anyone who is coming out to the show. There's a tremendous amount of business that is going to be done at the show and a tremendous amount of innovative display and intellectual debate.

Our show tends to be a little ahead of the industry, in terms of implementation. When we started the Multimedia World exhibit six years ago, it was considered on the edge, and now it's the kind of stuff that broadcasters and the allied industries are vitally interested in. So we think we reflect the current needs and the next few years of needs as well.

**What will be there that is ahead of the curve?**

The datacasting opportunities and melding of Internet content with television and radio will be a big trend. The big milestone coming up for TV broadcasters is 2002, their date for being on-air with digital television. A lot of buying that is associated with that date is likely to take place. It'll be a big year for digital television infrastructure.

**Do you think that, by 2002, all broadcasters will have a chance to get their digital stick in the air?**

There are a lot of things that have to play together on the planning side and financial side to make this come together for everybody. But the problems are well known, and there's money to be made, so industries that are resource-constrained are gearing up for demand that they haven't seen in decades.

**Is datacasting the new business model and the reason broadcasters will want to make the move to digital?**

I think it opened the eyes of broadcasters to the fundamental difference between analog and digital operation. You really can't have a fair understanding of what digital transmission offers without thinking of some of these diverse services. And, over the past few years, we've been so involved with traditional issues dressed up in digital clothes that some of the real gold in the datacast mines hasn't been prospected with serious intent. This is the most empowering movement among broadcasters in years.

**There are still some issues with regards to the DTV sets and copy protection, among others. What will you and NAB be up to in the next year to help solve some of those headaches?**

Well, the only way we've been able to alleviate headaches is with aspirin. This is an area where it's been very disappointing in terms of seeing the overall transition move forward. Everyone agrees that there will be no robust transition unless broadcasters, manufacturers and program providers all work together and do their share. But absent government involvement, it's hard to be optimistic about how fast penetration of DTV will increase to mass-audience level.

**How much of a snag is copy protection?**

The reality is that devices with connectivity between set-top boxes and digital television sets will either be absent or very few until there's an agreed-upon copy-protection method. Right now, the net effect is, we can hook up cable set-top boxes to only a very few brands of DTV sets unless there is an agreement. And this is an agreement that is always imminent.

**What can be done to move that agreement along?**

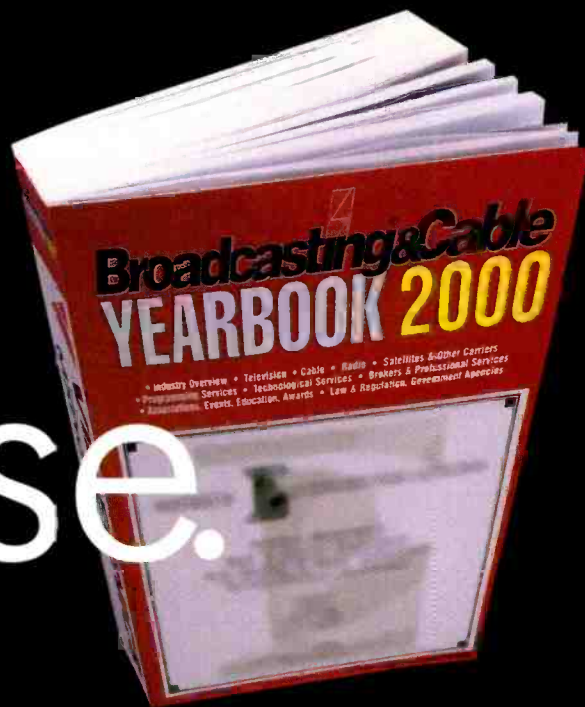
The studios need to recognize that, if we only made television sets and VCRs, we could build a system that was fairly immune to piracy. But handling video in a computer, and the distribution methodology of the Internet being so pervasive, it's hard to see an ironclad solution being technically feasible. So either you hate the new world and run from it, or you bend your business plans to acknowledge the capabilities that exist in that new world.

**What are your thoughts on the progress made on the consumer manufacturing side?**

The fact that there is a lot of diversity of product, prices are coming down, and there's interest in large-screen displays is encouraging. But I think we have a way to go to make DTV-receiver technology a commodity. We need some uniformity to indicate how well these products are going to work in people's homes. The consumer experience is either a very good one or a very bad one. Either the set is black, or it has perfect digital pictures. We want to see the latter be the common experience as much as possible.

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## CUTTING EDGE

By Ken Kerschbaumer and Glen Dickson

### Getting Sirius about launches

Sirius Satellite Radio, one of two companies aiming to launch digital satellite radio services in 2001, has unveiled the launch schedule for its proposed three-satellite system. Sirius-1 will be shipped to its launch site in Kazakhstan on May 31 and is scheduled for launch June 28, followed by Sirius-2 in September and Sirius-3 in October. The satellites will be built and launched by Space Systems/Loral. Sirius has already built a \$50 million origination center in New York that will generate 50 channels of commercial-free music and up to 50 channels of news, sports and entertainment programming.

### Liman Video adds Sony truck

Liman Video Rental, based in New York City, has taken delivery of a new MPEG-2 digital truck from Sony. Included in the equipment on board is a Sony DVS-7250 digital video switcher, two channels of DME-7000 digital multieffects, a Sony BVE-9100 edit controller and



Liman Video added this Sony MPEG-2 truck to its arsenal.

12-bit Sony BVP-570 cameras that have multiple-format capability. "This Super Truck is the most versatile truck ever built utilizing analog and MPEG-2 transmission," says LVR co-owner Michael Liman. "This truck has everything in its 40-foot package that a 53-foot semi would have and more." Upcoming events for the truck include the Republican Convention in Philadelphia.

### Seachange hits K.C. public TV

Kansas City (Mo.) Public Television has chosen the SeaChange International Broadcast MediaCluster 1200 video-server system for use in its on-air video operations. The server was installed in February with Sundance DigitalNT automation software to deliver promotions and underwriters' credits between programs. By the end of the month, all of KCPT(TV)'s video output will run through the system.

### USA Digital Radio makes new friends

Heading into NAB, USA Digital Radio, a proponent of IBOC (in-band on-channel) digital radio, has formed alliances with four transmission-equipment companies. Armstrong Transmitter Corp. will work to develop AM and FM transmitters using USA Digital Radio's IBOC

technology; Dielectric will help create compatible combiners and filters; Jampro RF Systems will work on IBOC combiners and filters for the FM band; and Moseley Associates will develop compatible studio-to-transmitter links (STLs).

### Faroudja settles patent suit

A lawsuit in which Faroudja had alleged that DWIN Electronics' home-theater line of multiplier products infringed a patent held by Faroudja and one licensed exclusively to Faroudja for the relevant field of use was settled last week. Financial terms of the settlement agreement were not disclosed. The patents relate to detecting the 3:2 pulldown sequence of film-originated video and deinterlacing techniques used to improve picture quality of high-resolution and large-screen video displays.

### Teleglobe, TVNZ form Alliance

Teleglobe and TVNZ Satellite Services have formed the Video Transmission Alliance, creating the world's largest network for the transport of rich media content for broadcast television networks, Internet content providers, film studios, sports-rights holders and program syndicators. It will utilize Teleglobe's MPEG-2 4:2:2 fiber-optic network and TVNZ for its MPEG-2 satellite network. Programming can originate from TV access centers in Vancouver, British Colum-

bia; Los Angeles; Montreal; New York City; Washington; Toronto; London; Paris; Johannesburg, South Africa; New Delhi, India; Bangkok, Thailand; Jakarta, Indonesia; Beijing; Hong Kong; Perth and Sydney, Australia; and Auckland, New Zealand. More centers will be added this year.

### Harris helps WRDW-DT get on-air

Harris Corp. provided WRDW-TV Augusta, Ga., with a new multichannel digital master control for both its analog and digital television channels, along with a Sigma CD UGF DTV transmitter. The gear was used to help get WRDW-DT on-air in time for the start of the Masters Golf Tournament, which was carried by CBS in HDTV. Other equipment included Harris Flexi-Coder MPEG-2 encoding system, Harris MONITORplus DTV transmission monitoring system, Harris ARX professional ATSC broadcast receiver, Philips Venus routing switcher, Philips Saturn master-control switcher, and Faroudja upconverter.

### Crippa to head Snell's U.S. business

Digital upconverter supplier Snell & Wilcox has tapped Dick Crippa to be president of Snell & Wilcox Inc., Santa Clara, Calif. He will head the North and South American operations of UK-based Snell, filling the spot left vacant since January. Crippa has held executive posts with Philips Broadcast Television Systems and most recently was CEO and president of Speer Communications Holdings and Speer Worldwide Digital in Nashville, Tenn.

# Streaming the latest strokes

*RealNetworks tops list of firms introducing innovative services at NAB*

By Richard Tedesco

**N**ew wrinkles in manipulating streamed video content will be in abundance at the NAB convention, including at least two new systems for inserting advertising spots in video streams on the Web.

RealNetworks introduces an ad-replacement system this week that enables TV stations to plug in video ads in streamed newscasts and other original video content to create another revenue stream online. It's an expansion of a system that RealNetworks introduced for audio streaming last fall.

Local TV and radio stations can license the requisite software from RealNetworks, which is working with WOKR(TV), the ABC affiliate in Rochester, N.Y., on a pilot project deploying the system next month, according to Jim Kreyenhagen, Real Broadcast Networks product manager for RealNetworks. "We integrate our system into their ad-insertion system at the TV station," said Kreyenhagen.

The result is seamless integration of ads within video streams at an average monthly cost of \$7,000, depending on the volume of traffic the station's Web site sustains for its streamed newscasts, according to Kreyenhagen. Additional hardware may also be required in some cases to enable the station's ad-insertion system and RealNetworks' replacement-ad system to interact.

The RealNetworks system also offers stations a customized template to provide random streaming of different news segments after a newscast has aired, with the inserted ads streaming in those segments.

"We really want to explore how local TV news can exist and thrive with the Internet capability," said Chris Ackersley, co-president of the Ackersley Group, which owns WOKR(TV).

Video ads can also be added as lead-ins to video segments. Audio ads can precede segments streamed from radio station sites, which can also use the system to insert rotating banner ads while PC users are streaming audio.

WKHX-FM Atlanta (ABC) and KAAK-



**WOKR's site starts testing RealNetworks' streaming video-ad-insertion technology in May.**

FM Great Falls, Mont., are deploying the RealNetworks system in pilot programs on the radio side next month, according to Kreyenhagen.

RealNetworks is putting a co-marketing deal in place with Engage, an online ad-placement service, with both companies pushing the other's services. RealNetworks put a similar deal in place with DoubleClick last fall, when it first started doing audio insertion of ads in the online version of ABC Radio Network disc jockey Tom Joyner's show.

RealNetworks is in conversations with major TV station groups about the new product and expects to conduct a trial with radio stations in the ABC radio group.

Meanwhile, Activate.net, a unit of CMGI, is seeking to introduce a similar online ad-insertion service, aiming at a third-quarter launch. It's teaming with CMGI sister unit AdForce, another major online ad facilitator, to deliver ads inserted in streaming video for on-demand video sites and local stations streaming news online. "They can choose separate and targeted ads to stream with their nightly newscasts," said Brenae Brix, Activate.net market-

ing director for broadcast markets.

Activate.net will charge for its service based on the click-through rates the ads produce, according to Brix, who envisions TV rep firms' selling ads on a regional or national basis.

AdForce organizes the ads to be streamed, and its servers cue Activate.net's servers at one of several data centers to actually stream the ads at the appropriate junctures in the video streams.

On the content side, SeeItFirst.com is introducing its Glide (graphic link independent dynamic editor) technology, to synchronize targeted banner ads in video streams. The banners pop up as the video runs, providing links for users to access product information from other Web sites. Movie trailers and music videos offer the most promising content for the application, according to Craig Lynar, SeeItFirst.com vice president of marketing.

SeeItFirst.com's basic technology comprises a streaming scheme that incorporates VCR functionality, with the means to advance or review video clips one frame at a time, and offers the option of downloading, printing and transmission of still frames from the streams. Several local TV stations are currently using it, according to Lynar.

Internet Broadcasting System is introducing a feature for its site-hosting service called VideoBlast to provide enhanced windows for video content. Testing the new service on the site of its Los Angeles affiliate KCBS-TV, IBS produced coverage of the Academy Awards: news highlights from the awards show streamed in a window, while another window featured rotating movie posters of past Best Picture winners. Two other windows featured slide shows of the red-carpet celebrity arrivals and the most ostentatious Oscar-night jewelry.

IBS is also starting to incorporate a VideoSearch feature on its affiliate station sites, enabling access to enhanced versions of archived news stories.

IBS is currently producing station sites equipped for streaming news clips for the Hearst-Argyle Television and Post Newsweek station groups. ■

# Web sky falls, then doesn't

*Big Picture speakers do instant analysis of a wacky day on Wall Street*

By Richard Tedesco

Everything about the Web moves at warp speed, including the Nasdaq dips and rebounds that largely define the economics of Internet companies.

So no sooner had a panel of Internet executives at last week's Big Picture conference in New York declared that the apparently horrendous downturn in Nasdaq stocks was to be expected then the market recovered. Following a 574-point free fall on Tuesday that would have been a record-setter, the market recovered, but still closed down nearly 75 points.

"I think the correction is acceptable. It's overdue," George Bell, Excite@Home president and CEO said while the tailspin was still in progress.

"The money has basically rotated out of the stocks that are the hot Internet stocks," said Chris Kitze, vice chairman of NBCi. "As people rotate back into these stocks, they'll be much more selective."

Kevin O'Connor, CEO and co-founder of DoubleClick, the online advertising company, said he thought the apparent pressure drop would probably cool the IPO market for all of a month before investors would be ready to jump right back in. "I think we've seen all this before," he noted.

And indeed, that was so—all in the course of a single day, in this case.

"One thing investors are coming to understand is how much time they want to give these companies to be profitable," said Jeffrey Bezos, founder and CEO of Amazon.com, the online bookseller.

But the panel topic was the Internet's future, not its immediate financial present. And Tom Brokaw, veteran NBC News anchor and panel moderator, set a more global tone for the discussion—despite soliciting the comments on the seemingly murderous market. "There's never been anything like what we're living through in its ability to empower people around the world," Brokaw said of the Internet.

And the panelists pushed their own

visions of the power the new medium presents, the mercurial character it embodies. "The speed at which it's happening is amazing," said Jay Walker, vice chairman and founder of Priceline.com. "One day there's a browser, and the next day there's 10 million browsers. One day there's a Napster, and the next day there's 10 million Napsters."

Napster is the latest technology under fire for enabling illicit downloads of digital music.

O'Connor suggested that the current level of e-commerce transactions on the Web belied the impact it was actu-

ally having on consumer behavior. He said that, while people don't buy cars online, they make their final choices there: "More and more people are using the Internet as their primary decision-making vehicle."

Bell sounded a surprisingly contrary note on the advancing convergence the Web is widely expected to inspire, saying that he isn't interested in a world where all activities take place on a single device. And he said that he doubts it will occur: "Television will continue to dominate the TV experience. The Internet will enhance an experience around it." ■

## AOL's Case: Taking baby steps

Steve Case, chairman and CEO of America Online, outlined a vision of television's future last week—in AOL TV terms.

Quoting Duke Ellington and Bruce Springsteen in a far-ranging address suggesting AOL's priorities to push quality content in all formats, Case offered a sense of what AOL TV would be when it debuts later this year. "AOL TV will give people the interactivity they want when they watch television," he said, adding that Time Warner content will help "jump-start" the rollout.

AOL TV will include "state-of-the-art" navigational services, a "new genre" of interactive programming and a new marketing platform, according to Case. He emphasized navigation, noting that the only major change in TV as a medium has been the proliferation of channels that are increasingly difficult to find.

Responding to questions after his keynote address at last week's *Variety* Schrodgers Big Picture conference in New York, Case sought to downplay the role Time Warner TV, movie and music content will play in supporting the new service. "We'll use some Time Warner content assets, but we'll also use other company assets."

But he said AOL's interactive TV vision would be a conservative one, "baby-stepping your way by adding some interactivity to television, adding some enhancements to how you find shows you want, but not trying to turn the television into a PC. That would be dumb."

On open access, Case said he views the restructuring of AT&T's deal with Excite@Home as a "major step forward." The restructuring, he said, would make it easier for AT&T to implement the open-access principles it had previously outlined. "I'm confident as we get into the second half of this year, the promise of open access will be a reality in the marketplace."

After his address, Case said AOL was in conversations with "most of the MSO's" about open access, but declined to name cable companies. —R.T.



'AOL TV will give people the interactivity they want.'



# Who Gets a Piece of the Pie?



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Do Jeff Weiner, Jim Moloshok and Jim Banister (l-r) have an exit plan?

# Exodus from Entertaimdom?

*With IPO in doubt, Warner site's execs hear traveling music*

By Richard Tedesco

**T**he apparent departure of three top executives running Time Warner's Entertaimdom leaves the future of the site in doubt—with the prospect that they may create competition for it.

That's what sources are saying about the sudden absence of the trio: Jim Moloshok, president of Entertaimdom.com; Jim Banister, executive vice president; and Jeff Weiner, COO. According to a Warner source, the three executives tendered their resignations in the last two weeks, but the resignations were not accepted. That leaves them more or less in limbo.

Their plans remain uncertain, but they intend to continue working together, according to the source, raising the distinct possibility that they will create a competing entertainment site. That prospect suggests one reason that the resignations remain unacknowledged.

A Warner spokeswoman says there aren't resignations. Instead, she says, the trio is among a group of executives negotiating with the company—to extricate themselves from the site, one presumes. Resolution of that could come soon, but it hadn't as of deadline.

The three executives were unavail-

able for comment.

When control of the site shifted to Warner Bros., from under the Time Warner Digital Media unit where it had been, the internal perception was that it had gone from being a diamond of the unit to a lower-profile project with lessened expectations.

The main source of discontent: Time Warner's putting the kibosh on a prospective IPO based on Entertaimdom in the wake of its merger deal with

America Online. That would have given Entertaimdom staffers a shot at options bearing a striking price of \$7.50 for stock that would have been based on a \$200 million valuation of the company.

But the Warner spokeswoman says the IPO was never anything "official," adding, "If there were individuals who someday thought that there could be an IPO, they could be disappointed."

The top Entertaimdom execs were also apparently disappointed at a perceived lack of corporate support for Entertaimdom and an absence of decisiveness to back content deals that were in negotiation.

Entertaimdom had begun to hit its stride with Web surfers, scoring 3.2 million individual visitors in February, according to figures from Media Metrix.

The appointment of Kevin Tsujihara, former Time Warner senior vice president of corporate strategic planning and development, to executive vice president of new media, was a preemptive move, anticipating the departure of Moloshok and company, the insider says.

Warner cast that move as simply part of a larger reorganization, repositioning Entertaimdom as it reconsiders the "hub" strategy for its Web sites.

Tsujihara could not be reached for comment.

Entertaimdom was launched last December as an entertainment portal, presenting a mix of content from Time Warner's Looney Tunes library and original animations, including the *The God and Devil Show*, in which PC users get to pick the ultimate fate of celebrities. It also featured interactive animations from Brilliant Entertainment based on such disparate heroes as Xena the Warrior Princess, Popeye and Superman. ■

## AOL Plus pushes multimedia

America Online, delivering broadband multimedia at variable speeds, launched AOL Plus last week with a dozen content partners.

CBS SportsLine, CBS MarketWatch.com, CNN, FoxNews.com, Fox Sports.com, House of Blues, Launch.com, AthletesDirect and Max Broadcasting Network are all part of the picture on the new service. It makes use of a "speed detect" feature on AOL 5.0 to stream video and audio at rates appropriate to the connection for any AOL subscriber who downloads it.

"Our goal in developing AOL Plus was to set new standards for streaming video and audio programming," said Jonathan Sacks, senior vice president and general manager, AOL Interactive Services.

The new service is part of the "AOL Anywhere" strategy, pushing the online service over any kind of Internet connections for PC or wireless devices. Over the next several months, the service is expected to expand to include games, shopping, autos and real estate content. —R.T.



# What's Cooking At NCTA?

Bonjour, Mes Amis. (That's "Howdy, Y'all" In French). Your ol' pal Buzz here in beautiful New Orleans gearing up for this year's NCTA Convention.

I'm right in the middle of cooking up a pot of Cajun Crocodile Stew. It's considered a delicacy among folks who live on the bayou, and I'm told it's very easy to make once you get the crocodile to cooperate.

Cookin' With  
**Buzz**  
NCTA 2000

Speaking of great cooking, the folks at Cablevision, Multichannel News, CED and Broadcasting & Cable are cooking up one great NCTA package. It has all the ingredients for reaching every member of your audience, so you can stir up lots of business before, during and after the show. And unlike a 400-pound crocodile, it won't take a huge bite out of you or your budget.

Now if you'll excuse me...it seems my main course and I can't agree on dinner plans. Fortunately, I've seen Crocodile Dundee 40 times, so I know how to deal with a situation like this...you scream like a baby and wait to be rescued. **HELP!**



# All the Ingredients for a successful Media Plan



Um...it seems my dinner didn't turn out quite the way I intended.  
At first, I thought it was because I added too much pepper. But after reviewing  
the recipe, it turns out I was supposed to use tofu instead of real crocodile.  
Now that would have been embarrassing.

Fortunately, our NCTA preview issues, show issues and  
dailies would have captured everyone's attention, so it's doubtful anyone  
would have noticed my culinary faux pas. (That means "Ooops" in French).  
And unlike my cooking, the exclusive NCTA editorial and show information will  
have people coming back for more.

Don't get eaten alive at this year's NCTA Convention.  
Call Cablevision, Multichannel News, Broadcasting & Cable and CED  
and reserve your space today.  
And while you're at it, how 'bout lending ol' Buzz a hand...as I probably  
won't have any after my meal finishes his meal.

# Buzz's Recipe For Success...

## Cablevision

Issue Date	Focus	Space Reservations	Materials Due
April 24	NCTA Preview/Music Television	Thursday, April 6	Tuesday, April 11
May 8	NCTA Show Issue	Tuesday, April 18	Thursday, April 20
May 9	NCTA Blue Book	Tuesday, April 18	Thursday, April 20
May 22	NCTA Wrap-Up/Local CAB	Thursday, May 4	Tuesday, May 9

Contacts: Jody Daly 212-463-6575 • Eric Scott 323-965-5329 • Adam Yapkovitz 770-955-6500 (x229)

## Multichannel <sup>NEWS</sup>

Issue Date	Focus	Space Reservations	Materials Due
May 1	NCTA Preview	Tuesday, April 18	Thursday, April 20
May 8	NCTA Show Issue	Tuesday, April 25	Thursday, April 27
May 8,9,10	NCTA Newsday	Tuesday, April 25	Thursday, April 27
May 8	Expanded Broadband Week	Tuesday, April 25	Thursday, April 27
May 15	NCTA Wrap-Up	Tuesday, May 2	Friday, May 5

Contacts: Paul Audino 212-463-6572 • Brian Campbell 303-470-4874 • Lauren Cohen 212-463-6574  
Larry Dunn 212-463-6573 • Leandra Kreshek 323-549-4115

## Broadcasting & Cable

Issue Date	Focus	Space Reservations	Materials Due
May 1	NCTA Preview/Top 25 MSOs	Friday, April 21	Tuesday, April 25
May 8	NCTA Show	Friday, April 28	Tuesday, May 2
May 9,10	NCTA Daily Issues	Friday, April 28	Tuesday, May 2
May 15	NCTA Wrap-Up	Friday, May 5	Tuesday, May 9

Contacts: Chuck Bolkcom 775-852-1290 • Mike Farina 212-337-6941 • Marcia Orcutt 323-549-4114  
Rob Payne 212-337-7022 • Yvonne Pettus 212-337-6945 • Denise O'Connor 212-337-6961

## CED

Issue Date	Focus	Space Reservations	Materials Due
May	NCTA Issue	Tuesday, April 4	Friday, April 7
June	NCTA Wrap-Up/Cable Tec-Expo	Tuesday, May 1	Thursday, May 4

Contacts: Linda Sommer 303-470-4871 • Bill Parker 303-470-4870 • Todd Marquez 303-470-4873

## SPECIAL: 2000 CABLE TELEVISION HALL OF FAME SUPPLEMENT

Issue Date	Space Reservations	Materials Due
May 8 (Cablevision & Multichannel News)	Friday, April 7	Wednesday, April 12
June (CED)		

# CHANGING HANDS

The week's tabulation of station sales

## TV

### WPAN(TV) Fort Walton Beach/Mobile/Pensacola

Price: \$3.3 million

**Buyer:** B&C Communications LLC, West Valley, N.Y. (Caroline K. Powley and William Smith, principals). Powley also owns 51% of WRDL-TV Danville, Va., and Smith owns KWWF(TV) Waterloo, Iowa.

**Seller:** Franklin Media Inc., Pensacola, Fla. (John Franklin, president); no other broadcast interests  
**Facilities:** Ch. 53, 3088 kW vis, 309 kW aur, ant. 720 ft.

**Affiliation:** Independent

**Broker:** The Proctor Group Inc.

## COMBOS

### KTSA(AM)-KTFM(FM) San Antonio

Price: \$90 million (in stock; tax-free merger)

**Buyer:** Infinity Broadcasting Corp., New York (Mel Karmazin, president; CBS Corp., majority owner [Karmazin, president]); owns/is buying about 180 radio stations. Note: CBS is merging into Viacom Inc.

**Seller:** Waterman Broadcasting Corp., Fort Myers, Fla. (Bernard Waterman, owner); owns three TVs in Florida and Virginia

**Facilities:** AM: 550 kHz, 5 kW; FM: 102.7 MHz, 100 kW, ant. 479 ft.

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

### WTHB(AM)-WFXA-FM Augusta, WAEG(FM) Evans/Augusta, WAEJ(FM) Waynesboro/Augusta and WAKB(FM) Wrens/Augusta, Ga.; WHHH(FM) Indianapolis, WBKS(FM) Greenwood/Indianapolis and WYJZ(FM) Lebanon/Indianapolis, Ind., and WCCJ(FM) Harrisburg/Charlotte, N.C.

Price: \$64 million (\$40 million for WHHH, WBKS and WYJZ; \$24 million for stock in WTHB-WFXA-FM, WAEG, WAEJ, WAKB and WCCJ)

**Buyer:** Radio One Inc., Lanham, Md. (Catherine L. Hughes, chairwoman/owner; Alfred Liggins, president); owns/is buying 11 other AMs and 28 other FMs

**Sellers:** WHHH, WBKS, WYJZ: Shirk Inc. and IBL LLC, Indianapolis (William Shirk, president of both); no other broadcast interests. WTHB-WFXA-FM, WAEG, WAEJ, WAKB, WCCJ: Davis Broadcasting Inc., Charlotte (Greg Davis, president); no other broadcast interests

**Facilities:** WTHB: 1550 kHz, 5 kW day; WFXA-FM: 103.1 MHz, 3kW,

## PROPOSED STATION TRADES

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

### THIS WEEK

TV/Radio ■ \$0 ■ 0  
TVs ■ \$3,300,000 ■ 1  
Combos ■ \$183,635,901 ■ 11  
FMs ■ \$21,425,000 ■ 10  
AMs ■ \$3,858,300 ■ 7  
Total ■ \$212,219,201 ■ 29

### SO FAR IN 2000

TV/Radio ■ \$2,133,450 ■ 1  
TVs ■ \$559,480,139 ■ 17  
Combos ■ \$1,031,945,717 ■ 62  
FMs ■ \$343,992,768 ■ 95  
AMs ■ \$82,682,885 ■ 66  
Total ■ \$2,020,234,959 ■ 241

ant. 299 ft.; WAEG: 92.3 MHz, 3 kW, ant. 328 ft.; WAEJ: 100.9 MHz, 6 kW, ant. 279 ft.; WAKB: 96.9 MHz, 1 kW, ant. 489 ft.; WHHH: 96.3 MHz, 3.3 kW, ant. 285 ft.; WBKS: 106.7 MHz, 3 kW, ant. 328 ft.; WYJZ: 100.9 MHz, 3 kW, ant. 298 ft.; WCCJ: 92.7 MHz, 6 kW, ant. 328 ft.

**Formats:** WTHB: gospel; WFXA-FM: urban contemporary; WAEG: new AC; WAEJ, WAKB: urban contemporary; WHHH: CHR; WBKS: oldies; WYJZ: modern country; WCCJ: new AC

**Broker:** Media Services Group Inc.

### KLKL(FM) Benton, KOKA(AM) Shreveport and KDKS-FM Haughton/Shreveport, La., and KCUL-AM-FM Marshall, Texas/Shreveport

Price: \$10,558,901 (\$7,689,666 for KOKA and KDKS-FM; \$1,999,235 for KLKL; \$870,000 cash for KCUL-AM-FM)

**Buyer:** Access 1 Communications Corp. (formerly Unity Broadcasting Network-New York Inc.), New York (Sydney L. Small, president/97% owner); owns WWRL(AM) New York  
**Sellers:** KLKL: C&M Broadcasting Co., Shreveport (Cary D. Camp & A.T. Moore, principals [Moore is 49% owner]); no other broadcast interests. KOKA, KDKS-FM: Cary D. Camp; no other broadcast interests. KCUL-AM-FM: A.T. Moore; owns KWDF(AM) Alexandria, KCIJ(FM) North Fort Polk/Leesville and KFLO(AM) Shreveport, La., and construction permit to build FM in Atlanta, La.

**Facilities:** KLKL: 92.1 MHz, 3 kW, ant.

299 ft.; KOKA: 980 kHz, 5 kW day; KDKS-FM: 103.7 MHz, 6 kW, ant. 328 ft.; KCUL(AM): 1410 kHz, 500 W day, 90 W night; KCUL-FM: 92.3 MHz, 5.8 kW, ant. 328 ft.

**Formats:** KLKL: oldies; KOKA: religion; KDKS-FM: urban contemporary; KCUL(AM): news/talk; KCUL-FM: oldies  
**Broker:** Robert Mahlman (Access 1)

### WZZM-FM Corinth, WDOE(AM) Dunkirk, WCQA(FM) Fredonia, WMML(AM) Glenn Falls, WBZA(AM) South Glenn Falls/Glenn Falls, WENU(FM) and WHTR(FM) Hudson Falls, WКСN(AM)-WHUG(FM) Jamestown and WNYQ(FM) Queensbury, all N.Y., and WCED(AM)-WOWQ(FM) Dubois, Pa.

Price: \$10.05 million (\$6.4 million for WDOE, WCQA, WКСN-WHUG and WCED-WOWQ; \$3.65 million for WZZM-FM, WMML, WBZA, WENU, WHTR and WNYQ)

**Buyer:** Vox Radio Group, Claremont, N.H. (Jeff Shapiro and Bruce Danziger, principals); owns four other AMs and 10 other FMs. Shapiro also has interest in one other AM and two other FMs

**Sellers:** WZZM-FM, WMML, WBZA, WENU, WHTR, WNYQ: Bradmark Communications (Donald W. Heckman, president) and Starview Media Inc. (Douglas W. George, president); both Queensbury; both have no other broadcast interests. WDOE, WCQA, WКСN-WHUG, WCED-WOWQ: Derrick Publishing Co., Oil City, Pa. (E. Michael Boyle, president); no other broadcast interests

**Facilities:** WMML: 1230 kHz, 1 kW; WBZA: 1410 kHz, 1 kW day, 126 W night; WZZM-FM: 93.5 MHz, 1.35 kW, ant. 420 ft.; WENU: 101.7 MHz, 4.6 kW, ant. 180 ft.; WHTR: 107.1 MHz, 2.85 kW, ant. 482 ft.; WNYQ: 105.7 MHz, 2.54 kW, ant. 1,036 ft.; WDOE: 1410 kHz, 1 kW day, 500 W night; WCQA: 96.5 MHz, 660 W, ant. 686 ft.; WКСN: 1340 kHz, 500 W day, 1 kW night; WHUG: 101.9 MHz, 3.3 kW, ant. 298 ft.; WCED: 1420 kHz, 5 kW day, 500 W night; wowq: 102.1 MHz, 28.2 kW, ant. 664 ft.

**Formats:** WMML: sports; WBZA: country; WZZM-FM: country; WENU: adult standards; WHTR: oldies; WNYQ: AC; WDOE: oldies; WCQA: country; WКСN: oldies; WHUG: country; WCED: oldies; WOWQ: country

**Broker:** Media Services Group Inc. (Bradmark); Ray H. Rosenblum (represented buyer in acquisition of

WDOE, WCQA, WKSJ-WHUG and WCED-WOWQ)

**WMBH(AM) and KQYX(AM) Joplin, KMOQ(FM) Baxter Springs/Joplin and KJML(FM) Columbus/Joplin, Mo., and construction permit for KBGZ(FM) Galena, Kan.**

**Price:** \$3.2 million

**Buyer:** Petracom Media LLC, Lutz, Fla. (Henry A. Ash, president); no other broadcast interests. Note: Petracom, which had owned five TV and four radio stations, sold the last of its holdings in 1997.

**Sellers:** Land Go Broadcasting Inc., Joplin (Robert L. and Bobby Landis [father and son] and Pat Golay, principals); no other broadcast interests

**Facilities:** WMBH: 1450 kHz, 1 kW; KQYX: 1560 kHz, 10 kW day; KMOQ: 107.1 MHz, 6 kW, ant. 300 ft.; KJML: 105.3 MHz, 6.1 kW, ant. 308 ft.; KBGZ: 104.3 MHz, 6 kW, ant. 328 ft.

**Formats:** WMBH: sports; KQYX: news/talk; KMOQ: oldies; KJML: country  
**Broker:** Star Media Group Inc.

**KOTN(AM), KCLA(AM)-KZYP(FM) and KPBO-FM Pine Bluff, Ark.**

**Price:** \$1.9 million (\$1.8 million for KCLA-KZYP and KPBO-FM; \$100,000 for KOTN)

**Buyer:** Cenark Radio Inc., Little Rock, Ark. (Larry Morton, president); owns/is buying 14 TVs, seven other AMs and eight other FMs

**Sellers:** SEARK Radio Inc./Delta Radio Inc., Pine Bluff (Dawn Deanne, president); no other broadcast interests

**Facilities:** KOTN: 1490 kHz, 1 kW; KCLA: 1400 kHz, 1 kW; KZYP: 99.3 MHz, 3 kW, ant. 200 ft.; KPBO-FM: 101.3 MHz, 25 kW, ant. 328 ft.

**Format:** KOTN: AC; KCLA: nostalgia; KZYP: urban contemporary; KPBO-FM: country  
**Broker:** MGMT Services Inc.

**KLBM(AM)-KUBQ(FM) La Grande and KBKR(AM)-KKBC-FM Baker City/La Grande, Ore.**

**Price:** \$1.7 million

**Buyer:** Horizon Broadcasting Group LLC, Bainbridge Island, Wash. (William Ackerley, CEO); owns two other AMs and four other FMs

**Seller:** Grande Radio Inc., La Center, Wash. (Bryan Christle, principal); no other broadcast interests

**Facilities:** KLBM: 1450 kHz, 1 kW; KUBQ: 98.7 MHz, 2.25 kW, ant. 1,942 ft.; KBKR: 1490 kHz, 1 kW; KKBC-FM: 95.3 MHz, 6 kW, ant. -200 ft.

**Formats:** KLBM: news/talk; KUBQ: AC; KBKR: news/talk; KKBC-FM: country  
**Broker:** Exline Co.

**KTXJ(AM)-KWYX(FM) Jasper, Texas**

**Price:** \$902,000

**Buyer:** Lasting Value Radio Inc., Austin, Texas (Meredith Beal, president); no other broadcast interests

**Seller:** Borgen Broadcasting, Jasper (Jack Borgen, president); is buying KTGP(FM) Pawhuska, Okla.

**Facilities:** AM: 1350 kHz, 5 kW day, 37 W night; FM: 102.7 MHz, 26 kW, ant. 440 ft.

**Formats:** AM: news/talk; FM: country  
**Broker:** Sunbelt Media (buyer); Media Services Group Inc. (seller)

**33% of WXRV(FM) Haverhill, Mass., WVFM(FM) Campton and WKBR(AM) Manchester, N.H., and WDOT(FM) (formerly WSHX) Danville, WSKI(AM) and WNCS(FM) Montpelier, WWSR(AM)-WLFE(FM) St. Albans and WLKC(FM) (formerly WGLY-FM) Waterbury, all Vt.**

**Price:** \$575,000 (for stock)

**Buyer:** Steven A. Silberberg, Bedford, N.H.; currently owns 67% of stations

**Seller:** Jane N. Cole, Washington; no other broadcast interests. Cole will remain president of stations.

**Facilities:** WXRV: 92.5 MHz, 25 kW, ant. 710 ft.; WVFM: 105.7 MHz, 125 W, ant. 2,001 ft.; WKBR: 1250 kHz, 5 kW; WDOT: 95.7 MHz, 230 W, ant. 1,174 ft.; WSKI: 1240 kHz, 1 kW; WNCS: 104.7 MHz, 1.9 kW, ant. 2,093 ft.; WWSR: 1420 kHz, 1 kW day, 110 W night; WLFE: 102.3 MHz, 440 W, ant. 800 ft.; WLKC: 103.3 MHz, 3 kW, ant. 912 ft.

**Formats:** WXRV: AAA; WKBR: sports; WVFM: oldies; WDOT: AAA; WSKI: AC; WNCS: AAA; WWSR: oldies; WLFE: country; WLKC: contemporary Christian

**WSFW-AM-FM Seneca Falls, N.Y.**

**Price:** \$400,000

**Buyer:** Family Life Ministries Inc., Bath, N.Y. (Mike Stuart, chairman); owns eight other FMs

**Seller:** Souhan Radio, Seneca Falls (George G. Souhan, president); no other broadcast interests

**Facilities:** AM: 1110 kHz, 1 kW day; FM: 99.3 MHz, 3 kW, ant. 303 ft.

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

**50% of WFFF-AM-FM Columbia, Miss.**

**Price:** \$350,000 (for stock)

**Buyer:** Ronald E. Greiger, Columbia; currently owns 50% of stations

**Seller:** David H. Martin, Columbia; no other broadcast interests

**Facilities:** AM: 1360 kHz, 1 kW day, 159 W night; FM: 96.7 MHz, 3 kW, ant. 400 ft.

**Formats:** AM: C&W; FM: AC

**FMS**

**KQFX(FM) Amarillo, KGRW(FM) Friona/Amarillo and KBAE(FM) Llano/Austin, Texas**

**Price:** \$8.65 (\$7.65 million for KBAE; \$1 million for KQFX and KGRW)

**Buyer:** Rodriguez Communications LLC, Dallas (Marcos A. Rodriguez, chairman); owns/is buying one TV, one AM and four other FMs.

Rodriguez has interest in two AMs and one other FM.

**Sellers:** KGRW, KQFX: Equicom Inc., Bryan, Texas (Dain L. Schult, president); owns seven AMs and 15 FMs. KBAE: Munibilla Broadcasting Corp, Dallas (Shane Fox, president); owns KBLK(FM) Burnet, Texas

**Facilities:** KQFX: 104.3 MHz, 100 kW, ant. 590 ft.; KGRW: 94.7 MHz, 50 kW, ant. 331 ft.; KBAE: 104.7 MHz, 11 kW, ant. 459 ft.

**Formats:** KQFX: Tejano; KGRW: Spanish; KBAE: AC

**Broker:** Media Services Group Inc.

**WBFB(FM) Belfast/Brewer/Bangor, WKSQ(FM) Ellsworth/Brewer/Bangor and WLKE(FM) Bar Harbor, Maine**

**Price:** \$8.2 million (\$6.7 million for WBFB and WLKE; \$1.5 million for stock in WKSQ)

**Buyer:** Communications Capital Managers LLC, East Lansing, Mich. (Michael H. Osterle, managing member). Osterle and other members of CCM own/are buying four AMs and seven other FMs.

**Seller:** Arcadia Broadcast Group, Ellsworth (Mark L. Osborne, president); no other broadcast interests  
**Facilities:** WBFB: 104.7 MHz, 10 kW, ant. 1,099 ft.; WKSQ: 94.5 MHz, 11.5 kW, ant. 1,027 ft.; WLKE: 99.1 MHz, 45 kW, ant. 400 ft.

**Formats:** WBFB: country; WKSQ: AC; WLKE: country

**Broker:** Media Services Inc. and George Silverman & Associates

**WTNJ(FM) Mount Hope/Charleston and WAXS(FM) Oak Hill/Charleston, W. Va.**

**Price:** \$3.25 million for stock (\$2.375 million for WTNJ; \$875,000 for WAXS)

**Buyer:** Southern Communications Corp., Beaver, W.Va. (Ira W. Southern, chairman); owns two AMs and two other FMs

**Sellers:** West Virginia Broadcasting Inc., Beckley, W.Va. (Anthony P. Gonzalez and Nick J. Rahall, principals). Gonzalez owns WAXS.

**Facilities:** WTNJ: 105.9 MHz, 50 kW, ant. 500 ft.; WAXS: 94.1 MHz, 26 kW,

ant. 650 ft.  
**Formats:** WTNJ: country; WAXS: AC

**WWUF(FM) Waycross, Ga.**

**Price:** \$350,000  
**Buyer:** Mattox-Guest Broadcasting Inc., Blackshear, Ga. (Troy Mattox, president/owner); owns WKUB(FM) Blackshear/Waycross  
**Seller:** Waycross Radio, Atlanta (JoAnne Brehm, principal); no other broadcast interests  
**Facilities:** 97.7 MHz, 3 kW, ant. 310 ft.  
**Format:** Good-time oldies

**KVLT(FM) Victoria, Texas**

**Price:** \$350,000  
**Buyer:** Paisano Communications, Corpus Christi, Texas (Gerald G. Benavides, principal); no other broadcast interests  
**Seller:** Ellis Broadcasting Corp., Victoria (John Ellis, president); no other broadcast interests  
**Facilities:** 92.3 MHz, 3 kW, ant. 298 ft.  
**Format:** Light AC  
**Broker:** Norman Fischer & Associates

**Construction permit to build FM in Thermopolis, Wyo.**

**Price:** \$200,000  
**Buyer:** Legend Communications of Wyoming LLC, Ellicott City, Md. (spouses Larry and Susan Patrick, principals); owns two AMs and two FMs. Patricks own WJEH(AM)-WRYV(FM) (formerly WJEH) Gallipolis, Ohio  
**Seller:** Idaho Broadcasting Consortium Inc., Santa Rosa, Calif. (Frederic W. Constat, president); owns KRSH(FM) Calistoga/Santa Rosa and KGRP(FM) Middletown/Santa Rosa, Calif.  
**Facilities:** 98.3 MHz, 1.8 kW, ant. 2,123 ft.  
**Broker:** Patrick Communications

**KYXX(FM) Ozona and KHOS-FM Sonora, Texas**

**Price:** \$195,000  
**Buyer:** Ozona Broadcasting Inc., Chevy Chase, Md. (Kent S. Foster, president/owner). Foster also owns three AMs and one other FM  
**Seller:** Sonora-Ozona Broadcasting Co., Sonora (Brock Jones III, president); owns KHOS(AM) Sonora  
**Facilities:** KYXX: 94.3 MHz, 3 kW, ant. 300 ft.; KHOS: 92.1 MHz, 3 kW, ant. 300 ft.  
**Formats:** Both C&W

**KNEO(FM) Neosho, Mo.**

**Price:** \$125,000  
**Buyer:** Sky High Broadcasting Corp.,

Neosho (Mark Taylor, president); no other broadcast interests  
**Seller:** Abundant Life Educational Broadcasting Corp., Neosho (Calain Anderson, president); no other broadcast interests  
**Facilities:** 91.7 MHz, 2.75 kW, ant. 374 ft.  
**Format:** Country

**51% of the construction permit for WLVS(FM) Clifton, Tenn.**

**Price:** \$75,000  
**Buyer:** S. Knox and Jerry L. Phillips, Memphis; no other broadcast interests  
**Seller:** J. Michael Self, Arlington, Va.; no other broadcast interests  
**Facilities:** 106.5 MHz, 6 kW, ant. 258 ft.

**Construction permits for WPGT(FM) Roanoke Rapids, N.C., and KLWD(FM) Gillette, Wyo.**

**Price:** \$30,000 (\$20,000 for WPGT; \$10,000 for KLWD)  
**Buyer:** CSN International, Santa Ana, Calif. (Charles W. Smith, president); owns/is buying one AM and 14 FMs; is selling CP for KHS(FM) June Lake, Calif. Smith has interest in four FMs  
**Sellers:** WPGT: Better Life Inc., Roanoke Rapids (George Campbell, president). Campbell owns WZRJ(FM) Roanoke Rapids. KLWD: Open Bible Praise Fellowship, Gillette (Don Wight, president); no other broadcast interests  
**Facilities:** WPGT: 91.1 MHz, 2 kW, ant. 63 ft.; KLWD: 91.9 MHz, 1 kW, ant. 226 ft.

AMS

**KVJY(AM) Pharr/McAllen, Texas**

**Price:** \$2.5 million  
**Buyer:** Radio Unica Corp., Miami (Joaquin F. Blaya, president); owns 13 other AMs  
**Seller:** El Pistolero Investments LP; no other broadcast interests  
**Facilities:** 840 kHz, 5 kW day, 1 kW night  
**Format:** Spanish

**WGEZ(AM) Beloit, Wis.**

**Price:** \$550,000  
**Buyer:** Rego Ltd., Milwaukee (Betsy Trimble, president); no other broadcast interests  
**Seller:** Great Radio Broadcasting Inc., Beloit (Steve Walrath, president); no other broadcast interests  
**Facilities:** 1490 kHz, 1 kW  
**Format:** Oldies  
**Broker:** Hawkeye Radio Properties

Inc.

**KULP(AM) El Campo, Texas**

**Price:** \$240,000  
**Buyer:** Wharton County Radio Inc., Austin, Texas (Robert Garcia-Buckalew, president). Garcia-Buckalew owns KNTX(AM) (formerly KRJT) Bowie, Texas  
**Seller:** Bar-B Broadcasting Inc., El Campo (Fred Barbee Jr., president); no other broadcast interests  
**Facilities:** 1390 kHz, 500 W day, 180 W night  
**Format:** Country  
**Broker:** John W. Saunders

**KTAE(AM) Taylor/Austin, Texas**

**Price:** \$211,300  
**Buyer:** Sendero Multimedia Inc., Edinburg, Texas (Alberto A. Munoz II, president); owns one other AM and three FMs  
**Seller:** Vie Dansante Broadcasting Inc., Austin (Zee Zepeda, president); no other broadcast interests  
**Facilities:** 1260 kHz, 1 kW day  
**Format:** Spanish

**WWIT(AM) Canton, N.C.**

**Price:** \$210,000  
**Buyer:** Blue Ridge Financial Inc., Asheville, N.C. (Alan Warshaw, president); no other broadcast interests  
**Seller:** Pace Broadcasting Inc., Canton (Will Osenga, president); no other broadcast interests  
**Facilities:** 970 kHz, 5 kW day  
**Format:** Oldies  
**Broker:** Alderfer and Associates

**WNEA(AM) Newnan, Ga.**

**Price:** \$135,000  
**Buyer:** Word Christian Broadcasting Inc., Douglasville, Ga. (Ray Conway, director); owns WDCY(AM) Douglasville and WDPC(AM) Dallas/Douglasville, Ga.  
**Seller:** Banks Communications, Newnan (Harold Banks, CEO); no other broadcast interests  
**Facilities:** 1300 kHz, 1 kW day  
**Format:** Christian

**WQLS(AM) Ozark/Dothan, Ala.**

**Price:** \$12,000  
**Buyer:** Jimmy Jarrell, Auburn, Ala.; owns WRFS(AM) Alexander City, Ala./Columbus, Ga.  
**Seller:** Woods Communication Group Inc., Dothan, Ala. (Carl Blackmon, secretary/treasurer); no other broadcast interests  
**Facilities:** 1210 kHz, 10 kW day  
**Format:** News/talk

—Compiled by Alisa Holmes

# DATEBOOK

## MAJOR MEETINGS

**April 8-13**—*National Association of Broadcasters* Annual Convention. Las Vegas Convention Center, Sands Expo, Venetian Hotel Center, Las Vegas Hilton. Contact: (800) 342-2460. *Television Bureau of Advertising* Annual Marketing Conference. Las Vegas Hilton Hotel, Las Vegas. Contact: (212) 486-1111.  
**May 7-10**—Cable 2000, 49th annual *National Cable Television Association* Convention and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: Bobbie Boyd (202) 775-3669.  
**May 22**—*George Foster Peabody Awards*, 59th annual presentation and luncheon, Waldorf-Astoria, New York. Contact: Dr. Barry Sherman (706) 542-3787.  
**July 16-19**—*Cable & Telecommunications Association for Marketing* Summit. Hynes Convention Center, Boston. Contact:

Seth Morrison (703) 837-6546.  
**Sept. 13-16**—*Radio-Television News Directors Association* International Conference and Exhibition. Convention Center, Minneapolis. Contact: Rick Osmanski (202) 467-5200.  
**Sept. 20-23**—*National Association of Broadcasters* Radio Show. Moscone Center, San Francisco. Contact: Gene Sanders (202) 429-4194.  
**Nov. 28-Dec.-1**—*California Cable Television Association* Western Show. Los Angeles Convention Center, Los Angeles. Contact: Paul Fadelli (510) 428-2225.  
**Jan. 22-25, 2001**—*National Association of TV Program Executives* 37th annual Conference and Exhibition. Las Vegas. Contact: Lana Westermeier (310) 453-4440.

## THIS WEEK

**April 8-13**—*National Association of Broadcasters* Annual Convention. Las Vegas Convention Center, Sands Expo, Venetian Hotel Center, Las Vegas Hilton. Contact: (800) 342-2460.  
**April 9-11**—*Cable Television Public Affairs Association* Forum 2000. Hyatt Regency on the Riverwalk, San Antonio. Contact: Nancy L. Burdett (301) 206-5393.  
**April 10**—*Association of Maximum Service Television* 44th annual membership meeting. Las Vegas Hilton, Las Vegas. Contact: April Lee (202) 861-0344.  
**April 10-11**—*Television Bureau of Advertising* Annual Marketing Conference. Las Vegas Hilton Hotel, Las Vegas. Contact: (212) 486-1111.  
**April 11**—*Association of Maximum Service Television* annual engineering breakfast. Las Vegas Hilton, Las Vegas. Contact: April Lee (202) 861-0344.  
**April 12**—*National Association of Media Brokers* presents The Broadcasters' Foundation's 2000 American Broadcast Pioneer Awards. Las Vegas Hilton, Las Vegas, Tenn. Contact: (203) 862-8577.  
**April 16**—*National Academy of Television Arts & Sciences/New York Chapter* New York Emmy Awards Gala. The Plaza, New York City. Contact: Lisa Benson (212) 768-7050.

## ALSO IN APRIL

**April 17**—*American Women in Radio & Television* 2000 Gracie Allen Awards. Hudson Theatre on Broadway, New York. Contact: (703) 506-3290.  
**April 18**—*Illinois Broadcasters Association* annual Silver Dome Conference and Awards. Crown Plaza Hotel, Springfield, Ill. Contact: (217) 793-2636.  
**April 18**—*The James H. and Mary B. Quello Center for Telecommunication Management and Law, Michigan State University* and *MSU-DCL* Telecommunication Policy and Law Symposium. Hilton Washington and Towers, Washington. Contact: Russ White (517) 432-0923.  
**April 21-22**—*Collegiate Broadcasting Group* 22nd Annual Black College Radio Convention. The Renaissance Hotel, Atlanta. Contact: Lo Jelks (404) 523-6136.  
**April 26**—*Hollywood Radio and Television Society* Newsmaker Luncheon: Syndication. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: Gene Herd (818) 789-1182.  
**April 28-29**—*Hawaiian Association of Broadcasters* Annual Convention. Hilton Hawaiian Village, Oahu, Hawaii. Contact: (808) 599-1455.  
**April 29**—*Television News Center* Anchor Training. 1510 H St., NW, Washington. Contact: Herb Brubaker (301) 340-6160.

## MAY

**May 3**—*Connecticut Foundation for Open Government* Walter Cronkite Award to be given to PBS' Jim Lehrer. New Haven Lawn Club, 193 Whitney Ave., New Haven, Conn. Contact: Michael Collins (203) 281-8984.  
**May 7-9**—*Pennsylvania Association of Broadcasters* 60th annual convention. Hotel Hershey, Hershey, Pa. Contact: Richard Wyckoff (717) 534-2504.  
**May 7-10**—Cable 2000, 49th annual *National*

*Cable Television Association* Convention and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: Bobbie Boyd (202) 775-3669.  
**May 7-11**—*CMP Media Inc.* 3D Conference & Expo. Santa Clara Convention Center, 5001 Great America Parkway, Santa Clara, Calif. Contact: Kathleen Sachs (415) 278-5343.  
**May 8-10**—*eMarketWorld* @d:tech.San Francisco. San Francisco Hilton & Towers, San Francisco. Contact: Lee Hall (800) 535-1812.  
**May 10**—*Quinnipiac College* Fred Friendly First Amendment Award presentation. Metropolitan Club, New York City. Contact: Lou Adler (203) 288-5251.  
**May 13**—*Television News Center*. Reporter training. Ventana Productions, 1825 K Street, NW, Washington. Contact: Herb Brubaker (301) 340-6160.  
**May 13-17**—*American Center for Children and Media* Summit 2000. Toronto. Contact: Joe Pereira (416) 515-0466.  
**May 15-17**—*DBS Digest* 7th annual Denver DBS Summit. Denver Hilton/Tech Center, Denver. Contact: Jay Rogers (719) 586-9761.  
**May 17-18**—*CES* Business Solutions 2000. Hyatt Regency Hotel, Los Angeles. Contact: Lisa Fasold (703) 907-7600.  
**May 17-20**—*Broadcast Cable Financial Management Association* 40th Annual Conference. Sheraton Harbor Island, San Diego. Contact: Mary Teister (847) 296-0200.  
**May 19-24**—*National Association of Black Owned Broadcasters* annual spring conference. Renaissance Grand Beach Resort, St. Thomas, U.S. Virgin Islands. Contact: Petreannah Acosta-Pelle (212) 370-5483.  
**May 22**—*George Foster Peabody Awards*, 59th annual presentation and luncheon, Waldorf-Astoria, New York. Contact: Dr. Barry Sherman (706) 542-3787.

## JUNE

**June 1-4**—*Foundation World Television Forum Montreux* World TV Forum. Montreux, Switzerland. Contact: George Waters 011-353-1-668-0058 (Ireland).  
**June 3-6**—*CAB* presents its 7th annual *Local Sales Management Conference*, Denver. Contact: Nancy Lagos (212) 508-1229.  
**June 4-6**—*SCTE* Cable-Tec Expo 2000. Las Vegas Convention Center, Las Vegas. Contact: Marci Dodd (610) 362-6888.  
**June 5-6**—*NJBA/MDCD*. Mid Atlantic States Expo. Caesars Hotel and Casino, Atlantic City, N.J. Contact: Phil Roberts (888) 6522-3663. (extra digit on phone number correct)  
**June 5-8**—*SCTE* Cable-Tec Expo 2000. Las Vegas Convention Center, Las Vegas. Contact: Marci Dodd (610) 363-6888, ext. 217.  
**June 6-8**—*eMarketWorld* @d:tech.Hamburg. The Kempinski, Hamburg, Germany. Contact: Lee Hall (800) 535-1812.  
**June 9-11**—*Radio and Television News Directors Foundation and Pew Center Workshop* Civic Journalism 2000 Elections Workshop. Union Station Hotel, Nashville, Tenn. Contact: Avni Patel (202) 467-5215.  
**June 14-17**—*Promax/BDA* annual conference.

Ernest N. Morial Convention Center, New Orleans. Contact: (310) 788-7600.

**June 16-17**—*Nevada Broadcasters Association* Golf and Tennis Tournament and Awards Luncheon, annual Hall of Fame dinner-dance, Desert Inn Country Club, Las Vegas. Contact: Bob Fisher (702) 794-4994.  
**June 19-22**—*New York State Broadcasters Association* 39th annual Executive Conference. Sagamore Resort Hotel, Lake George, N.Y. Contact: Mary Anne Jacon (518) 456-8888.  
**June 21-23**—*International Association of Broadcasting (AIR/IAB)* General Assembly. Madrid, Spain. Contact: Dr. Hector Oscar Amegual 5982-488129 (Montevideo, Uruguay).  
**June 22-23**—*Radio and Television News Directors Foundation* Newsroom Decision-Making Workshop. Kansas City, Mo. Contact: Kathleen Graham (202) 467-5216.  
**June 25-27**—*SkyLight Satellite Network* Inspo 2000 conference. Northwestern College, St. Paul, Minn. Contact: Dale Davis (651) 631-5032.  
**June 27-28**—*University of Nevada, Las Vegas and Television News Center* World Journalism Conference. Tropicana Hotel and Resorts, Las Vegas. Contact: Herb Brubaker (301) 340-6160 or Chris Schearer (702) 895-3598.  
**June 28**—*International Festival of Arts and Ideas of New Haven* The Commercial Closet. New Haven Gay and Lesbian Community Center, 50 Fitch Street, New Haven, Conn. Contact: Michael Collins (203) 281-8984.  
**June 28-30**—*eMediatainmentWorld Los Angeles* Convergence Marketplace for Media and Entertainment Internet Content and Technology. Westin Bonaventure Hotel, Los Angeles. Contact: Rebecca Williams (800) 535-1812, ext. 181.

## JULY

**July 16-19**—*CTAM* Summit. Hynes Convention Center, Boston. Contact: Seth Morrison (703) 837-6546.  
**July 31-Aug. 2**—*National Cable Television Cooperative's* 16th Annual Members' Meeting. Doubletree Hotel, Newport, R.I. Contact: Caprice Caster (913) 599-5900 ext. 305.

## AUGUST

**Aug. 26-29**—*American Women in Radio & Television Association* 2000 AWRIT Annual Convention. Regal Biltmore Hotel, Los Angeles. Contact: (703) 506-3290.

## SEPTEMBER

**Sept. 8-12**—*IBC* 2000 International Broadcasting Convention. Amsterdam, Netherlands. IBC office: Aldwych House, 81 Aldwych, London WC2B 4EL, UK. Contacts: Robin Lince, Gina Christison, Jarlath O'Connell 44-20-7611-7500.  
**Sept. 13-16**—*RTNDA* International Conference and Exhibition. Convention Center, Minneapolis. Contact: Rick Osmanski (202) 467-5200.

—Compiled by Beatrice Williams-Rude  
(bwilliams@cahners.com)

# AOL's big policy picture

**A**nyone who thinks of George Vradenburg, the government-policy chief for America Online, as a mere Washington lobbyist, doesn't see the big picture. Certainly not the picture Vradenburg describes. And he paints a very, very dramatic picture.

Compared with Vradenburg's vision, the common view of AOL—the 800-pound gorilla of Internet providers and online chat rooms and would-be master of the broadband world—is rather pedestrian.

Vradenburg sees his company at the vanguard of a worldwide technology revolution that will inevitably lead to a redistribution of wealth, to the benefit of poor nations around the globe.

"Around the world, people are talking about how to create capital markets that can empower venture capitalists and start-up companies, how they can reform telecommunications systems to reach more people at a lesser cost, and how they can improve their educational systems with better learning tools," says Vradenburg, who was named AOL's senior vice president of global and strategic policy in 1998 after almost two years as general counsel.

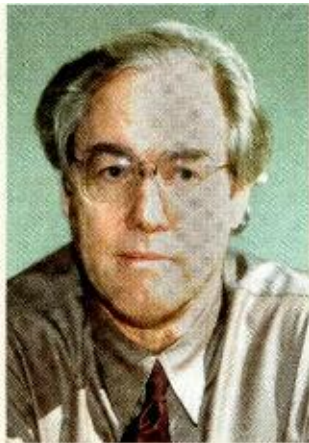
"We have an enormous opportunity at this time for the world to move in redressing economic imbalances that occurred as result of the industrial revolution," he continues. "Wealth is no longer tied to natural resources or physical transport access but increasingly based on human capital and intellectual capability."

So what is AOL's—and Vradenburg's—role in this world transformation? Persuading foreign governments to duplicate America's entrepreneurial model, of course.

"Most of the world is envious about what we've been able to create here in the U.S.," he explains, "and hungry for guidance in both commercial sense and policy sense about how they can create this kind of innovation in their countries."

AOL's critics are much less sanguine about the company's global expansion plans. Many see a company with policy goals no different from those of any other huge corporation: Ask the government either to help it get a leg up on the competition or to at least stay out of the way of growing profits.

Public advocates are still smarting over AOL's about-face on open-access rules that would force cable systems to establish equal terms for Internet service providers seeking access to their broadband networks.



*"We have an enormous opportunity for the world to move in redressing economic imbalances that occurred as result of the industrial revolution."*

## George Vradenburg III

**Senior vice president for global and strategic policy, America Online, Reston, Va.; b. March 14, 1943, Kinston, N.C.; B.A., Oberlin College, Oberlin, Ohio, 1964; J.D., Harvard University, Cambridge, Mass., 1967; U.S. Navy 1967-69; attorney, Cravath, Swaine & Moore, New York City, 1970-80; general counsel, CBS Inc., 1980-91; executive vice president, Fox Inc., 1991-95; co-chair, entertainment and media practice, Latham & Watkins, Los Angeles, 1995-97; general counsel, America Online, 1997-98; current position since December 1998; m., Trish, June 20, 1968; daughter, Alissa, 29; son, Tyler, 27**

AOL dropped its year-long quest for government access rules when it announced plans to acquire Time Warner in January.

But Vradenburg insists that AOL's position has never really changed. Instead, the world came around to the company's view of how the broadband environment should work, negating the need for government rules. He notes that, on Feb. 28, AOL and Time Warner signed a formal agreement that calls for allowing an unlimited number of ISPs to offer service over the corporation's cable systems.

Not all open-access proponents are riled by AOL's new tack. Greg Simon, co-director of the OpenNet Coalition, still counts AOL as a loyal member, though one with a slightly different philosophy. "We have some ambiguity that we both live with," he explains. "Still, we both favor a national policy, if there's going to be government policy at all, rather than different policies dictated by the states."

Vradenburg fleshes out his company's policy: "AOL's position on this has been quite consistent. It is that cable systems offering multiple ISPs would encourage consumer choice. Over the last year, attitudes have changed almost 180 degrees. Virtually everyone now says open access is the right policy. There is disagreement over whether policy is best achieved through marketplace developments or through policy. We haven't shifted our objective; we have shifted to the different context in which we have found ourselves."

If AOL's merger gets its expected government approvals, the deal will mark a return to the TV business for Vradenburg, who served as CBS general counsel from 1980 until 1991. Prior to joining CBS, he worked on the network's team of outside lawyers fighting an ultimately losing battle against government efforts to restrict the networks from taking a financial interest in programs they air. (Those restrictions have since been eliminated.) As CBS general counsel, he led the company's defense against libel charges brought by Gen. William Westmoreland and directed efforts to fend off corporate takeovers by Ted Turner and Ivan Boesky.

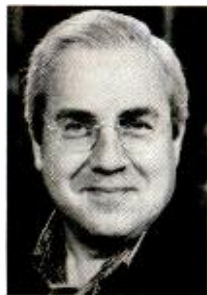
In 1991, Barry Diller recruited him to be executive vice president at Fox Inc. and help develop the network. Vradenburg worked as a private entertainment-industry attorney in Los Angeles from 1995 until being asked to join AOL. —Bill McConnell



# FATES & FORTUNES

## BROADCAST TV

Appointments at the Tribune Co., Chicago: **Gary G. Zenobi**, general sales manager, WBZL-TV Miami-Fort Lauderdale, named VP/GM, WTIC-TV Hartford, Conn.; **Jerome P. Martin**, general sales manager, WBZL-TV, named VP/GM, WBDC-TV Washington.



Feingold

Appointments at Nebraska Educational Telecommunications, KUON-TV Lincoln, Neb.: **David Feingold**, David Feingold Consulting Firm, London, named assistant general manager, content develop-

ment; **Dara L. Troutman**, assistant VP, external affairs and director, communications, University of Nebraska, Lincoln, named assistant general manager, communications.

**Kirby Matthews**, director, creative services, WBBJ-TV Jackson, Tenn., named promotions director KBTW(TV) Beaumont, Texas.

**Michelle Dempsey-Dubrow**, local sales manager, WHDH-TV Boston, named general sales manager.

**Christina Eaglin**, senior account manager, WRC-TV Washington, named director, integrated marketing, WUSA (TV) there.

Appointments at Pegasus Communications Corp.: **David Hinterschied**, national sales manager, Goldman Group, Tampa, Fla., named national sales manager, WTLH (TV) Bainbridge, Ga. (Tallahassee, Fla. area) and WGFL (TV) High Springs, Fla. (Gainesville area); **Barry Fitzpatrick**, microwave engineer, University of North Carolina center for public television, Research Triangle, N.C., named assistant chief engineer, WTLH.

## PROGRAMMING

**John Hollar**, executive VP, PBS learning ventures, Washington, named president, Pearson Education Television, New York and London.

**Charlie Maday**, VP, historical documentaries, The History Channel, New

York, named senior VP, programming, there.



Andryc

**Joel Andryc**, executive VP, kids programming and development, Fox Family Channel, Los Angeles, to oversee Fox Kids Network, additionally, there.

Appointments at Showtime Networks Inc., New

York: **Nikki Ferraro**, supervisor, special events, named manager; **Hannah Proudfoot-Sheinbaum**, coordinator, named publicist, consumer public relations, East Coast.

**Frank Mergenthaler**, assistant treasurer, international, The Seagram Co. Ltd., Montreal, named VP, controller and chief accounting officer.



Silveira

**Chris Silveira**, senior director, operations and engineering, Nickelodeon Studios Florida, Orlando, Fla., named assistant general manager.

**Edward Sabin**, partner, Greenberg, Glusker,

Fields, Claman and Machtinger LLP, Los Angeles, named VP, business and legal affairs, Fox Television Studios, there.

Appointments at The Weather Channel, Atlanta: **Kelly Cass**, weekday meteorologist, WRGB(TV) Schenectady, N.Y., named on-camera meteorologist;

**Melissa Barrington**, weekend meteorologist, WOI-TV Ames (Des Moines area), Iowa, joins as on-camera meteorologist; **Dan Larkin**, senior director, affiliate sales, Westwood One, Los Angeles, named director, affiliate marketing, Dallas.

**Neil Hoffman**, senior VP, programming and strategic program planning, USA Networks, New York, named VP, programming, WGN Cable, Chicago.

**Dan Higgins**, senior publicist, Walt Disney World Resort, Lake Buena Vista, Fla., named director, public relations, The Golf Channel, Orlando, Fla.

**Gordon Peil**, senior VP, Radio Voyager Network, Washington, named director, new-business development, Dame Gallagher Networks-LLC, New York.

**Michael Fleisher**, consultant, business and legal affairs, Channel 4 International, London, named director, business affairs.

**Caroline Wong**, VP, business development, Treasures Inc., Allendale, N.J., named executive director, North American licensing, Nelvana Ltd., Toronto.

## JOURNALISM

**D. Byron Yake**, director, new business, APTN, New York, named director, AP Express, there.

**Marcus Errico**, news editor, E! Online, Los Angeles, named news director.

Appointments at GoCom Television, WJCL(TV) Savannah, Ga., and WTGS(TV) Hardeeville, S.C.: **Bryan McGruder**, executive producer of both stations, named news director; **Douglas Terry**, senior producer WHNT-TV Huntsville, Ala., named executive producer.

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**RADIO**

**Frank McCoy**, VP/Engineering GulfStar Communications, Austin, Texas, named VP and director of engineering, American Media Services, Charleston, S.C.

**Kim Johnson**, VP, sales, Internet group, Clear Channel Communications, Orlando, Fla., named VP, Internet sales, Entercom Communications Corp., there.

Appointments at Bonneville International Corp., Salt Lake City: **Bruce L. Christensen**, dean, College of Fine Arts, Brigham Young University, named senior VP, new media and technology; **Greg James**, VP, engineering and strategic planning, Salt Lake City Broadcast Group, named VP, technology; **Talmage Ball**, VP engineering, Bonneville, named VP, broadcast engineering.

**CABLE**

**Eric Brown**, VP, corporate marketing, Times Mirror Cable Television, named VP and general manager, northern region, Los Angeles division, based in West San Fernando Valley, Calif.

**Gregory Johnson**, VP, sales, Court TV, Chicago, named director, central region ad sales, NBC Cable Networks, New York.

Appointments at Cablevision, Bethpage, N.Y.: **Kelly McCarthy**, director, recruitment and placement, Sony Music, New York, named director, employee benefits; **Annette Memoli**, benefits administrator, Sbarro Inc., Commack, N.Y., named benefits manager; **Frank Felicetta**, fleet manager, named director, fleet operations, logistics management; **Paul Scudieri**, business analyst, named manager, business planning.

**TECHNOLOGY**



**Naimpally**

**Sai Naimpally**, senior VP, Panasonic AVC American Laboratories Inc., Burlington, N.J., named president and COO.

**Jorgen Bredesen**, VP, director, sales, personal communications, Motorola,

Basingstoke, U.K., named president and COO, Tandberg Television ASA, Oslo, Norway.

**Filippo Giacinti**, director, marketing and

sales, Elis Equipment, Todi, Italy, named marketing and sales director, worldwide, Itelco USA Inc., Orvieto, Italy.

**Bernd Overbeck**, sales director, Nortel Networks, Sophia Antipolis, France, named VP, sales, Interactive Enterprise Ltd., Dublin, Ireland.

**Mark O. Hubbard**, senior VP, corporate development, Clear Channel Communications, San Antonio, named executive VP, Worldwide Networks and Services, Lee, Mass.

**Paul Chapman**, VP, Cambridge Technology Partners, Los Angeles, named principal, professional services, Netbase Computing, there.

**Debbie Brenner**, director, marketing, Quantel Inc., Darien, Conn., named director, business development, face2face, Murray Hill, N.J.

**INTERNET**

**Joan Esposito**, WMAQ-TV Chicago, joins AssignmentEditor.com as member, board of directors, there.



**Stark**

Appointments at Jones Direct Ltd., Englewood, Colo.:

**Debbie Stark**, national account manager, named product manager, radio Web sites; **Sherrie Lotito**, communications manager, JonesKnowledge.com, named

managing editor; **Kathleen Rice**, product manager, superaudio cable radio service, named product manager, country music; **Jimmy Oldham**, director, new media, TVG Network, Broomfield, Colo., named product manager, country lifestyle.

**ASSOCIATIONS/LAW FIRMS**

**Wendy Ellison**, trainer, professional development institute, Cable in the Classroom, Atlanta, named manager, field training.

**DEATHS**

**James T. Cordon**, broadcast systems design engineer, died after a year-long battle with non-Hodgkin's lymphoma at University Hospital in New York City. He was 53. Cordon, a veteran of the recording and broadcast industries, worked for NBC Radio and Television for nearly 20 years. He began his career in broadcasting at WRAL(FM) Raleigh,

N.C., in the 1970s where he worked as operations manager. His accomplishments for NBC include the installation and maintenance of a new NBC radio network facility in the mid '80s, the introduction of McCurdy matrix intercom systems to NBC's Rockefeller Center headquarters in 1989, and the design and installation of NBC's broadcast communication systems for the 1996 Summer Olympics in Atlanta. Cordon's contribution in creating a communications system that seamlessly tied NBC's Rockefeller Center studios to the NBC Olympic studios in Atlanta for the 1996 Olympics won the network a Sports Emmy. He is survived by his mother, sister and brother. Donations in his memory may be made to the Cure for Lymphoma Foundation, 215 Lexington Ave., 11th Floor, New York, NY 10016, or the New York University Hospital Hematology Fund, NYU Hospital Center, 550 First Ave., New York, NY 10016.

**Gregory B. Shuker**, documentary filmmaker, died last week of cancer at Calvary Hospital in the Bronx, New York. He was 67. Shuker won an Emmy for *Free at Last*, a 90-minute film that was to chronicle Martin Luther King during the Civil Rights movement but ended up documenting the last days of his life, cut short by assassination. Shuker began his career as a college student when he went to the Soviet Union and shot pictures for *Life* magazine. In 1959, he wrote about Ernest Hemingway for the magazine. His documentary *Crisis: Behind a Presidential Commitment* covered President Kennedy and Governor George C. Wallace of Alabama during desegregation. He won a grand prize at the Venice Film Festival for taking images of the crowd and President Kennedy's funeral in *Faces in November*. His son, two daughters and five grandchildren survive him.

**Helen Martin**, star of television, film and theater, died March 25 at her home in Monterey, Calif. She was 90. In the early 1970s, Martin played various roles on such shows as *That's My Mama*, *Good Times*, and *Full House*. Her most recent TV work included 227, on which she played the next-door neighbor, Pearl. Martin's favorite role was that of a village elder in Alex Haley's *Roots*. The NAACP nominated her for an Image Award for her role as the grandmother in the 1987 film *Hollywood Shuffle*. She recently completed work on the film *Something to Sing About*, which will be released this spring.

—Compiled by Nancy Catmull

**TELEVISION**

**SALES CAREERS**

**ACCOUNT EXECUTIVE** WVBT-TV FOX43 is seeking an aggressive self-starter to join our energetic local sales force in Portsmouth, VA. The ideal candidate will have 2-3 years media sales experience and an excellent track record in negotiating and closing with agency and new direct business. Broadcast TV or cable experience a big plus. Knowledge of PowerPoint, Word and Excel and college degree preferred. Send letter and resume to John Lipscomb, Local Sales Manager, WVBT-TV, 243 Wythe St, Portsmouth, VA 23704. No phone calls. WVBT-TV and WAVY-TV have a Local Marketing Agreement (LMA) whereby WAVY provides programming and sales service for WVBT. EOE.

**BEAUTIFUL SOUTHWEST FLORIDA** "Success-Driven Emmis\_FOX TV Affiliate" seeks SALES EVENT MARKETING SPECIALIST. The ideal candidate will manage, direct, and position non-traditional revenue projects aimed at event marketing, vendor and retail driven programs. Minimum one-year successful sales or marketing experience. Resume to: Tim Greenier, GSM, FOX 4, 621 SW Pine Island Rd, Cape Coral, FL 33991 tgreenier@wftx.emmis.com, fax 941-574-2025. Emmis Communications is an equal opportunity employer.

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**GENERAL SALES MANAGER** CBS affiliate KTVA Alaska's 11 is looking for a creative and dynamic person to lead our sales efforts. Qualified individuals will have a proven track record of combining enthusiasm, leadership and exceptional people skills resulting in creating a successful sales team. Knowledge of all aspects of broadcast media sales a must. Interested individuals should send resume to: General Manager, KTVA-TV, 1007 W. 32nd Ave., Anchorage, Alaska 99503. KTVA is an EEO Employer.

**SALES CAREERS**

**National Sales Manager**

CableRep Arizona, Cox Communications' largest CableRep operation has an immediate opening for a National Sales Manager. Recent reorganization has presented an opportunity to recruit and employ a dynamic, goal-oriented sales professional to oversee our exploding national sales activities. The position reports to the general sales manager. The ideal candidate should be a cable/television media professional with at least five years of successful sales experience. National sales management experience, although not required, is preferred. The person we hire must demonstrate the ability to interpret quantitative and qualitative audience research. Achieving and surpassing aggressive goals in this fast paced business is a must. It would be helpful if your experience includes successful use of sales support software products from CableSCAN and SaleSCAN. You should be flexible and willing to learn because we are inventing great new channels and networks all the time. Cox Communications offers a motivating competitive wage, outstanding benefits and an excellent environment to succeed. Salary + Override. Competitive only need apply to

**CableRep Arizona**

**Attn: HR-NSM**

**2020 N. Central Ave. #400**

**Phoenix, AZ 85004**

**FAX (602) 379-2459**

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**NATIONAL SALES MANAGER** KPOM/KFAA is now accepting resumes for the position of NATIONAL SALES MANAGER. Two years experience in broadcast advertising or sales preferred. Send resume to: Kathy Wilkerson, KPOM/KFAA-TV PO Box 4610, Fort Smith, AR 72914. An Equal Opportunity Employer.

**WORLDNOW/WTOL-TV AFFILIATE ACCOUNT EXECUTIVE** WorldNow/WTOL-TV is offering a position that requires a very energetic and extroverted individual that has clearly shown the ability to embrace change and deal with rapidly developing business environments. The best candidates will be comfortable both with working on their own and in team selling situations and absolutely must be a self-starter. A technical orientation is not necessary, but the individual must be both computer and Internet literate and show high interest in keeping abreast of advances in the industry. Please forward resume to Personnel Administrator-144, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. EOE.

**TECHNICAL SALES MANAGER** Strong goal oriented and motivated candidate is required to help increase sales. Candidates must have minimum of (5) years experience in broadcast. Sales Management background is preferred but not required. Background in both radio and television is preferred. In this position you will be responsible for expanding an existing client base and servicing clients directly. This position requires some knowledge of RF and ENG systems. Some travel is required. The ability to be a free thinker is a must. Salary and commission package is commensurate with experience and full benefit package is offered. If you are interested in being involved with the most highly visible and exciting projects in broadcasting, come see us at NAB, booth #M7055 in the Sands or send resume with cover letter to: Human Resources, DSI RF Systems, Inc., 26H World's Fair Drive, Somerset NJ 08873.

**SALES CAREERS**

**GENERAL SALES MANAGER** KVLV-TV, NBC Channel 11, in Fargo, ND, is seeking a General Sales Manager. The successful candidate will handle National Sales and oversee a twelve-person team in Local/Regional. GSM will be responsible for pricing and inventory control. Experience in local and national preferred. Candidate must be a team player with excellent organizational and people skills. Send cover letter, resume and references to: Charley Johnson, GM, KVLV-TV, Box 1878, Fargo, ND 58107. All STC Broadcasting, Inc. stations are Equal Opportunity Employers and minority applicants are encouraged to apply.

**LOCAL SALES MANAGER** WB50/WBDC-TV Washington DC's WB Affiliate owned by Tribune Broadcasting has an immediate opening for a seasoned, highly motivated Local Sales Manager with proven leadership abilities. The LSM will be responsible for maximizing WB50 sales efforts and focusing on new business development. Previous sales management experience preferred but not required if you possess the necessary ability and motivation. D.C. Market knowledge and Enterprise Traffic experience a strong plus. New business development and solid broadcast or cable sales experience required. Mail or fax resume and letter detailing qualifications to: Human Resources Dept., WBDC-TV, 2121 Wisconsin Ave, NW, Suite 350, Washington, DC 20007, Fax #202-965-7304. EOE.

**NATIONAL SALES MANAGER** WBDC-TV 50, Washington, D.C. a fast growing Tribune managed WB affiliate station in the eighth largest market in the country, is seeking a dynamic, self motivated, organized, professional with top communication and presentation skills who loves to travel and understands and appreciates the "Customer First" philosophy. Candidates need to have a minimum of three years of national sales at a station or rep firm, a proven track record for attaining sales goals, working knowledge of assisting in the managing of inventory, and the ability to maintain and build relationships with the national buying/rep community. Knowledge of Enterprise, Scarborough, and BMP a plus. No phone calls. EOE. Please fax your resume to: 202-965-7304 or mail to WBDC-TV 50, Attn: Human Resources, 2121 Wisconsin Ave, NW, Suite 350, Washington, DC 20007.

**TECHNICAL CAREERS**

**CHIEF ENGINEER** WHTV Lansing MI, is seeking a Chief Engineer. Must have extensive knowledge of FCC requirements, UHF transmitters, audio, video, microwave, and satellite systems. Project management and strong computer skills along with education equivalent of AA degree in electronics required. Please send resumes Attn: Bill Chen (323) 965-5411 (fax), or email at bchen@loop.com, EOE.

**CHIEF ENGINEER** KAYU-TV Fox 28 in Spokane, WA has an opening for a Chief Engineer who can manage a team and has a hands on attitude. Experience in maintenance of UHF transmitters, audio, video videotape, microwave and satellite equipment a must. Plus knowledge of computer systems and technologies. Send resumes Attn: General Manager, KAYU-TV Fox 28, PO Box 30028, Spokane, WA 99223. EOE.

**TECHNICAL CAREERS****Maintenance Technician**

**WORLDNET** Television and Film Service seeks a technician to perform preventative maintenance and emergency and routine repair of television broadcast and production equipment to the component level. Must have good working knowledge of current state of the art digital electronics. Must be able to perform the following duties: install and maintain studio and transmission equipment including video switchers, audio consoles, DVE, CG, SS cameras and robotics. Familiarity with automation systems and master control environment. Possess a general computer/networking background.

Interested applicants **MUST CALL** for copy of vacancy announcement #PA-00-39 in order to address special rating factors. Application must be received or postmarked by 4-21-2000. Submit application AND special rating factors to: IBB, Personnel Office, PA/PO, Room 1543, 330 Independence Ave. SW, Washington, D.C. 20237. For information contact Susan King, 202-619-3117.

**DIRECTOR OF ENGINEERING AND OPERATIONS** Looking to be involved in the decision process? One of the premier companies in the Northeast is in search of a Director of Engineering and Operations. Candidates must have minimum of (5) years experience in broadcast engineering/maintenance. Background in both radio and television is preferred. Management experience is required. In this position you will oversee the field operations staff and answer directly to the company President. This position requires considerable knowledge of RF and ENG systems. Working knowledge of maintenance and service on video equipment, including cameras and remote control equipment. Working knowledge of RF systems including transmitters, microwave, and satellite. Responsibilities also include research and development of new products and systems. Some travel is required. Those interested in working for a large corporation need not apply. The ability to be a free thinker is a must. Compensation package is commensurate with experience and full benefit package is offered. If you are interested in being directly involved with the most highly visible and exciting projects in broadcasting, come see us at NAB, booth #M7055 in the Sands or send resume and cover letter to: Human Resources, DSI RF Systems, Inc., 26H World's Fair Drive, Somerset, NJ 08873.

**MANAGER, ENGINEERING OPERATIONS** KQED, a premier public broadcasting station in San Francisco, is seeking an indiv for mgmt, supervision & development of staff operating technical equipment for TV broadcast & production. Duties: supervise engineers; determine staffing needs; training/development; implementation of operational goals; coordinate/liaison for rental equipment for production; personnel documentation; implement procedural changes; supervise operations related TV production functions. Reqs: 5+ yrs exp as TV broadcast & production engineer; 2+ yrs supervisory exp; excellent written, verbal/interpersonal skills; exp w/ collective bargaining contracts; exp as tech director, editor, or lighting director desired; ability to work under pressure. Possess certification from accredited institute in broadcast electrical eng or equiv. Broadcast FCC Radio telephone license & SBE Sr. Brdcst certification desirable. Send cvr ltr & resume to: KQED, HR Dept., 2601 Mariposa St., San Francisco, CA 94110; fax 415/553-2183; email hr@KQED.org. Pls visit our website for other vacancies: KQED.org/jobs.

**MAINTENANCE ENGINEER** KTMD 48, the Telemundo O&O station in Houston, is seeking a top notch Broadcast Maintenance Engineer. We require a min of 5 yrs experience in component and system level troubleshooting of ENG, Studio, Editing and RF systems. Great staff and work environment, good weather, low cost of living. Fax resume, cover letter and salary requirements to 713-243-7739.

**NEWS TECHNICAL MANAGER** WDIV-TV has an opening for a News Technical Manager in the Engineering Department. Responsible for supervising the technical operation of all newsroom operations, news programs, newsroom computer systems including non-linear editing, satellite feeds, ENG, SNG, transportation fleet, and the maintenance of all related equipment. Must also participate in establishing technical facility and crew requirements, recommending various technological and operating methods to production units. Must act as liaison between News and Engineering, troubleshooting and solving problems prior to air. Associate Degree or equivalent experience in Engineering or Communications. Significant television technical operations experience and three to five years of management background. Mail resume to Marcus Williams, Chief Engineer, WDIV-TV, 550 W. Lafayette Blvd., Detroit, MI 48226-3140. Equal Opportunity Employer.

**SATELLITE PRODUCER** NBC News Channel has an immediate opening for a Satellite Producer. Job responsibilities include booking transmission facilities for NBC affiliates and all units of NBC News Channel, planning and coordinating transmission facilities for breaking news and scheduled events with a heavy emphasis on customer service. Some travel involved. Five years of local news and/or broadcast experience required. Local affiliate experience preferred. Familiarity with satellite and fiber technology required. Applicant must be highly motivated and have excellent people skills. Must be very detail oriented. Must be able to perform well under pressure and maintain a high level of customer service. NBC News Channel is a 24-hour operation. Applicant must be able to work all hours. Position located in Charlotte, North Carolina. Please send resume and salary history to Nancy Taubkin, Manager Satellite Services, NBC News Channel, 925 Wood Ridge Center Drive, Charlotte, NC 28217. Fax: 704-329-3517, email: Nancy.Taubkin@nbc.com. No phone calls, please.

## TECHNICAL CAREERS

**TV MAINTENANCE TECHNICIAN NBC12**, Richmond, VA's No. 1 news and information station has immediate opening for full-time Broadcast Technician. Requires familiarity with various broadcast equipment including VTRs, routers, switchers, cameras and broadcast terminal equipment. Successful candidate must have proficiency in Windows 95/98, Windows NT and MS office products. Experience with computer repair, upgrading and installation of software also required. Microsoft and Novell networking a plus. Good communication skills and ability to work well with people. Qualified applicants only send cover letter and resume to Human Resources, WWBT, P.O. Box 12, Richmond, VA 23218. No calls. EOE M/F/D.

HBO, an international leader in the entertainment industry, is seeking the following independent self-starters to work at our Communication Center in HAUPPAUGE, LONG ISLAND.

## MAINTENANCE TECHNICIAN

The successful candidate will be responsible for executing the repair of all technical equipment within the facility; performing routine maintenance programs on assorted equipment (switchers, tape machines, etc.); maintaining familiarity with all equipment and new technology, and completing any associated administrative functions related to inventory, trouble reports, repairs, etc. Qualifications include technical expertise with all related equipment, as well as 3-5 years experience with related video standards, specific practices and associated tape formats. Ability to troubleshoot systems and equipment to a component level is required.

## RF TECHNICIAN

The successful candidate will be responsible for the uplinking of HBO/Cinemax networks, as well as other full time carriers & additional feeds requiring verification of on-air performance. Experience in RF, satellite earth stations & systems is required. Should be able to work with encryption systems such as B-Mac, Vc1B, VCII, and Digicipher 1 and 2. Responsibilities include maintenance of exciters, both TWT & klystron HPAs, Ku and C band satellite antennas and waveguide. Must understand schematics & diagrams, and be able to use them in troubleshooting of equipment & systems.

We offer competitive salaries commensurate with experience & excellent benefits packages. Please mail resume with salary requirements stating position to: **Home Box Office, 1100 Avenue of the Americas, NY, NY 10036, Attn: HR Room 3-10. No phone calls, please.** HBO, a Time Warner Entertainment Company, is an EOE, M/F/D/V.

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When you join DIRECTV, the market leader in satellite TV, you become part of the ultimate home entertainment experience. With over 210 digitally delivered channels, we offer our customers the very best in sports, movies, music and more. It is no wonder that DIRECTV and the DIRECTV System are the fastest selling consumer electronics products in U.S. history. If you have always wanted to be part of the entertainment industry, you can do it here. After all, the only thing growing faster than our reputation is our audience.

We have the following position available located at the Los Angeles Broadcast Center (LABC); a 200,000-square-foot broadcast facility located in the Marina Del Rey section of Los Angeles.

### Systems Engineer - RL

In this position, you will perform engineering assignments to design, develop, maintain and integrate digital satellite broadcast subsystems. Responsibilities include development and implementation of diverse hardware and software systems and electronic subsystems in a cohesive, reliable solution. Knowledge of interface standards (RS-232, RS-440 etc.), device driver development and C/C++ is required. Experience with RF, video and networking is preferred.

DIRECTV offers an excellent compensation and benefits package, as well as the chance to make an impact on a huge audience, in an industry that gets more exciting every day. For immediate consideration please forward your resume to **DIRECTV Inc. AR/RL - 12800 Culver Blvd., Los Angeles, CA 90066. E-mail (text format only) to: Resume@directv.com**



SCRIPPS NETWORKS recognized for Home & Garden Television, The Food Network and Do It Yourself Television, has an immediate opening for a MAINTENANCE ENGINEER in our West Knoxville office location. This is an opportunity for the right person to enjoy a superior quality of life in Knoxville, TN, while working for a world class company in a state of the art facility. The qualified candidate will have at least 5 years of television maintenance experience. Will possess superior troubleshooting and repair skills on the following equipment: Sony digital tape machines and editing systems, Avid and Quantel nonlinear edit systems, Quantel and Chyron graphics systems, as well as video servers and broadcast automation systems. Exceptional computer and networking skills are a must as is a strong background in digital video and audio systems. NAB interviews are available. We offer challenging work, a desirable working environment and competitive salary/benefits. To apply, please send a resume and cover-letter to: Scripps Networks, Attn: HR Department, P.O. Box 50970, Knoxville, TN 37950 or email your qualifications to [engineer@hgtv.com](mailto:engineer@hgtv.com). Scripps Networks is wholly-owned and operated by the E.W. Scripps Company and is an Equal Opportunity Employer.

SENIOR ENGINEERING MAINTENANCE SUPERVISOR KMSP-TV is looking for a highly motivated individual with strong videotape and RF maintenance skills. A minimum of 5 yrs. exp. of broadcast TV maintenance pld. Exp. with Sony Beta, D2 and VHF/UHF transmitters is a plus. We are currently installing our DTV studio and transmitter systems; this would be a great opportunity for the right person! FCC General Class License required. Send resume to: Chief Engineer, KMSP-TV, 11358 Viking Dr., Eden Prairie, MN 55344. No phone calls please. KMSP-TV is an equal opportunity employer.

APRIL 24TH ISSUE:  
TV ADVERTISING  
UPFRONT  
DEADLINE: APRIL 18

## TECHNICAL CAREERS

LIGHTING  
ENGINEER

QVC, Inc., the world leader in televised shopping, seeks a full time LIGHTING ENGINEER for our state-of-the-art live broadcast facility, Studio Park.

Under the direction of the Supervisor of Lighting, this position will perform various duties to provide technical support to the lighting Department. This includes repair and interface of Lighting equipment as well as design, construction, testing and documentation of new system installations, and upgrades to existing systems for QVC's 24 hour/7 day a week live broadcast operations.

Our qualifications include: an Associate Degree in Electronics or equivalent combination of training and experience. Five years of technical or engineering experience in television, theatrical or entertainment lighting. Ability to provide technical work direction and expertise to Lighting Directors and Technicians, as well as conduct training on new equipment and supplying accurate documentation with procedures. Experience trouble-shooting lighting equipment / systems and competency in reacting quickly to critical situations that occur in live broadcast situations is also a must. Strong communication skills are essential for interactions with vendors and manufacturers. Experience with Lighting Dimmers (Analog and DMX control), intelligent lighting, systems design and installation is required. CAD 14 - 2000 experience is a plus.

QVC offers a competitive salary and benefit package, room for personal and professional growth, and the opportunity to work behind the scenes of a world renowned live broadcast environment. To apply, forward resume and salary requirements to: **Human Resources - LS/BC/LE, 1200 Wilson Drive at Studio Park, West Chester, PA 19380. Fax: (610) 701-1150.** Equal Opportunity Employer. Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.

**QVC**<sup>®</sup>  
a great place to work

## NEWS CAREERS

**ANCHOR/REPORTER** Channel 5 Berks County News is looking for an experienced anchor/reporter for our award-winning evening newscast. Candidate must have at least three years experience as an anchor or reporter. No phone calls. Please send resume and non-returnable tape to: AT&T Cable Services, Attn: Human Resources, 400 Riverfront Drive, Reading, PA 19602. EEO/AA Employer M/F/D/V.

**ANCHOR/REPORTER** Growing NBC affiliate in Mid-Michigan looking for Anchor/Reporter to join male anchor on 6 PM and 11 PM newscasts. Must have college degree in related field, Prior Anchor/Reporting experience, and be a team player. Send non-returnable tape and resume to: EEO officer, reference anchor job, WEYI-TV NBC25, 2225 West Willard Road, Clio, MI, 48420. E-mail squackenbuh@nbc25.net, FAX 810-687-8989 No phone calls. EOE, M/F. Women and minorities encouraged to apply.

## ENGINEERS

Turner Broadcasting System has career opportunities for experienced television engineers. These career positions demand an extensive background in equipment maintenance, digital video and audio, and knowledge of computer systems and networks. Please mail or fax your resume and cover letter to:

Jim Brown  
Assistant Vice President of Engineering Services  
Turner Broadcasting System, Inc.  
One CNN Center  
P.O. Box 105366  
Atlanta, GA 30348-5366

Fax: 404-827-1835 • Phone: 404-827-1638  
TBS is an equal opportunity employer



THE WORLD'S NEWS LEADER

## NEWS CAREERS

**ANCHOR/REPORTER** WABC-TV seeks experienced anchor/reporter for New York's top news organization. Five years broadcast news experience required, some major market experience preferred. Candidates must be great journalists, communicators, writers, and story-tellers, both from the set and field. Please send resume and tape to: Bart Feder, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

**ASSISTANT NEWS DIRECTOR** WETM-TV, Elmira, NY, seeks a news leader with a strong journalistic background. Position requires candidates who can communicate well with a young staff of news professionals. Daily newsroom supervision, strategic planning and administrative tasks are among primary duties. Right candidate could grow into News Director's position within a year. Send resume, statement of news philosophy and references to General Manager, WETM-TV, 101 E. Water St., Elmira, NY 14901. EEO

**CONSUMER REPORTER** Requirements: Number 1 station in 37th market looking for a peoples' champion. We're looking for a reporter who knows how to resolve conflicts for consumers and keep an eye out for the little guy. We require a minimum of two years reporting experience and prefer someone who has done this type of work before. If you've got a tape with the stories which show you can get action on a consumer complaint, we'd like to see it. Please send your resume, references and non-returnable tape to (no calls, please): Jim Loy, News Director, WOOD TV8, 120 College, SE, Grand Rapids, MI 49503. WOOD TV8 is an equal opportunity employer.

**NEWS DIRECTOR** NBC affiliate in Sunny South is seeking an experienced, people-oriented News Director to take us to the next level. If you have 2-3 years experience as a News Director, love a challenging situation and like to work for a great company with first rate resources, this job may be for you. Your ability to manage and motivate will be key. Send tape and resume to: Box 01663 EOE.

**EXECUTIVE NEWS PRODUCER** Outstanding people skills, proven TV news leadership and management experience, seasoned judgement, creative graphics and production talents and abilities, high enthusiasm, energy and desire to achieve the best all required. Qualified candidates will have several years' experience in news producing and other newsroom assignments, with the ability to handle multi-tasks in a very competitive, busy, and often demanding job environment. College degree in field, work ethic, strong leadership, superior organizational skills and team philosophy essential. The position requires the ability to supervise the daily newsroom operations and staff in conjunction with other broadcasts, breaking news coverage, newscasts, and event coverage as required, working with all station departments. Qualified candidates only submit letter and resume to: News Director, WISH-TV, PO Box 7088, Indianapolis, IN 46207. WISH-TV is an Equal Opportunity Employer. (EOE/MF)

**NEWS DIRECTOR** CBS affiliate KTVA Alaska's 11 is looking for a creative and motivated leader for our news department. Candidate must possess strong organizational skills, sound editorial judgement and the ability to manage and motivate people. Responsibilities will include formulating style, content, personnel and budget for our news efforts. Interested individuals should send resume to: General Manager, KTVA-TV, 1007 W. 32nd Ave., Anchorage, Alaska 99503. KTVA is an EEO Employer.

**NEWS DIRECTOR** Smaller market affiliate looking for a talented news Professional to lead our young staff. Successful candidate should have previous experience in news management, sound news judgement and the ability to lead and motivate people. Will be responsible for all aspects of news operation including recruiting, training, administration and overall department vision. Must be willing to take chances and think differently than traditional competition. Send resume immediately to Box 01664.

NEWS CAREERS



Sinclair Broadcast Group, Inc. owns or programs 58 TV stations in 38 markets and has affiliations with all 6 networks. We reach nearly 25% of the U.S. and aggressively lead the evolution of broadcasting in technology, programming, promotion, and sales. We seek the one element which gives us the edge on the competition and the power to stay on top - the best people in the business.

- Dayton, OH WRGT (FOX) Master Control/Tape Room Supervisor**  
 Seeking an individual to oversee 6 operators. Duties include switching master control, taking satellite recordings, running audio for newscasts, dubbing incoming commercial tapes to MII (MARC) format, production work and transmitter operations. The position requires 3 to 5 years experience also required to handle satellite scheduling and prepare schedule for operators, organize, program tapes to be aired. Responsible for substituting operators for sick call-in or to personally cover the shifts in addition to the supervisor's regular duties on short notice. Required to have an in-depth and working knowledge of all of the functions of the Master Control/Tape Room. Must be willing to work days, nights, weekends and holidays, follow up on problems, train operators, and handle emergency situations. Send resume and salary requirements to: Box #503
- Dayton, OH WKFE/WRGT (NBC/FOX) National Sales Manager**  
 Seeking for an individual to join our management team. Responsible for managing relationships with national representatives and servicing existing advertisers and buyers. Maintaining and developing local contacts with national clients a must. Candidates should be self-starting, creative, and able to demonstrate proficiency in presentation skills (oral and written), research knowledge and negotiations. Prior media sales experience required. Proficiency in TV Scan, Scarborough, Excel and Bias Salesline a plus. Must have the ability to travel. Send resume and cover letter to: Box #504
- Nashville, TN WZTV/WUXP (FOX/UPN) Newsroom**  
 Live in Music City and work for two growing television stations. We are expanding the News operation and hiring an entire News department. Must be able to handle the high stress, fast paced atmosphere of a television newsroom. Must be willing to work nights and weekends. Ideal candidates should have at least 2 years experience working in a television newsroom in the position he or she is applying for. Please send your resume and VHS tape (if applicable) for any position listed below. Box #505 • Executive Producer • Reporters • Producers • Chief Photographer • Assignment Manager • Sports and News Photographers • Assignment Desk Assistant • Live Truck Operator • News Anchor • Editors • Sports Anchor • Newsroom Secretary • Weathercaster • Topical Promotion Producer
- Nashville, TN WZTV/WUXP (FOX/UPN) Local Sales Manager**  
 We have an immediate opening available. The ideal candidate will have a minimum of five years television broadcast sales experience. Prior television management experience is preferred. Experience working in a television LMA environment will be a plus. The ideal candidate will be a seasoned negotiator of agency business and a proven star new business leader. Our Local Sales Manager must be a self-motivated, highly organized, diverse individual with a passion for training, growing people, and meeting with clients. If this describes you, please rush your resume to: Box #506
- Pensacola, FL WEAR/WFGX (ABC/WB) Newscast Director**  
 Director and technical director for live, fast paced newscasts including pre-production and post-production. Oversees the production crew and works with the news department to ensure clean, accurate broadcasts. Applicants should have at least two years combined prior Newscast Director and technical directing experience. Successful record of leadership and accomplishment is essential. Please send your resume to: Box #507

- Raleigh, NC WLFL/WRDC (WB/UPN) Local Sales Manager**  
 WLFL-TV is searching for an experienced individual who can lead a team of sales reps in maximizing local sales revenues. The ideal candidate will administer and coordinate local accounts within the station to achieve annual budget. Must coordinate selling efforts for local AE's while creating a positive supportive and motivating work environment. Must be able to interact with all departments. If you're a qualified team leader with a proven track record, we want to hear from you. Please send your resume to: Box #508

- Rochester, NY WUHF (FOX) News Photographer**  
 Immediate opening. Must be able to shoot and edit using DVC Pro equipment for our Nightly Newscast. Candidate must have a valid drivers license and be able to lift and carry at least 50 lbs of equipment including but not limited to camera and tripod. Ability to work on deadlines and work well with others is essential. Please send your resume and non-returnable tape to: Box #509

- San Antonio, TX KABB/KRRT (FOX/WB) Regional Business Manager**  
 We have an excellent opportunity for an experienced broadcast Business Manager for a large TV station operation. Position requires strategic and conceptual thinking as well as experience in all aspects of accounting functions including budget process/management, fiscal analysis, A/R, A/P, payroll and credit/collections. HR experience preferred. The ideal candidate will possess, at a minimum, a four-year degree in accounting or finance and 5-10 years of financial management experience in a broadcasting operation (preferably TV). Strong technical accounting/financial skills, excellent interpersonal/communication skills, extensive computer expertise and solid work ethic are a must. Candidate must be analytical and proactive problem solver. Please send your resume to: Box #510

- Springfield, IL WICS (NBC) Executive News Producer**  
 The news leader in Central Illinois is looking for an Executive Producer. We produce over 4 hours of local news every day and need someone to help us maintain our #1 market position. The ideal candidate would have 3-5 years producing experience in a small or medium market. Must be a good writer, have excellent news judgement and be able to work producers and reporters to build winning newscasts. This isn't a set back and supervise position, it's very hands on. This is a good opportunity for an experienced line producer to get into management. Send non-returnable tape, resume, references and salary history to: Box #511

- Springfield, MA WGGE (ABC) National Sales Manager**  
 Immediate opening. Successful candidate must be familiar with Scarborough, Tapscon and Nielsen. Individual will possess superior negotiation and interpersonal skills. Excellent earnings potential. Full benefits include medical/dental/vision and 401K plan. Send resumes to: Box #512

- Oklahoma City, OK KOCE (WB) National Sales Manager**  
 Immediate opening. Successful candidate must be familiar with Scarborough, Tapscon and Nielsen. Individual will possess superior negotiation and interpersonal skills. Excellent earnings potential. Full benefits included medical/dental/vision and 401K plan. Please send your resume to: Box #513

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

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

**NEWS DIRECTOR** Houston, Texas Tribune Broadcasting's KHQB is seeking a leader with a proven track record to head our News Department. This individual will be responsible for, but not limited to, building and planning a news team from the ground up, manage the day-to-day operations of the news department, personnel management, financial management and budgeting. The ideal candidate must be a team player with a minimum of 5+ years news senior management experience at the station level, be highly competitive, ethical and possess strong creative/strategic leadership. Submit resume and non-returnable VHS tape of your news product to: Human Resources Director, 7700 Westpark Dr, Houston TX 77063. EOE and Drug Free Workplace. No phone calls please.

**PRODUCER** Growing NBC affiliate in Flint, Saginaw and Bay City looking for newscast producer for evening newscast. Must be a strong writer, team player, great communicator and have prior news producing experience. Send non-returnable tape of recently produced newscast and resume to: EEO officer, reference producer, WEYI-TV NBC25, 2225 West Willard Road, Clio, MI. 48420. E-Mail: squackenbuh@nbc25.net, Fax 810-687-8989 No phone calls. EOE. M/F. Women and minorities encouraged to apply.

**SPORTS REPORTER** CBS affiliate needs an experienced Sports Reporter to cover day to day sporting events and features in addition to substituting anchoring when needed. Ideal candidate must possess excellent communication skills, with the ability to follow direction and develop rapport in the community. Must have 2 to 3 years' on-air experience in addition to college degree. Send tape and resume to Chris Musial, WIVB-TV, 2077 Elmwood Avenue, Buffalo NY 14207 EOE

**REPORTER** Dominant Cox station is looking for an aggressive general assignment reporter. The team at WHIO-TV is relentless, and we need someone who can keep up with the pace. Must be able to enterprise and show exceptional live ability and strong writing experience. Two to three years experience and a college degree required. Send resume, tape and references to Julie Weindel, News Director, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420. Tapes will not be returned. No phone calls. WHIO-TV is an equal opportunity employer.

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## NEWS CAREERS

## News Positions

Progressive leader in information and technology is advancing newsgathering division with immediate openings in the following positions:

- **Correspondents:** Openings in Northwest, Mountain and Northeast regions. Responsible for live reporting, writing & operations. Heavy travel.
- **Business Correspondents (New York):** Responsible for daily live reports.
- **Business Production Assistants (New York):** Assist in production of live reports.
- **Producers:** Openings in Northwest, Mountain and East Coast regions. Responsible for live remotes, SNG coordination. Heavy travel.
- **Photographers:** Openings in Northwest, Mountain and East Coast regions. Shoot live remotes, stand-up and lighting. Heavy travel.
- **Editor/Directors:** Openings in Northwest, Mountain and East Coast regions. Responsible for directing and editing live remotes. Heavy travel.
- **Ku-Engineers:** Openings based in Northwest and Mountain regions. Responsible for KU truck remote operations.
- **Senior/Advanced Writers:** Write and edit scripts.
- **Supervising Producer:** Opening in Southeast.
- **National Assignment Editors:** Focus on all aspects of newsgathering in United States.
- **Satellite Coordinators:** Responsible for coordinating SNG and fiber feeds.
- **Futures Editors:** Responsible for futures planning.
- **Photographer/Editor:** Edit and shoot on live remotes.
- **Logistics Manager:** Oversee travel and coordination of field crews.
- **Technology Developer:** Develop and maintain web site and other software systems.
- **Technology Support Specialist:** Support and maintain new and existing computer technologies.

**Please forward resume and tape (if appropriate) to  
Box 01660, Broadcasting and Cable, 245 W. 17th Street, 7th Floor, New York, NY 10011.  
E.O.E.**

### PROMOTIONS CAREERS

**PROMOTIONS ASSISTANT:** Available May 2000 - Do you want to be part of the fastest growing station in the market? We need a team player who is extremely organized, proactive and hard working. Writing skills, computer expertise and a broadcasting degree, a plus! Submit resume to: Julie Snell, WMBD-TV, 3131 N. University, Peoria, IL 61604. EOE M/F.

**WRITER/PRODUCER:** Interviewing Immediately - If you write great copy, enjoy news promotion, are pro-active and don't mind hard work, WMBD wants you! We are searching for a promotion guru with innovative ideas and excellent writing skills, so bring your degree, experience and Avid expertise to us! Submit resume to: Julie Snell, WMBD-TV, 3131 N. University, Peoria, IL 61604. EOE M/F.

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**PROFESSIONAL RESEARCH DIRECTOR** WDSU-TV, the Hearst-Argyle Television, New Orleans, LA, is seeking a media professional with sterling credentials to work with Sales, News and Promotion in analyzing research information data and preparing compelling presentations. Candidates should have specific knowledge of all aspects of broadcast selling process. NSI meter research skills are a must. Expertise in TV Works, Aldus PageMaker, Microsoft Word, PowerPoint, Excel, and Media Center software is essential. A marketing background is also preferable in order to recommend implementation strategies. Four-year college degree is desired, but is not mandatory with adequate experience. Minimum two years experience in media sales, agency account services work, client marketing services, brand management, or comparable experience is required. Send resume with cover letter to Frank Ratermann, General Sales Manager, WDSU-TV, 846 Howard Ave., New Orleans, LA 70113, no phone calls please. Deadline 4/14/00. An equal opportunity employer.

### PRODUCER CAREERS

**PRODUCER** KTCA-TV, one of PBS's leading Public Television stations is seeking a producer to produce episodes of a national, field-based, personal finance series. Duties include developing, writing and producing as well as staff supervision. This is a full-time position that provides a competitive salary and benefit package. Minimum requirements include a BA, 5 years of television experience and 3 years producing with demonstrated abilities to produce quality national television productions. Personal finance or how-to television experience preferred. Submit letter, resume and salary requirements by 4/30/2000 to: Box 330-0; KTCA; 172 E. 4th St., St. Paul, MN 55101. EEO/AAP.

**SPECIAL PROJECTS PRODUCER** WESH-TV, Orlando's Hearst-Argyle station is seeking an experienced and self-motivated Special Projects Producer for health franchise. Will work closely with staff physician and photographer to develop daily in-depth medical stories. Must be able to aggressively pursue story leads and breaking medical news. Excellent writing and computer assisted reporting skills required. Degree preferred. Send resume and tape to Russ Kilgore, News Director, WESH-TV, PO Box 547697, Orlando, FL 32854. An Equal Opportunity Employer.

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**GOLF NUT - GREAT PROJECT!** If you love golf and want the opportunity to work with some of Chicago's greatest sports legends, then ABC7 Chicago has the job for you. Freelance producer wanted for a 3-month project producing a 10-part golf series for broadcast. Job entails all pre- and post-production; setting up the crews and logistics for the All Star shootout and post-producing ten half-hour programs on AVID. You will be responsible for the entire project from beginning to end, using the resources of the number one station in the Chicago market. Must be available June, July and August. Send a resume and tape of your sports production experience to Fran Preston, Director of Programming & Special Projects, ABC7 Chicago, 190 N. State St., Chicago, IL 60601. EOE No phone calls, please.

**WRITER/PRODUCER** Philly's #1 station, WPVI-TV, an ABC owned station, has a spot for a top-notch promotion writer/producer who's quick, creative and ready to move to the #4 market. If you've got the talent to generate new ideas and write compelling copy, this position is for you. Early afternoon/evening shift. Experience writing news promotion a must; experience using Avid and/or digital on-line edit suite a plus. Send resume and non-returnable VHS or broadcast beta tape (no calls/faxes) to Caroline Welch, Director of Creative Services, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE

**FINANCE & ACCOUNTING CAREERS**

**BUSINESS MANAGER** Location: Dallas, TX. USA Broadcasting, Inc., a subsidiary of USA Networks, Inc., is the eighth largest television broadcast group in the nation and is currently looking for a Business Manager for its Dallas Station, KSTR-49. We are seeking a hands-on person with strong management, organizational accounting, and communication skills to set procedures and work closely with the General Manager. Candidate must have a 4-year degree in accounting/finance with a minimum of 4 years in broadcasting accounting. Responsibilities include G/L, Credit & Collections, A/P, budgets and forecasts, program and financial reporting, and internal reporting, as well as Human Resources administration. The successful candidate will have a strong understanding of what it takes to grow a TV station in the Dallas/Ft. Worth market. The ability to work with all levels within the station and liaise with the corporate finance staff is essential. For immediate consideration, fax your resume to (214) 953-7140.

**OPERATIONS CAREERS**

**EAST COAST NEWS ORGANIZATION** has openings for Operations Managers for its NY division. Candidates should have a strong commitment to quality news product and the ability to manage and provide direction for a team of technical news professionals. Duties include managing budgets, planning and coordinating schedules, supervising technicians and staff, and advance planning for breaking news. Requirements for this position are 5-10 years news operations management experience, extraordinary motivation, communication and organizational skills and the ability to negotiate and spearhead problem resolution. Collective bargaining experience desirable. Excellent benefit and salary package. To apply, fax your resume and salary history to Human Resources (435) 404-8635.

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**CHYRON MAX SPECIALIST** WORLDNET Television located in Washington D.C. is seeking a Chyron operator. Call for a copy of Vacancy Announcement No. PA-00-40 for complete listings of qualification requirements and instructions on how to apply for the position. Applicants must respond in written detail to the *Special Rating Factors* described in the job announcement. For further information contact: Susie King, Office of Personnel, International Broadcasting Bureau, 330 Independence Ave., S.W., Washington D.C. 20237; 202-619-3117. Closing Date, April 17, 2000.

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**RADIO STATION MANAGER** university student FM. Bachelor's degree and significant radio experience are required. Master's degree and both college radio and managerial experience are preferred. Full time, 12 month contract with teaching responsibilities. Send detailed letter of application, resume, air check, and statement of station management objectives, along with names of three references to: Dr. David MacFarland, Chair, Station Manager Search, A.Q. Miller School of Journalism and Mass Communications, 105 Kedzie Hall, Kansas State University, Manhattan, KS 66506-1501. Deadline is May 15th. Kansas State is an affirmative action/equal opportunity employer and encourages diversity among its employees.

**VARIOUS CAREERS**

**WAMC DIRECTOR OF NATIONAL PROGRAM MARKETING AND DIRECTOR OF NATIONAL SALES** WAMC is a public radio station serving Albany, New York. The Director of National Program Marketing will develop and implement a strategy to get WAMC's national programming placed on public and commercial stations. The Director of National Sales is responsible for locating and securing corporate underwriting dollars for WAMC's National Productions. To apply: Send a resume; cover letter addressing the position announcement and explaining which position you are applying for; and four professional references to: WAMC Human Resources, WAMC 318 Central Avenue, Albany, New York 12206-2522. We will begin reviewing the candidate pool on May 1, 2000. Please submit your materials by that date. We will begin reviewing the candidate pool on May 1, 2000. Please submit your materials by that date. We are being assisted in the search by Livingston Associates. For full position announcements call Tom Livingston at (703)978-6970. *Livingston Associates.*

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**RADIO PROGRAM DIRECTOR** (State Title: Associate Director Radio/Television Station) WUSF 89.7 is looking for a dynamic and talented Program Director to lead this highly successful, triple format station in improving on its current success. WUSF 89.7 owns the classical and NPR brands in the top 25 market of Tampa-St. Petersburg-Clearwater and Sarasota and generates the second highest local classical listener-hours among all public radio stations in the nation. The station won the 1998 PRPD FLO Award for "Best Sounding Large Market Station". The ideal candidate will be able to inspire and guide a highly creative and knowledgeable staff in the daily programming of the station and in the future development of each format. The Program Director directly supervises the music director, the news director and all on-air hosts and is supported in coaching air talent by top national talent coach Lorna Ozmon. He or she will be highly successful at analyzing, interpreting and applying all research data in coordination with public radio and stakeholder sensibilities and sensitivity. He or she will plan and administer the programming budget. The Program Director is an integral team member with the Membership Director and Station Manager and hold responsibility for the sound of station promotions, community outreach efforts and on-air membership campaigns. The Program Director will have significant on-air experience as demonstrated on an audition cassette. WUSF 89.7 provides a progressive work environment where diversity, collaboration, research and personal and professional development are valued and respected. Employees enjoy very competitive salaries, no state income tax, and full benefits packages including three weeks annual vacation and tuition waiver at the University of South Florida. Bonus: beautiful weather, miles of white sand beaches, fabulous sunsets, a lively cultural scene and countless recreational activities. Send cover letter, resume and demo cassette to Hetty Glusman, Human Resources Manager, USF Public Broadcasting, 4202 E. Fowler Ave., WRB 219, Tampa, FL 33620. Resumes without cassettes will not be considered. Application deadline: May 10, 2000. Minimum qualifications: Master's degree and four years of radio programming experience; or bachelor's degree in communication, music, journalism or related field and six years of radio programming experience. Professional experience may substitute on a year-for-year basis for the required degree. Preferred qualifications: Master's degree plus demonstrated successful public radio programming experience and evidence of audience growth and demonstrated experience in working with teams of diverse people to achieve goals. Salary negotiable. The University of South Florida is an equal opportunity, equal access, affirmative action institution. For ADA accommodations, call Hetty Glusman: 813-974-8666. The search/selection process will be conducted in compliance with provisions of the "Government in the Sunshine" laws of Florida. Screening committee meetings are open to the public and all search documents are available for public inspection.

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EOE

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**COMMUNICATION, MANAGER, STUDENT MEDIA.** Jacksonville State University is accepting applications for this position. Duties: Responsible for management, coordination and oversight and day to day operations of the student media, which includes the weekly newspaper, the yearbook and the campus radio station. Reports to the head of communication department. Oversee publication process and radio station operation. Manage media production facilities. Coordinate student media. Negotiate contracts with vendors. Teach in the department of Communication at least one class per year. Recruit, hire, and train student editors, managers and other staff in proper techniques, ethics, business and legal practice. Serve on boards and committees within the university as assigned. Qualifications: A master's degree in an appropriate area. Send application (available on our web site at www.jsu.edu), resume, three letters of reference, academic transcripts to Personnel Services, Jacksonville State University, Jacksonville, Alabama 36265. Reference number 20709. An EO/AA Employer.

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**The National Religious Broadcasters weighed in on the Dr. Laura Schlessinger controversy Thursday.** NRB President Brandt Gustavson sent a letter to Paramount Television executives encouraging the studio to "stand firm against the demands of homosexual activists protesting" Schlessinger's upcoming syndicated TV series with Paramount. "Of course, in these days of political correctness, anybody who dares to say some decisions are right and some decisions are wrong will be subjected to a barrage of criticism," the letter said. "This is precisely what has happened to our friend Dr. Laura. The logic these protesters are using clearly doesn't make sense. To say Paramount should silence Dr. Laura for her lack of tolerance is on its face intolerant. Such twisted logic should be rejected as laughable and the issue put to rest."

**KRON-TV San Francisco will have a new general manager when Young Broadcasting takes over management.** General manager Amy McCombs, who told staffers last week that Young had prepared a list of nonunion employees whose jobs will be lost in the transition, also

announced that she would be leaving after the acquisition. She said that it had always been her intention to stay on only until the transition and that the names and number of staffers on the list, which was sent to the station's current owners, Chronicle Publishing, have not been disclosed. Young asked to reduce staffing prior to the sale's completion as part of the purchase agreement, and employees do not believe the current layoffs will be the end of job cuts.

**The FCC will propose labeling rules for "cable-ready" digital television sets at its monthly meeting Thursday.** The proposal is intended to prod the cable industry and set makers to work out longstanding disputes over which sets can be called cable ready.

**KIRO-TV Seattle filed a complaint with the FCC charging that rival KING-TV was intercepting its pager messages during coverage of the violent World Trade Organization Protests** late last year. KIRO says its pager company had mistakenly programmed KING's pagers with KIRO coordinates and, as a result, KING-TV was able to read KIRO's messages. KIRO news director

## Needed: VP of sensitivity

Just like his network's new series *Cover Me*, USA Cable President Stephen Chao was left looking for a place to hide last week after offending fellow employees with a racial slur.

Chao, who was recently promoted to his new position overseeing USA Network and The Sci-Fi Channel, borrowed a line from Eddie Murphy's 1982 movie *48HRS*, and it caught a number of USA executives off guard at a New York meeting.

"I'm your worst nightmare, a nigger with a badge," Chao said jokingly about his new promotion.

Chao wasn't discussing the incident last week, but a USA spokeswoman said Chao feels awful about the misunderstanding and meant it as nothing more than a joke.

"He cited a line from a movie and from a humorous character. He meant absolutely no disrespect. He apologized and needs to be more sensitive to these things in the future and will be, especially being a minority himself."

Also in a joking manner, Chao reportedly said during the meeting that USA doesn't need more "white Jewish men."  
—Joe Schlosser

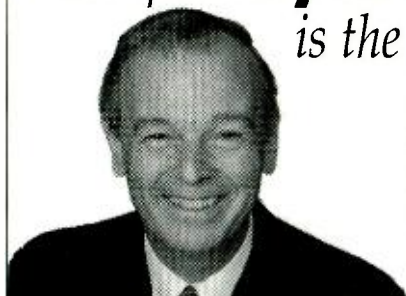
Bill Lord said the situation came to light when a KING reporter called KIRO to invite himself to a KIRO going-away party and revealed how he knew about the event. "He told us they had been watching our pages," Lord said. KING officials could not be reached for comment.

**FCC Chairman William Kennard last week asked House leaders to delay a floor vote on legislation that would greatly restrict the number of low-power**

**FM stations that the agency could let on the air.** Kennard said the bill, passed two weeks ago by the House Commerce Committee, is premised on "false allegations" that the service would create interference to existing full-power stations. Kennard also criticized National Public Radio's decision to support the House bill. "I am surprised," he said, "that an organization which has done so much to promote opportunities for Americans to be heard on the airwaves would join with the special interests in curbing this new service."

**The FCC wants to make permanent a rule requiring TV broadcasters to file reports annually that detail their children's educational and informational programming practices.** The current reporting requirement, in effect since 1998, expires this year. As an alternative, the FCC requested

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public input on requiring stations to file reports quarterly via the agency's electronic filing system. Comments are due June 12; replies, July 12.

**Carol Melton, Viacom's senior vice president for government affairs, will assume responsibility for the Washington operations of the new Viacom, including CBS Corp.** "I'm happy to be continuing my role overseeing government affairs for Viacom and, after we close the merger, for the new Viacom, including CBS," Melton said. Viacom's Washington office will remain intact and will include Vice President of Government Affairs Dede Ferrell and Vice President of Regulatory Affairs Anne Luce. Melton will report directly to Mel Karmazin, who will be president and COO of the new company. CBS' lobbying outfit will be dismantled. CBS Senior Vice President Martin Franks will continue to work for Karmazin but will no longer head up CBS' lobbying efforts or corporate communications. "I will keep doing what I've been doing for the past year and a half, which is whatever Mel tells me to do," Franks said. Gil Schwartz, senior vice president of communications at CBS, and Dana McClintock, vice president, will continue to represent CBS, while Carl Folta will head up all corporate communications for parent company Via-

## Springer reups with Studios USA



Jerry Springer gets \$30 million contract.

Jerry Springer probably won't be complaining about the way Barry Diller is running his controversial show anymore.

Springer, the host of Studios USA's *The Jerry Springer Show*, received a new contract from Diller that will pay him more than \$30 million over the next five years, sources say.

The controversial talk show host reworked his contract with the studio, adding on another season to his current pact and adding a bundle of money at the same time. Since Studios USA eliminated much of the fighting from Springer's Chicago-based show last season, it has dropped out of the top spot in the syndication ratings, and there was talk that Springer wanted to take it to another distributor.

The talk show host was publicly peeved with Studios USA's handling of the show after it became the most talked-about series on television a year ago. Now Springer, who is in his ninth season with the show, will continue through the 2005 TV season at over \$6 million a season.

Springer is also set to host an interactive game show for Studios USA that will likely debut next season. Sources say Studios USA is shopping the game show to cable and broadcast outlets and also mulling the possibilities of bringing the untitled game into syndication. The former Cincinnati mayor is also the host of a British chat show that sources say may turn into a weekly series in the U.K. next season. —Joe Schlosser

com. John Orlando, CBS vice president, Washington, will no longer handle Washington affairs for CBS or Viacom, but Franks says Orlando is considering other options within Viacom. Gail MacKinnon, vice president of federal relations, may transfer to Viacom's Washington office.

**David Rabinovitch has been named vice president of production at KCTS-TV Seattle.** He is a partner in Moving Pictures Production Group, a San Francisco production company.

**Former cable-turned-radio mogul Jeffrey A. Marcus has found another new business to lead.** Last Wednesday, he was named chairman of Dallas-based eVentures Group Inc., an

Internet communications-oriented company backed by investors including Liberty Media Group. eVentures was formed last year to invest in Internet communications businesses, such as phone-free.com and Internet Global Services.

**Panasonic has sold a DVCPRO News Automation (DNA) server system to wxyz-TV Detroit.** It will be used for news post-production, storage and multichannel playback to air. The configuration for wxyz includes a seamless network of four Newsbyte nonlinear editing systems with dual redundant SGI Origin200 GIGA channel servers working on a Prisa Fibre Channel network. Ciprico Fibrestore online disk

arrays provide the DNA system with a total of 32 hours of online storage. The system will be phased in during the year.

### Corrections

In the April 3 story titled "Cable ekes out small gain," the last line should have read "CNBC's total day remained constant at a 0.4."

Fox Sports Net Southwest's deal for the broadcast and cable rights to the Texas Rangers also includes the rights to the Dallas Stars and Mesquite Championship Rodeo. The Rangers, the Stars and Mesquite Championship Rodeo, however, are not owned by Fox as indicated in March 27 story "The Rights of Spring."

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## Thanks

You can buy a study that will say just about anything you want (look at the low-power FM interference issue, on which both sides are right, according to their studies). But you can't juggle the books to make a station sponsor a community program to stem teen pregnancy. You can't skew the numbers to make a station hold a telethon to raise money for scholarships for African-Americans. And no matter how much money a station makes with its regular programming, that doesn't make its employees less praiseworthy for dropping everything to cover a tornado, provide life-saving information, then follow up with food and toy drives. That is why we have no qualms about adding our names to the charities and government agencies that joined with NAB to celebrate the industry's \$8.1 billion in public service.

And as for the accuracy of that figure: We can only say that it wasn't that long ago (OK, it was, but we have long memories) that this magazine did its own annual survey of station public service, breaking news and investigative reports. It often ran to 40 or more pages and, at that, merely scratched the surface. Armed with that knowledge, we were particularly surprised at the ungenerous tone of some of NAB's professional detractors last week. "They [broadcasters] are sucking up to charities and doing self-serving public service campaigns rather than providing serious local news and information that citizens need," said one. That is a person who not only sees the glass as half-empty (and incorrectly so, at that) but also breaks the glass and leaves the pieces where someone can step on them. If raising millions for charity is sucking up, we're all for it. And we'll also agree that since broadcasters are parents and drivers, PSAs against violence and alcohol abuse are indeed self-serving.

Broadcasters can work on being ashamed of the money they make some other time. For now, broadcasters should take pride in that \$8.1 billion figure, which, we hasten to add, is divided among thousands of station employees who are not cleaning up on mergers or station sales or spot prices but are simply doing good things to help people.

## Can we get there from here?

Multipath interference has nothing on the Advanced Television Systems Committee, which has scrambled the DTV picture even further. The committee dropped its back-to-the-wall defense of its own standard and said it would form a committee to study DTV transmission issues, including whether the standard should be altered to include COFDM. It isn't entirely clear whether that was a political move not to appear obstructionist (given that the FCC had already agreed—however reluctantly—to look into COFDM) or whether it was an acknowledgment that the reception problems of 8-VSB may not be resolvable at the receiver end. Or perhaps it was in the interest of some broadcasters newly into datacasting and eyeing the mobile applications of the COFDM standard.

But let's not get hung up on motives. What is important is that broadcasters and receiver manufacturers work quickly to correct 8-VSB or approve COFDM as an acceptable alternative. It is a tall order, but it goes unfilled at broadcasters' peril. They should probably get a reprieve on the DTV buildout deadlines, but such a reprieve could actually prove a death sentence if it leaves broadcasters (a) at a competitive disadvantage with other media and (b) in danger of losing the DTV spectrum altogether. The Las Vegas Convention center should be converted to a DTV war room. If this isn't resolved soon, the industry may wind up coming up with the ideal buggy-whip standard in a world that has passed it by.

## WHAT DO YOU THINK?

We invite your comments on our editorials and other matters affecting the TV, radio and Internet businesses. You may submit a letter to the editor by mail (Harry A. Jessell, Editor, BROADCASTING & CABLE, 245 West 17th Street, New York, N.Y., 10011); by e-mail (jessell@cahners.com); or by fax (212-337-7028). Your letter may be edited for clarity and length and may appear on our Web site (broadcastingcable.com).

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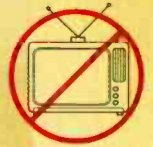
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