

Retrans spices NCTA | Big cable upfront | Thurston out

May 15, 2000

Carrers.

\$4.95

# Broadcasting & Cable



\*\*\*\*\*  
 #0075184 AUG01 \*\*\*\*\* 5-DIGIT 591  
 JOHN C JOHNSON RECD 238  
 KTVB-TV  
 265 WATERTON WAY  
 BILLINGS, MT 59102-7755

## West Coast Wing

### Inside NBC's strategy to topple ABC and retake prime time

**NBC's Scott Sassa (l) and Garth Ancier**

TOP OF THE WEEK / 4  
 BROADCASTING / 38  
 CABLE / 26  
 TECHNOLOGY / 45  
 INTERNET / 50



**SOLD**

**W IN DECADES!**

**That  
'70s  
Show<sup>SM</sup>**



**THE BEST SHOW**

---

CARSEY ◊ WERNER  
DISTRIBUTION, LLC

visit us at [www.that70sshow.com](http://www.that70sshow.com)

**THE  
BEST  
SHOW  
IS ALWAYS  
THE BEST  
IDEAL...**



## TOP OF THE WEEK / 4

**Retrans rehash** At NCTA, cable leaders decried Disney/Time Warner spat and called for changes to consent rules. / 4

**Under pressure** Disney leads battle to force NAB to weigh in on AOL-Time Warner merger. / 10

**Showing off** Broadcast networks promote their next season's wares to advertisers. / 10

**School days** Station groups launch training academy for local salespeople. / 10

**Initial investment** First financing by broadcasters' fund for minority companies goes to UBO Network. / 13

**Just said no** Mitsubishi won't renew its sponsorship of CBS' HDTV programming. / 13

**For more late-breaking news, see "In Brief" on pages 72-73**



**Cable upfront soars** Ad buys rise 25% to 30% over '99 to beat out broadcasting. / 10

TNT's 'Nuremberg' attracted advertisers' attention.

## COVER STORY

Cover photo:  
Cynthia Moore  
Photography



# West Coast Wing

Inside NBC's strategy to topple ABC and retake prime time / 16

## BROADCASTING / 38

**Buying and spinning** Emmis will spin off TV group, recently doubled with acquisition of 15 Lee stations. / 38

**Stock stats** Financial results at SBS, Big City Radio, Regent and Salem Communications. / 40

## CABLE / 26

**If you can't lick 'em...** Blockbuster will sell DirecTV service in its 5,000 video stores worldwide. / 26

**SPECIAL NCTA 2000 REPORT** **What's driving digital** Movies, Internet, target programming: Everyone has an opinion. / 28

**By the numbers** Lifetime Senior Vice President of Research Tim Brooks talks about what's hot in television and why. / 34

## TECHNOLOGY / 45

**Making rules** ATSC nears approval of specification for datacasting. / 45

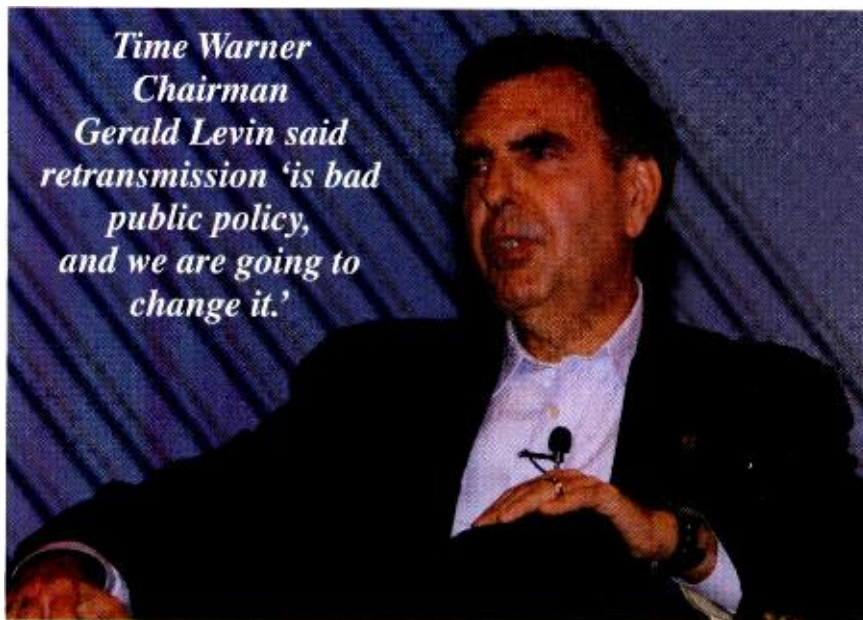
**Tapeless commercials** Video Networks Inc. will create a network for delivering digital ads to Charter Communications headends. / 45

## INTERNET / 50

**SPECIAL NCTA 2000 REPORT** **Click on TV** Microsoft platform begins testing at Rogers Cable in Toronto. / 50

**Getting real** Video-on-demand moves out of the concept phase. / 52

Changing Hands.....	56	Fates & Fortunes.....	60	Nielsen Ratings.....	32, 44
Classifieds.....	62	Fifth Estater.....	59	Station Break.....	41
Closed Circuit.....	8	Financial Wrap Up.....	13	Technically Speaking.....	48
Cutting Edge.....	46	Get w/the Program.....	42	Washington Watch.....	14
Datebook.....	58	Hooked Up.....	31		



*Time Warner  
Chairman  
Gerald Levin said  
retransmission 'is bad  
public policy,  
and we are going to  
change it.'*

## NCTA pans retrans

*Industry sees public squabbles as Pyrrhic, but unites in opposing rules it says are hurtful*

By Bill McConnell

**C**able chieftains donned masks of bravado and indignation last week at their annual gathering in New Orleans.

But even as they lauded Time Warner for battling a broadcast network just days before, cable's elders warned: too much blood has spilled already and additional fighting could prove costly.

Throughout the NCTA's annual convention in New Orleans, Time Warner's day-and-a-half showdown with ABC-Disney over retransmission contracts was topic No. 1. That was in part because there was little else to fill conversation for the 30,000 attendees—no major deals, no sweeping technology disclosures, no burning network start-ups.

Only parties. The show's home-team cheerleading crescendoed with a prediction by CS First Boston cable analyst Laura Martin of the "death of DBS," which has taken 10 million subscribers away from cable. Even the most bullish cable executives laughed at the comment.

Top executives of the leading systems repeatedly railed against government carriage rules that, they claim, give broadcasters too much power to wring expen-

sive compensation from franchise holders seeking to carry local TV stations.

They also vowed to take their fight to Capitol Hill. "It's bad public policy, and we are going to change it," declared Time Warner Chairman Gerald Levin during the convention's opening session.

Broadcasters said they would vigorously fight attempts to alter the must-carry/retransmission consent rules.

"The National Association of Broadcasters will strenuously support the rules because this provides a modest restraint against the cable cartel's monopolist tendencies," said NAB spokesman Dennis Wharton. "If Gerry Levin thinks he can get rid of retransmission consent, he does not have a sense of where things are going," said one station-group executive, who asked not to be named.

Cable executives are out of sorts over eight-year-old carriage rules that allow a local broadcaster either to demand "must-carry" rights that obligate the hometown cable franchise to add the station to the channel lineup, or to choose "retransmission consent" negotiations in hopes of wringing concessions in return for permission to carry their signals.

The choice of which option to take

usually depends on the bargaining position of the station.

Cable operators say the rules are unfair because only the most popular stations choose retransmission consent—generally major network O&Os or affiliates. As Time Warner's aborted decision to cut the ABC signals in seven metro markets demonstrated, system operators don't really have the option of eliminating market-leading stations.

That gives broadcasters tremendous leverage to win valuable compensation packages that include carriage of affiliated cable channels on a system's basic tier, according to operators. Cable subscribers ultimately are the losers, because customers are forced to pay for a lot of programming they don't watch.

In the standoff with ABC, for instance, parent Disney wanted to link carriage of network affiliates to place-



*Kennard: 'I hope disputes can be settled in the boardroom and not on a blank screen.'*

ment of the new SoapNet channel on the Time Warner system and a \$1 billion-plus, 10-year compensation package for the Disney Channel.

"The time has come to re-examine whether the current retransmission-consent mechanism really serves consumer interest," asserted National Cable Television Association President Robert Sachs.

Despite the calls for a crusade to Washington, however, Sachs conceded that the distraction of presidential campaigning provides almost no chance for such controversial legislation this year.

Instead, the cable industry will have to settle for "education" efforts aimed at explaining to lawmakers the cable industry's problems with the carriage rules, he said.

Such an outreach would help the NCTA gauge support for a real legislative effort in the next congressional session and could blunt the political fallout if more carriage fights erupt when other retransmission deals come up for negotiation in coming months.

Cable executives frankly acknowledged that it's best to avoid a fight for a variety of reasons, the least important of which may be the public-relations black eye Time Warner suffered for

# HELLO 70 MILLION

©2000 Viacom International Inc. All rights reserved. Viacom

NOW BRINGING MUSIC INTO 70 MILLION HOMES



Music First®

Source: Nielsen April 2000, Universe Estimates

cutting off ABC signals.

They also risk heavy-handed government regulation of retransmission contracts and, what's even more ominous, public pressure to reverse the government's decision to shun access rules for cable Internet services.

Time Warner's plans to merge with America Online have been dragged into the controversy as well.

FCC Chairman William Kennard warned of the various pitfalls when he addressed an NCTA breakfast gathering and urged the industry to police its own.

"The industry has to insist that its members act responsibly. In the future, I hope disputes can be settled in the boardroom and not on a blank screen," he said.

If consumers feel they are little more than pawns to corporate giants, he continued, they will demand government intervention, just as they demanded rate regulation in the 1992 Cable Act.

By denying customers' the ABC signal, he added, Time Warner has reignited debate over the need for federal rules

barring cable firms from discriminating against unaffiliated Internet providers.

"The Time Warner-ABC dispute raises demons of distrust among consumers. And it raises concerns about



**TWC's Collins: 'Our customers are not happy, and the politicians don't like it either.'**

whether or not the cable industry is capable of being the honest gatekeeper to the Internet," Kennard said.

Cable industry officials were quick to pick up on Kennard's admonition, and expressed deep regret over Time Warner's decision to boot ABC

off seven systems.

"There is no winner in these kinds of situations; its lose-lose," said Brian Roberts, President of Comcast Corp. "So we should try and privately work these

things out. I hope that's a two-party discussion, not a public discussion."

If Washington revisits the carriage regime under public pressure—as opposed to cable industry pressure—the result could well be rules dictating channel-tier placements and re-regulating rates. "I don't think that's the model any of us want," Roberts said.

"It can get awfully hot, awfully quick," said J.D. Derderian, the House Commerce Committee's Republican staff director. "The time is ripe for someone to try settling a score" against business rivals rather than better laws. "If there's a way for business people to figure out how to deal with this, I urge you to do it."

Cox Communications CEO James Robbins—whose company's battle with Fox resulted in a six-day loss of Fox's TV signal earlier this year—said system operators and programmers alike should recognize that they can't live without each other.

"I certainly am going to appeal to our programming suppliers. We do represent 70 million customers that want that programming. So, let's not screw it up for everybody by getting it out of whack."

Even Time Warner Cable Chairman Joseph Collins was indicating contrition, though he continued to lay most of the blame for retransmission disputes on broadcasters' efforts to "extract" concessions from operators.

"Clearly, our customers are not happy, and the politicians don't like it either," he said. "There is much more chance that these issues will be worked out between the companies."

Already, some fallout has occurred in the nation's capital. The FCC plans to hold a hearing by early June on the AOL-Time Warner merger, and House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) has one in the works as well. A key focus of those hearings likely will be whether the merged company will have too much control over Internet access and content.

But lawmakers warn there's no chance of congressional aid anytime soon. Tauzin told conventioners he "doesn't see it happening."

Some cable officials believe a limited strike might succeed. James Cicconi, AT&T's Washington lobbyist, said lawmakers need to create a retransmission process that allows cable operators separate retransmission compensation for local stations from that of affiliated cable channels. ■

## Does 'screen bias' go both ways?

Should ABC be forced to promote The WB's *Buffy, the Vampire Slayer* during *Who Wants to Be a Millionaire*? Or pick up Warner Bros. romantic comedy pilot *Fortunate Son* this fall season? Or suggest news surfers go to CNN's Web site, not just ABCnews.com?

You might say no. But that is, in part, the kind of access ABC and its parent Walt Disney are seeking to impose on Time Warner and America Online.

Disney wants to flatten many of the promotional advantages a combination of the Internet and entertainment companies such as AOL-Time Warner, would have in exploiting its portfolio of products.

Those are the same advantages, of course, Disney exploits by using its broadcast stations to carry its ABC network, which carries Touchstone TV-produced shows, which promotes Disney-owned Web sites.

The network fired the latest round in its comments filed last Thursday to the FCC, raising the issue of "screen bias." That's AOL-Time Warner's means to favor its own content on AOL's home page or Time Warner Cable's on-screen TV program guides.

Disney/ABC implores the commission to allow outsiders access on a "non-discriminatory" basis.

"The Commission simply cannot run the risk of any one company securing a position as the dominant keeper of the broadband pipe, the guard at the broadband gate, the master of broadband's content and interactive services and a principal beneficiary of broadband's economic proceeds," Disney pleads.

Since CNN presumably won't have to cut a check to become AOL's news provider, should the FCC allow the dozens or hundreds of other providers to get access without charge as well? Or allow all of them buttons on the home page? Disney/ABC offers no detailed suggestions.

Eliminating cross-promotion would wound the golden goose. Morgan Stanley Dean Witter media analyst Richard Bilotti said that if the FCC somehow could prohibit a movie studio from being promoted on a sister cable network "the entire construct of media conglomerates comes apart."

Time Warner responds that it will willingly carry a mix of content from all sorts of providers. Doing otherwise, it explained, would repel surfers and viewers from AOL, WB and HBO.

—John M. Higgins



# NAB on AOL-TW offensive

*Board is considering asking the FCC to set strict conditions on merger*

By Bill McConnell

**T**he National Association of Broadcasters this week will consider asking the FCC to impose strict conditions on Time Warner's merger with America Online, when the organization's TV Board holds a conference call Wednesday.

Among the ideas under consideration, according to industry sources, are requiring Time Warner cable systems to carry the digital signals of local TV stations. Board member Walt Disney Co., parent of ABC, also is pushing the FCC to prohibit AOL-Time Warner from discriminating against unaffiliated content providers on either the primary cable system or on broadband Internet service.

NAB officials stressed that there has not yet been a decision to weigh in on the merger, much less which specific actions would be recommended. "The whole issue of AOL-Time Warner will be decided by the board, including whether the merger approval should be linked to anything," said NAB spokesman Dennis Wharton.

The NAB did not file reply comments to the FCC by a May 11 deadline. Disney, BellSouth, the Association for Maximum Service Television and several municipal governments, along with Time Warner itself, did weigh in on the deal last week.

Disney, which two weeks ago called a truce in its fight with Time Warner over carriage of ABC and other channels, is leading a high-profile lobbying battle to prevent AOL-Time Warner from giving preferable treatment to Time Warner networks. Disney officials also warn that merging the world's largest Internet provider with the second largest cable system in the U.S. would create a company that will control the broadband pipeline.

"Nothing could be more harmful than closed distribution platforms used as vehicles to steer consumers to affiliated content and services," Disney offi-

cialists told the FCC. "Only by spelling out what is acceptable and unacceptable conduct in this marriage, is there any hope that it will be a good one for American consumers."

Many broadcasters may be motivated by old-fashioned dislike for Time Warner—a company with which several have frequently clashed over issues such as retransmission consent and car-

riage of broadcaster signals for electronic program guides—rather than a sense of threat from AOL.

"There's a big difference between Time Warner, which has been at the throats of broadcasters for years, and companies like AT&T and Comcast," said one industry source, who asked not to be named. "There is a lot of sentiment for beating up on Time Warner." ■

## Cable upfront wins the battle for bucks

*Ad buyers set new budget priorities, shaving broadcast while pumping up its rival 25% to 30% ahead of last year*

By Steve McClellan

**T**he cable upfront advertising market moved last week, for the first time, well ahead of the broadcast network prime time sales market. Cable executives and ad buyers say cable's upfront take this year will be in the \$4.5 billion to \$4.7 billion range, between 25% and 30% ahead of last year.

Cable executives say most of that increase is coming from advertisers shifting pieces of their broadcast budgets to cable. Officials at Turner say their entertainment cable networks—TNT and TBS—are getting double-digit price increases. Many clients are spending 30% to 50% more on the Turner networks this year versus last, said Liz Janneman, executive vice president, Turner Entertainment Sales.

The two Turner networks expect to be about 75% sold by week's end, Janneman said. "Last week the dam broke. We're in discussions with or have con-

cluded deals with every major agency."

Lifetime, helped by strong interest in its new *City Lights*, starring Nancy McKeon and Bonnie Bedelia, also reports big budget increases from clients (in excess of 30% in some cases) and price increases in the mid-teens. "We started writing a lot of business last week," said Lynn Picard, executive vice president, sales, Lifetime.

As to why the bulk of the cable money moved first this year, Picard noted, "The value of cable networks has increased so much the past couple of years it's just a good deal to buy cable."

Turner's Janneman said the huge budget increases cable is getting means advertisers are shifting dollars out of broadcast. Clients aren't boosting their overall budgets by 30%. "More advertisers are shifting dollars from broadcast to cable." Most of those shifted dollars are targeted to the top tier of cable networks, creating higher demand for the inventory on those networks, she added.

At Turner, advertisers are showing



*Lifetime, helped by strong interest in its new 'City Lights,' starring Nancy McKeon, reports big increases from clients.*



Advertisers are particularly interested in TNT's original films package, which includes drama 'Nuremberg.'

particular interest in TNT's new fictional Wall Street series, *Bull*, and in its original movies package, including *Nuremberg*, starring Christopher Plummer, Alec Baldwin and Brian Cox.

Cable's brisk upfront doesn't mean the broadcast networks are going to have a down year. Quite the contrary: some analysts predict the broadcast upfront will increase 10% to 15% with a total six-network take between \$7.5 billion and \$8 billion.

Others see a more modest 5% to 7% gain. NBC President Bob Wright says NBC will do 30% more business this year (see cover story), although that includes advertising for the Olympics, which air in September and are being packaged with prime time sales.

Ad buyers confirm that money shifted from broadcast to cable this year. Tim Spengler, executive vice president, national broadcast, Initiative Media, a Los Angeles-based ad buyer, noted: "Cable is more efficient and it's more targeted. It doesn't necessarily do a better or worse job."

But cable is a clear alternative in the face of ever-increasing costs on the broadcast side, said Spengler. As to the broadcast upfront, expected to break next week, Spengler predicted the amount of new money would be "closer to 5% than 10%."

Cable's price and share of budget gains come despite ratings declines for most cable networks this year—a trick the broadcast networks have pulled off for years. But Chris Rohrs, president of the Television Bureau of Advertising, said it's a sign the upfront selling process is dysfunctional.

Advertisers are getting the short end of the stick, or at least not the value they should be getting. Rohrs' pitch: make national spot advertising part of the upfront, which would give advertisers more choice and geographic targeting opportunities as well. ■

## CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

### NEW YORK

#### Smoothed feathers

Look for a quieter, less contentious NBC affiliate meeting this year, says Alan Frank, outgoing chairman of the NBC affiliate board.

Last year's meeting came right after the network announced a plan to recapture early-morning inventory, and not long after NBC President Bob Wright made remarks (he later said he was misquoted) suggesting that the network was prepared to use cable for distribution in some markets.

This year, the relationship has been strained by NBC's alliance with Paxson, although the network recently soothed affiliate nerves by putting a plan to repurpose the *Nightly News* on hold. "I think the meeting will go quietly," said Frank.

After a two-year stint, Frank will step down as chairman, and Jack Sander, president of Belo's television group, will succeed him. Frank will stay on in an ex-officio capacity.

#### Multichannel measurement

A Houston car dealer buying ads on *La Femme Nikita* might want to check to see how much audience he's getting, the Television Bureau of Advertising suggests.

"The Nielsen numbers reported for cable networks include audiences viewing those programs over ADS [alternative delivery systems such as DBS and microwave]. While ADS subscribers can see the commercials on local broadcast stations, they do not receive local commercials on non-broadcast programming. This hidden factor represents an overstatement of cable's delivery for local advertisers," said TVB President Chris Rohrs.

TVB and NAB have asked for help. "We've been talking to Nielsen about publishing those numbers in component parts: wired cable and alternative delivery systems, which is almost all satellite. It's more important now, as the subscription levels of DBS grow.

The presumption [for local advertisers] is that it's all cable."

"They're right," said Nielsen spokesman Jack Loftus. "We do include a note in local reports that alerts the marketplace to this situation, but advertisers who buy local time do need to be vigilant. Those numbers do include satellite subscribers who don't receive the same commercials on non-broadcast cable programming. We are working to change that as we rewrite our local reporting system software." Nielsen estimates there are as many as 25 markets with 15% or more satellite penetration and 25 markets with 20% or more.

Joe Ostrow, president of the Cabletelevision Advertising Bureau, called the issue "nonsense," saying cable is the real victim of under-reporting. "The bigger problem in local audience measurement is the use of diaries that misstate the cable audience by at least 40%."

### HOLLYWOOD

#### Win one for the V.I.P.'er

Outgoing Columbia TriStar Television Distribution President Barry Thurston didn't play in last year's Ryder Cup, but, earlier this month, he received recognition from U.S. Ryder Cup captain Ben Crenshaw for helping inspire the team to victory.

Thurston and one of his studio's top stars, Pamela Anderson Lee, teamed up for a video clip shown to the team the night before their come-from-behind win over the international squad. Anderson Lee and the rest of the cast of Columbia's *V.I.P.* series taped a comedy-filled message with encouraging messages from others, including President Clinton.

"The video from Pamela Anderson Lee helped put us over the top," Crenshaw said in his letter to Thurston.

Thurston is a top amateur golfer and close friend of PGA Tour star Justin Leonard, who sank the long putt to win the 1999 Ryder Cup match.

Talk to the dead.  
Run with aliens.  
Disappear.

» | (All from the comfort of your couch.)



**John Edward**

Believe in life after death? You will after watching SCI FI's new original talk show. Premieres in July. Sunday-Thursday at 11 pm ET.



**Farscape**

What TV Guide calls "the best science fiction series of the year." Fridays at 9pm ET.



**Invisible Man**

A classic update for the 21st century. He's the best new character you WON'T see on TV. Disappearing in June. Fridays at 8 pm ET.



**Frank Herbert's Dune**

SCI FI's true-to-the-novel epic mini-series features Academy Award-winner William Hurt. Sun, December 3rd - Tues, December 5th at 9pm ET.

Four of this year's new **SCI FI ORIGINALS.**

Now reaching 60 million households. And that's just here on earth. Are we reaching your households?  
Eastern region 212-413-5150, Central region 312-644-5413, Western region 310-201-2300



# Hollywood heads East for posh presentations

*Nine broadcast networks make pilgrimage to Manhattan to show wares to Madison Ave. advertisers*

By Joe Schlosser

**H**ollywood invades New York City this week as nine broadcast networks show off their fall schedules for Madison Avenue clients.

Faux schedules abounded as development rumors went into the weekend, with network executives locked in screening rooms making their final moves.

NBC will get the week going with a. afternoon song and dance today (May 15) at Lincoln Center (for news about NBC's schedule see cover story) along with Telemundo at the Sony Imax Theatre. The remainder follow, concluding with UPN and Fox on Thursday.

Industry sources late last week speculated that ABC would run the game show *Who Wants to be a Millionaire?* five nights a week next season, with 8 p.m. ET/PT showings on Monday, Tuesday and Friday nights. *Millionaire* is expected to air at 9 p.m. ET/PT on both Thursday and Sunday nights. Sure things for ABC's lineup include *Gideon's Crossing* with Andre Braugher, a comedy with Geena Davis called *Lost And Found* and *The Beast*, a drama based on a fictional cable news network à la CNN. ABC was mum.

At CBS, two new series considered locked-in are a remake of *The Fugitive*, starring former *Wings* star Tim Daly, and a sitcom starring *Bette Midler*. A sitcom from David Letterman's *Worldwide Pants* called *Mr. New York* and *Yes, Dear*, a sitcom from 20th Century Fox TV are also considered favorites.

Fox, with holes to fill, has a deep development bench. Said to be solid is a comedy starring former *Roseanne* star John Goodman, *Teachers* from David E. Kelley and drama *The Street* from *Sex and the City* creator Darren Star.

*Titanic* director James Cameron's drama *Dark Angel* and Chris Carter's *Lone Gunmen* project are also said to be on the inside track.

UPN has a handful of comedies trying to get into its Monday night "eth-

nic-skewing" lineup, including front-runner *Girlfriends* from Paramount and *Frasier* star Kelsey Grammer.

A pair of action dramas and a sketch comedy show in the vein of *In Living Color* are also considered top contenders. The WB also has sketch comedy show, *Hype*, that will likely find its way onto the fall schedule as well as a new comedy starring Nikki Cox that is considered a shoe in.

Drama *Gilmore Girls* is the best of the batch, WB insiders insist, and comedy *Grosse Pointe* will likely be joining the five-year-old network's grid. ■

## Springing the fall

Here's where and when broadcast networks will present their new schedules in New York City.

### Monday, May 15

**NBC**, 1 p.m. Metropolitan Opera House at Lincoln Center  
**Telemundo**, 6:30 p.m., Sony Imax Theatre

### Tuesday, May 16

**The WB**, 9 a.m., Sheraton Towers  
**ABC**, 3:30 p.m., Radio City Music Hall

### Wednesday, May 17

**Pax**, 9 a.m., City Center Theater  
**Univision**, 11 a.m., Cipriani's  
**CBS**, 3:30 p.m., Carnegie Hall

### Thursday, May 18

**UPN**, 11 a.m., The Theater at Madison Square Garden  
**Fox**, 3:30 p.m., Beacon Theater

## Selling U: Groups launch TV sales school

By Dan Trigoboff

**I**ncreased competition for ads has led Hearst-Argyle, Belo and LIN to create a training academy for local TV-station salespeople.

"Given the explosive growth of media outlets, high-quality training for media salespeople becomes all the more important," says Tony Vinciguerra, executive VP and COO of Hearst-Argyle Television. He also hopes the training will help the three companies keep good salespeople.

"As the marketplace becomes more complex, it's more important than ever to make sure our salespeople are as highly trained and as knowledgeable as they can possibly be," says Paul Karpowicz, vice president, LIN Television.

The Broadcast Sales Academy will run four-and-a-half weeks this summer for 30 to 40 entry-level or new salespeople at Belo's Dallas campus. The curriculum will include news production, ratings, research, operations of TV stations and ad agencies, field trips to stations and a newspaper plant, and a day of classes at the University of

Texas, Austin. Broadcast consultant Ron Steiner will run the academy, with guest lecturers drawn from the industry and from industry organizations, including the National Association of Broadcasters and the Television Bureau of Advertising.

Students will learn the operations of a TV station and an advertising agency, as well as news production, ratings and research, business etiquette and community service. Each of the three partner companies will be permitted to send 10 students.

TVB President Chris Rohrs, who will be among the guest faculty, hopes the idea will spread. "This is the first time I've heard of this kind of collaboration and this kind of depth and comprehensiveness. These are three of the best groups in broadcasting, and this is a good expression of leadership."

The three groups are able to find common ground in part because, despite the more than 60 TV stations among them, they compete in only a few markets. "But even if we had a little more overlap," says Vinciguerra, "we're of like minds on this." ■

# ACCEPT NOTHING LESS.

From the network that brought you the Emmy Award-winner for Outstanding Miniseries, *Horatio Hornblower*, and three-time Golden Globe nominee, *Dash & Lilly*, comes a new season that brings even more outstanding original movies, including *Longitude*, *Spenser: Thin Air*, *The Great Gatsby*, and new *Horatio Hornblower* movies.

• A&E Network ranks among the Top Ten Television Brands of the 1990s in overall quality.\*

• A&E Network is #1 in mentions among "Five Favorite Channels Carried by System." \*\*



Timothy Hutton in  
*The Golden Spiders*



Jeremy Irons in  
*Longitude*



Joe Mantegna in  
*Spenser: Thin Air*



Ioan Gruffudd in  
*Horatio Hornblower 5 & 6*

Mira Sorvino in *The Great Gatsby*

\* Source: Total Research Corporation (EquiTrend, Surveys 1990-1999)

\*\* Source: 1999 November Beta Research, Cable Subscriber Study Evaluation of Major Cable Networks. A&E was tied for #1 among viewers of network.

©2000 A&E Television Networks. All Rights Reserved. Photos: ©Andrew Eccles; ©Granada Media 1999; ©Christian Lantry

**A&E**  
Escape the ordinary™  
AandE.com

# Barry Thurston is a firm go

Syndication exec leaving after 17 years with Columbia TriStar; Mosko due to ascend

By Joe Schlosser

**C**olumbia TriStar Television Distribution executive Barry Thurston is stepping down as president of the Sony-owned company's syndication division, ending a career that began at the studio more than 17 years ago and ushering in a new era.

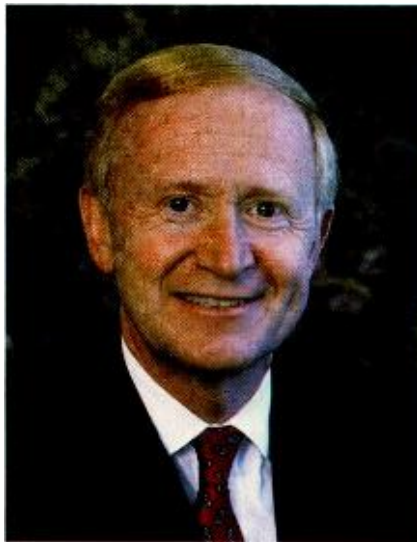
Thurston, who was at the studio from *Sanford & Son* to *Seinfeld*, will officially leave the Culver City, Calif., unit on July 1. CTTD's Executive Vice President of Sales Steve Mosko is expected to be named Thurston's replacement within the month. Mosko has been running Columbia TriStar's syndication sales division since 1994, and he's been with the studio since 1992.

Thurston led CTTD since 1992, boom years financially, especially with off-network sitcom sales of shows like *Seinfeld*. That comedy alone is expected to gross well over \$2 billion in syndication revenue in its first two cycles of syndication, and a third cycle of sales will likely follow in a few years. Thurston oversaw both sales efforts on *Seinfeld* and also the distribution efforts on recent hits *Mad About You* and *Married... With Children*.

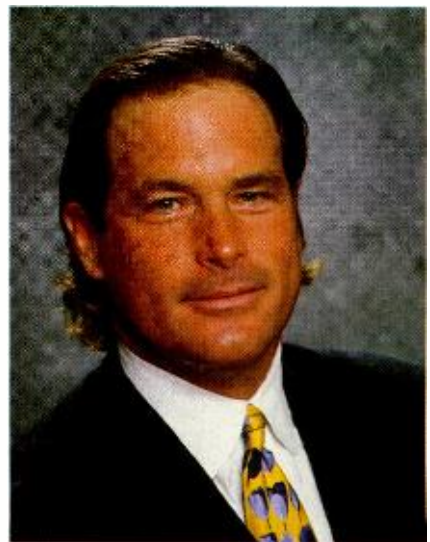
Thurston's career reaches back to the days of Embassy Communications and then Coca-Cola's involvement in Columbia in the mid-80s. But last week, he said, "It was time, my time, to move on. I have been lucky enough to have been surrounded by really good people, and, as a team, we have positioned this company where it is today. My stay here was filled with certain goals and strategies that I think we have helped accomplish. My career has been a lot about timing, and I believe that, for me, this is the right time for a new challenge."

It may be a little more complicated than that. Thurston had been rumored to be in line for a promotion at the studio for the last several months, possibly into a position overseeing both Columbia TriStar's syndication and network television efforts. But that possibility was quashed last month when new Sony Pictures Entertainment President and COO Mel Harris hired former UPN executive Len Grossi to oversee Columbia TriStar's network television efforts.

"Barry has been a major contributor



**Veteran executive Barry Thurston (l) is leaving the Sony-owned company's syndication division of his own volition; Executive Vice President of Sales Steve Mosko is set to be named his successor.**



to the television accomplishments at Sony Pictures Entertainment," says Harris. "His sales and programming skills are renowned throughout the industry, and he leaves a strong and vibrant enterprise. Barry has been a close business associate of mine for 30 years, and I'll miss his presence."

Thurston won't discuss what went down at the studio, but he says that he has no plans to retire, and that he's looking forward to a new spot, most likely in the television industry. He says he is leaving Columbia TriStar on his own volition, and that the timing was right contractually.

He's a battler, those who know him are quick to point out. "Barry was just about the most ferocious competitor I have ever come up against, and he's also a friend and a wonderful person," says Thurston's longtime rival Dick Robertson, president of Warner Bros. Domestic Television Distribution. "And there is a piece of me that is happy that I won't be directly competing against him anymore. But there is also a piece that is sad that we won't be duking it out like we have for years, because I always felt selfishly that he brought out the best in me, because he was so tough, so aggressive and so smart."

On the first-run side, CTTD will have 13 original series on broadcast and

cable outlets this fall, including three new syndication efforts. The studio is currently preparing to launch weekly series *Sheena*, court show *Judge Hatchett* and a talk show based on the best-selling book *Men Are From Mars, Women Are From Venus*. Other first-run shows that debuted during his tenure include *The Ricki Lake Show*, *Donny and Marie* and *V.I.P.* On cable, Columbia produces TBS' *Ripley's Believe It Or Not* and Showtime's drama *Rude Awakening*, and the studio will unveil Whoopi Goldberg's *Strong Medicine* on Lifetime this fall. Also during Thurston's watch, the studio created Columbia TriStar Advertiser Sales, which handles all advertising efforts for CTTD programs and those of co-owned The Game Show Network, DirecTV and other syndicated properties.

Mosko has also been a big part of CTTD's success over the last several years, overseeing the studio's five regional sales offices. Mosko started at the studio eight years ago as vice president of CTTD's Western sales region and moved up the ranks into his current position in 1998. Prior to joining the studio, Mosko was vice president and general manager at WPHL-TV Philadelphia. Mosko is also the acting chairman of the National Association of Television Programming Executives (NATPE). ■

# FINANCIAL WRAP-UP

Week of May 8-12

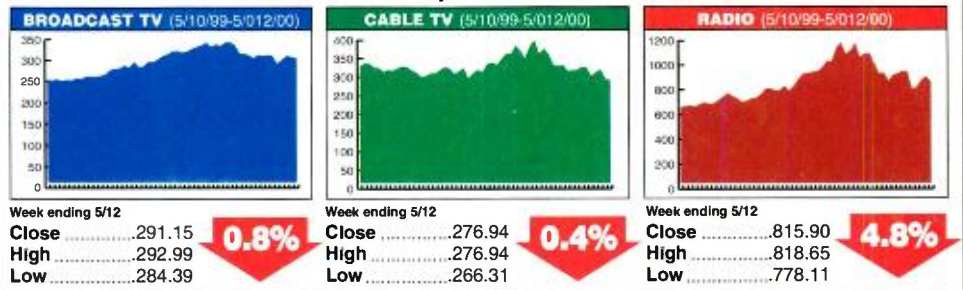
## WINNERS

	5/12	% change
Salem Comm	\$11.00	37.50
Cox Radio Inc	\$83.31	12.58
Scripps Co	\$50.13	12.17
Granite Bdcst	\$6.94	7.77
Cox Comm	\$41.06	7.53

## LOSERS

	5/12	% change
Emmis Comm	\$31.88	(26.83)
Classic Comm	\$7.06	(26.62)
British Sky Bdcst	\$119.99	(23.16)
Telewest Comm	\$51.25	(18.49)
Big City Radio	\$4.38	(16.67)

## BROADCASTING & CABLE/BLOOMBERG STOCK INDEXES



# How UBO funds its groove

*Broadcaster-supported investment resource for minorities backs Harlem Web site*

By Paige Albinia

Urban Box Office Networks is an ultra-hip new Internet company with 250 creators, directors, producers, animators and techno-geeks all working away in a building on 125th Street in Harlem. It's also the first company to reap the benefits of the minority investment pool, the Quetzal Fund, created by broadcasters and Chase Manhattan bank.

The company's main site, [www.ubo.com](http://www.ubo.com), is an online content aggregator targeted to the urban market.

The funders of Urban Box Office Networks are an interesting combination of old and new media. In addition to Quetzal, its backers are media investment banker Allen & Co., MIT Media Lab founder Nicholas Negroponte and Silicon Valley venture capitalist Flatiron Partners. Jimmy de Castro, president and CEO of AM/FM Radio and AM/FM Interactive, also is a private investor.

Quetzal is a \$170-million fund founded by Clear Channel and then-CBS Corp. (now Viacom) and run by Chase Capital Partners (CCP), the private equity unit of Chase Manhattan Corp. Also invested are Belo Corp., Bonneville International, Cox Enterprises, The Walt Disney Co., Cumulus Media, Emmis Broadcasting, Fox Broadcasting, Granite Broadcasting, NBC, Radio One, Susquehanna Radio and Tribune Broadcasting.

CCP hopes to increase the fund's equity to \$300 million before the end

of year, says Reg Hollinger, Quetzal/CCP's managing member.

"The companies we're investing in are very well-managed and tend to have a leadership position in their relative sectors," Hollinger says. "They tend to be growing fast and are most likely not in the start-up phase. We aren't looking at companies that began in a garage yesterday."

Broadcasters created the fund to provide capital for minority- and women-owned businesses that wished to enter the telecommunications field. Broad-

casters began work on the fund two years ago, when FCC Chairman William Kennard and the Clinton administration were pushing the industry to find ways to increase minority participation in the business.

The fund was announced last November by the National Association of Broadcasters as the Prism Fund but, since that name was already in use, was renamed Quetzal (pronounced kate-zal), a South American bird of many colors that symbolizes the fund's multiethnic interests. ■

## Mitsubishi says no to CBS

*Network says it can get new HDTV vendor for this fall*

By Ken Kerschbaumer

Mitsubishi has decided not to renew its HDTV sponsorship of CBS prime time programming for next season, but CBS executives remain confident it will find a new sponsor to take Mitsubishi's place.

"There are plenty of other manufacturers out there who want to continue with these types of deals, and it's just a matter of putting the pieces of the puzzle together," says Dana McClintock, CBS spokesman.

CBS and Mitsubishi will work together on other events, particularly sports.

The lack of a deal also doesn't mean

that Mitsubishi is backing away from HDTV. But Mitsubishi's own research showed that HDTV sponsorship of sporting events was more effective than prime time sponsorship.

Bob Perry, Mitsubishi director of marketing, adds that the prime time advertising did "kick" up sales numbers, but that it was an experiment. "We're not walking away from CBS or HDTV," he explains. "In fact, we introduced more HDTV sets than analog sets at our line show last week in Las Vegas. There's a whole host of events that CBS has, and we're looking at the whole schedule, including regular season NFL games." ■



## WASHINGTON WATCH

By Paige Albinak

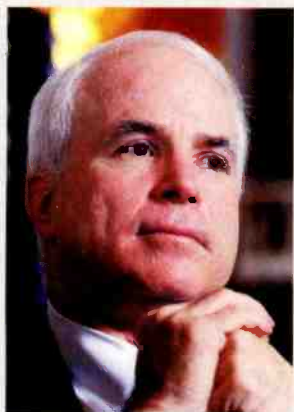
### McCain: 'FCC should move on LPFM'...

Sen. John McCain (R-Ariz.) last week introduced his own bill addressing the FCC's controversial effort to roll out low-power FM stations.

The bill would let the FCC launch the service, which Senate Commerce Committee Chairman McCain supports, as long as it doesn't cause any "harmful" interference. That fact alone isn't much to NAB's liking.

Besides bristling because McCain would allow the FCC's effort to go forward at all, the NAB has taken the position that "Congress should make sure there is no interference before LPFM licenses are issued," NAB President Eddie Fritts informed McCain.

The House of Representatives has passed legislation that would stop the FCC's LPFM effort. Sen. Judd Gregg (R-N.H.) has introduced a similar measure in the Senate.



McCain

### ...while House pushes to kill LPFM

Meanwhile, last week a bipartisan group of representatives from the House Commerce Committee called on FCC Chairman William Kennard to cease its LPFM efforts given that the House of Representatives had passed a law to stop the process last month.

"There is no significant support in the House of Representatives for implementation of the low-power FM rule adopted by the commission on Jan. 20 of this year," wrote Republicans Mike Oxley of Ohio and Cliff Stearns of Florida, and Democrats Frank Pallone, Jr. of New Jersey and Gene Green of Texas. "Indeed, there is overwhelming opposition."

The group said a large enough majority exists in the House to override a Clinton administration veto and that legislation reversing the commission's low-power FM decision is likely to pass this year.

### All religion, all the time

After a skirmish that ran along party lines, the House Telecommunications Subcommittee last week passed a bill, 11 to 5, that would keep the FCC from requiring religious broadcasters to meet programming standards to qualify for noncommercial educational broadcast licenses.

"This gives me the eerie feeling that if we don't legislate in this arena, the FCC once again will try to

impose onerous restrictions on religious broadcasters," said Rep. Billy Tauzin (R-La.), subcommittee chairman.

Ranking member Ed Markey (D-Mass.) tried to amend the measure so that religious broadcasters would have to include an "educational" component in their programming, but Markey's amendment failed after a testy debate between Republicans and Democrats on the panel.

The vote comes after the FCC in January briefly ruled that WQED Pittsburgh, an owner of two non-commercial stations, would have to adhere to specific content guidelines in order to transfer the non-commercial license of one of its stations, WQEX(TV), to religious broadcaster Cornerstone Television.

The FCC remanded the order later that month.

### Routing favoritism

A Senate panel is concerned that the new AOL Time Warner could monopolize Internet services by using devices, known as routers, that would purposely direct broadband users to the media giant's own content.

"In evaluating AOL Time Warner and, indeed, Internet and media competition generally, one of our primary concerns has been ensuring that content is delivered on a nondiscriminatory basis in order to promote the greatest possible diversity of expression and competition in the marketplace of ideas," wrote Senate Antitrust

Subcommittee Chairman Mike DeWine (R-Ohio) and ranking member Herb Kohl (D-Wis.) to FCC Chairman William Kennard and FTC Chairman Robert Pitofsky.

The Senators say a research paper written by router-maker Cisco Systems encourages cable operators to use Cisco's routers to control the speed with which users access certain Internet sites.

### Fending off false fees

In response to a scare generated by an imaginary bill, a House panel last week passed a measure to ensure ISPs can keep charging flat rates.

The bill, passed by the House Commerce Committee, forbids the FCC from levying on ISPs any per-minute charges—a la local and long distance phone service—even though the commission has given no indication it intends to push for such fees. The FCC has said it may consider taxing Internet telephone service, but that issue has not been vetted by either Congress or the FCC.

The "emergency" vote was held in response to a year-old Internet hoax in which a fabricated congressman named Tony Schnell sponsored bill HR-602P. According to that bogus piece of legislation (numbered unlike any other bill before or since), the government would charge users 5 cents for every e-mail sent and then deposit that money with the U.S. Postal Service.

Reports say House leadership pushed for quick action on the bill because Republicans want to pass a stack of Internet legislation in this election year.



# COURT TV RULES.

UP 700% IN PRIME TIME RATINGS!

.8  
WEEK OF  
MAR 6, 2000

.1  
DEC, 1998

COURT TV is laying down the law in ratings and distribution growth. Prime time ratings are up 700% in just 15 months. And cable operators are jumping on board with launches like Cox San Diego with 440,000 subscribers and Comcast of Philadelphia with 230,000, to name a few.

It's a phenomenon that is, according to the Kagan newsletter, one of the great cable network turnarounds of the year. The key to our ratings explosion? Original, compelling and important prime time programming.

Be part of COURT TV's success story. Call Bob Rose today at 212-973-3348 to launch the fastest growing network in America.



**JUDGMENT DAYS SLEEPLESS NIGHTS**

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

Source: Nielsen Media Research, 3/6/00-3/12/00 vs. December 98, M-Su 8p-11p coverage household ratings. Coverage household ratings for all ad-supported networks with subs above 30 million households. Subject to qualifications upon request. © Courtroom Television Network LLC. The name Court TV is a registered trademark and the Court TV logo is a service mark of Courtroom Television Network LLC.

Programmers-in-chief Scott  
Sassa (l) and Garth Ancier



# Aiming the missiles of September

**W**hen newly-crowned NBC West Coast President Scott Sassa and Entertainment President Garth Ancier took the stage at New York's Lincoln Center last year to unveil the network's 1999-2000 schedule, the two young executives were preaching stability.

They announced a schedule that kept six of NBC's seven nights nearly unchanged, with returning anchor series slated for 8 p.m. and 10 p.m. on each night. The network, which had easily won the last four seasons in the key adults 18-49 demographic, appeared set for another banner season. A handful of new dramas, *West Wing*, *Third Watch* and *Law & Order: Special*

*Victims Unit* would join veteran series *Friends*, *Frasier*, *ER* and *Law & Order* in the NBC lineup.

"Viewers want stability, and they will find that at NBC," Sassa told a packed room of advertising executives.

They wanted stability. What they got was *Who Wants to Be a Millionaire?*—the game show that propelled ABC to the top and upset the best-laid plans of all its network rivals.

*Millionaire* trampled all comers, including nearly everything NBC put in its way. ABC, which got off to a fast start in the May sweeps with a celebrity version of *Millionaire*, is now only two weeks away from officially winning the season in total viewers and adults 18-49. It will be the first time

since the 1994-1995 season that NBC has not won at least one of the two key ratings categories.

"Losing to ABC is not fun," says Sassa. "That was not in anyway what I thought would happen this year."

To make sure it doesn't happen again, Sassa and Ancier will unveil for the advertising community in New York today a revamped prime time lineup for the fall that is aimed at fortifying the network's reputation for quality drama and at attracting younger viewers with more laughs and less news.

"Our predecessors did a very good job of creating a brand that was valuable to advertisers," says Ancier. "What we have tried to do in our first full year

## NBC prepares to attack with four new comedies, three new dramas and 40% less news

By Joe Schlosser

is try to perpetuate that brand while also perhaps bringing down the average age a little bit. With the news-magazines and just in general, the network was aging up a little bit. We'd love to come down a year or two in median age over the next year if we can." (The median age rose last season from 43 to 45.)

To that end, NBC is cutting back newsmagazine *Dateline NBC* from five to three nights a week and introducing four new comedies and three new dramas. Last season, the network added five dramas, but only two comedies.

Three of this season's new sitcoms will be part of a Tuesday-night makeover. Former *Seinfeld* star Michael Richards (Kramer) has been

asked to open up the night with his new comedy about a novice detective. He'll be followed by newcomer *Tucker*, the veteran *Frasier*, and another new comedy, *DAG*. *Frasier* has switched places with *Will & Grace*, which takes over *Frasier*'s old spot on Thursday.

The other new sitcom, *Cursed*, is set to air on Thursday at 8:30 p.m., after *Friends* and before *Will & Grace*. NBC renewed the NBC-produced *Will & Grace* for two years, guaranteeing enough episodes for the syndication market. Thursday will once again be capped by the drama *ER*.

At deadline Friday, there was still some uncertainty about *Friends*. The cast has been holding out for big raises. Although NBC executives expected to cut a deal and return the show to its slot, it had not yet done so.

NBC is scattering its three new dramas. Dick Wolf's *Deadline* will debut on Monday at 9 p.m.; *Titans*, on Wednesday at 8 p.m.; and *Ed*, on Sunday at 8 p.m.

The schedule has *Daddio* and *3rd Rock From The Sun* leading off Monday, but that could change if Fox moves its new hit series *Malcolm in the Middle* to Monday.

The network is scrapping its entire Saturday night lineup of action series and instead going back to big-name movies like *Ace Ventura: Pet Detective* and *Jurassic Park*.

Other returning dramas include *Law & Order*, *Law and Order: Special Victims Unit*, *West Wing*, *Third Watch* and *Providence*. *The Law & Order* spin-off was given a two-year extension as part of a bigger deal that keeps the mother series on the air through 2004.

On the casualty list: *Veronica's Closet*, *Suddenly Susan*, *Jesse*, *Stark Raving Mad*, *Profiler* and *The Pretender*.

The network ordered three more sitcoms for midseason and a pair of dramas that could also join NBC's lineup later in the year. Steven Spielberg's military drama *Semper Fi* came in late and had to be pushed back to a midseason pickup. NBC wants to launch a Paramount comedy with Broadway star Kristen Chenoweth after the holidays.

The new schedule represents Sassa's and Ancier's radical new approach to series development—more pilots for less money—and a commitment to owning interest in as much programming as possible and finding new outlets for it. Those outlets include not only syndication, but also Pax TV and



Steven Weber (seated) heads the cast of 'Cursed.'

Day	Time	Program	Production
MONDAY	8:00	Daddio	Disney
	8:30	3rd Rock From The Sun	Carsey-Werner
	9:00	Deadline	Studios USA
	10:00	Third Watch	Warner Bros./John Wells
	10:30		
TUESDAY	8:00	Michael Richards comedy	Castle Rock TV
	8:30	Tucker	NBC Studios/Regency TV
	9:00	Frasier	Paramount
	9:30	DAG	NBC Studios
	10:30	Dateline NBC	NBC News
WEDNESDAY	8:00	Titans	Spelling/NBC Studios
	8:30		
	9:00	West Wing	Warner Bros./John Wells
	10:30	Law & Order	Studios USA
THURSDAY	8:00	Friends	Warner Bros.
	8:30	Cursed	ATG/NBC Studios
	9:00	Will & Grace	NBC Studios/Komut/3 Sisters
	9:30	Just Shoot Me	Brillstein-Grey
	10:30	ER	Warner Bros.
FRIDAY	8:00	Providence	NBC Studios/Masius
	9:30	Dateline NBC	NBC News
	10:30	Law & Order: SVU	Studios USA
SATURDAY	8:00	NBC Saturday Night Movie	
	9:00	XFL (starting in February)	
SUNDAY	7:00	Dateline NBC	NBC News
	8:00	Ed	NBC/Viacom/Worldwide Pants
	8:30		
	9:30	NBC Sunday Night at the Movies	NBC Studios
	10:30		

KEY New show New time period

Note: Schedule reflects NBC's plans as of May 12.



**SELL THIS  
LITTLE NUMBER.**

**JUST MAKE SURE  
THIS LITTLE NUMBER  
GOES WITH IT.**

order number  
05029

# INSTANT PURCHASE CONFIRMATIONS, TRACKING NUMBERS AND ON-SCREEN ORDER STATUS. ONLY WITH COMMERCE.TV.

If you've run the numbers, then you already know that interactive TV shopping—or t-commerce™—is an enormous opportunity. But only if viewers are confident that it will work properly and meet their expectations.

Commerce.TV gives them that confidence, with the only complete t-commerce solution designed to provide thorough, accurate purchase information in real time.



Every transaction includes an instant on-screen confirmation, along with a unique order number. So consumers know immediately that their orders have been received correctly. And our easy-to-use order status screen lets buyers check the status of purchases whenever they want, or even cancel

them simply by using their remote controls.

Driven by our unique Commerce Control Network™ (CCN), orders flash from button to fulfillment in real time, 24 hours a day, seven days a week. Our CCN is an open, distributed database network, and

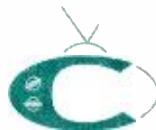


it's the only system built to process the enormous traffic volumes generated by the broad reach of TV.

With Commerce.TV, viewers feel more

comfortable shopping on TV, so they buy often, creating lucrative new revenue streams for MSOs. Just as important, real time processing offers you a vehicle for detailed, accurate reporting. So you can more effectively track sales, and fully maximize your t-commerce opportunity.

There's only one more number you need to know. 1-800-992-6424. Or visit [www.littlenumber.com](http://www.littlenumber.com) for a personal demonstration, and to receive our free guide, "Waiting for t-commerce: How to know when the real thing comes along."



**commerce.tv**  
[www.littlenumber.com](http://www.littlenumber.com)

the Internet.

Of the seven new series joining NBC's lineup, the network has an ownership stake in five. It also has a financial stake in three of the five series awaiting midseason launches.

### Less is more

Over the winter, Ancier upset TV producers with its new development plan. Rather than paying \$2.5 million or so for each pilot, NBC said it would pay

just \$1.35 million for abbreviated "presentations." By cutting the payments, NBC nearly doubled the pool of dramas and sitcoms from which it would draw its new shows. This season, the development menu comprised 11 dramas and 16 sitcoms.

"Clearly, you don't get to see the entire cast in there, and the sets aren't as elaborate, but there is no doubt that you can get a real sense that there is a show here, or if there isn't one," says

Ancier. "And a lot of the studios went long with their projects anyway, and we got to see many presentations that looked just like regular pilots."

Because NBC gave out the same ration for every presentation, including those from Steven Spielberg, Dick Wolf and the other top names, objections to NBC's low-cost pilot program dissipated quickly.

Ancier says he was teased by rival network executives and studio heads over the last several months for having too many "good projects" in development, and that he was not going to have enough room in the network's fall schedule for all of them. "We'll have to sell the extras on eBay," he jokes. "Buy a really good drama from a really good producer."

Asked if there was an added pressure developing his first lineup for NBC, Ancier says, "Of course there is, but it's not pressure imposed from the outside, rather it's from within. You have the responsibility to reload this engine that NBC has by-and-large been for the last 20 years—the leader of quality series television."

### Do-it-yourself TV

Rumors, rumors and more rumors. At NBC, executives hear talk all the time about General Electric selling the network or adding a studio partner. In today's world of mega-media alignments—Viacom-CBS, Disney-ABC, Time Warner-AOL and Fox—NBC is the only major broadcast network that has not been able to call on a major Hollywood studio of its own to produce content.

There has been talk of NBC and Barry Diller's Studios USA teaming up, NBC shacking up with Sony's Columbia TriStar and GE selling NBC to Time Warner.

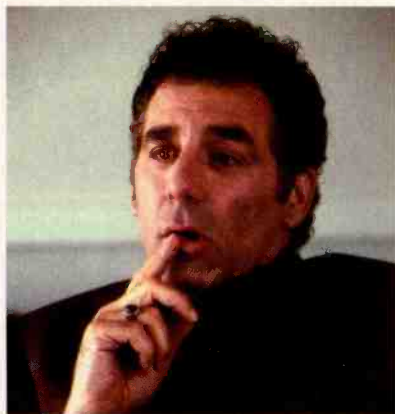
"Everyone hears the same rumors," says Ted Harbert, the new head of NBC Studios. "A few months ago, I probably would have bet something was going to happen. Now, after hearing [NBC President] Bob Wright speak so eloquently to it, I just don't think GE feels any pressure to add another [studio partner]. I think it's now up to our own studio."

Indeed, Wright dismisses any notion of the network being sold and says there are no immediate plans to acquire another studio or construct some sort of partnership with one. "The answer is we do have studio partnerships. We have them with Warner Bros., Para-

## What's new for 2000-01



**DEADLINE:** The latest drama from *Law & Order* and *Law and Order: Special Victims Unit* producer Dick Wolf. Produced through Studios USA, *Deadline* stars Oliver Platt (*Bullworth*) as a New York City columnist who teams up with students to solve crimes.



**MICHAEL RICHARDS PROJECT:** The yet-to-be-named series puts former *Seinfeld* co-star Michael Richards (Kramer) in an area where he's most comfortable—physical comedy. Richards plays a bumbling former security guard trying to start his own detective agency in the Castle Rock half-hour.

**DAG:** Former *In Living Color* co-star David Alan Grier plays a clumsy secret service agent assigned to

protect the First Lady. Former *Designing Women* co-star Delta Burke is the leading lady in the NBC Studios comedy.

**TITANS:** Aaron Spelling is trying his hand again with a Beverly Hills drama, this time it's for grown-ups. Yasmine Bleeth (*Baywatch*), Casper Van Dien (*Starship Troopers*) and Perry King (*Melrose Place*) are some of the pretty people in the prime time soap opera.

**CURSED:** Former *Wings* co-star Steven Weber plays a man cursed by a woman he jilted on a date. Weber's character is forced into a life of never-ending mishaps in the Artists Television Group sitcom.

**TUCKER:** A family comedy seen through the eyes of a 15-year-old boy (Eli Marienthal) who's dealing with break up of family and living with his aunt, former *Married...With Children* star Katey Segal. *Tucker* is an NBC Studios/Regency Television production.



**ED:** Thomas Cavanagh (*Providence*) plays a frazzled New Yorker who returns to his childhood home and winds up sticking around. The drama is co-produced by David Letterman's Worldwide Pants, Viacom Productions and NBC Studios.

# Telemundo

## America's Fastest Growing Broadcast Network!

**Growth  
A18-49**

**Sign-On to Sign-Off**

**54%**

**Early Morning**

**76%**

**Daytime**

**50%**

**Primetime**

**77%**

**Late Fringe**

**68%**

Source: Nielsen Media Research, NHTI and NTH, Season-to-Season  
Adult 18-49 Percent Audience Growth (9/21/98-4/25/99 vs 9/20/99-4/30/00)

**1999-2000  
season**



## 'Will & Grace': Coming out on Thursday night



Paramount's 'Frasier' (l) and NBC Studios' 'Will & Grace' are expected to trade places next fall. Under last Friday's plan, 'Frasier' will move to Tuesday at 9; 'Will & Grace,' to Thursday at 9. The switch should boost the syndication value of 'Will & Grace.'

mount, Fox, Carsey-Werner, Sony," he says. "I think more and more of the shows that are on the air are co-productions of one sort or another for both parties' interest. I think, the fact is that studio partnerships plus independent partnerships are what we do. We have a lot of NBC Studios product here, and that's probably the road that we feel comfortable with and that we will pursue."

Indeed. NBC Studios—whose recent credits include *Will & Grace* and *Providence*—produced or co-produced the biggest batch of pilots ever for NBC this spring—nine dramas and six comedy pilots.

"The studio was never really run like a real business before in terms of just having a senior person who really motivated a team of people to run it," says Ancier. "I think NBC Studios is now competitive with all of the other studios in town in terms of its ability to execute and make the shows that we need to have made for the network."

NBC Studios is also developing shows for rival networks. For Fox, it is developing a comedy with producer Nancy Pimental and former NBC entertainment boss Warren Littlefield. And UPN has ordered a midseason sitcom from *Married...With Children* producer Ron Leavitt.

"I am now amused when people say NBC is the one network without a studio," says Harbert. "Well, if you count it up, we may not have the same amount

of real estate as other people, but we certainly have a lot of shows. It's about 27 hours a week. There is a ton going on here, and the goal is to put on enough shows to get one returning comedy and one returning drama every year."

But is the goal to get more out of NBC Studios simply to get more ownership stakes in shows? "We don't have a quota," says Sassa. "We don't have stated goals on that front. We want to

---

**"NBC Studios is now competitive with all the other studios in town in terms of its ability to execute and make the shows that we need."**

—Garth Ancier

---

have the best schedule. That's first and most important. And, yes, we want to own more product. We feel owning product is more of a necessity, based upon the perceived vertical integration that other companies have or stated that they will undertake. So this is more defensive than offensive."

### Be sure to recycle

NBC has been the leader among the Big Four broadcast networks in looking for outlets for the programming it

owns. To the dismay of its broadcast affiliates, NBC has begun funneling some of its programming to PaxTV. NBC owns a 32% share of the upstart network and has contractual oversight of its programming. It also has an option to acquire control in 2002.

NBC began running its game show *Twenty One* on Saturday nights on Pax earlier this year and decided to put close to 30 hours of Olympic trials coverage on the other network leading up to this summer's Sydney Olympics.

Paxson Communications President Jeff Sagansky has said that his network is currently developing various other projects and programming initiatives with NBC, including an original magazine show. But it was last month's announcement that NBC was going to put the *NBC Nightly News With Tom Brokaw* on PaxTV stations that had NBC affiliates ready to go to war. "They seemed committed to some kamikaze mission," said Alan Frank, president of Post-Newsweek Stations and chairman of the NBC Affiliates board of governors. "We don't understand it."

Less than a week later, NBC executives retreated and opted to postpone their plan until further negotiations with affiliates could take place. But don't expect the idea to go away altogether, because NBC executives seem committed to making over PaxTV with NBC-branded programming. NBC brass hope to make affiliates partners in PaxTV by



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

We could have created this hyperlink,  
but we'd rather just say thank you right here.

A.G. Edwards offers a big thanks to all the companies who made  
the Media & Entertainment Conference 2000  
in Las Vegas, April 10 - 12, a success.

Acme Communications, Inc.

AC Nielsen Corp.

ADVO, Inc.

Belo

Belo Interactive, Inc.

CableLabs

Charter Communications

Cisco Systems, Inc.

Clear Channel Communications, Inc.

Comcast Corp.

DoubleClick, Inc.

The E.W. Scripps Company

Entemis Communications Corp.

Entercom Communications Corp.

Excite@Home Corporation

Federal Communications Commission

Gaylord Entertainment Company

Geocast Network Systems, Inc.

Go.com

Harte-Hanks, Inc.

Hearts-Argyle Television, Inc.

Internet Advertising Bureau

Internet Broadcasting Systems

Jupiter Communications, Inc.

Liberate Technologies, Inc.

LIN Television

McGraw-Hill Companies, Inc.

Meritech Corp.

Metro-Goldwyn-Mayer, Inc.

National Association of Broadcasters

NetRatings, Inc.

Newspaper Association of America

Pivotal Communications

Primerica Corporation

Radio Advertising Bureau

Scientific Atlanta, Inc.

Soundbreak.com

Telescan, Inc.

VEIL™ Interactive Technologies

Viacom Inc.

the Yankee Group



*A.G. Edwards*

*Trust & Advice - Exceptional Service*

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

Member SIPC • 2000 A.G. Edwards & Sons, Inc.

## Prime time trilogy: Sassa, Ancier, Harbert

One enjoys technology, everything from digital cell phones to digital TV channels. Another seems to know everything about the history of television, from Edward R. Murrow to *Chico and the Man*. And the third? Well, he has spent the major part of his career working for the



Scott Sassa

enemy.

This is the triumvirate calling the programming shots for NBC from the network's Burbank, Calif., headquarters.

Scott Sassa, 41, who oversees all of the network's entertainment businesses as West Coast president, is the techie. Garth Ancier, 42, entertainment president, who is in charge of developing the network's next batch of *Seinfelds* and *ERs*, is the

historian. And Ted Harbert, the eldest of the bunch at 44 and president of NBC Studios, learned the business across town at ABC.

"We are all here for the opportunity," says Sassa. "We think that we can take this network, which is extremely well-positioned in terms of upscale viewers, in terms of professional viewers, in terms of the Internet, to another level.

"Whether it's building new businesses, improving the ones we already have or owning more product, we think we can actually make a big change here, and that's what we are setting out to do—all three of us."

The Hollywood consensus is that the three are up to the task.

"Each of them is perfectly suited for what they do," says Warner Bros. Television President Peter Roth, who may be a little biased, since his studio produces a number of NBC series, including *ER*. "Scott is an extraordinary businessman. He is a brilliant and true strategist, and he has an overview of the network that I feel is very important for the future of NBC. Garth is arguably one of the best programmers. He's a student of television, and he really gets the development process

from start to finish. And Ted is almost legendary. He has been in the business for over 20 years now. He was weaned on TV, and he's a great leader and personality."

"They really do complement each other extraordinarily well," says Dick Wolf, soon to be the producer of



Garth Ancier

three NBC series (*Law & Order*, *Law & Order: SVU* and newcomer *Deadline*). "I think Scott knows the numbers better than anybody in terms of pure business numbers. He seems to live for that. And Garth is the kind of guy who has the same love of programming and television as I do. He has an encyclopedic knowledge of what's been on, what has worked and what hasn't."

But not everyone is so

enamored of the three.

"They might all be perfect together, but that won't mean anything until we start seeing some results," says one Hollywood executive. "They are in some pretty big shoes, and there is a lot of work to be done. I don't think anyone should be singing their praises until they do something."

Sassa was the first of the three to join NBC, coming on board as network president of entertainment in October 1998. He worked for six months with then-NBC West Coast President Don Ohlmeyer before taking that role himself last May. Sassa—who worked his way up the TV ranks starting with a stint at Fox and a nine-year career at Ted Turner's cable networks—often uses Internet terms like "sticky," has copies of *Wired* magazine on his desk and is surrounded by various cutting-edge technology toys, including numerous cell phones.

Although this NBC whiz kid attended the University of Southern California, he didn't graduate. Sassa says he made up for his lack of a formal education by working overtime. He says he didn't take a weekend off or a vacation until he was 27 for

persuading those located in the same market with Pax stations to help produce and sell time on them through so-called joint sales agreements.

"We believe that more exposure is a good thing. And I think our relationship with Pax was always intended to try and offer our affiliates an opportunity to have a second association in their own community where Pax is around," says NBC's Wright. "Our affiliates have first option and first right of negotiation with Pax, and that's what we have tried to strive for with Pax. It's been a slow process, and people are skeptical. There are a lot of negotiations going on, but I know we'll get there."

This season, NBC also became the first broadcast network to share an

original series with a competing cable network. *Law & Order: SVU* debuted last fall on both NBC and USA Network—setting off fireworks with NBC affiliates who were just getting used to seeing promos for CNBC and MSNBC on NBC.

### The new NBC thing

Ask Sassa and NBC President Bob Wright what the long-term goals are at NBC and both will come back at you with one answer: the Internet. NBC has gone Internet crazy. Meetings, meetings and more meetings are taking place everyday with producers, publicists, finance people and studio executives in regards to NBC's Internet plans.

"Wall Street is going to judge people by those who get the Internet and those who don't," says Sassa. "Everyone is going to be an Internet company, an e-company, or they are going to be out of business. We are jumping on the bandwagon in a big way, quickly, and getting people up to speed."

"We have an effort across all of NBC, and the challenge is for every single part of NBC—whether you are in engineering or sports scheduling or entertainment production—to use Web tools," says Wright. "And show me why you can't better your productivity and lower your costs and increase your revenues by using Web-related tools," he continues.

NBC last month unveiled NBCx.

"fear of falling behind."

"I was fortunate at Turner Broadcasting System [in Atlanta] to get the experience in acquisitions and buying things at a pretty young age," says Sassa. "I was running businesses, doing accounting and I was also allowed to give financial presentations to banks."

After Time Warner acquired Turner in 1996, Sassa left the company to become CEO of Marvel Entertainment. He returned to television in September 1997 to run NBC's TV stations, and returned to programming under Ohlmeyer's tutorage a year later.

For Ancier, running NBC's Entertainment division appears to have been his destiny. "This is like *Top Gun* and *Tom Cruise* chasing after his father. Garth is chasing after Brandon Tartikoff [the late NBC Entertainment president]," says Sassa. "He is built for this job."

During his junior year of high school, the New Jersey teenager began hosting and syndicating a weekly radio talk show. By the time he graduated from Princeton six years later, the show was in more than 200 markets, including WNBC(AM) New York. After college, Ancier wound up in the late Tartikoff's office in Burbank. Twenty-one years and two

other broadcast networks later, he was given the keys to that very office.

"It's a little daunting to be in these offices where I feel I grew up," says Ancier. "This little suite is sort of where I got my entire start in the television business."

After working himself up to vice president of NBC's comedy programming divi-



Ted Harbert

sion, Ancier left NBC in 1986 to run network television production at Walt Disney Studios. From there, he moved on to head the programming departments at two upstart networks, Fox and The WB. He is only the second programmer in television history—Fred Silverman was the first—to have headed three network entertainment divisions.

"I think Garth is the last person who has been

trained at the big, big network level, when the networks were networks with a capital N," says USA Cable Networks President Steven Chao, who worked with Ancier at Fox. "He still believes in them with all of their assets and liabilities in the year 2000. In all my years of knowing him, he has displayed nothing short of an absolute childlike love for the TV business."

Ted Harbert is the last person many people in Hollywood would think would be running anything at NBC, let alone the network's revamped studio division. Harbert spent nearly half of his life at rival ABC, trying to beat NBC and CBS.

Harbert joined ABC in 1977 as a feature-film coordinator and rose through the ranks to eventually run the network's programming department. He left ABC in 1997 to become a producer at DreamWorks SKG, where he served as an executive producer on a pair of ABC comedies—*Arsenio* and *It's Like... You Know*.

Shortly after signing on at NBC, Sassa and Ancier began looking for the final piece of their network structure—someone to run NBC Studios. Several other executives were given the once over, but Sassa says Harbert stunned him with his

honesty.

"When Ted came in here, one of the things he told me was, 'Here are all of the mistakes I have made. Here is everything I have done wrong in my career, and this is how I could have done them better,'" Scott recalls of their first meeting. "That blew me away."

After working with writers and producers on a daily basis during his DreamWorks experience, Harbert says he finally learned how to communicate with the creative side. "Here I am, 23 years into this business, and finally now I think I can make a worthwhile contribution to the creative process," says Harbert. "I really feel that way. I was worthless for the first 10 years I was at ABC, not worthless internally, but worthless as someone communicating to the outside world."

A major goal for the three executives, beyond keeping the NBC programming flag flying high, is to ensure that the network will be in good hands after they are gone. "Our goal, the three of us, is to make sure the pond is well stocked. We are looking for people who will be able to step in at a moment's notice if needed."

"We want to build a machine that works well without us." —Joe Schlosser

The comedy-driven Web site is going to feature original NBC-produced programming and out-takes from *Saturday Night Live*, *The Tonight Show With Jay Leno* and Conan O'Brien skits. NBCx may also incorporate video from NBC-produced comedies like *Will & Grace*. NBC already owns stakes in NBCi, CNET, Talk City, iVillage and a handful of other sites.

"We need to use this network to turn this into multiple businesses," says Sassa. "We want to be able to go out there and take these viewers and convert them into consumers and customers. We capture viewers, in time, with our shows. But now we need to get them into more sticky environments and use them in other ways. And it's not

only about money. It's also about creating a stronger affinity toward the products that we have—loyalty, care, all of those things. That's what it's about and that's where we are going."

Despite the *Millionaire* onslaught, NBC is in fairly good shape. It's number two in the key 18-49 demo and in total households and number one in two other categories NBC executives are talking more and more about: 18-49 with household income over \$75,000, and 18-49 with Internet access. Season to date, NBC is averaging a 5.7 national rating in adults 18-49 with the hefty incomes and a 5.9 rating in adults 18-49 that are linked to the Web. ABC is second in both categories with 5.3 and 5.7 ratings in the

two respective demographics, according to Nielsen.

NBC executives want to keep those numbers going, but also want to hold up the network's image and brand—something they say is going to be vital in the crowded 500-channel universe—and restore their lead in every Nielsen category.

Today, in New York, advertisers and their agencies will hear a lot from Sassa and Ancier about their aggressive programming strategy. They will hear about the new shows with which they hope to implement it. And they will hear about how NBC is the best way to reach the best people.

But they will hear no more about stability. ■



# DirecTV linking with Blockbuster

*Joint venture will include marketing, pay-per-view service*

By Steve McClellan

**V**iacom-owned Blockbuster Entertainment and DirecTV announced a joint venture last week in which Blockbuster will sell DirecTV service in its 5,000 video stores nationwide. In addition, the two companies will launch a new co-branded pay-per-view service on DirecTV.

Company executives project that the venture could add close to 6 million new DirecTV subscribers in the next few years. DirecTV's subscriber base at the end of April totaled 8.5 million subs. The companies said DirecTV's PPV window will not be affected by the new venture.

Blockbuster Chairman John Antioco told analysts on a conference call last Tuesday that the venture should add between 5% and 15% to the company's

earnings by next year. Based on 1999 results, when Blockbuster posted earnings before interest, taxes, depreciation and amortization (EBITDA) of \$514 million, that would mean an additional \$25 million to \$77 million in annual EBITDA.

Antioco said the venture would give Blockbuster three new revenue streams: a share in the PPV revenues generated; a commission on the sales of DirecTV packages sold through Blockbuster retail outlets; and residual payments based on a percentage of the monthly revenue derived from those subscribers.

Antioco said the company projects that 6 million of Blockbuster's 40-million customer base will add satellite service in the next five years. "We plan to sell a DirecTV system to the vast majority of them," he said. "We expect to become the largest distributor of satellite service in the country."

Installation of the Blockbuster-sold DirecTV packages would be handled

by DirecTV Home Services Network, said Bill Casamo, president of DirecTV Merchandising sales. Casamo asserted that DirecTV already offers the "premier" PPV service to TV viewers, with more than 50 offerings at any one time. But aligned with Blockbuster, the PPV service will be enhanced he said.

The executives said that the satellite subscriber base is expected to double by 2005, to about 25 million. Satellite PPV revenues should climb from \$525 million to over \$1 billion in the same time period, they said. Their venture may not accelerate that growth, but it will increase DirecTV's share of new customers and improve PPV buy rates by DirecTV customers, they said. The current buy rate is about one title per month.

This year, Antioco said, Blockbuster will focus primarily on selling DirecTV systems. The co-branded PPV venture will launch early next year, he said. "We want to achieve reasonable penetration before re-branding."

The brand name for the PPV service has not been determined, but Antioco said a name such as Blockbuster DirecTicket is being considered. Antioco said the goal is to double DirecTV's PPV revenues, estimated at close to \$300 million, in the first couple of years of the re-branding. ■

## DEAL POINTS

### What DirecTV does for Blockbuster:

- If projections prove true, revenue from the DirecTV alliance will increase Blockbuster's earnings from 5% to 15% within a year, adding from \$25 million to \$77 million.
- Blockbuster expects to get 6 million of its 40 million customers to convert to DBS within the next five years; The video retailer will get a percentage of pay-per-view and monthly subscriber fees from DirecTV.

### What Blockbuster does for DirecTV:

- Within two years Blockbuster partnership will help DirecTV double its pay-per-view revenue, now estimated at nearly \$300 million a year.
- DirecTV will be able to add titles to its PPV service, giving it a competitive and marketing advantage, and add 5,000 video stores where the DBS provider will sell its wares.

**SPECIAL  
 N C T A  
 2 0 0 0  
 REPORT**

# INTRODUCING THE NEW WORLDGATE SERVICE.

Now certified on both Motorola and Scientific Atlanta platforms.

## TIER 1 THERE'S A LOT GOING ON IN MY TOWN<sup>SM</sup>

Now you can offer your subscribers a one-step-at-a-time path into interactive TV. Start them with My Town — and give them access to local sports and news, local shopping information and more. This tier provides built-in cable promos for Video-on-Demand, telephony and other revenue-generating cable services. And it includes WorldGate<sup>SM</sup> patented Channel HyperLinking<sup>SM</sup> capability to give them their first taste of an interactive TV experience.

## TIER 2 KEEP CONNECTED WITH MY FRIENDS<sup>SM</sup>

Put your subscribers in touch — with My Friends. This tier gives your subscribers the Internet experiences they've heard about most: e-mail and chat. They can also send electronic greetings, play games on the TV and manage the family calendar from the comfort of their living room. And it includes all the services of the My Town tier.

## TIER 3 WELCOME TO MY WORLD<sup>SM</sup>

The Web is waiting in My World. This tier has everything — all the features of the other tiers plus full access to the Internet: search capabilities, surfing, directories and more. It's the total interactive TV experience — and it's full of services to drive healthy revenue for you.



**WORLDGATE<sup>SM</sup>**  
Internet on EVERY TV

215-354-5100 [www.wgate.com](http://www.wgate.com)

New look,  
new features,  
new 3-tier  
product  
offering.



# Digital self-promotion

*Movies, Internet, targeted programming—the force driving digital penetration depends on whom you ask*

By Deborah D. McAdams

**M**ovies drive digital cable penetration. No, Internet access through the TV set will drive digital penetration.

Au contraire, it's micro-targeted programming, so the cat-loving demo can watch all cats all the time.

**SPECIAL  
NCTA  
2000  
REPORT**

When it comes to envisioning the driving force behind digital penetration, it all depends on whom you ask.

John Sie is a walking reservoir of statistics about how movies drive digital penetration. Sie is president and CEO of Encore Media Group, which has more than a dozen movie channels. His company banners outside the New Orleans Convention Center proclaimed, "STARZ ENCORE Super Pak Drives Full Digital Conversion!"

Sie was one of eight executives at NCTA's first general session, on May 7. CNN anchor Joie Chen moderated the seminar, entitled "Digi-Hear the Latest?" Ostensibly a panel to examine the opportunities presented in a digital cable environment, "Digi-Hear" became more of a pitchathon for panelists.

When asked what operators could do to drive digital penetration, Sie said: "Look at DBS. A Yankee Group study found 42% of people surveyed said they bought a satellite dish for the movies."

Sie went on to warn cable operators to ramp up their digital upgrades or eat DBS dust. DBS has approximately 14 million subscribers compared to next to none five or six years ago. Cable, in turn, has about 78 million subscribers with a little less than 4 million of that digital.

"Satellite is 100% digital. Cable is about 5% digital," Sie noted. "In the next five years, for cable to maintain its subscriber base, it will need to grow 1.5 digital subs for every DBS sub."

Whomever Sie can't bring in with movies, Johnathan Rodgers will go after with narrowly targeted niche channels. Rodgers is the president of Discovery Networks, which has already sliced its own content pie into

animals, travel, science, kids, airplanes and health. Rodgers made no bones about where he was coming from.

"Our belief is that we target the family from birth until death," he said. "It's to our advantage to get as many digital boxes out there [as possible]."

So it is for Larry Wangberg.

Wangberg is chairman and CEO of ZDTV, television for computer geeks, techie neophytes and curious onlookers.

Wangberg's schtick is that 50% of those watching in his 18 million-household universe also have their computers on. Hence the melding of the media, the confluence for which ZDTV programs.

The reality is that digital boxes are going out faster than some MSOs can deliver them. Collectively, the cable industry is hooking up several thousand households per day.

For digital, the snorting and circling is over. The bull is charging. Sie, Rodgers and Wangberg know that, if they don't get their content in the queue now, the competition for digital carriage will soon become as bloody as it is for analog today.

Said one major operator, "All the pods are full. I'm struggling to find a place for ... networks now."

Yet the race is not merely to the video. The interactive guys are fixing to bolt from the gate. Bill Samuels is chairman and CEO of ACTV.

"We believe that in five years, digital television will be as hot as the Internet if it focuses on dramatically improving TV and advertising," he said. Samuels' solution is ACTV's specialty: microscopically targeted, or one-way, "individualized TV."

Hal Krisbergh's pitch is the impulse click. Krisbergh is chairman and CEO of WorldGate Communications. WorldGate makes the patented Internet hyperlink that works through digital cable boxes. The hyperlinks are primarily tied to ads, for which each click can generate 30 to 40 cents. For cable households, where the TV is on an average of eight hours a day (in Krisbergh's estimation), a couple of daily clicks can mount up to \$20-plus in incremental revenue per sub per month.

ie!

Discovery's Rodgers: "Our belief is that we target the family from birth until death."



Incremental revenue is the war cry in cable these days, when even the smallest rate hike incites people to take up writing utensils and excoriate cable operators in letters to editors.

People will only pay so much for additional channels, but they will shell out a few bucks for convenience. That's where David Zucker comes in. Zucker is president and CEO of DIVA Systems Corp., purveyor of video-on-demand delivery.

"Twelve to fourteen dollars in incremental revenue per sub per month can pay for video-on-demand in one year," he said. "We've had over 300,000 buys in the field already."

Even the guide guys are fighting to secure a stronghold in the digital landscape. Peter Boylan is president and COO of TV Guide Inc. Stephen Palley is CEO of Source Media Inc. Both are in the business of program guides. TV Guide, the incumbent, is taking the platform-agnostic route, adapting its electronic program guides to any and all video delivery technology. Source, the challenger, is server based and can therefore be tailored on the local level.

Electronic program guides will eventually be the portals to T(for television)-commerce, as long as they're easy to use, Boylan predicted. "The IPG sweet spot is the impulse aspect," as long as they "keep it simple, stupid."

As far as driving digital penetration, an AT&T Broadband spokeswoman said the answer lies not in a single service, but in all of them. AT&T Broadband has approximately 1.9 million digital subscribers, the most of any MSO.

"It's choice. Choice of everything. Choice of premium multiplexes, to a quality niche interest channel." ■

# BellSouth takes to the sky

Telco unveils plans to team with GE Americom to go into satellite TV business

By Richard Tedesco

**B**ellSouth Corp. is breaking into the satellite TV business with a service it plans to launch with GE Americom in selected markets by early next year.

Initially aiming the 160-channel service at its customer base of 14 million households, by 2002, BellSouth intends to build a service of several hundred channels to as many as 50 million households as far west as Texas

and along the East Coast.

"We think we're going to have a very competitive offering," said Bob Frame, president of BellSouth Entertainment, citing strong customer demand for

BellSouth's Americast digital TV service, which currently reaches 120,000 customers. They pay an average of \$54 per month for service, he said.

Reacting to a published projection that the new service could produce annual revenue of \$3 billion, Frame said, "Ultimately, we believe we can build a business that has that kind of scale."

The satellite service, to be delivered on a GE Americom satellite launching later this year, will basically mirror the Americast service, which comprises digital basic and pay cable channels. But BellSouth envisions adding interactive TV functions through digital set-top boxes equipped with hard drives and capable of caching movies and Internet content. "It's a fundamental shift," said Frame. "We're going to take the lead in how people watch TV and what they use TV for."

For starters, BellSouth will stick to basics, planning to deliver local TV signals along with the cable signals to approximately 90% of the markets in its service area, according to Frame, who expressed confidence in the telco's ability to negotiate retransmission agreements.

Negotiations with prospective set-top makers and other hardware suppliers are under way, according to Frame. Zenith Electronics and Pace Micro supply the set-tops that BellSouth's Americast customers use. BellSouth satellite customers will also need 30-inch Ku-band dishes to receive the service.

The GE Americom satellite and two birds that will be subsequently launched to support the service will have a national footprint but will use "focused power" to deliver signals to the Southeast and contiguous areas. ■

**SPECIAL  
N C T A  
2 0 0 0  
REPORT**

**G.A.C. CAN TV YOU INTO  
YOUNG ADULTS & WOMEN.**

DEMO	DAYPART	VPVM
ADULTS 18-49	M-F 6P-8P	.74
PERSONS 12-34	M-S 8P-11P	.49
WOMEN 12-34	M-F 6P-8P	.45
WOMEN 18-49	S-S 9A-5P	.44

**TY HERNDON**  
Epic Records Recording Artist

Contact: G.A.C. Ad Sales at 212-302-1100

**GREAT AMERICAN COUNTRY.**  
MORE MUSIC! BETTER COUNTRY!

Nielsen Analysis for Great American Country 1Q 2000  
Analysis excludes those networks that don't meet a minimum of 50% A 18-49 composition and male-child skewing networks.

# Facing a squeeze

*Industry looks to new services to offset higher cost of cash*

By John M. Higgins

**E**xpressing frustration over plunging cable stock prices, cable and Wall Street executives said that accelerating deployment of new services would probably offset financial complications presented by the higher cost of raising cash.

**SPECIAL  
NCTA  
2000  
REPORT**

Operators face the combined pinch of cable stocks' 40% to 50% slide and a two-percent-percentage-point rise in interest rates. First, it means that capital will be harder and more expensive to raise. Second, it means that system valuations will be lower because investor demand for returns will rise.

Last year, cable operators raised \$11 billion in equity, by going public, pitching secondary stock offerings or creatively "monetizing" assets, such as stock in companies like Sprint PCS. That cash is critical to operators' plans to deploy advanced services, because cash flow doesn't come close to paying for system rebuilds and the cost of digital set-top converters.

"Last year was a terrific year if you were a cable operator in search of equity," said Andrew Tisdale, a media investment banker with Morgan Stanley Dean Witter.

But the collapse of Internet stocks has left investors wary of merely listening to cable operators' stories. They want clear evidence that advanced service plans can be executed. "The market really needs to see that revenue-generating units are being added and being added each quarter," Tisdale said.

After trading for about eight times annual cash flow in 1997, cable stocks zoomed up to 18 times cash flow by May 1999. Today, they're trading at about 15.

Cable stocks started sliding even before the crash of the Nasdaq composite index hammered the market in March. Beginning in January, cable investors became acutely anxious about the threat of competition and operators' ability to sustain cash-flow growth.

CS First Boston media analyst Laura Martin retains her enthusiastic stance on the industry. "I want these companies spending as much money as they can," she said, noting that MSOs can generate 50% to 75% returns on capital spending to deploy new services. "It's 6% for basic cable, and their cost of capital 10%."

Operators contend that they are delivering on their promises. Comcast Corp. Treasurer John Alchin noted that, although telco Bell Atlantic Corp. keeps revising downward its forecast for high-speed phone service, Comcast keeps pushing its budgets up.

The company is looking to increase its Internet customer base to 350,000 by year-end and has revised its digital cable target from 1 million by year-end to 1.25 million.

Alchin said that advanced services are already helping Comcast in its fights against DBS. In markets where digital cable is available, he said, digital penetration has fallen to 5% or less, vs. 10% average DBS penetration.

Martin even finds a sunny side in the millions of cable subscribers who have defected to DBS. About 2.5 million to 3 million of the 10 million DBS subscribers hang on to broadcast basic cable service to get broadcast stations.

Even though "the cable operator went from having a \$60-a-month guy to a \$10-a-month guy," she argued, keeping the subscriber at all will be valuable when the system launches interactive services and high-speed Internet. "The operator knows who that \$60-a-month subscriber is" and can pitch advanced services later.

Martin predicted that, by 2006, there will be only three cable companies: AT&T, AOL Time Warner and one other. With the top 10 operators' already controlling approximately 90% of all subscribers, the top three will be consolidators of the whole industry. ■

## NAMIC builds a bridge

*Alliance Project seeks to close 'digital divide'*

By John Eggerton

**N**AMIC (which was formerly known as the National Association of Minorities in Cable) last week unveiled the Digital Bridge Alliance Project, an attempt to close what the Clinton administration has described as the "digital divide."

The project encompasses a two-pronged campaign to "raise awareness about the value of home computers, software and Internet access among people of color."

The target audience includes African-Americans, Hispanics and Asians.

Phase one, which launches June 1, is a bilingual print and on-air PSA campaign—tagline: "Get connected. Our future depends on it"—that will help educate minorities about where they can buy low-cost computers and get Internet access.

"All communities have a right to be part of the information age," said Joe Lawson, NAMIC president. "Although technology is growing tremendously, equal access for people of color is still an important issue that must be addressed."

Comcast was the first MSO to commit to running the spots.

The second phase of the initiative will be to distribute computers (which have been donated by eMachines) to community centers, wire them for access and provide hands-on training to the recipients.

The first three markets—Los Angeles, Detroit and a third to be named later—are expected to be up and surfing by year-end, according to Nancy Hom, founder of the alliance and regional vice president, HBO.

Washington is said to be a candidate for the third spot.

The other partners in the alliance are BET, Comedy Central, Com21, Aha!planet.com, Fox Family Channel, HBO, Lifetime, MTV, TV Land and ZDTV. ■

**SPECIAL  
NCTA  
2000  
REPORT**





## HOOKED UP

By John M. Higgins

### Roberts' Excite roller coaster

Excite@Home's stock price soared from \$18 to \$28, then fell back last Tuesday following a remark by Comcast Chairman Brian Roberts about his recent deal to eventually sell his stake to AT&T.

Roberts defended AT&T's agreement in March to eventually buy Comcast's minority stake in Excite@Home at a minimum of \$48 per share. The stock promptly fell in the Nasdaq crash.

At an NCTA panel, Roberts said that AT&T didn't do a stupid deal and that he would happily buy out AT&T's stake at the same terms, because he believes the high-speed Internet company has strong long-term value. Investors, spurred by a Bloomberg wire report, interpreted a report of his remark as a sign that deal talks were actually under way, which Roberts clearly stated is not the case.

### Dolan says no Yankees deal yet

YankeeNets is still weeks away from resolving who will get TV rights to its New York sports teams, Cablevision Systems President James Dolan said.

He would not confirm reports that his MSG Network and Fox Sports New York have bid \$110 million a year for the

combined New York Yankees and New Jersey Nets rights, up from MSG's current \$51 million Yankees and Fox Sports \$3 million deals.

MSG's deal expires in September, but the teams have combined with the New Jersey Devils hockey team to draw other players into an auction.

However, Dolan expressed frustration over recent reports; first that YankeeNets planned to start its own network, followed by one that the teams wouldn't. "I've heard it from everyone but them," Dolan said. Sources said that the YankeeNets wants \$120 million annually for local basketball and baseball rights.

### MBC: Things go better with Coke

MBC, the start-up network looking to fill a niche for African-American family programming, signed a five-year deal with The Coca-Cola Co. The network announced the agreement at NCTA in New Orleans.

The deal will help propel MBC's struggle to get cable carriage. The network now reaches 1.3 million subscribers, mostly DBS, and has wrangled for more than a year to get cable carriage.

Even though principals include A-list names such as heavy-weight champ Evander Holyfield, Marlon Jack-

son of the famed Jackson family and Detroit Tigers all-star Cecil Fielder, MBC is a network without the power of a massive media company or a broadcast network behind it.

Leveraging carriage has been an uphill climb, but its fortunes will soon change when AT&T launches the network on HITS. AT&T is in the process of expanding HITS capacity, both from the transponder perspective and on the ground.

AT&T is adding transponders and implementing new technology that allows smaller MSOs to pick up the signal.

AT&T is also advancing technology that will allow MSOs to "cherry-pick" the digital networks they want from HITS rather than simply take a predetermined package of eight networks.

### Health network changing name

The Health Network will change its name to WebMd Television in the fall, according to network chief Patricia Fili-Krushel.

The Fox-controlled network is meshing even more closely with its Internet health property, NebMD.

The network also says it will boost its complement of original series above its current 85% to 90% level of original programming.

### Tracking Trends: White Male

25 years old.

Loves classic movies  
and westerns.

Watches 9.5 hours  
of sports a week.

Cheated on

3rd grade  
math test.

Want to know  
what all this  
really means?

Unless you know how to use it, research is useless. That's where Strategic Media Research can help. Because you get a lot more than just reams of data from us. You get actionable, customized solutions that will help you succeed. To find true meaning, call 312.726.8300 or visit us online at [strategicmediaresearch.com](http://strategicmediaresearch.com).

**STRATEGIC**  
media research

What's New. What's Now. What's Next.

# MSOs still have the edge

*Toughest battle with telcos, overbuilders is for high-speed data business*

By John M. Higgins

**D**BS services remain the most formidable competition to cable, with operators holding a fairly strong advantage over insurgent telcos and overbuilders.

That's the assessment of securities and cable executives appearing on a May 8 NCTA panel focusing on "the race for subscribers."

"Anyone who comes in and thinks they can take 20% of the cable companies' customers is in for a tough fight," said Comcast Vice Chairman Julian Brodsky.

The closest battle is in the high-speed data business, where cable operators and telcos are racing to deploy

similar services and lock up customers.

After years of hesitating, MSOs have grown far more aggressive in the past year. But telcos and resellers are equally aggressive in deploying digital subscriber line (DSL) service, which has advantages over cable modem service. SBC Corp., in particular, is spending heavily to upgrade plant and market service in the roughly 25% of the country the telco serves.

But JP Morgan telecom analyst Todd Jacobs said cable has a clear advantage in deployment of high-speed data serv-

ice. Although DSL is being heavily promoted in large markets, the physical limitations of the technology limit the audience. DSL customers still must reside within 12,000 feet of a central office, less than three miles.

Also, telcos that have "upgraded" their networks with digital loop carriers find that they interfere with DSL transmission. "The reality is that only about 50% of the access lines can take it," Jacobs said.

But that doesn't mean the local network has been upgraded to deliver service. Add that factor, and telcos can deliver service to 23% of their access lines. Cable operators have upgraded systems that pass 52% of their homes.

Jacobs added a demographic filter that favors cable even more. High-speed-ready cable systems pass 60% of homes with incomes exceeding \$75,000, while DSL-ready telephone networks pass just 20% of those homes. MSOs' lead there is triple telcos' readiness.

Jacobs predicted that lead would narrow sharply. By 2002, he projected, net-ready cable would pass 76% of homes, while DSL would pass 68%.

Wireless access via old MMDS systems will ostensibly pass 30% of homes. But MMDS still suffers the same severe reception problems that thwarted wireless cable operators that sold their microwave systems to MCI WorldCom and Sprint in the past two years. Interference by trees and buildings will limit MMDS' reach to just 50% of the homes those systems pass.

Jacobs is also unexcited by telcos' chance to deliver full-blown cable and data service over phone lines or VDSL. US West has launched VDSL against Cox Communications in Phoenix, but such services reach only 3,000 feet from the central office, and nationwide deployment would require a \$10 billion upgrade on top of the \$10 billion that telcos are budgeting for DSL data service.

There's plenty of other competition in cable's core video business.

"I always thought that DBS companies would crest, then start to head down," said Morgan Stanley Managing Director Richard Bilotti. But DirecTV and EchoStar continue to demonstrate strong growth: 25% to 33% gains in the first quarter. ■

## SPECIAL NCTA 2000 REPORT



**CABLE'S TOP 25  
PEOPLE'S CHOICE**

*Jeff Gordon helped ESPN speed to the No. 5 spot. 'NASCAR/PONTIAC Excitement 400' took a 3.5 rating/7.0 share to become the week's second-highest-rated cable sports program.*

Following are the top 25 basic cable programs for the week of May 1-7, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 100.8 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHS (000)	Cable Share
1	WWF Entertainment	USA	Mon	10:00P	66	8.1	6.3	6286	12.7
2	WWF Entertainment	USA	Mon	9:00P	60	6.6	5.2	5128	9.4
3	NBA/Kings/Lakers	TNT	Fri	10:42P	161	4.0	3.1	3118	9.2
4	Rugrats	NICK	Mon	7:30P	30	3.6	2.8	2759	6.1
5	NASCAR/PONTIAC Excitement 400	ESPN	Sat	7:30P	210	3.5	2.7	2722	7.0
6	Rugrats	NICK	Sat	9:30A	30	3.4	2.6	2626	12.2
7	NBA/Supersonics/Jazz	TNT	Fri	7:58P	164	3.3	2.6	2597	6.2
7	NBA/Lakers/Kings	TNT	Ture	10:40P	163	3.3	2.6	2579	7.4
9	Rugrats	NICK	Sun	9:30A	30	3.2	2.4	2433	9.7
10	WWF Sunday Night Heat	USA	Sun	7:00P	60	3.1	2.4	2384	5.5
10	Rugrats	NICK	Sat	9:00A	30	3.1	2.4	2376	11.0
12	Rocket Power	NICK	Sat	8:30A	30	3.0	2.3	2296	11.1
12	Wild Thornberrys	NICK	Mon	8:00P	30	3.0	2.3	2303	4.6
12	m/ 'Deliberate Stranger, Pt.2'	LIF	Sun	6:00P	120	3.0	2.3	2256	5.7
12	NBA/Bucks/Pacers	TNT	Thu	7:58P	165	3.0	2.3	2323	4.7
16	Hey Arnold	NICK	Mon	7:00P	30	2.9	2.2	2223	5.3
16	m/ 'Stranger In My Bed'	LIF	Sun	2:00P	120	2.9	2.2	2210	7.1
16	m/ 'Sleep, Baby, Sleep'	LIF	Mon	9:00P	120	2.9	2.2	2183	4.3
19	Spongebob	NICK	Sun	10:00A	30	2.8	2.1	2126	8.5
19	Rugrats	NICK	Sun	9:00A	30	2.8	2.2	2177	9.5
19	m/ 'Deliberate Stranger, Pt.1'	LIF	Sun	4:00P	120	2.8	2.1	2133	6.4
22	Rugrats	NICK	Tue	7:30P	30	2.7	2.1	2101	4.9
22	NBA/Jazz/Supersonics	TNT	Wed	8:58P	163	2.7	2.1	2113	4.4
22	WCW Thunder	TBS	Wed	8:58P	71	2.7	2.1	2102	4.1
25	Spongebob	NICK	Sat	10:00A	30	2.6	2.0	2032	9.5
25	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	2.6	2.0	2024	3.9

A Cut Above.

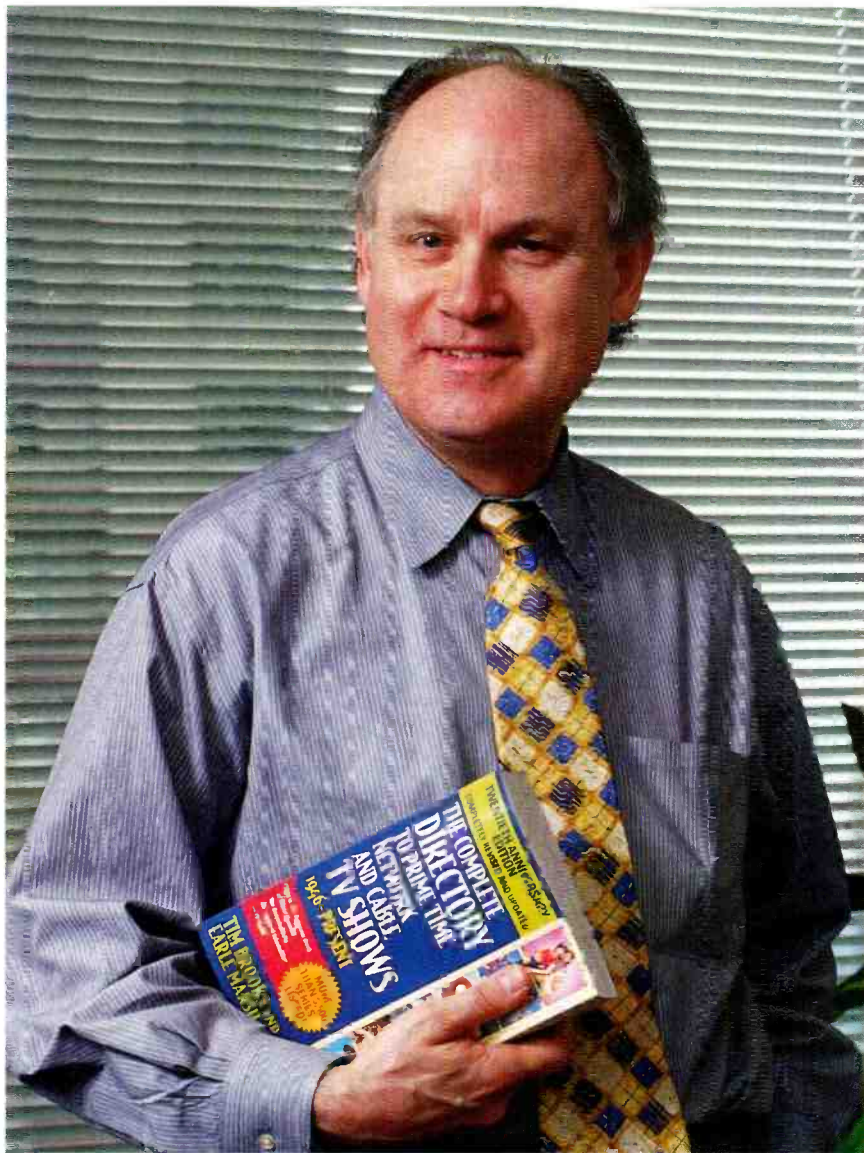
A Mile High.



Three days of new strategies, how-to's and hands-on's for staying ahead of the media revolution and taking your cable ad sales revenues to new heights.

To register, call (212) 508-1229 or get detailed Conference information through CAB OnDemand—the Cabletelevision Advertising Bureau's members-only Web site.

JUNE 3-5, 2000 • COLORADO CONVENTION CENTER, DENVER



**Tim Brooks:**

# Television's numbers man

Ask Tim Brooks anything about TV and you're in for an education. Senior vice president of research at Lifetime, he has been analyzing shows for almost 30 years, first at NBC, later at USA and Sci Fi, and now at cable's quintessential women's network. Brooks, a co-author of the Complete Directory to Prime Time and Cable TV shows: 1946-Present, talked with *BROADCASTING & CABLE's* Deborah D. McAdams about what's hot and what's not in television, why it works that way, and what the future holds.

Photo: Tom Sobolik / Black Star

In your book, there are so many shows that lasted for maybe three or four episodes, like *C. Everett Koop, M.D.* and *Someone Like Me*.

The funny thing is that for every show in there, there is somebody who remembers it well. There may be only one person, but we will hear from them. They are so happy that somebody remembers *I Married Dora* or some obscure show. That's the wonderful thing about television. Even short-run shows have such wide distribution that people remember them forever.

**You've been in program testing and research for three decades. Can you predict program trends?**

If I could accurately predict the trends, I'd be Rupert Murdoch's boss. Creativity can't be predicted. But there are certain trends and patterns that do recur over time. That lightning in the bottle is truly rare, but it's not as unpredictable as you might think.

**What are those lightning-in-the-bottle elements?**

The one thing that runs through everything that I have ever seen, with rare exceptions, is that people want to watch people they can relate to or like at some level. With television, you live with the characters. You're literally inviting them into your living room. So it's a very personal medium, and shows that are based on a gimmick or special effects, or worst of all, a show that's based on an interesting but dislikable character, never work.

There are 5,000, 6,000 shows in my book. I can't name one successful show that had a dislikable lead. Even Archie Bunker was not dislikable. He was a teddy bear underneath it all. Ralph Kramden, at the end of the show, would say, "Baby you're the greatest."

If TV viewers don't like the person on some level, if they don't want them in their living room, that show will fail. At least that's one continuing theme that I've seen over the years.

**You once told an anecdote about how audience research changed *Family Ties*.**

I was at NBC when the show was developed around the premise of a husband and wife who were children of the '60s, and their '80s kids who had such a different mentality.

Viewers weren't drawn to that particularly. What they were drawn to is that one of the two kids really popped for

then, the Alex Keaton character played by Michael J. Fox. He was originally a supporting member of the ensemble, and he became clearly the star of the show. Here was this youthful, fresh-faced young guy who had the picture of Reagan hanging over his bed. It was a parody on the materialistic '80s.

**So the writers changed the show accordingly?**

Exactly. They redirected the show.

**Was that show tested before it went to air?**

Yes.

**And it tested fine until it reached the air?**

That's right. It was an OK test, but it wasn't a breakthrough by any means. It was sufficient to get on the air. Many shows that test moderately or even poorly in some cases get on the air. *Family Ties* didn't start particularly strong in the ratings either. NBC was having a very hard time with the ratings in those days and the show wasn't doing anything to move them.

**So *Family Ties* didn't catch on for several episodes. Do networks give shows that kind of opportunity today?**

In the early '90s, it looked like they had finally learned their lesson and were starting to give shows a little more time. In my opinion, shows need more time now than they did 10 or 20 years ago.

**Why?**

There are multitudes of examples of

shows that easily could have been killed off because of ratings that later became enormous hits, sometimes peaking in their third, fourth, sixth, eighth season. I think *Law & Order* is still growing, and *The X-Files* practically rose from the dead. It was a number 105 show in its first season and made it to the top 10 in its third or fourth.

**Does cable stick with shows longer than broadcast?**

Cable networks pretty much stick with things because they have to; it's just the economics of it. They pay a lot of money for shows and they have to get their money back no matter what. But failure on a cable network is not as dramatic as on a broadcast network because you're looking for a 1 rating or a 2 rating rather than an 8 or a 9 or a 10.

The whole broadcast model, the trap that they're in, is that to get those very high CPMs they have to get the big audience all at once. They can't accumulate it over time like a cable network. That's going directly against the tide of how viewers watch television today.

**Is fragmentation the culprit?**

Absolutely. And the fact that the networks that constitute those fragments are getting smarter, better funded and able to produce shows that are on the same level in terms of quality and production as broadcasters. To the viewer, there is no difference. An *Any Day Now* could run equally on ABC or

NBC as on Lifetime. Same kind of show, same kind of stars. That wasn't true 10 years ago.

**Does broadcast ratings erosion drive program turnover?**

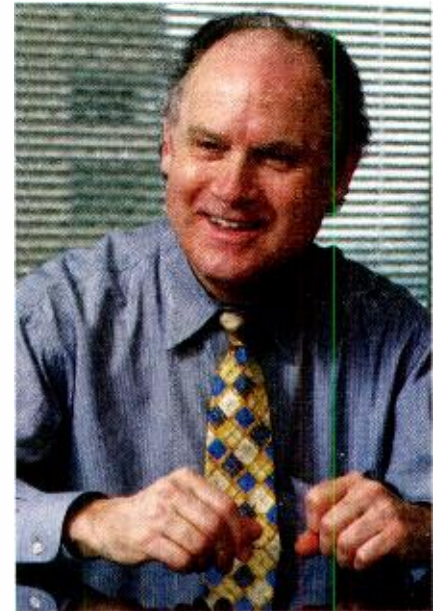
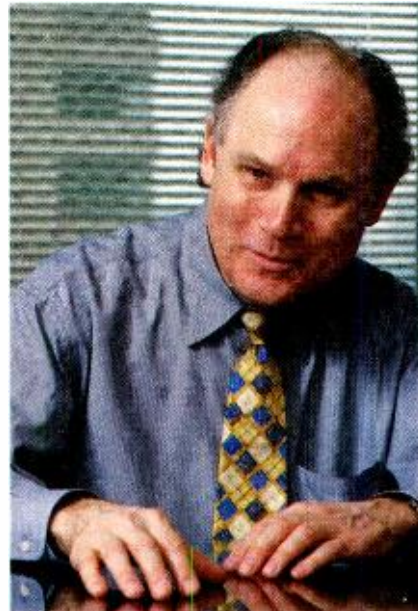
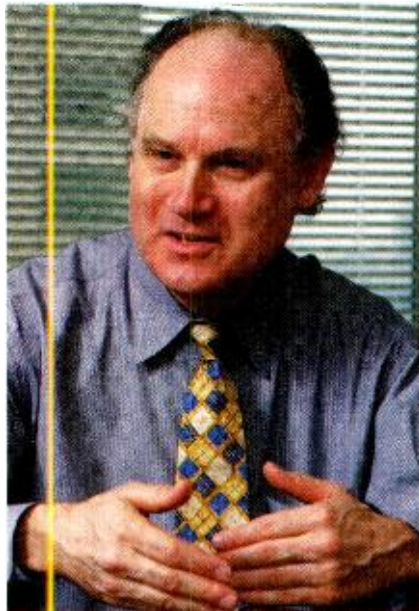
Yes. Broadcast erosion is a 20-year trend now, and as with any trend, it levels off now and then. In the early '90s, there was a great deal of cheering about the fact that the erosion had finally stopped. That was in 1993. The next year when they went down again, then leveled off in '95. Then in '96 it started again and instead of leveling off, it accelerated. In '98 and '99 they were almost in freefall and nobody knew what to make of it.

**This year, erosion has leveled off again. Why?**

A combination of two things: *Millionaire* and dramas. Networks really played the single urban sitcom like *Seinfeld* to death. This year, several dramas like *West Wing* and *Once and Again* did well, and those are hours instead of half-hours, so they take up a lot of the schedule. There are probably six or eight that'll be coming back next year, which is some indication of success.

**Does the pendulum swing between comedy and drama?**

Yes. There are clear shifts back and forth over the history of TV. What typically happens is that a show of a certain type becomes popular and everyone rushes to clone it, like westerns in the '50s when *Gunsmoke* was on.



Photos: Tom Sobolik / Black Star

**Now the networks are cloning *Millionaire*. Is it justifiable for networks to jump on a bandwagon?**

Well, it was, for NBC with *Twenty One* and Fox with *Greed*. They did very well jumping on the bandwagon, but I think that trend is going to burn itself out pretty quickly.

**What's the worst thing you've ever seen that made it to television?**

The worst is pretty strong, but I've got to tell you, I didn't like *Action* at all. I know the critics raved about it, but it seemed to me exploitive and smarmy and full of itself. I don't want to pick on just that show. There are other shows, too, that seem to be almost selfishly creative, like "I'm so much smarter than you, I'm going to show you." Fortunately, the audience doesn't tend to like that either.

**How accurate are Nielsen ratings?**

Overall, they do quite well, and believe me, I know where all the bodies are buried. It is, in fact, one of the most carefully constructed and executed measurement systems or measurement reporting tools in the entire world, in academia, in commerce.

That's partially because the real emphasis is on making sure the sample is representative, because all research fails with a bad sample. So the most important thing is to make sure that the sample truly represents the American population.

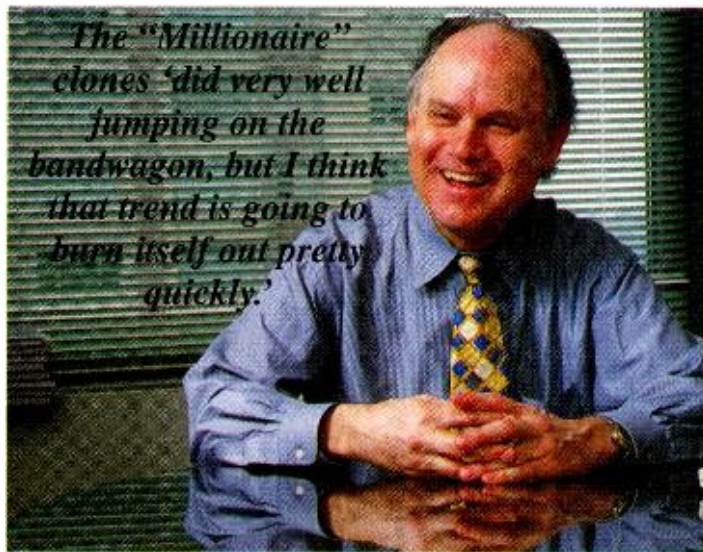
They spend a great deal of effort doing that. There are Nielsen employees who literally walk down the street with a clipboard and a map updating city records to make sure that every housing unit has been accounted for so they don't miss people. They recreate the work that the zoning commission is supposed to do, just to make sure that they have the best possible sample to draw from so that everybody has got an equal chance.

Then once they pick somebody at random, they try very hard to get those people to cooperate. They are very friendly to them and they are very accommodating to their needs rather than just going to people who want to participate in everything.

**Of the five biggest cable networks, Lifetime was the only one that didn't drop in prime time in the first quarter. What's happening with TBS, TNT, USA and Nickelodeon?**

At least three of those are broad-based entertainment networks without strong identification for who they are. USA can be all kinds of things. So can TBS or TNT. And those are the networks that suffer the most when broadcasters have a relatively good season.

The networks that do best during periods when broadcast networks do well are the ones with a very defined audience. People know exactly what to find there and presumably like what they find. Lifetime has developed a



very strong identification of what it is. We hardly have to advertise specific movie titles because viewers come to us expecting to find a certain point of view and they are rarely disappointed. USA might have an Arnold Schwarzenegger movie or *Field of Dreams*, so they have to sell it every time.

**Does this herald the imminent demise of general entertainment cable networks?**

They've been written off many times over the years, so they must have been very strong. I think what they have to do, though, is become somewhat less general, and there is some evidence that they are doing that. For a long time, TNT made no bones about the fact that it was really a male network of John Wayne westerns and Clint Eastwood shoot-'em-ups and that kind of stuff.

USA has also become very male-oriented in the last couple of years. Part of

it is wrestling, but their movies and series are produced with a male sensitivity. So they've become somewhat less broad than they used to be, and I think that's the road to the future for the broadband entertainment networks.

**Does Lifetime lead in women because it's the only game in town? What happens if and when Oxygen becomes a contender?**

That's a good point because most of the big niches in cable have been cloned by now. There's the battle of the news networks and the battle of the kids networks. If anything, our bigger competitors are going in the opposite direction toward male viewers. So we have the field fairly clear in terms of a pure women's environment, and I don't think that will last. Whether it's Oxygen or somebody else, that's too big and too valuable a piece of real estate in the consumers' map to leave to one player.

Our job in the next few years is to make sure that we are so strong with that audience—that we bond so well with them and they trust us so much—that it can withstand competition from others because there will be competition from others.

**What programming trends do you anticipate for the future?**

As I mentioned earlier, I think the proliferation of dramas is the harbinger of several years at least of dramas. And while they will always be around, I think we are seeing a period where sitcoms are going to be the secondary format in prime time. The only thing that restrains dramas, really, from being all over the place is that they are so expensive to make, and the networks are so bottom-line obsessed.

You are going to see the ascendancy of dramas. And dramas well done perpetuate themselves. You could have a popularity curve for *West Wing* that lasts for five or six years, easily.

I think the news magazines fortunately are going to recede. They were the cheap, easy play of the mid-'90s, but there are far too many of them. Some are morphing into something resembling dramas themselves. ■



## **CNN** 20th Anniversary Salute

The name CNN has become synonymous with news. The world's first 24-hour all-news network. CNN's non-stop coverage transformed how society keeps track of national and international events. In the process, the network carved out a unique niche, fostering a new era for cable operators and program producers alike.

Today, The CNN Networks boast worldwide recognition and feature an array of specialized television and new media vehicles dedicated to headline news, international news, sports, finance and more.

On June 19, Cablevision, Multichannel News and Broadcasting & Cable will commemorate CNN's 20th Anniversary with a very special publication. The CNN 20th Anniversary Tribute will look at the past, present and future of CNN and see how this once-fledgling network has become a global phenomenon.

Distributed with the industry's three leading publications, The CNN 20th Anniversary Tribute will reach every corner of your market, making it a highly-visible forum for your message. Reserve your space in The CNN 20th Anniversary Tribute today, and help make some good news of your own.

### Distribution

Broadcasting & Cable • Cablevision • Multichannel News

#### Issue Date

June 19, 2000

#### Ad Close

May 24, 2000

#### Materials Due

June 1, 2000

**Broadcasting & Cable**  
www.broadcastingcable.com

**Cablevision**  
www.cablevisionmagazine.com

**Multichannel NEWS**  
www.multichannel.com

# Turned off by Emmis TV

*Investors get jitters after Lee TV acquisition; Smulyan now mulls a tracking stock*

By Elizabeth A. Rathbun

**W**ith the TV industry in distress, Emmis Communications plans to spin off its newly enlarged TV group, probably into a tracking stock, says Chairman Jeffrey Smulyan.

On May 8, Emmis more than doubled the size of its TV holdings, paying \$562.5 million for eight Big Three affiliates and seven satellite stations owned by Lee Enterprises. Lee will sell its Telemundo affiliate KMAZ(TV) El Paso to someone else, which will put the newspaper publisher out of the TV business.

"We see value in television; we understand that others may be concerned," Smulyan said last Monday during a conference call. "Television ... is lower than it's ever been, and there's good reason for that."

Among those concerned is Emmis investor Liberty Media, which, after Smulyan, is Emmis' largest shareholder. "Liberty was one of the people who suggested so strongly that we have two different operating entities," one for TV stations and the other for the booming radio stations, Smulyan said.

In what appears to be an effort to protect the value of Emmis' more profitable portfolio of 15 radio stations, Smulyan said he is considering taking Emmis' TV holdings private or trading them as a tracking stock. He added that he might put more of his own money into the TV side. "The private value of television operations is higher than the public value. That will be reversed" as investors realize the value that digital spectrum will provide, Smulyan predicted. Meanwhile, "the radio business is on fire."

Liberty, itself a tracking stock of AT&T, comes down on the side of creating a tracking stock, Smulyan

said. A tracking stock creates a separate market valuation for a parent company's business unit, while the parent continues to control the assets of the business (and the revenue). A decision is expected within 120 days.

That the TV business isn't the best investment these days was underscored by Wall Street's reaction to Emmis' news: The Indianapolis-based company's stock price dove 23.1%, to close last Monday at \$33.50 per share. It continued to tumble Tuesday, when it dropped another 10.3%. It closed at \$29 last Wednesday, down 3.5% from Tuesday's close and close to its 52-week low of \$27.25 on March 7.

Indeed, there is a "generally negative view toward TV stations unless they are major-market stations with greater franchise value and market clout for national advertisers," which Lee's are not, analysts Edward Hatch and Peter Mirsky of SG Cowen wrote last Monday. Spinning off the TV stations is a good idea "as investors do not seem to want to own 'hybrid' companies," added the analysts, who lowered their Emmis price target from \$58 to \$49.

Wall Street was caught off guard by Emmis' TV deal, which was reported to be in the works in the May 1 edition of BROADCASTING & CABLE. Traditionally slow-to-acquire, Emmis consistently has proclaimed itself a

radio company and has been promising to spend \$1 billion over the course of the year to buy radio stations. Emmis is "in the very final stages of [making] several" radio deals, Smulyan said.

Smulyan also has been promising to announce an Internet portal partnership since last fall (B&C, Sept. 6).

The Lee deal works out to about 14 times current broadcast cash flow, but is accretive, giving Emmis TV enough "critical mass to be put into a separate entity." By adding Lee's stations to its seven, mostly Fox, network affiliates, Emmis nearly doubles its reach to 6.84% of TV households. Under the FCC's method of accounting, which discounts 50% for UHF stations, a combined Emmis/Lee reaches 6.04% of TV households, compared with the Emmis-only percentage of 2.74. Those percentages account for the fact that Emmis will have to sell either its or Lee's station in Honolulu because of the FCC's duopoly rules.

The deal is subject to FCC and Justice Department approval. ■

## Adding up Emmis

With the purchase of eight stations from Lee Enterprises, Emmis Communications more than doubles its TV holdings. The chart below shows how smoothly Lee's stations slide into Emmis' existing lineup (Lee stations are marked with an asterisk):

DMA	Market	Station	Affil.	Channel
22	Orlando, Fla.	WKCF(TV)	WB	18
23	Portland, Ore.	KOIN(TV)*	CBS	6
41	New Orleans	WWUE(TV)	Fox	8
	Albuquerque, N.M.	KRQE(TV)*	CBS	13
59	Huntington/Charleston, W.Va.	WSAZ-TV*	NBC	3
62	Mobile, Ala./Pensacola, Fla.	WALA-TV	Fox	10
65	Wichita, Kan. <sup>2</sup>	KSNW(TV)*	NBC	3
69	Green Bay, Wis.	WLUK-TV	Fox	11
71	Honolulu <sup>3</sup>	KGMB(TV)*	CBS	9
71	Honolulu	KHON-TV	Fox	2
72	Tucson, Ariz.	KGUN(TV)*	ABC	9
73	Omaha, Neb.	KMTV(TV)*	CBS	3
81	Fort Myers, Fla.	WFTX(TV)	Fox	36
138	Topeka, Kan.	KSNT(TV)*	NBC	27
139	Terre Haute, Ind.	WTHI-TV	CBS	10

\*=stations being bought from Lee

Emmis also owns the following radio stations: KPWR(FM) Los Angeles; WKQX(FM) Chicago; WIBC(AM), WMAP-FM and WTLG-AM-FM Indianapolis; WENS(FM) Shelbyville/Indianapolis and WTHI-AM-FM and WWVR(FM) Terre Haute, Ind.; KSHE(FM), WKXX(FM) and WXTM(FM) St. Louis; and WOCO(FM), WOHT(FM) and WKRS-FM New York.

<sup>1</sup> (and satellites KREZ-TV\* Durango, Colo./Farmington, N.M., and KBIM-TV\* Roswell, N.M.)

<sup>2</sup> (and satellites KSNW(TV)\* Garden City and KSNK(TV)\* Great Bend, Kan., and KSNK(TV)\* McCook, Neb.)

<sup>3</sup> (and satellites KGMD-TV Hilo and KGMV(TV) Wailuku, Hawaii)



The Academy of Television Arts & Sciences  
proudly congratulates



Stanley Hubbard, Chairman & John Cannon, President  
and the entire  
National Academy of Television Arts and Sciences

in recognition of the  
27th Annual Daytime Emmy Awards  
Presentation  
Friday, May 19 on ABC

[www.emmys.org](http://www.emmys.org)



## A diverse Web site

*New online casting site will highlight Latino actors*

By Susanne Ault

**P**ledging wide-ranging diversity programs and appointing senior-level executives to oversee them, network executives seem serious about beefing up minority representation on TV. But just to make sure, two advocacy organizations—the National Association for the Advancement of Latino People (NAALP) and Nosotros—are trying to make it easy to add more Latino faces to the programming mix by launching the online talent service, Castnet Latino.

Created as a separate link within four-year-old casting Web site Castnet.com (founded by former Warner Bros. International TV chief Michael Jay Solomon), Castnet Latino will spotlight veteran and emerging Hispanic actors.

"We've all heard about the lack of employment of Latinos in the industry, and last year we fell back," says Nosotros President and Castnet Latino's co-director Jerry Velasco. "So we needed to find a way to bring Latin-American artists to the attention of the American producer."

Castnet Latino, also managed by NAALP partner Frank Aragon, will post actors' glossies and resumes for \$49.95, charging extra to stream multimedia video. The service, which will debut this fall, is free to Hollywood's talent seekers.

So far, Solomon is encouraged by the response to Castnet Latino. In the two days following last week's announcement, Solomon's Los Angeles offices fielded 160 phone calls from curious actors and producers. ■

# Financials file in

*BROADCASTING & CABLE's recurring round up of stocks; SBS, Big City Radio, Regent, Salem Communications*

By staff reporters

### Spanish Broadcasting System

■ SBS lost nearly \$16.9 million in the six months ended March 26, despite revenue that grew 25.1%, to \$53.9 million, and broadcast cash flow (BCF) that rose 31.1%, to \$29.1 million, compared with the same period a year earlier.

The loss was attributed to a one-time severance payment of \$10.2 million to buy an annuity for two retired executives, as well as the early retirement of several notes.

However, the Miami-based radio group reported a profit of \$1.5 million on revenue of \$24.9 million (up 32.5%) for the three months that ended this past March 26. Broadcast cash flow rose 42.7% in that period, to \$12.7 million. Fueling the gains were higher ad rates and results from two of eight radio stations in Puerto Rico that SBS bought on Jan. 14.

Also last Monday, SBS announced that it had purchased four FMs and two AMs from companies chaired by Marcos Rodriguez.

The \$165.2 million cash-and-stock deal gets SBS into San Francisco and Dallas (the nation's 10th-largest Hispanic market) for the first time, and increases its station holdings in Los Angeles and San Antonio (for details see "Changing Hands," page 57).

Wall Street reacted to the news by bouncing SBS' stock price up 11.2 last Tuesday to close at \$19.875.

### Salem Communications

■ Losses at Salem Communications grew in the first quarter, from \$1.3 million in 1999, to \$1.7 million this year, the religious broadcaster said last Tuesday.

Broadcast revenue grew 10.8%, to \$22.6 million, while BCF rose 10%, to \$9.9 million.

However, earnings were hurt by losses at the company's other media businesses, which include Christian music magazines and e-commerce and Internet search engines for the Christian products industry. Camarillo, Calif.-based Salem owns or operates 70 radio stations.

### Big City Radio Inc.

■ BCF stayed in the negatives at tiny Big City Radio Inc. The company, based in New York, said last Tuesday that its first-quarter 2000 BCF deficit narrowed to \$1.5 million compared with a deficit of \$1.9 million in 1Q '99. The company's net loss rose from \$6.2 million to \$8.7 million in the same period, while net revenue grew 38.2%, to \$4.6 million.

Wall Street liked something in what it saw in the results: Big City's stock price closed last Wednesday up 8.6%, at \$4.75 per share.

Big City, which was formed in August 1994 by Stuart Subotnick and Michael Kakoyiannis, said losses are to be expected, as it is still "in the early stages of development." Subotnick, who with John Kluge owns Metromedia Co., is Big City's majority shareholder; Kakoyiannis suddenly and quietly left the post of president on Nov. 2, 1999.

Big City simulcasts FMs in New York, Los Angeles, Chicago and Phoenix.

### Regent Communications Inc.

■ Net loss also grew at Regent Communications Inc. The Covington, Ky.-based owner/operator of 40 radio stations reported last Monday that its loss went from \$1.4 million in the first quarter of 1999 to \$3.8 million in 1Q 2000 on revenue that grew 65.4%, to \$7.5 million.

Meanwhile, BCF was up 143%, to \$1.7 million. "We remain focused on improving our results and creating market-leading station clusters" in midsize and small markets," Regent Chairman Terry Jacobs said. ■

**Broadcasting & Cable**  
**ONLINE**

The big news on the Internet is  
Broadcasting & Cable Online.  
With 24-hour access to over 30 sections  
of the latest industry news,  
[www.broadcastingcable.com](http://www.broadcastingcable.com) is an  
address you'll want to bookmark.



## STATION BREAK

By Dan Trigoboff

### A real dogfight

A KMSP-TV Minneapolis reporter is under investigation for lifting a videotape from a property under police investigation for evidence of dogfights.

Police have charged former World Junior Flyweight Champion Will Grigsby with staging dogfights.

A tape—which showed a dogfight—was copied, given to police and aired by the station. Sherburne County authorities interviewed reporter Tom Lyden, but no criminal charges were filed as of last week.

Lyden admits that he took a tape from a car parked at the property where 13 pit bulls had been seized. But, he said, the tape was clearly visible, and that the car didn't have any license plates, possibly having been abandoned. Many in the area's news community believe Lyden pushed the envelope too far. But the station has been behind its reporter, who has met with lawyers. "I was doing my job," Lyden said.

There had been three police searches of the property prior to the incident, and police had recovered other dogfighting tapes.

### Spring-breaking

WTVF(TV) last week caught some criticism from media peers over its sweeps series on the excesses of spring break in Panama City, Fla., despite the warning and obscured body parts. Based on video shot by partiers, it showed drinking and drug use.

One TV competitor compared the station to Jerry Springer, raunch talkmeister and host of MTV's similarly focused spring break features.

The story showed numerous bare—if scrambled—female breasts and sex acts.

It described students searching through cow pastures to collect—from cowpies—a certain kind of hallucinogenic mushroom.

News Director Mike Cutler noted that few parents of college students are watching MTV, and were unfamiliar with the shocking activities of students' away-from-home movies.

The amateur filmmakers, Cutler noted, no Francis Ford Coppolas they, were proud of their debauchery documentary. "But parents really had no idea things were so out of control. There's no question it was a worthwhile story."

The story also brought about a two-point ratings



WTVF(TV) says its sweeps story on the excesses of spring break had value for Nashville-area parents.

boost, and Cutler won't deny that sweeps played a role in scheduling. He also concedes that the station was wrong in including among indignant parents—presumably providing some of the outrage that justified the story—station employees, unidentified as such.

### Walking for office

WCVB-TV has covered Boston Mayor Thomas Menino running for office, and will now cover him walking while in office. As part of its HealthBeat project, the station will chronicle the mayor's new walk-for-fitness regimen.

HealthBeat is promoting the notion that even the very busy have time to exercise.

### Umansky recalled

Martin Umansky, the founder of Wichita's KAKE-TV who died this month, was eulogized as the epitome of a broadcaster who lived and breathed his community.

"He was the quintessential local broadcaster," said his son, Washington lawyer Barry Umansky. "He knew there was a mutually dependent relationship between the viewer and the local station.

"His station grew generations of loyal viewers with tons of local news and programming. And at a time when ABC ran fourth in a three-network race, he was always No. 1."

Umansky's philosophy, said Harriet Lange, president and executive director of the Kansas Associa-



Wichita broadcast leader Martin Umansky died at 83.

tion of Broadcasters, was "serve the community; the business will follow."

And the much-honored New York City-born Jew who was once told to change his radio name because the station manager thought Umansky "sounds a little Bolshevik" was honored with the Benemerenti Medal and Knight of St. Sylvester—the highest award given by the Catholic Church to a non-Catholic.

### A different objective

KSTP-TV Minneapolis says it's not sure to what degree its \$25,000 reward led to the arrest of three young men last week for the drive-by shooting death of a 17-year old bicyclist, but the Hubbard family, which owns the station, is ready to pay.

News Director Scott Libin says the reward was not offered because 17-year old Anthony Basta was related to assistant news director Mark Ginther and to Jon Ginther, who works for co-owned Conus, but from a sense of community obligation and because the killing was so senseless.

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



## GET WITH THE PROGRAM

By Joe Schlosser and Susanna Ault

### UPN makeover

UPN has hired Jim Cahill and Jim Atkinson, the same creative team that helped redefine Fox and NBC's on-air look, to remake UPN's image.

The duo will be creating new network IDs, tags, bumpers, interstitial segments and end-credit transitions for the upcoming season. Cahill and Atkinson created Fox's recent Area 21 on-air branding effort and, before that, NBC's NBC 2000 campaign.

Cahill and Atkinson's studio, Heat Seeking Multimedia Corp., has been working with UPN since last November.

### ABC sweeps up

As expected, the four celebrity versions of *Who Wants to Be a Millionaire?* led ABC to a banner week in the national ratings.

ABC drew its second-largest weekly audience of the season behind only its *Super Bowl* week numbers in January—averaging 18.3 million viewers and a 6.6 rating/19 share in adults 18-49 for the week-ending May 7.

ABC won its 19th straight week in total viewers and got back on top of the adults 18-49 race in a large way. *Millionaire's* special May sweeps editions broke all sorts of records last week, including its most-watched episode to date on May 2, when the game averaged 36.1 million viewers.

The four episodes of *Millionaire* during the week were the four most-watched programs of the

week across all networks.

In the adults 18-49 race, Fox followed NBC's second-place finish with a 3.6 rating, CBS averaged a 3.4, UPN pulled a 1.6 and The WB scored a 1.4 in the demo. In total viewers, CBS finished third with an 11.4 million average, followed by Fox at 7.4 million, UPN averaged 3.8 million and The WB was at 3.3 million.



*Rusty (Mike McDonald) is surprised to find that Margo (Susan Sarandon) is his special birthday present on 'MAD TV' Saturday, May 6 (11:00PM-Midnight) on FOX.*

### Fox re-ups 'Mad TV'

Fox's sketch comedy series, *Mad TV*, has been picked up for a sixth season. The Saturday night sketch comedy series has climbed 6% in year-to-year growth in total viewers (5.4 million vs. 5.1 million).

*Mad TV*, created by Fax Bahr and Adam Small and executive produced by David Salzman, Quincy Jones and Dick Blasucci, joins the ranks of other Fox renewals *Malcolm in the Middle*, *That '70s Show*, *Futurama*, *King of*

*the Hill*, and *The Simpsons*

### 'Homes & Hideaways' and Hanover a go

Hearst Entertainment's new syndicated lifestyle series, *Famous Homes & Hideaways*, has been declared a firm "go" for fall 2000. *Famous*, which was cleared in 183 markets on NBC O & O's, covering 85% of the U.S., provides peeks into popular celebrity stomping grounds.

The show, hosted by WNYW-TV's *Good Day New York* personality Donna Hanover, is a joint production of Hearst Entertainment and Canadian distributor Motion Intl.

### 'Geppetto' by a nose

The second Sunday night battle of the May sweeps between the Big Three broadcast networks' miniseries and original movies was a close one, with ABC's *Geppetto* attracting the most viewers of the 9 p.m. PT/ET shows (May 7) and helping ABC win the night with a 6.3 rating in adults 18-49 and a 19.5 million average.

*Geppetto* averaged 14.5 million viewers and a 4.3 rating in adults 18-49, according to Nielsen Media Research. CBS' Hallmark Hall of Fame film, *Cupid and Cate*, was close behind with 14.1 million viewers and a 4.2 rating in adults 18-49.

NBC's second miniseries of the sweep, *Jason and the Argonauts*, averaged 13 million viewers and a 5.4 rating in adults 18-49. *Who Wants to Be a Millionaire?* (27.3 million viewers) and



*Geppetto's no puppet: Show won second Sunday night sweeps.*

*The Practice* (21.5 million viewers) did the heavy lifting in helping ABC to the Sunday night win.

### 'Feud' cranks up

Bolstered by several time-slot upgrades, Pearson Television's *Family Feud* has officially kicked off its second season of production.

The series, hosted by comic Louie Anderson and executive-produced by Michael Canter (who previously helmed *The Dating Game* and *The Newlywed Game*), has been bumped up from mornings to afternoons on WWOR-TV New York, WPWR-TV Chicago and WUTB-TV Baltimore.

### Pax PSAs

Pax TV is launching an extensive public service initiative in support of handgun control. The network was airing public service announcements (PSAs) last week, leading up to the Million Mom March on Sunday, May 14.

The march is dedicated to educating children on the dangers of guns.

The PSAs feature footage of Martin Luther King Jr.'s civil rights speech in 1963 and Vietnam veterans marching on Washington in 1971.

Pax executives are also producing a second set of PSAs to run through 2000.

## SYNDICATION WRAP-UP

## PEOPLE'S CHOICE

APRIL 24-30, 2000

## TOP 20 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	10.5	10.5
2	Jeopardy	8.6	8.6
3	Judge Judy	6.4	6.9
4	Oprah Winfrey	6.1	6.2
5	Entertainment Tonight	5.9	6.0
6	Friends	5.7	6.4
7	Seinfeld	5.4	5.4
8	Frasier	5.1	5.7
9	Wheel of Fortune (wknd)	4.2	4.2
10	Hollywood Squares	4.1	4.1
11	Drew Carey	3.9	4.3
12	Judge Joe Brown	3.8	5.0
13	Jerry Springer	3.8	4.1
14	ER	3.7	4.3
15	The X-Files	3.6	3.9
16	Maury	3.5	3.6
17	Live with Regis and Kathie Lee	3.5	3.5
17	Rosie O'Donnell	3.5	3.5
17	Seinfeld (wknd)	3.5	3.5
20	Friends (wknd)	3.4	3.6

## TOP FIVE TALK SHOWS

Rank	Program	HH AA	HH GAA
1	Oprah Winfrey Show	6.1	6.2
2	Jerry Springer	3.8	4.1
3	Maury	3.5	3.6
4	Live With Regis and Kathie Lee	3.5	3.5
4	Rosie O'Donnell Show	3.5	3.5

According to Nielsen Media Research  
Syndication Service Ranking Report  
April 24- April 30, 2000

HH/AA= Average Audience Rating (households)

HH/GAA= Gross Aggregate Average

One Nielsen rating= 1,008,000 households,  
which represents 1% of the 100.8 million TV  
Households in the United States.

N/A= Not available

## Sweeps a downer, even for hits



Even talk show queen Oprah dipped—  
9%.

For the first several days of May sweeps, most syndicated series faltered out of the gate, at least as far as the national ratings were concerned.

Even the giants slipped from their pedestals for the week ending April 30, including talk queen *Oprah* (down 9%, to a 6.1) and court maven *Judge Judy* (down 3%, to a 6.4), according to Nielsen Media Research.

In the talk world, *Jerry Springer* fell 5%, to a 3.8, which landed him in second place. And in a tie for fourth at a 3.5, *Rosie O'Donnell* dropped 13% and *Live with Regis and Kathie Lee* was down 3%. No. 3, *Maury Povich*, stayed flat. Also in a slump were *Montel Williams* (down 3%, 2.8), *Sally* (down 3%, to a 2.8) and *Ricki* (down 4%, to a 2.5).

But given that there was a noticeable absence of sweeps stunting

and promotional bells and whistles, the show's performances were nothing to cause panic.

"There have been no specials, no sweepstakes, no celebrity guests," said Katz TV's Bill Carroll. "So, in that context, being flat or slightly down is actually an encouraging sign."

One bright spot was off-net darling *Seinfeld*, which rebounded from its all-time low last week, shooting up 10% to a 5.4. First-place off-net sitcom *Friends* (5.7) and third-place *Frasier* (5.1) were also slightly up.

As for the court crowd, all the gavelers were down or unchanged from last week. Following *Judge Judy*, *Joe Brown* dipped 7%, to a 3.8, and staying flat were *Divorce Court* (3.0), *People's Court* (2.4), *Greg Mathis* (2.3). *Mills Lane* fell 9%, to a 2.1.

—Susanne Ault

# dharma & greg

## 65% SOLD!

Just added!

Washington, DC/WTTG	Denver/KTVD
St. Louis/KDNL	San Diego/KFMB
Albuquerque/KASA	Knoxville/WBXX
Green Bay/WBAY	Colorado Springs/KRDO

28 out of the top 30!

Available Fall 2002

© 2000 Twentieth Century Fox Film Corporation  
All Rights Reserved

A future of opportunity

MAY 1-7

Broadcast network prime time ratings according to Nielsen Media Research



# PEOPLE'S CHOICE

In a week in which no ABC offering placed lower than 66th, the network grabbed eight of the top 10 slots, including five courtesies of 'Millionaire.'

Week 33	abc	CBS	NBC	FOX	U/PIN	WB
	<b>14.0/22</b>	<b>8.5/13</b>	<b>6.2/10</b>	<b>6.8/10</b>	<b>2.3/3</b>	<b>2.9/5</b>
MONDAY	8:00 <b>3. Who Wants to Be a Millionaire?</b> 22.5/35	60. King of Queens 5.4/9 71. Ladies Man 4.6/7	69. Dateline NBC 4.7/7	59. That '70s Show 5.5/9 64. Titus 5.1/8	96. Moesha 2.3/4 93. The Parkers 2.7/4	85. 7th Heaven 3.4/5
	9:00 25. ABC Monday Night Movie—Arabian Nights, Part 2 9.7/15	16. Ev Lvs Raymnd 11.0/16 15. Becker 11.1/17 28. Family Law 9.5/15	38. NBC Movie of the Week—The '70s, Part 2 7.0/11	39. Ally McBeal 8.3/12	97. Grown-Ups 2.2/3 99. Malcolm & Eddie 2.0/3	94. Roswell 2.5/4
	10:00					
	10:30					
TUESDAY	8:00 <b>15.1/24</b>	<b>9.8/16</b>	<b>6.7/11</b>	<b>4.3/7</b>	<b>1.7/3</b>	<b>3.3/5</b>
	8:00 <b>1. Who Wants to Be a Millionaire?</b> 23.6/38	33. JAG 8.8/14	85. 3rd Rock fr/Sun 3.4/6 80. Will & Grace 3.8/6	78. That '70s Show 4.0/7 80. Malc in/Middle 3.8/6	100. The Parkers 1.9/3 100. Moesha 1.9/3	91. Buffy the Vampire Slayer 2.9/5
	9:00 <b>10. Dharma &amp; Greg</b> 12.9/20	23. 60 Minutes II 10.0/15	40. Will & Grace 8.2/13 37. Just Shoot Me 8.5/13	69. Greed 4.7/7	110. I Dare You! 1.5/2	83. Angel 3.6/6
	9:30 29. Drew Carey 9.4/14					
	10:00 21. NYPD Blue 10.5/17	17. Judging Amy 10.8/17	40. Dateline NBC 8.2/13			
10:30						
WEDNESDAY	8:00 <b>14.5/23</b>	<b>9.7/16</b>	<b>8.6/14</b>	<b>4.8/8</b>	<b>2.5/4</b>	<b>2.7/4</b>
	8:00 <b>2. Who Wants to Be a Millionaire?</b> 22.6/37	25. 35th Annual American Country Music Awards 9.7/16	71. Dateline NBC 4.6/8	68. Party of Five 4.8/8	104. 7 Days 1.7/3	91. Dawson's Creek 2.9/5
	9:00 12. Drew Carey 12.8/20		31. West Wing 9.1/14		85. Star Trek: Voyager 3.4/5	94. Felicity 2.5/4
	9:30 24. Spin City 9.9/15		13. Law & Order 12.2/20			
	10:00 29. 20/20 9.4/16					
10:30						
THURSDAY	8:00 <b>10.9/19</b>	<b>6.1/10</b>	<b>15.7/25</b>	<b>4.7/7</b>	<b>5.3/8</b>	<b>2.4/4</b>
	8:00 50. Whose Line Is It 6.7/12	35. Diagnosis Murder 8.6/15	8. Friends 13.7/24 10. Friends 12.9/21	85. TV's Funniest Game Shows 3.4/6	61. WWF Smackdown! 5.3/8	107. Popular 1.6/3
	8:30 38. Whose Line Is It 8.4/14		14. Frasier 11.7/18 22. Frasier 10.4/15	90. TV Guide Truth Behind the Sitcoms 3.0/5		89. Charmed 3.1/5
	9:00 <b>4. Who Wants to Be a Millionaire?</b> 22.1/33	55. Chicago Hope 5.8/9	5. ER 18.0/28			
	9:30 <b>9. 20/20 Downtown</b> 13.5/22	78. 48 Hours 4.0/6				
10:30						
FRIDAY	8:00 <b>6.7/13</b>	<b>5.9/11</b>	<b>9.0/17</b>	<b>3.9/7</b>	<b>2.1/4</b>	<b>1.7/3</b>
	8:00 53. Boy Meets World 6.1/12	66. Funny Flubs & Screw-Ups 5.0/10	35. Providence 8.6/17	83. World's Wildest Police Videos 3.6/7	98. Blockbuster Cinema—Bad Boys 2.0/4	107. Jamie Foxx 1.6/3 104. Steve Harvey 1.7/3 103. Steve Harvey 1.8/3 107. For Your Love 1.6/3
	9:00 52. Sabrina/Witch 6.2/11	55. Now and Again 5.8/11	27. Dateline NBC 9.6/18	77. Greed 4.1/7		
	9:30 51. Sabrina/Witch 6.3/11					
	10:00 43. 20/20 7.8/14	47. Nash Bridges 7.0/13	32. Law & Order: Special Victims Unit 8.9/16			
10:30						
SATURDAY	8:00 <b>5.0/10</b>	<b>6.1/12</b>	<b>5.2/10</b>	<b>5.2/10</b>	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	
	8:00	74. Early Edition 4.4/9	55. The Pretender 5.8/12	74. Cops 4.4/10 64. Cops 5.1/10		
	9:00 66. ABC Saturday Night Movie—Jaws 5.0/10	53. Martial Law 6.1/12	71. The Others 4.6/9	58. AMW: America Fights Back 5.7/11		
	9:30	44. Walker, Texas Ranger 7.7/14	63. Profiler 5.2/10			
	10:30					
SUNDAY	7:00 <b>11.8/20</b>	<b>10.6/18</b>	<b>7.3/13</b>	<b>6.1/10</b>	<b>1.6/3</b>	
	7:30 42. Wonderful World of Disney—Geppetto 8.0/15	18. 60 Minutes 10.7/21	(nr) NBA Playoffs 6.4/14	82. Futurama 3.7/7 74. King of the Hill 4.4/8	111. 7th Heaven Beginnings 1.3/2	
	8:00	19. Touched by an Angel 10.6/18	61. Dateline NBC 5.3/9	46. The Simpsons 7.3/13 45. Malcolm/Middle 7.4/12	100. Charmed 1.9/3	
	8:30				104. Dawson's Creek 1.7/3	
	9:00 <b>6. Who Wants to Be a Millionaire?</b> 17.1/27	19. CBS Sunday Movie—Cupid and Cate 10.6/17	34. NBC Sunday Night Movie—Jason and the Argonauts, Part 1 8.7/14	49. The X-Files 6.9/11		
9:30						
10:00 <b>7. The Practice</b> 14.1/23						
10:30						
WEEK AVG	<b>11.7/20</b>	<b>8.2/14</b>	<b>8.1/14</b>	<b>5.0/8</b>	<b>2.8/5</b>	<b>2.4/4</b>
S-T-D AVG	<b>9.3/15</b>	<b>8.6/14</b>	<b>8.5/14</b>	<b>5.9/10</b>	<b>2.7/4</b>	<b>2.6/4</b>

# Inching to datacast specs

ATSC's S13 standard specifies structures, protocols for inserting data into TV streams

By Glen Dickson

The Advanced Television Systems Committee is close to formalizing a standard for broadcasting data applications within the digital television spectrum.

The proposed S13 Data Broadcasting standard would establish specific data structures and protocols for inserting data into 19.39-Mb/s digital television streams, allowing different DTV stations to broadcast data applications in a consistent way and giving receiver manufacturers a benchmark for building data-casting-friendly TVs and PCs.



Richer sees 'a lot of progress' on DTV transmission issues.

Richer says that ratifying such a standard is essential for data-enabled DTV receivers to hit the market in volume and, consequently, for broadcasters' datacasting dreams to come to fruition.

Although Menlo Park, Calif.-based Geocast plans to broadcast its multimedia content to proprietary DTV data receivers, other datacasting proponents such as iBlast and the Broadcasters' Digital Cooperative are betting on the mass proliferation of standardized DTV receivers, particularly PCs.

The S13 standard, named after the ATSC technology specialist group that drafted it, has been "out for ballot" to the ATSC's Technology Group on Distribution (T3) for two months. Those ballots from T3's roughly 200 members were tallied last week, and a majority were in favor of the proposed standard.

Now the standard will be put out to a vote by the entire ATSC membership. The final letter ballot on an ATSC standard takes six weeks, and two-thirds of the members voting will have to approve of S13 for it to be adopted.

"This is a very important issue, and it's attracted a great deal of interest," says ATSC Executive Director Mark Richer. "The broadcast side, the TV set

manufacturers and the computer industry are all eager to get it done.

"[S13] is a very comprehensive standard. It's agnostic to the type of content, but it defines multiple different protocols to allow broadcasters to transmit data in a way that would be more universal and let people develop generic receivers to capture that data."

Content would be covered by another proposed standard, DASE (DTV Application Software Environment), which is yet to be voted on.

The DASE standard governs a layer of software that would enable datacasting applications to run on different types and brands of DTV receivers. For example, it would allow a programmer to create multimedia content once and be assured that it would work on both a Samsung HDTV set

and a Compaq PC.

The specialist group on data broadcasting, which met outside Boston last week, will now spend the next few weeks responding to comments on the S13 standard. The comments related to "mostly very detailed technical issues," says Richer.

"We'll look at the comments and address the comments," he says. "Either way, we'll now move forward, and it will be balloted to the complete ATSC membership."

Richer adds that the ATSC task force formed in March to tackle DTV transmission issues is making "a lot of progress." The full task force, which includes groups focusing on VSB performance, broadcasters' DTV requirements and field-testing methodology, will meet June 8 in Arlington, Va. ■

## Charter goes tapeless

Buoyed by strong results at MSO's Wisconsin operation

By Glen Dickson

Cable MSO Charter Communications has selected Atlanta-based Video Networks Inc. (VNI) to create a national network that will digitally deliver commercials to Charter's 370-plus cable headends.

Under a five-year deal valued at over \$10 million, VNI will provide Charter's headends with MPEG-2 receivers that will receive digital spots transmitted via satellite and then port them to Charter's existing SeaChange and Sky-Connect digital ad insertion systems.

Charter's idea is to completely eliminate the operational hassles associated with receiving commercials on videotape and delivering them by hand to headends. "We don't intend to send anybody out to the cable headend again, unless it's to do regular maintenance of equipment," says Wes Hart, vice president of St. Louis-based Charter Media. He says Charter's goal is to use VNI to have the entire network up



VNI Vice President Dana Michaelis says the Charter deal is a "breakthrough application" for the supplier.

and running by the third quarter.

VNI's digital delivery system encapsulates spots as IP packets and transmits them via the GE-1 satellite, then uses the Internet to confirm that the spots have been received. Charter has been using the system since late 1998 in its Wisconsin operations, which are scat-

tered over a wide geographic area. By switching from tape to satellite delivery, Charter's Wisconsin headends were able to go from inserting different spots once a week to inserting new spots on a daily basis. That doubled Charter's revenues in Wisconsin, says Hart.

"It's had a huge impact on revenue," he says. "Trying to do 42 different headends, you can't do that on a daily basis effectively. There are too many ways to screw up. By taking the human element out of it and delivering via satellite, I can literally get a spot on the air in 10 minutes 400 miles away."

Although VNI distributes 10 million cable commercials a year, the Charter deal is a "breakthrough application" because of its national scope, says VNI's Dana Michaelis. In addition to installing gear at more than 400 Charter headends, VNI will also link with 13 Charter regional operations centers and 22 Charter sales offices. ■

## Fujinon HD lenses break the ice

Cinematographer Norbert Wu used Fujinon high-definition lenses to capture underwater footage for *Under Antarctic Ice*, a WNET New York production scheduled for broadcast on PBS stations in fall 2001.

Wu used two Fujinon HA10x5.2BERD lenses on Sony HDTV cameras to shoot all of the production's underwater footage in the 1080-line interlace format.

Wu and a revolving crew of three to four members worked out of the U.S. base at McMurdo Station under a grant from National Science Foundation Office of Polar Programs Artists and Writers.



Cinematographer Norbert Wu prepares to take a dip with his high-definition video equipment from Fujinon and Sony.

—Glen Dickson



By Glen Dickson

### Internet movie shot on DVCPRO

*Quantum Project*, a direct-to-Internet movie that premiered May 5, was shot using Panasonic's DVCPRO50 progressive-scan camcorder.

The SightSound.com and Metafilms production, which stars John Cleese, Stephen Dorff and Fay Masterson, uses a combination of live-action footage and extensive CGI and 3-D effects.

SightSound.com Chairman and Chief Technology Officer Art Hair says



A DVCPRO50 camera captured footage for *'Quantum Project.'*

the 480p Panasonic camera was selected because of *Quantum Project's* technical requirements: The material had to be digital to be compressed easily for the Internet and had to be progressive for display on computer monitors.

### NxtWave teams with TeraLogic

Chip maker NxtWave Communications has partnered with TeraLogic to develop a reference design for DTV-on-the-PC receiver boards.

The Cornerstone reference design from NxtWave and TeraLogic is designed to make digital television reception on PCs available to consumers for less than \$300. It incorporates NxtWave's NXT2000 8-VSB receiver chip and TeraLogic's

Janus decoder chip, which decodes all 18 ATSC digital TV formats.

### USA Digital Radio raises \$41 million

In-band on-channel (IBOC) digital radio proponent USA Digital Radio closed a \$41 million private-equity financing round last month.

The new investors: Allbritton New Media; Beasley Broadcast Group; Bonneville International; ComVentures; DB Capital Partners; Flatiron Partners; Grotech Capital Group; Harris Corp.; H&Q Venture Associates; J. & W. Seligman & Co.; Regent Communications; Riggs Capital Partners; Saga Communications; TI Ventures; Waller-Sutton Media Partners; Whitney & Co.; and Williams, Jones & Associates.

Existing USA Digital Radio backers who anted up again: Chase Capital Partners, Gannett and Radio One.

USA Digital Radio has obtained experimental licenses to test the system at eight stations, including WNEW-FM New York and WHFS-FM Washington.

### NBC taps Dolby E

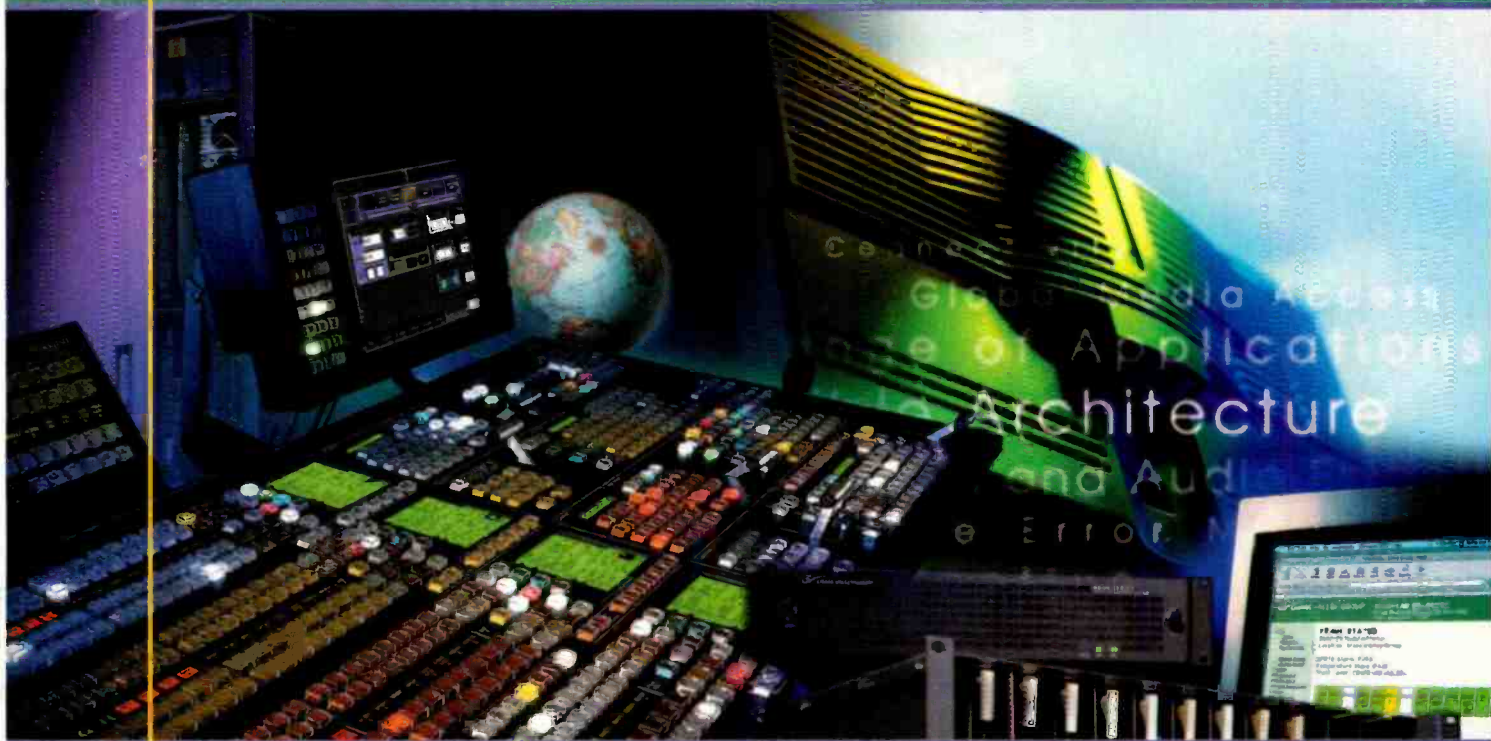
According to Dolby Laboratories, NBC will use Dolby E professional audio equipment to distribute multichannel sound with its DTV programming.

Dolby E, designed to provide stations with a broadcast infrastructure to support Dolby Digital sound, was introduced at NAB 1999.

NBC will use Dolby E encoders at the network level to encode DTV audio before distribution to affiliates, and Dolby will provide technical assistance to affiliates as they make the transition to multichannel sound.



WITH PRODUCTS LIKE THESE,  
A WORLD OF CONTENT BEGINS TO LOOK LIKE  
A UNIVERSE OF POSSIBILITIES.



The future is all about content. Content is a lot about video. And with 40 years of providing the industry's best switchers, digital video platforms, routers and modular products, the Grass Valley Group knows more about video than anybody else.

Especially as it goes digital.

Webcasting. Video on demand. D-cinema. Data-enhanced broadcasting. Streaming Internet transmissions. The world is moving from broadcasting to digicasting — to one of Media Without Bounds™.

And wherever digital content moves, Grass Valley Group will be there, with solutions ranging from our Emmy® award-winning Profile® digital video platform line to new technologies for media-asset management and Web publishing. All the hardware, software and new media technologies necessary to take advantage of the universe of opportunities available through digital content.

So open up a world of content, with complete solutions from the Grass Valley Group. Visit [www.grassvalleygroup.com](http://www.grassvalleygroup.com) for more information. And expand your universe.

 GRASS VALLEY GROUP

Media without bounds.™

## Clifford A. Jenks

CEO, WaveXpress  
New York City



**JOB:** Running WaveXpress, a joint venture of Sarnoff Corp. and encryption supplier Wave Systems that provides e-commerce and other data applications through the digital television spectrum.

**CAREER:** various sales and distribution positions and, ultimately, regional West Coast manager for IBM's distribution businesses, IBM, 1974-87; vice president of sales, Epson, 1987-90; vice president, channel strategy and development; vice president, sales and marketing operations, Apple Computer, 1990-93; executive VP, 1993-95, COO, 1995-96, Zenith Data Systems; executive VP of sales and marketing, 1996-99, president and COO, 1999, Avid Technology.

**EDUCATION:** B.S., American University; M.B.A., Pepperdine University

**FAMILY:** Wife, Sharon; son Cliff, 23; daughter Amy, 21; son Matthew, 11; daughter Amanda, 8.

**WOULD RATHER BE:** Fishing on his 28-foot Grady-White

**BEST LESSON:** "Growth environments are better."

# E-commerce on DTV

**Describe the system you're offering to the broadcasters and compare it with that of other datacasting firms.**

The company's relying on the fact that the Internet, with its bandwidth constrictions, and the digital broadcasting universe, with its essentially unlimited bandwidth, will converge into a new set of opportunities. What we provide is a security environment. If you're in the content business and you have intellectual property that has value, rather than using the traditional broadcast model, which is [to have] really rich content and charge advertisers to show it, there's sort of a hybrid opportunity to provide distribution of that material on a pay-per-view, pay-per-license basis. In addition to that, we've got a whole set of infrastructure-type technology that we can provide broadcasters.

You get a look and feel like it's home page, but there are virtually no constrictions on what you can do with the bandwidth. Some of that will be interactive, because there is a backchannel capability.

**Who are your existing technology partners, and whom do you need to work with to provide that capability to PC users?**

The idea is to feed off the body parts that exist today in the PC industry, not to create proprietary boxes, which is the biggest difference between us and the closest competitor that we have, in my view, which is Geocast. We don't have boxes. We have a personal computer, a tuner card, and basically that's it. You obviously need an antenna, too, to capture the digital signal. On top of that we provide all of the integration for the client [the PC] and, from the broadcaster's point of view, the backroom hardware and software to actually create the transmission.

**What card suppliers are you working with?**

We're working with Pinnacle, Creative and Hauppauge. LG [Electronics, which has formed a datacasting firm called Triveni Digital], although it has not announced its intent to be in the consumer business, is providing tuning capability in our test environments.

**What testing have you done so far?**

The initial alpha testing was with WNJN in New Jersey, the public broadcaster. They already had an existing relationship with Sarnoff, which is our R&D arm for digital television, so we were able to use a GE

satellite, transmit at 2 Mb/s up to the satellite, and receive down through the LG [Electronics] tuner card at the local station. We included some of their local content such as news, weather and sports. We added other data types, such as raw data and other pictures, to basically prove that the technology works.

Another technology partner [that participated] is Fantastic Corp. ... We have exclusive North American rights to the Fantastic license.

**What does Fantastic do?**

Once the media exists, it's got to be tagged for transmission, and it's got to be scheduled into the 19.4-Mb/s stream, so there's a graphical user interface that makes it very easy for the broadcaster to do that. Fantastic has a CMC [Channel Management Center] product, which is their server product, and CEC [Channel Editorial Center] product, which is their client product, and we sell a combination of both of those. That sits today on top of an HP server, and we willsell the infrastructure product to the broadcaster. That's what we're doing now with our rollout with Capitol Broadcasting and DTV Plus in Raleigh, N.C. That very quickly will be followed up with a second effort in Baltimore with Sinclair and then a third effort in Cincinnati with Clear Channel, both probably in the next six weeks. We will work with public broadcasters in Washington and Oregon.

**How does the revenue stream get back to the broadcaster?**

As part of the process, on the front end, we tag all the information. So we know who the creator was, what the transmission method was, where it went, how big the information is. Once it comes back through the process, it's encrypted to the point where it gets in the personal computer, and that's where the intellectual property exists with Wave Systems. Once it's requested, there's a variety of different ways that the transactions could occur.

Think of it as an EZ-Pass. I can come through and just play for 30 seconds, I can buy a license to an MP3 song. The artist can determine whether I can play it once for a fee or have to buy a license, whether I want to play just one song or the entire album. Once that occurs, then there's going to be a revenue share, because we've got a backend contract-management system, [which] can keep track of all of that. ■

Broadcasting & Cable   
Special Report

**ISSUE DATE:**

June 12, 2000

**AD CLOSE:**

Friday, May 26, 2000

**MATERIALS DUE:**

Wednesday, May 31, 2000



# Our Streaming Media issue is overflowing with information

## *Is streaming media the wave of the future?*

On June 12, **Broadcasting & Cable** takes a comprehensive look at streaming media. You'll learn about the newest applications and opportunities, and how you can utilize them. We'll also look at the major players, so you'll know where to find exactly what you need.

**Broadcasting & Cable's Streaming Media Report** will reach thousands of media executives eager to learn about streaming technology. In fact, your message will be seen by more content providers than with any other industry publication. Reserve your space today, and watch interest in your company really start to flow.



## **BONUS DISTRIBUTION:**

**STREAMING MEDIA EAST 2000, New York**  
**PROMAX & BDA, New Orleans**

**Broadcasting & Cable**

ONE MARKETPLACE. ONE MAGAZINE.

Chuck Bolcom: 775-852-1290 • Marcia Orcutt: 323-549-4114 • Yvonne Pettus: 212-337-6945

Payne: 212-337-7022 • Michael Farina: 212-337-6941 • Classified Advertising & Marketplace Advertising: 212-337-6962

VISIT OUR WEB SITE: [www.broadcastingcable.com](http://www.broadcastingcable.com)



*Microsoft's booth at NCTA. The software giant is expanding its reach into cable TV even further with investments in Rogers Communications and SeaChange International.*

# What do you want to watch today?

*Rogers Cable begins field testing Microsoft TV Platform*

By Ken Kerschbaumer

**M**icrosoft headed into NCTA's Cable 2000 in the midst of a first-class struggle with the U.S. Justice Department over its future. But that distraction isn't stopping Microsoft from moving ahead with plans for its Microsoft TV platform.

With respect to the cable market, Microsoft has spent more time positioning and investing than delivering in North America. So this month's start of field testing with Rogers Cable in Toronto is an important step for Microsoft's TV platform, first introduced at last year's NCTA convention.

The field testing is part of Microsoft's

\$400 million investment in Rogers Communications, a deal announced last July. Phil Goldman, general manager Microsoft TV platforms, says the deal with Rogers is a great example of the potential of Microsoft TV, because Rogers will use Microsoft's end-to-end solution for reaching a million customers.

Customers of Rogers Interactive will be able to surf the Web, receive e-mail and even shop and bank online via their TV set and cable connection.

"The big issue is building the interac-

tive market, and that's where our focus is right now," says Goldman. "We have to prove enhanced TV can be successful, and that's tough because the industry has tried it before and failed."

It's also tough for Microsoft because many view the company's forays into the market with a tremendous amount of skepticism. Microsoft speaks as if it is advancing technology to help an entire market segment, even its competitors, but those outside the company wonder "what's the catch?"

On May 9, Microsoft expanded that reach a little further with a 2% investment in SeaChange International, valued at \$16 million to \$20 million. The deal with Microsoft includes joint development with the Windows Media Technologies group to build a single server platform that can stream MPEG-2 video to TVs and IP video to PCs. Product development will take place during the next six to 12 months.

An interesting side note to the deal is that SeaChange has partnerships with companies like Liberate that are direct competitors to the Microsoft TV Platform. But the 2% investment in a company that offers technology that helps a

**SPECIAL  
NCTA  
2000  
REPORT**

competitor is typical in today's business environment.

"Microsoft is often viewed as threatening by companies that are in new areas where Microsoft has aspirations," says Alan Yates, Microsoft TV platforms group director of marketing. "We've struggled early on to determine what the right strategy was to make sure we were viewed as a partner to the industry."

In recent years, that strategy has resulted in a number of investments in cable companies. Microsoft's first foray into a cable investment was a \$1 billion investment in Comcast in June 1997. That deal focused on Microsoft software enhancing Comcast's high-speed data and video services delivered via its cable systems.

And last year there were two more investments. The largest was a deal completed in May in which Microsoft sent \$5 billion to AT&T. Now, both companies are working on deployment of digital cable services in two to-be-announced cities.

AT&T is using Microsoft's TV software platform in its set-top devices, and estimates are that a number of set-tops using Microsoft's Windows CE-based software could be in the 7.5 million to 10 million range from that deal alone. The other deal in 1999 was the one struck with Rogers.

Yates says the AT&T investment, and others like it, will help build the case for enhanced TV. "We were looking for a tight partnership to break the chicken-and-egg problems," says Yates. "We gained a major partner who was as committed as we were to get advertisers, broadcasters and programmers excited. It was all about creating a close collaboration to bring broadband enhanced TV to the marketplace."

But for all the money invested by Microsoft, the company's TV platform has yet to materialize in homes. Charlie Tritschler, vice president of marketing for Liberate Technologies, a competitor to Microsoft in the cable space, says his company has a deal with Comcast as well, and that Liberate's technology should be up and running with a Comcast system later this year. But he doesn't see the same thing

*WebTV's Goldman: 'We have to prove enhanced TV can be successful, and that's tough because the industry has tried it before and failed.'*



happening with Microsoft. "In fact, at the Comcast Investor Conference in Philadelphia, which I was a part of, they displayed the technologies they're deploying this year, and it was ourselves and Worldgate. There was no Microsoft mention, booth or anything," he adds.

Goldman counters that the decision to roll out enhanced TV is ultimately up to the MSO. "What I can tell you is we're going to be ready to roll out in the second half of this year and everything that we're doing is focused on that. But we obviously can't commit to a month or day, because that would be unfair to those doing the heavy lifting."

To Tritschler, however, the Comcast deal is money changing hands without technology changing hands. "It's a classic example of Microsoft buying its way into the market, and it's because they don't have the technology today. And because of that, they're trying to influence the people who are going to make the decisions in the future, by influencing the business today."

But Goldman says the investments

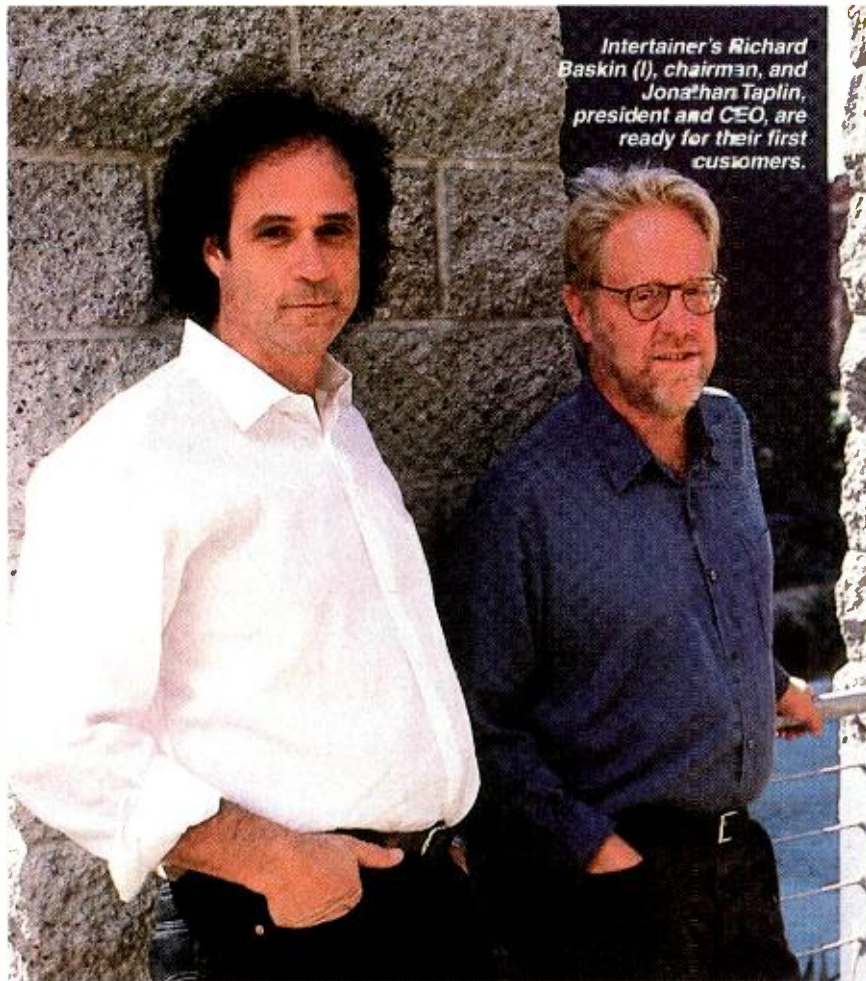
are just that—investments. "What we're trying to do, generally, with these investments is help make enhanced TV move into the next phase, and those companies are the ones taking the big risk, more so than Liberate or us," he adds. "And Liberate is focused on competition with us. If I were them, I'd focus on us, too. But our concern is not competition."

Yates believes Microsoft's investments, particularly in Comcast, highlight Microsoft's commitment to the medium. "Early on, we determined to make an investment that was a signal to the marketplace of the value we placed on cable," he says. "It was a good way to tell the rest of the market that we felt that cable's long-term assets were undervalued; it's a great medium for two-way communication and, long term, for interactive services."

Much of Microsoft's approach to the Microsoft TV Platform is based on experience with its Web TV product. Yates says that by understanding the hardware and software aspects needed for the Web TV receiver, Microsoft has a greater understanding of what the capability of the software for traditional set-tops needs to be.

"We've taken the approach to separate the technology around Web TV into pieces so that cable operators can choose the parts they need," he explains. "Our competitors, like Liberate for example, have started from the other direction, by developing a browser and then trying to develop a comprehensive solution from that point on. In the marketplace today, you have a set of low-end system software suppliers who started in Europe, and a set of higher-end people focused on browser environment, like Liberate, who have followed our lead in developing an advanced set-top box feature set."

But Tritschler doesn't agree with Yates' assessment. "I don't know what he means by us coming from a different direction by being browser-focused and then trying to enhance it," counters Tritschler. "We really did the opposite. We focused on enhancing the TV experience, and used all the technologies of the Internet to do that." ■



## VOD: Moving from concept to reality

*Video-on-demand, interactive services share spotlight with traditional programming*

By Ken Kerschbaumer

**V**ideo-on-demand ... Interactive ... video-on-demand ... Interactive. There were so many companies touting a hardware solution, software solution or end-to-end solution to either video on demand or interactive television at NCTA 2000 that it almost could leave one with the impression that good old-fashioned cable television is very last century. And by the end of the year, that statement might be true.

"We're now talking with every major cable operator, and what we're learning is that every one of them will do some level

of deployment of VOD over the next six months," says Tim Rea, Diva executive vice president and chief operating officer. "Maybe it'll be the first deployment, or it will be more. And in 2001, there's no doubt that VOD will become pervasive."

**SPECIAL  
NCTA  
2000  
REPORT**

To see the inroads that VOD has made from being a concept to becoming a reality, one needs look no further than Diva. It wasn't too long ago that Diva would arrive at trade shows with an 18-wheeler full of equipment

and call it a booth. Today, that truckload of equipment has been replaced by a few racks of equipment. And Diva can now claim 20,000 customers in seven deployments, with as many as 2 million Charter Cable customers in the Los Angeles area set to sign up by summer.

"The Charter deal is for 2 million customers, and that's a watershed for the VOD category and the cable industry," says Rea. "We're still talking with them about what hubs we go into."

On top of that announcement came the news last Wednesday that Diva had signed a deal with Time Warner to port Diva's hardware and software to Time Warner's Pegasus VOD platform. The importance of that announcement is that it shows how far Diva has come with its technology. Critics of Diva point to its proprietary aspects, but Rea says the recent deals discount those claims.

"When we were first starting, we had to do a couple of proprietary things, like provide our own box, in order to show that we could do VOD," says Rea. "But when we convinced others that we were real, we were able to do things like make a deal with Motorola and now we're ported to their box. Certainly the Charter deal forever quiets that issue of whether or not we're proprietary."

The technical issues, however, are the least of the difficulties according to one industry expert. "Nobody has had a real market impact because they haven't been able to sell it to consumers," says Adam Goldberg, Harmonic staff engineer, advanced systems development. Harmonic is heavily involved in conditional access, a potential solution to content gatekeepers who feel the new technologies offer a little too much freedom. "Either they charged too much, you needed an extra phone line, or you needed an extra set-top box. The idea of VOD is nothing new. But who's going to cause an impact and win is tough to say. VOD exists, but you need to be able to have something that people actually want to pay for."

Goldberg adds that the trick is not technical. "The technical capability is there, and on the more advanced networks the bandwidth is there," he says. "You can do interesting things with it, but the trick is selling it and coming up with features and pricing that people want."

### I am the Intertainer

Diva isn't alone in expecting a big 2000 and an even bigger 2001. Intertainer will be getting its first customers up and run-

ning later this spring. They'll be Comcast customers (an investor in Intertainer) but Jonathan Taplin, Intertainer president and CEO, can only say that they'll be somewhere on the East Coast.

Intertainer is going to offer more than 60,000 hours of programming, from a number of studios including Drea nWorks SKG and Sony. Taplin is a big believer in offering a more compelling product that extends well beyond movies.

"The question is no longer does VOD work; it's really what is VOD?" he says. "It's not just movies, but also e-commerce, interactive advertising and all the other ways that you can earn money out of that bandwidth."

He also believes that the interactive revolution will be enabled by companies like Intertainer that create an open platform. "By helping to enable the revolution, hopefully, the tool set used to create the content will propagate, and it grows," he says. "It's kind of like the Web: there was HTML, and everybody wrote to HTML, and it exploded because everyone knew they could work together."

The major message coming from all the companies in the interactive space went something like this. Cable companies have a top-quality two-way connection between consumer and head-end. Cable companies are also under increasing pressure from direct broadcast services to offer better content and better services. Throw in the occasional misstep like Time Warner ticking off millions of viewers (it doesn't matter who was right, it does matter who gets mad) and the cable industry needs to make sure it offers every advantage it can over its competitors (that means DBS).

That's where interactivity comes in. First, the cable operator arranges to get some high-quality digital set-top boxes that basically put a computer on top of the television set. Then you offer a slew of VOD services, high-quality interactive content, and Internet access. The subscribers cable bill becomes a little more expensive, and, most importantly, they don't hit the road, enticed by Direct TV's "NFL Full Ticket." Or, maybe they do, but at least the cable operator did everything they could to stop them.

At least that's the way it's supposed to happen.

## Making it happen

Cable operators can try to attract customers by using words like digital and high speed, but the consensus among

insiders is that the difference is going to be content.

For cable operators, the trick is finding out what services to layer on top of that two-way network. Pick the right layers and they might create an enticing package to viewers. Pick the wrong ones and the viewer won't even notice they're offered.

Scientific-Atlanta's Ken Klaer, vice president and general manager, marketing and business development, subscriber networks, says that VOD is a perfect example of a service that should effectively take advantage of the two-way stream. Bandwidth-intensive content flows to the set-top, while

---

***'VOD is nothing new.  
VOD exists, but you  
need to be able to have  
something that people  
actually want to pay for.'***

***—Adam Goldberg, Harmonic***

---

low-bandwidth commands, like VCR functionality, and head back from the viewer.

"One of the challenges for the cable operator is taking a server and integrating it with the billing system and making sure the network is properly designed and configured," he says.

There's also the question of how many servers will be needed to handle viewer demand. David Greer, senior system consultant with Concurrent Computer Corp., says that a rule of thumb is 10% peak usage. So for 20,000 digital subscribers plan for 2,000 streams to be available at the peak time. At 320 streams handled per server, that would mean seven servers.

But for many cable systems it still comes down to the set-top box. If they deploy the right set-top box they can consider VOD. Scientific-Atlanta, which currently offers the Explorer 2000, 3000 and 5000 digital set-tops introduced three versions of its latest—the Explorer 6000.

"The first one is Internet-centric, with an additional Docsis tuner built in, as well as additional processing speed and memory, says Klaer. "That's three tuners in the set-top, with the Docsis tuner offering a way to get high-speed data to the box. What the cable system does with it is up to them."

The other two models include a video-centric version that uses MPEG-2 for its third tuner (allowing picture-in-picture or feeding of a second television), and the third is an HDTV tuner. The Internet version ships in September with the others shipping in the fourth quarter.

The relationship between server and set-top is also important because the greater the flexibility in the set-top box architecture the more the placing of servers in strategic locations can help create more available bandwidth. "You might want to put high-demand content on the servers at the hub and manage it as a continuous VOD server," Klaer says.

Greer says that he's already had experience getting VOD services up and running, with a service for 50,000 Time Warner customers in Tampa Bay beginning in the next week. He's also working with Cox Communications in San Diego on an installation that will be rolled out later this year.

But again, it might come back to content. And with the tremendous amount of Internet content already out there, the easier it is to tap into that content, the easier it might be to get customers excited.

Taplin adds that every application creator for Intertainer is done in either HTML or Java, and at NCTA they announced that Intertainer will work on Scientific-Atlanta's Explorer set-tops and the DCT-2000 and DCT-5000 from Motorola as well as a PC with a cable modem.

"All of those products can run off the same database, and that's important, because we think operators need to stay completely neutral in terms of hardware because there are constant efficiencies in hardware," he says. "So we also work on nCube, SeaChange, and Concurrent servers."

So will cable operators get it and not miss the opportunity to tap into interactive? The consensus seems to be yes.

"The DCT5000 and the Sony Cablevision platforms will be showing operators that by not being cheap you actually get advantages," says Taplin. "Chuck Dolan is willing to spend a little money and he's getting something cool, and I think AT&T will and Paul Allen will as well. A few people will have to follow. If you don't you allow the PC to become the driving entertainment platform in the home." ■



AOL TV was demonstrated at NCTA last week.

# You've got TV (AOL style)

*Challenger to Microsoft's WebTV, available this summer, make its full-feature debut at NCTA's Liberate booth*

By Ken Kerschbaumer

**A**OL TV—AOL's answer to Microsoft's WebTV—made its debut at NCTA at the Liberate booth. AOL plans to introduce the service this summer.

"This is a live system that is now in a lot of beta testers' homes, and we're trying to get it ready for launch," said Carlos Silva, vice president, product studio AOL devices. New members will be able to get the service for \$21.95 a month while existing AOL customers will be able to get the service with a slight uptick in their monthly charge, he said.

Users will hook up a Philips set-top

box to their TV through the cable set-top box so that AOL TV can interact with the video programming. A list of functions down the left side of the screen includes instant messaging, chat, and e-mail functions.

**SPECIAL  
NCTA  
2000  
REPORT**

AOL will be available online, and customers will be able to buy products through their television sets."

Liberate developed much of the software supporting the service. "We've

used their middleware hooked up with our AOL technologies to communicate with the existing rooms, chat rooms, buddy lists, and displaying them on the TV," Silva explained.

Liberate CEO and President Mitchell Kertzman said some are still skeptical about interactivity because attractively packaged content like that of AOL TV hasn't had a chance to attract an audience yet. "It's taken a while for the technologies and infrastructure to be more mature, and it's also required cable companies to build relationships with companies like ours, Cisco and others."

Kertzman said that, because interactive technology is an in-your-face experience, cable companies have been careful in its rollout. "You can understand that cable companies would be cautious about not doing something that makes the viewing experience worse or risks revenue streams or drives viewers to competitors.

"Given that, the evaluation, testing and experimentation with business models and things like that are understandable and appropriate."

Most important to Liberate is that AOL understands packaging of Internet content. "What our customers want



is to make compelling content available to their customers," he said.

AOL TV's screen is different from its graphics-intensive online service, and, Silva said, that's no accident. "We're doing more than just translating Web site to TV sets. We're trying to create a whole new service that leverages the great things that AOL offers."

What becomes of AOL TV remains to be seen, but, as broadcasters and cable

systems begin to wrestle with delivering Internet and interactive content over the television, Kertzman believes, there are some definite dos and don'ts.

"I think consumers are going to want interactivity and enhanced programming, but it's important that it isn't forced on them. It has to be the viewer's choice. The relationship of the TV viewer with the television program is a very special intimate one. And you fool

around with that at your peril."

Kertzman said he has heard people complain about the reminders on the Discovery Channel to get more information at the Web site. The frustration is that the viewer doesn't have the means to turn that off.

"If that prompt were sent via an interactive platform, the viewer would have the opportunity to turn that off," he explained. ■

# How integration might look

*IP, MPEG protocols will co-exist—at least for a while, expert NCTA panel says*

By Ken Kerschbaumer

**T**he NCTA technical session "Technical Streaming Streaming" on Monday, May 8, took a deeper look at the changing definition of convergence and how cable operators will integrate interactive content and IP content into their offerings.

"Where convergence used to mean telephony and video, it now means IP and video and how the cable infrastructures and technologies are going to handle them globally," says Paul Harr, vice president, marketing, for Wegener Communications. "It's not just a small aspect of a particular architecture that has to change."

Harr, who spoke on the issue of IP data over satellite to cable headends, believes that the evolution to a feature-rich multimedia experience will outgrow the "unicast" infrastructures that send the same information to all customers.

"The model is going to require the storing and forwarding of content to the edge servers," he says, "because the costs of disk-based servers is less than creating a backbone that can handle the demands."

"The unicast model doesn't work with high-bandwidth content and increased demand for that content," Harr added. "What makes most sense is taking that content closer to the edge of the network. And that model follows for video-on-demand as well as IP."

Dr. Eill Wall, Scientific-Atlanta technical director, subscriber networks, added that, for all the talk of technolo-

gy, it will be services, not set-tops, that will be bought by consumers. And these services will define the capabilities of tomorrow's set-top boxes. Wall said set-tops will meet a number of demands.

"They'll support both analog and digital video and will also be an Internet appliance," he explained. "They'll also be a communications device for

voice and video messaging, and will be a home gateway to the home network."

Dr. Mukta Kar, CableLabs senior member of the technical staff, addressed the issue of whether streaming should be accomplished with MPEG-2, IP or both. His



**CableLabs' Kar: 'IP is preferable for subscriber-to-subscriber demands.'**

conclusion? "Both will co-exist for a while until one precludes the other," he said. "IP is preferable for subscriber-to-subscriber demands, because it has a variable bit rate and is optimized for non-real-time delivery. In terms of broadcast demands, MPEG-2 is the best because of its fixed packet size and that it's optimized for the synchronization of video."

Dr. Kar also mentioned RTP, but added that it has a large overhead.

Chia Li, Lucent Technologies technical manager, cable networks planning and model, says there will be no end to the demand for bandwidth and applications. The cable plant is evolving to a two-way, fiber-deep infrastructure, but quality will be heavily dependent on

delay, jitter and packet loss. "Those factors are not independent, and they shouldn't be treated separately," he said.

Another factor in flexibility in future plants could be the use of MPEG-4 compression, according to Jan van der Meer, Philips consumer electronics technology manager. Van der Meer said MPEG-4 is suitable for streaming and



**Wegener' Harr: 'The unicast model doesn't work with high-bandwidth content.'**

is not a replacement for MPEG-2. "It's object-oriented, and that allows for sophisticated multimedia applications."

That's something many of today's interactive services lack. Cable services are primarily focused on video-on-

demand, but there are companies like Wink that are engaged in offering icons that the user can click to get more information or buy products.

Wall added that video will increasingly be distributed on demand, some of it over IP and some of it over MPEG-2. There will also be the ability to play video games through the set-top box. "The bandwidth explosion is being driven in a couple of directions," he said.

But Van der Meer says that MPEG-4, which shares some commonality with MPEG-2, offers high coding efficiencies that could allow for object-oriented interactive services to be integrated into programming globally delivered over MPEG-2 or via IP for personal delivery. ■

**SPECIAL  
NCTA  
2000  
REPORT**

# CHANGING HANDS

The week's tabulation of station sales

## TVS

**KGUN(TV) Tucson, Ariz.; KGMB(TV) Honolulu; KSNT(TV) Topeka and KSNW(TV) Wichita, Kan.; KMTV(TV) Omaha, Neb.; KRQE(TV) Albuquerque, N.M.; KOIN(TV) Portland, Ore.; WSAZ-TV Huntington/Charleston, W.Va., and seven satellites**

**Price:** \$562.5 million

**Buyer:** Emmis Communications Corp., Indianapolis (Jeffrey H. Smulyan, chairman; Greg Nathanson, president, TV division); owns seven TVs, including KHON-TV Honolulu, two AMs and 13 FMs (see story, page 38)

**Seller:** Lee Enterprises Inc., Davenport, Iowa (Richard D. Gottlieb, president); also is selling KMAZ(TV) Las Cruces, N.M./El Paso, Texas

**Facilities:** KGUN: ch. 9, 110 kW visual, 21.94 kW aural, ant. 3,722 ft.; KGMB: ch. 9, 209 kW visual, 29.5 kW aural, ant. -50 ft.; KSNT: ch. 27, 912 kW visual, 138 kW aural, ant. 1,050 ft.; KSNW: ch. 3, 100 kW visual, 20 kW aural, ant. 1,000 ft.; KMTV: ch. 3, 100 kW visual, 20 kW aural, ant. 1,371 ft.; KRQE: ch. 13, 89.1 kW visual, 9 kW aural, ant. 4,178 ft.; KOIN: ch. 6, 100 kW visual, 15.1 kW aural, ant. 1,760 ft.; WSAZ-TV: ch. 3, 42.7 kW visual, 7 kW aural, ant. 1,273 ft.

**Affiliation:** KGUN: ABC; KGMB: CBS; KSNT, KSNW: NBC; KMTV, KRQE, KOIN: CBS; WSAZ-TV: NBC

**KJEO(TV) Fresno/Visalia, Calif.**

**Price:** \$60 million

**Buyer:** Ackerley Group Inc., Seattle (Barry A. Ackerley, chairman); owns/is buying 14 other TVs, four AMs and four FMs

**Seller:** Fisher Cos. Inc., (William W. Krippaehne Jr., president); owns 12 TVs, 10 AMs and 16 FMs

**Facilities:** Ch. 47, 2,624 kW visual, 529 kW aural, ant. 1,959 ft.

**Affiliation:** CBS

**WNTD(TV) Daytona Beach/Orlando, Fla.**

**Price:** \$22.85 million

**Buyer:** Entravision Communications Corp., Santa Monica, Calif. (Walter A. Ulloa, chairman); owns/is buying 14 TVs and 10 radio stations. Note: Entravision is buying Z-Spanish Media Corp., which owns 13 AMs, 19 FMs and has one LMA

**Seller:** Florida Media Broadcasters Inc., Altamonte Springs, Fla. (Jim McCotter, CEO); no other broadcast

## 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 ■ \$646,457,000 ■ 5  
Combos ■ \$2,094,451,000 ■ 7  
FMs ■ \$0 ■ 0  
AMs ■ \$200,000 ■ 1  
Total ■ \$2,741,108,000 ■ 13

### SO FAR IN 2000

TV/Radio ■ \$2,133,450 ■ 1  
TVs ■ \$1,272,537,139 ■ 27  
Combos ■ \$6,020,060,717 ■ 92  
FMs ■ \$532,529,768 ■ 114  
AMs ■ \$175,577,885 ■ 87  
Total ■ \$8,002,838,959 ■ 321

interests

**Facilities:** Ch. 26, 2,750 kW visual, 2,750 kW aural, ant. 1,063 ft.

**Affiliation:** Independent

**Broker:** Media Ventures Partners

**KXVO(TV) Omaha, Neb.**

**Price:** \$972,000

**Buyer:** Mitts Telecasting Co., Visalia, Calif. (Thomas F. Mitts, president/director). Mitts owns KSNB(TV) Superior/Lincoln, Neb.

**Seller:** Gary M. Cocola, Fresno, Calif.; owns KGMC(TV) Clovis/Fresno, Calif.

**Facilities:** Ch. 15, 5,00 kW visual, 500 kW aural, ant. 1,558 ft.

**Affiliation:** WB

**Construction permit for KPXX(TV)**

**Odessa/Midland Texas**

**Price:** \$135,000

**Buyer:** J.B. Broadcasting Inc., Palm Springs, Calif. (James L. Primm, president). Primm has interest in four FMs

**Seller:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns/is buying 57 other TVs; owns one AM and one FM

**Facilities:** Ch. 30, 1,530 kW visual, ant. 728 ft.

## COMBOS

**WAPI(AM)-WYSF(FM), WJOX(AM)-WZRR(FM) and WRAX(FM) Birmingham, Ala., and WKDF(FM) Nashville, WGFX(FM) Gallatin/Nashville, WNOX(AM)-WIVK-FM Knoxville, WNOX-FM Loudon/Knoxville,**

**WSMJ(FM) Olive Springs/Knoxville and LMA for WOKI-FM Knoxville, Tenn.**

**Price:** \$300 million

**Buyer:** Citadel Communications Corp., Las Vegas (Lawrence R. Wilson, chairman); owns/is buying 61 other AMs and 138 other FMs

**Seller:** Dick Broadcasting Co., Greensboro, N.C. (Allen Dick, president); owns WKRR(FM)

Asheboro/Greensboro and WKZL(FM) Winston-Salem/Greensboro, N.C.

**Facilities:** WAPI: 1070 kHz, 50 kW day, 5 kW night; WYSF: 94.5 MHz, 100 kW, ant. 1,214 ft.; WJOX: 690 kHz, 50 kW day, 30 W night; WZRR: 690 kHz, 50 kW day, 30 W night; WRAX: 107.7 MHz, 100 kW, ant. 1,237 ft.; WKDF: 103.3 MHz, 100 kW, ant. 1,233 ft.; WGFX: 104.5 MHz, 49 kW, ant. 1,312 ft.; WNOX(AM): 990 kHz, 10 kW; WIVK-FM: 107.7 MHz, 91 kW, ant. 2,053 ft.; WNOX-FM: 99.1 MHz, 6 kW, ant. 328 ft.; WSMJ: 98.7 MHz, 6 kW, ant. 328 ft.; WOKI-FM: 110.3 MHz, 100 kW, ant. 2,001 ft.

**Formats:** WAPI: news/talk; WYSF: hot AC; WJOX: sports; WZRR: classic rock; WRAX: alternative rock; WKDF: country; WGFX: oldies; WNOX(AM): news/talk; WIVK-FM: C&W; WNOX-FM: news/talk; WSMJ: country; WOKI-FM: rock hits of the '70s, '80s and '90s

**KTCY(FM) Pilot Point/Dallas, KXEB(AM) Sherman/Dallas and KSAH(AM) San Antonio, Texas, and KREA(FM) Ontario/Los Angeles, KFOX(FM) Redondo Beach/Los Angeles and KXJO(FM) San Francisco, Calif.**

**Price:** \$165.2 million (\$121.7 million cash and \$43.5 million worth of stock)

**Buyer:** Spanish Broadcasting System Inc., Miami (Raul Alarcon Jr., chairman/president); owns/is buying 19 other FMs, including KLAX-FM Long Beach/Los Angeles, Calif., and KLEY-FM Floresville/San Antonio, Texas

**Sellers:** KSAH, KREA, KFOX, KXJO: Rodriguez Communications LLC, Dallas (Marcos A. Rodriguez, chairman); owns/is buying three AMs and six FMs, including KDMM(AM) Highland Park/Dallas, Texas. Note: Rodriguez is in the process of buying KXJO from Clear Channel Communications Inc. KXEB, KTCY: New World Broadcasting Corp., Dallas (Marcos A. Rodriguez, chairman); owns/is buying KTAQ(TV) Greenville/Dallas/Fort Worth and KZIP(AM) Amarillo, Texas

**Facilities:** KTCY: 104.9 MHz, 2.35 kW, ant. 1 797 ft.; KXEB: 910 kHz, 1 kW; KSAH: 720 kHz, 10 kW day, 1 kW night; KREA: 93.5 MHz, 3 kW, ant. -65 ft.; KFOX: 93.5 MHz, 3 kW, ant. 175 ft.; KXJO: 92.7 MHz, 1.8 kW, ant. 370 ft.  
**Formats:** KTCY, KXEB, KSAH: Spanish; KREA, KFOX: Korean/to be Spanish;

KXJO: Spanish

### KSRA-AM-FM Salmon, Idaho

**Price:** \$345,000

**Buyer:** Salmon River Communications Inc., Idaho Falls, Idaho (James B. Hone, president); no other broadcast interests

**Seller:** Wescomm Inc., Salmon (Renee Smith, president); no other broadcast interests

**Facilities:** AM: 960 kHz, 1 kW day; FM: 92.7 MHz, 1.5 kW, ant. -880 ft.

**Formats:** Both country

**Broker:** Media Services Group Inc.

—Compiled by Alisa Holmes

## Clear Channel spins, cont'd.

Federal approval of the merger of AMFM Inc. into Clear Channel Communications Inc. hinged on the divestiture of some 112 radio stations worth about \$4.3 billion. BROADCASTING & CABLE will continue to report on the specifics of the deals as documents are released by the FCC. The first set of contracts, for stations worth about \$2.04 billion, was reported in the April 17 issue.

■ **License only of KCMG(FM)** Los Angeles; **WVCG(AM)** Coral Gables/Miami, Fla.; **WFXC(FM)** Durham/Raleigh, N.C.; **WQOK(FM)** Raleigh/Durham; **WNNL(FM)** Fuquay-Varina/Raleigh/Durham and **WFXX(FM)** Tarboro/Raleigh/Durham; **WJMO(AM)** and **WZAK(FM)** Cleveland; **WJMZ-FM** Anderson/Greenville, S.C., and **KBFB(FM)** Dallas and **KBXX(FM)** and **KMJJ(FM)** Houston

**Price:** About \$1.3 billion

**Buyer:** Radio One Inc., Lanham, Md. (Alfred Liggins, president); owns **WERE(AM)**-**WENZ(FM)** Cleveland

■ **Swap of WJDY(AM)**-**WSBY-FM**, **WLVW-FM**, **WTGM(AM)**-**WQHQ(FM)** Salisbury, Md.; **WOSC(FM)** Bethany Beach, Del./Salisbury; **WLBW(FM)** Fenwick Island, Del./Salisbury and **WWFG(FM)** Ocean City/Salisbury; **WIQB-FM**, **WTKA(AM)**-**WQKL(FM)** and **WYBN(AM)** Ann Arbor, Mich.; **WIS(AM)** (formerly **WULS**)-**WLMX-FM** (formerly **WRXR-FM**) Rossville, Ga./Chattanooga, Tenn., and **WUSY(FM)** Cleveland/Chattanooga; **WKXJ(FM)** Signal Mountain/Chattanooga and **WLOV-FM** South Pittsburg/Chattanooga, all Tenn.; **KTEX(FM)** Brownsville/McAllen and **KBFM(FM)** Edinburg/McAllen, Texas, and **WBIZ-AM-FM** Eau Claire; **WQFB(FM)** Bloomer/Eau Claire; **WATQ(FM)** Chetek/Eau Claire and **WMEQ-AM-FM** Menomonie/Eau Claire, Wis., for Clear Channel's **WHKR(FM)** Rockledge/Melbourne, Fla.; **KDAT(FM)** and **KHAK(FM)** Cedar Rapids and **KRNA(FM)** Iowa City/Cedar Rapids, Iowa; **KMJJ-FM** and **KRMD-AM-FM**

**Shreveport, La.**, and **WNNK-FM** and **WTCY(AM)** Harrisburg, **WTPA(FM)** Mechanicsburg/Harrisburg and **WNCE-FM** Palmyra/Harrisburg, Pa. Note: Cumulus also is acquiring **WTMS(AM)**-**WAOA(FM)** Melbourne

**Value:** About \$209.5 million (includes about \$36.6 million cash; deal was renegotiated from value of \$219.5 million including \$147.5 million cash [B&C, May 8])

■ **KGGI(FM)** Riverside, **KSDO(AM)** San Diego, **KFJO(FM)** Walnut Creek/San Francisco, **KSJO(FM)** and **KUFX(FM)** San Jose and **KCNL(FM)** Fremont/San Jose, all Calif.; **WPOC(FM)** Baltimore; **WMJY(FM)** Biloxi and **WKNN-FM** Pascagoula/Biloxi, Miss.; **WRFY-FM** Reading, Pa., and **KBRQ(FM)** Hillsboro/Waco, Texas

**Price:** \$107.406 million

**Buyer:** Chase Radio Properties L.L.C., San Antonio, Texas (Anthony R. Chase, operating manager/51% owner). Anthony Chase owns 72% of Faith Broadcasting Corp., which owns 45% of **KTJM(FM)** Port Arthur, Texas (being sold to Clear Channel)

■ **WHMP-AM-FM** Northampton, Mass.

**Price:** \$12 million

**Buyer:** Saga Communications Inc., Grosse Pointe Farms, Mich. (Edward K. Christian, president)

■ **WIRA(AM)** Fort Pierce, Fla.

**Price:** \$200,000 cash

**Buyer:** Genesis Communications, Atlanta (Bruce Maduri, principal; Starter Enterprises, parent); owns **WAMT(AM)** Melbourne, **WAJL(AM)** and **WFIV(AM)** Orlando and **WLVU(AM)** and **WWBA(AM)** Tampa, Fla.

FCC documents also disclose that Clear Channel and AMFM are putting some other stations into trust. The companies are worried that the deals for these stations might not close in time for them to consummate their merger. Charles E. Giddens was named the trustee. He will operate

the stations pending their being spun off. Note that the contracts for the following deals have not yet been released and the prices for the stations have not been disclosed:

■ **KXJO(FM)** Alameda/San Francisco, Calif., and **KVOD(AM)** Denver (minority buyer Rodriguez Communications Inc. plans to buy; Rodriguez already has filed to sell **KXJO** to Spanish Broadcasting Systems Inc. [see "Changing Hands" item])

■ **KBCD(FM)** Newport Beach/Los Angeles and **KACD(FM)** Santa Monica/Los Angeles, Calif. (Entravision Communications Corp., which currently owns/is buying **KSSE(FM)** Riverside/Los Angeles and **KSZZ(AM)** San Bernardino/Los Angeles and **KLOB(FM)** Thousand Palms/Los Angeles, plans to buy)

■ **WPLR(FM)** New Haven, **WNLK(AM)**-**WEFX(FM)** Norwalk/Stamford and **WSTC(AM)**-**WKHL(FM)** Stamford, Conn.; **WAPE-FM**, **WBWL(AM)**-**WMXQ(FM)** and **WOKV(AM)**-**WKQL(FM)** Jacksonville, **WFYV-FM** Atlantic Beach/Jacksonville and **WEDR(FM)** Miami, Fla., and **WFOX(FM)** Gainesville/Atlanta, Ga. (These stations are not part of the Clear Channel/AMFM spinoff. Cox Radio Inc. filed last year to swap its **KFI(AM)**-**KOST(FM)** Los Angeles for these stations [B&C, Sept. 20, 1999]. The FCC has approved all the transactions except that of **WFOX**, which is holding up the entire deal.)

■ **WMEZ(FM)** Pensacola and **WBMM-FM** Milton/Pensacola, Fla. (Urban Radio Licenses L.L.C. plans to buy)

■ **KGGO(FM)** and **KHKI(FM)** Des Moines (Two Rivers Broadcasting L.P. plans to buy)

■ **WEEX(AM)**-**WODE-FM** Easton/Allentown, Pa. (Nassau Broadcasting Partners L.P. plans to buy; broker: Serafin Bros.)

■ **WWRX-FM** Westerly, R.I. (FNX Broadcasting L.L.C. plans to buy)

—Elizabeth A. Rathbun

# DATEBOOK

## MAJOR MEETINGS

**May 22—George Foster Peabody Awards**, 59th annual presentation, luncheon. Waldorf-Astoria, New York. Reception 11:30 a.m., program 12:30 p.m. Contact: Tom Hoover (706) 542-3787.

**June 4-6—SCTE Cable-Tec Expo 2000**. Las Vegas Convention Center, Las Vegas. Contact: Caroline Croley (610) 363-6888, ext. 213.

**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. 13—BROADCASTING & CABLE** 10th Annual Hall of Fame. New York Marriott Marquis, New York. Contact: Steve Labunski (212) 371-7158.

**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.

**April 21-26, 2001—National Association of Broadcasters** Annual Convention. Las Vegas. Contact: Kathleen L. Muller (202) 775-3527.

## THIS WEEK

**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: Petreinnah Acosta-Pelle (212) 370-5483.

## ALSO IN MAY

**May 22—George Foster Peabody Awards**, 59th annual presentation and luncheon. Waldorf-Astoria, New York. Contact: Tom Hoover(706) 542-3787.

**May 25—HRTS Newsmaker Luncheon:** Advertising in the Digital Age. Regent Beverly Wilshire Hotel. Beverly Hills, Calif. Contact: Gene Herd (818) 789-1182.

**May 27—Television News Center** Anchor Training. 1510 H Street, NW, Washington. Contact: Herb Brubaker (301) 340-6100.

## JUNE

**June 1—Entertainment Development Corp. of Las Vegas** Plug into Entertainment 2000. MGM Grand Hotel & Casino, Las Vegas. Contact: Trudi Ashworth (702) 368-2890.

**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** 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: Caroline Croley (610) 363-6888, ext. 213.

**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: Caroline Croley (610) 363-6888, ext. 213.

**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 9-12—PBS** Annual Meeting. Opryland Hotel, Nashville, Tenn. Contact: (703) 739-5001.

**June 14-17—Promax/BDA** annual conference. Ernest N. Morial Convention Center, New Orleans. Contact: (310) 788-7600.

**June 15—Radio-Mercury Awards**-Ninth annual presentation. Starlight Roof of the Waldorf-Astoria. New York. Contact: Renée Cassis (212) 681-7222.

**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 16-18—Radio and Television News Directors Foundation** TV Producers Workshop for Women and Minority News Professionals. Syracuse University, Syracuse, N.Y. Contact: Michelle Thibodeau Loesch (202) 467-5206.

**June 18-21—Cable Telecommunications Association of Md., Del., and D.C.** Annual Conference. Sheraton Fontainebleau Hotel, Ocean City, Md. Contact: Wayne O'Dell (410) 266-9111.

**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 Arnegual 5982-488129 (Montevideo, Uruguay).

**June 23-24—Radio and Television News Directors Foundation** Newsroom Decision-Making Workshop. Marriott Country Club Plaza, Kansas City, Mo. Contact: Mercedes Cooper (202) 467-5252.

**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 23-25—North Carolina Association of Broadcasters** Annual Convention. Holiday Inn Sunspree, Wrightsville Beach, N.C. Contact: JoAnn Davis (919) 821-7300.

**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. 7-8—Association of National Advertisers** Seminar. Rye Town Hilton, Rye Brook, N.Y. Contact: (212) 697-5950.

**Aug. 9—HRTS** Newsmaker Luncheon: Kids' Day. Regent Beverly Wilshire Hotel. Beverly Hills, Calif. Contact: Gene Herd (818) 789-1182.

**Aug. 11-12—Radio and Television News Directors Foundation** Newsroom Decision-Making Workshop. Denver. Contact: Mercedes Cooper (202) 467-5252.

**Aug. 15-16—Access Conferences International** Interactive TV launches USA. Windows on the World, New York City. Contact: Johana Karmano +44(0) 7840 2700.

**Aug. 17-18—Access Conferences International** Virtual Studios and Virtual Production. Windows on the World, New York City. Contact: Johana Karmano +44(0) 7840 2700.

**Aug. 26-29—American Women in Radio & Television Association** 2000 AWRT 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, U.K. Contacts: Robin Lince, Gina Christison, Jarlath O'Connell 44-20-7611-7500.

**Sept. 13-16—Radio and Television News Directors Foundation** International Conference and Exhibition. Convention Center, Minneapolis. Contact: Rick Osmanski (202) 467-5200.

**Sept. 18-20—Association of National Advertisers** Seminar. Ritz-Carlton, Phoenix. Contact: (212) 697-5950.

**Sept. 20-23—NAB** Radio Show. Moscone Center, San Francisco Contact: Gene Sanders (202) 429-4194.

## OCTOBER

**Oct. 3-4—Instinct Services Group (ISG) IMX** (interactive music expo). Los Angeles Convention Center, Los Angeles: Kimberlee Lauer (310) 201-8855.

**Oct. 4-5—Iowa Public Television** Iowa DTV Symposium 2000. West Des Moines Marriott, West Des Moines, Iowa. Contact: Marcia Wych (515) 242-4139.

**Oct. 8-11—Virginia Cable Telecommunications Association** 34th Annual Convention. Hyatt Regency Hotel, Reston, Va. Contact: Barbara Davis (804) 780-1776.

**Oct. 26-27—Instinct Services Group (ISG) Film IT—Film Information Technology Conference & Exposition.** Sheraton Universal, Los Angeles: Kimberlee Lauer (310) 201-8855.

**Oct. 26-29—Society of Professional Journalists** Annual Convention and Conference. Adam's Mark Hotel, Columbus, Ohio. Contact: Tammi Hughes (765) 653-3333.

—Compiled by Beatrice Williams-Rude  
(bwilliams@cahners.com)

# The Times of her life

**W**hen is a human-resources person not a human-resources person? When she's considering buying eight Big Three network affiliates to double the size of the New York Times Co.'s Broadcast Group.

That was part of the on-the-spot training that Times Senior Vice President for Human Resources Cindy Augustine got before it was announced on April 27 that she would take over as president of Times Co.'s eight TV stations.

Augustine had accompanied then-President C. Frank Roberts to conduct due diligence at eight of the nine stations put on the block by Lee Enterprises. Although the Times' bid ultimately was unsuccessful, Roberts, for one, predicts success for Augustine in future purchases. (Lee's stations were bought by Emmis Communications Corp. for \$562.5 million [see story, page 38].)

"We're in a very testing time and facing very serious matters in broadcasting," says Roberts, who stepped down after 15 years in the president's chair but is staying on as chairman—and working with Augustine—until the end of the year. "She will be able to take these issues and put them in place better than I would," he says. "She's 10 times smarter than I am."

And she'll do it while keeping her human-resources job. It will be a challenge, but Augustine, a lawyer by training, says she's up to it. "We'll be fine."

Human resources, which she has run since February 1998, is sharply focused and has won a lot of respect inside the primarily publishing company, she says. And this she already knows about the TV side: It's full of "very, very good, solid, professional, bright, hardworking operators who know their business very well."

In the short period since she was named president of the Broadcast Group, Augustine has managed to visit two stations: CBS affiliate WREG-TV Memphis, Tenn., and NBC affil KFOR-TV Oklahoma City, in the nation's 40th- and 45th-largest TV markets, respectively.

Still to go (with affiliation, market ranking): WTKR(TV) Norfolk, Va. (CBS, 42); WNEP-TV Wilkes-Barre/Scranton, Pa. (ABC, 51); WHO-TV Des Moines, Iowa (NBC, 70); WHNT-TV Huntsville, Ala. (CBS, 82); WQAD-TV Moline, Ill./Davenport, Iowa (ABC, 88); and KFSM-TV Fort Smith, Ark. (CBS, 118).

Augustine plans to get together with all



*"It's a very, very exciting time to be part of the broadcast industry."*

## Cynthia Hamilton Augustine

**President, Broadcast Group/senior vice president, human resources, New York Times Co., New York City; b. Oct. 30, 1957, Columbus, Ohio; B.A., Sarah Lawrence College, 1979; J.D., Rutgers Law School, 1982; lawyer, Pitney, Hardin, Kipp & Szuch, Morristown, N.J., 1982-86; lawyer, legal department, New York Times Co., 1986-93; partner, Sabin, Bermant and Gould LLP, New York, 1993-98; senior vice president, human resources, New York Times Co., February 1998-present; current position since April 27; m. Paul Augustine, July 6, 1979; children: Jennifer, 11; Tommy, 7.**

the general managers next month to brainstorm about where the group is going, she says. (Times Co. also owns Radio Disney affiliate WQEW(AM) and WQXR-FM New York, "the most listened to classical music station in the U.S.")

Although she expected during her visits to be asked about her lack of direct broadcast experience, Augustine says it didn't come up. Besides, managing in both fields isn't that different, she says. In both cases, she has to set goals to ensure that performance standards are met, and no matter what the job, journalism "is very strongly embedded in our culture."

She notes that six Times stations are ranked No. 1 in their markets, the other two at No. 2.

And Augustine is well known at the Times Co., having worked there off and on for some 10 years and being a member of the Executive Committee.

Augustine says she has no dramatic plans for the Broadcast Group. But, she remarks, with the advent of digital television, "it's a very, very exciting time to be part of the broadcast industry. ... It is a time of big opportunity. It's also a time of uncertainty."

The Times Co. has already gone digital in one big way. All of its TV stations now are linked by a central master-control room, the Digital Operating Center in Norfolk.

But exactly what the stations will do with all their extra digital spectrum is not yet known, she says. In March, the Times joined a dozen other broadcasters to form the iBlast network, which will use a portion of the digital spectrum to deliver Web content faster than the current connection methods. That service is expected to debut in 102 markets early next year. In the meantime, "we've got our eyes open" for other spectrum uses, Augustine says.

And, as indicated by the company's recent interest in Lee, station acquisitions may be on the horizon. Although the Times hasn't bought a TV station since 1996, "we do occasionally look," Augustine says. "We'll continue to do that in the future. ... The leverage a larger player has is obviously beneficial."

If it had acquired Lee, the Times would have been the nation's 23rd-largest TV group. As it is, it reaches just 3.2035% of U.S. TV households (when its two UHF stations are discounted by 50%, per FCC practice), which puts the group at No. 33.

—Elizabeth A. Rathbun

## BROADCAST TV

Appointments at PBS, Alexandria, Va.: **Harry Forbes**, director of program press relations, New York, named senior director; **Kevin Dando**, associate director, education and online communications, named director; **Dara Goldberg**, associate director, corporate communications, named director; **Donna Williams**, associate director, program press relations, New York, named director; **Chris Walz**, senior manager, account services, named director.

**Ken Kotara**, VP, shared services, Halliburton Co., Houston, joins Belo, Dallas, as VP, finance.

Appointments at Tribune Co., Chicago: **Andrew J. Oleszczuk**, president, Tribune Ventures, named senior VP, development; **Crane H. Kenney**, VP and general counsel, named senior VP and general counsel; **Luis E. Lewin**, VP, human resources, named senior VP.

**Vincent Manzi**, general sales manager WLVI-TV Cambridge, Mass. (Boston area), named VP/GM.

**Matt Mansi**, local sales manager, KWGN-TV Denver, Colo., named general sales manager.

**Marci Burdick**, news director, KYTV (TV) Springfield, Mo., named GM, WAGT (TV), Augusta, Ga.

**Lee Petrik**, director, programming and promotion, KPDX (TV) Vancouver, Wash. (Portland, Ore. area), named director, programming and broadcast operations.

**Kent Saunders**, accounting manager, KPNX (TV) Mesa, Ariz. (Phoenix area), named business manager.

**Michael J. Costa**, general sales manager, WDSI-TV Chattanooga, Tenn., named station manager.

Appointments at WTVK (TV) Naples, Fla.: **David Kaye**, national sales manager, named general sales manager; **Michelle Scaffide**, local saleswoman, named local sales manager.

**Chris Danielle**, recent graduate Central Washington University, joins KAPP (TV) Yakima, Wash. as news producer.

## PROGRAMMING

**David Gwizdowski**, southwest TV regional sales executive, Associated Press, Dallas, named director, televi-

sion networks, Washington.



Friedman

Film Library, Chicago, named head of the film library, National Geographic Television, Washington.

Appointments at FX, Los Angeles: **Eric Shiu**, director of marketing, named VP, marketing and advertising; **Rebecca Mann**, theatrical marketing department, DreamWorks SKG, Los Angeles, named director, promotions; **Kelly McGinnis**, senior producer/director, TBS, Atlanta, named creative director, on-air.

**Tracy Dolgin**, COO, Fox Sports Net, Los Angeles, named president.



Hyde

brand director.



Aries

consumer products, Nickelodeon, New York, named VP, interactive products and book publishing.

Appointments at TV Guide, Tulsa, Okla.: **Steve Nolfi**, senior VP, affiliate sales and marketing, Spice Networks, New York, joins as VP, sales, North-

**Robert H. Friedman**, VP, cable sales, domestic television division, Paramount Television Group, New York, named senior VP, cable sales manager.

**Matthew White**, president WPA

east region, New York; **Tonia O'Connor**, senior director, affiliate sales, Radnor, Pa., named VP, sales strategy.

**Joan Aceste**, VP, legal and business affairs, Comedy Central, New York, named senior VP.

**Larry W. Jones**, senior VP and general manager, TV Land, New York, named executive VP/GM.



Barrett

Appointments at Lifetime Television, Los Angeles: **Tracy Barrett**, director, affiliate marketing, Fox Family Channels, Los Angeles, joins as director, affiliate advertising sales and distribution marketing;

**Roxanna Klimovich**, corporate marketing manager, Falcon Communications, Los Angeles, joins as director, distribution planning.



Howard

**Claude Howard**, director, marketing, Playboy TV, Beverly Hills, Calif., named VP, satellite and special markets.

**Deborah Giles**, director, purchasing and travel, Carsey-Werner Co. LLC, Studio

City, Calif., named VP, administrative services.

**Jay Weinman**, director, video post production, Warner Bros., Burbank, Calif., joins Sony Pictures, Culver City, Calif. as director, post production.

Appointments at A&E Television Networks, New York: **Michael Peretz**, manager, financial planning, named director, business development; **Rosalind Clay Carter**, director, employee development, Bristol-Myers Squibb Company, New York, joins as senior VP.

**Karen Bronzo**, director, marketing for the Americas, Turner International-Sales, New York, named VP, marketing and promotions, Turner Broadcasting Systems, New York.

**Sheila R. Shayon**, VP, Time Warner New Media Consulting, New York, joins Wisdom Television, New York, as VP, programming, production and operations.

**Ralph Cerenzio**, director, News 12 Networks, New York, named VP, sales.

---

## JOURNALISM

---

**Mary J. Thompson**, financial markets reporter, Bloomberg Television and WBBR (AM) New York, joins CNBC, Fort Lee, N.J., as reporter, business news.

**Larry Perret**, news director, KCBS-TV Los Angeles, joins KCOP (TV) Los Angeles as news director.

**Wendy Logsdon**, director, programming, WXIN (TV) Indianapolis, joins KDAF (TV) Dallas as director, programming.

Appointments at WFAA-TV Dallas: **Chris Gailus**, co-anchor, CICT (TV) Calgary, Alberta, joins as co-anchor, *Daybreak* and *Midday*; **Tabitha Goodwin**, reporter, KTHV (TV) Little Rock, Ark., joins as part-time reporter.

Appointments at WCVB-TV Boston: **David Muir**, anchor/reporter WTVH (TV) Syracuse, N.Y., joins as general assignment reporter; **Kim Ostrowski Piela**, supervising producer, WHDH-TV Boston, joins as writer/producer.

**John Willing**, meteorologist, KTVT (TV) Fort Worth, Texas (and Dallas area), named chief meteorologist.

Appointments at KYTV (TV) Springfield, Mo.: **Ron Hearst**, meteorologist, named chief meteorologist; **Grant Johnson**, meteorologist, KMIZ (TV) Columbia joins as meteorologist, weekend edition.

---

## RADIO

---

**Laurence Kahn**, senior director, talk programming and affiliate sales, Westwood One Radio, New York joins Winstar Radio Networks, as VP, programming.

**Gina DeWitt**, marketing assistant, NBG Radio Network, Portland, Ore., named director, PR/marketing.

**Luis Alvarez**, sales manager, WSKQ-FM New York and WPAT-FM Patterson, N.J., named VP/GM WKDM (AM) New York.

**Richard Silipigni**, VP, sales, Metasound, New York, joins United Stations Radio Networks, New York, as VP, Eastern sales.

Appointments at WFLS-FM/WYSK (AM/FM) Fredericksburg, Va.: **Frank**

**Hammon**, assistant news director, named news director; **Penny Wack**, anchor/reporter, named assistant news director; **Judy Boysha**, part-time beat reporter, named full-time anchor/reporter.

---

## CABLE

---

Beth Bryan, account executive, AT&T Media Services, Chicago, joins Arbitron Cable Services, Chicago, as account manager.

Appointments at Cox Communications Inc., Atlanta: **Bobbi Hurt**, manager, marketing communications, CableRep, named director, marketing, advertising sales, CableRep; **Clayton LiaBraaten**, VP, operations, Telepath Systems, Inc., Norman, Okla., joins as VP, customer experience, business services; **John Altamura**, director, commercial marketing, named regional VP, business services.

**Charles R. Schueler**, VP, community affairs, Cablevision Systems Corp., Bethpage, N.Y., named senior VP, media relations and community affairs.

---

## ALLIED FIELDS

---

Appointments at Carlsen Resources Inc., Grand Junction, Colo.: **Kate Hampford**, senior VP, Trumbull, Conn., named executive VP; **Anne LaFond**, director, Marion, Mass., named VP, candidate outreach.

---

## TECHNOLOGY

---

**Joe Mack**, major account manager for television, Harris Corp., Cincinnati, named director, national television accounts for broadcast communications division.

**Yvonne B. Matherne**, communications manager, American Association of Occupational Health Nurses Inc., Atlanta, joins Crawford Communications Inc., Atlanta, as marketing manager.

**Fred McDuffee**, VP, Sumitomo Electric Lightwave Corp., Research Triangle Park, N. C., named senior VP.

---

## INTERNET

---

Appointments at Tribune Co., Chicago: **David D. Hiller**, senior VP, development, named president, Tribune Interactive; **Hilary Schneider**, VP, Times Mirror, president/CEO, Times Mirror Interactive, Baltimore, named senior VP and general manager, Tribune Interactive, Chicago.

**Mark Rozells**, senior VP, finance and

treasurer, Starwood Hotels & Resorts Worldwide Inc., Phoenix, joins Liberty Digital Inc., Los Angeles, as executive VP and CFO.

**Andreas Combuechen**, executive creative director, Frankfurt Balkind Partners, New York, joins @tomsphere Interactive, New York as creative director.

Appointments at Traffic.com: **Pat Sheehan**, director, operations, Shadow Broadcast Services, Detroit, named midwest regional director, there; **Jere Sullivan**, director, operations, Metro Networks, Tampa, Fla., joins as Southeast regional director, Tampa; **Tom Corbett**, operations manager, Shadow Broadcast Services, Dallas, joins as Southwest regional director, there; **Dave Waskiewicz**, disc jockey, WZZO (FM) Bethlehem, Pa. (Allentown area) joins as Northeast regional director, Philadelphia.

**Alison J. Green**, director, business development, GT Interactive Software, New York, joins Gist Communications Inc. as VP, business development.

**Gordon Edes**, beat writer, Boston Globe, Boston, joins Foxsports.com as National Major League Baseball writer, Boston.

**Theodore Jansen**, general manager, The Walt Disney Travel Co., Anaheim, Calif., joins Go.com, as VP, Disney Travel Online, Orlando, Fla.

---

## DEATHS

---

**Lewis Allen**, film and television director, died May 3 in a nursing home in Santa Monica, Calif. He was 94.

His television credits include episodes of *Bonanza*, *Perry Mason*, *The Rifleman*, *Route 66*, *Mission Impossible*, *I Dream of Jeannie*, *Cannon* and *Little House on the Prairie*. Long before his television career began, he scared audiences and impressed critics with the 1944 film, *The Uninvited*, starring Ray Milland, Ruth Hussey and Gail Russell, which became almost a cult piece. He was later praised for his direction of Frank Sinatra, who won critical acclaim for his role in *Suddenly*, a film about three gunmen plotting to assassinate the president.

His first wife, Dorothy Skinner, died in 1969. He later married Trudy Colmar, who survives him. He also leaves a son, Jon Lewis Allen; three brothers; two grandchildren; and five great-grandchildren.

—Compiled by Nancy Catmull  
ncatmull@cahners.com

(212)337-7141

# Broadcasting & Cable

## How to advertise in the CLASSIFIEDS

### Classified/Help Wanted Rates:

BASIC LINE ad - \$2.75 per word net (20 word minimum),  
BOXED DISPLAY classified ad - \$240 per column inch  
gross w/ art.

*Please note: Cable advertisers receive rate of \$163 per  
column inch gross w/ art.*

Column inch is equivalent to 2 $\frac{1}{8}$ " wide X 1" deep.  
(1 column width = 2 $\frac{1}{8}$ ", 2 column width = 4 $\frac{1}{2}$ ",  
3 column width = 6 $\frac{3}{4}$ " )

BLIND BOX - \$40 extra charge, will forward replies.

### Situations Wanted Rates:

BASIC LINE ad - \$1.50 per word (20 word minimum);  
BOXED DISPLAY ad - \$163 per column inch gross w/ art.

### Professional Cards Page Rates:

13X contract = \$115 per issue, 26X contract = \$110  
per issue, or 51X contract = \$80 per issue.  
Size = 1 $\frac{10}{16}$ " wide X 1" deep

### ONLINE BONUS:

Maximize your print ad! For an extra \$50.00 flat  
charge, we will post your ad on our website for 7  
days. Get exposure before the print issue comes  
out. Our web site is updated hourly.

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

**We have a new issue every Monday!**

**Deadlines:** SPACE: Tuesday 4:30 pm EST prior to the  
following Monday's issue. MATERIALS DUE: Wednesday  
prior to the following Monday's issue.

**Payment:** You may pay with a credit card, or we can  
bill you per issue.

*For more information please call*

**Brent Newmoyer:** 212-337-6962 [bnewmoyer@cahners.com](mailto:bnewmoyer@cahners.com)

**Yuki Atsumi:** 212-337-6960 [yatsumi@cahners.com](mailto:yatsumi@cahners.com)

**Fax:** 212-206-8327

## ORDER BLANK

Check Enclosed       Please Bill me

CREDIT CARD PAYMENT:  American Express     Visa     Mastercard

Cardmember Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Card Number Expires: \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Please indicate your preferences:

Industry Category:

- Television       Radio  
 Allied Fields     New Media/  
Internet

Job Category:

- Sales       Management  
 Marketing     Technical  
 News       Programming  
 Production     Research  
 Finance &  
Accounting     Other

Online:

- 1 Week       2 Weeks

Please attach a type written copy of your  
ad to this order form and mail or fax to:

**Broadcasting & Cable**  
245 West 17th Street  
New York, NY 10011  
Attention: Yuki Atsumi  
or Brent Newmoyer

Fax Number: 212-206-8327  
[yatsumi@cahners.com](mailto:yatsumi@cahners.com)  
[bnewmoyer@cahners.com](mailto:bnewmoyer@cahners.com)



**SALES CAREERS**

**ACCOUNT EXECUTIVE** Creative. Energetic! Excellent communicator. Good sense of humor. Persuasive. Results-oriented. Organized. goal-driven. Confident. Does this describe you? If so, KNVA-TV, Austin's WB affiliate wants to talk to you. As the next KNVA Account Executive, you'll join the fastest growing station in the market and enjoy unparalleled support, training, and growth opportunity. Previous media sales experience is a plus, but if you bring the talent, attitude, and previous sales success in another industry, we'll supply the product knowledge. Send letter and resume to: Local Sales Manager, KNVA-TV, P.O. Box 430, Austin, TX 78701. Email to steve.calkins@lntv.com. No phone calls, please.

**ACCOUNT EXECUTIVE** WSOC-TV is seeking an energetic, highly motivated sales person to develop and sell television advertising and marketing concepts to area businesses to create new and traditional revenue for the station. A minimum of two years of television, radio, or cable sales experience is required. Proficiency in proposal writing and design, project organization, computer skills, and prospecting is helpful. College degree preferred. Contact Bill Goodfriend or send resume to: WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

**SALES: MARKETING DIRECTOR** WPSG, UPN 57 seeks an experienced Marketing Director to create and implement marketing programs that generate revenue from new clients and maximize revenue from existing clients (minimum of 5 years experience in sales or marketing required). Send resume to: Marketing Director, Box #577, WPSG, 420 N. 20th St., Phila., PA 19130

**GENERAL SALES MANAGER** WBIR-TV is currently accepting resumes for the position of General Sales Manager. This position requires a professional individual with previous national or local sales management experience. GSM is a contributing member of the station management team. A college degree is preferred but not required. Duties include: Coordinating the overall revenue effort for both local and national sales. Must be accountable for all revenues and expenses, including forecasting quarterly and monthly estimates, and maintaining inventory controls. Works closely with national rep firm, Petry, on results and forecasting. Develop and train local and national managers and account executives. Work closely and develop relationships with clients and advertisers. Interviews will be by appointment only. Qualified applicants should send resume to: Human Resources, WBIR-TV, 1513 Hutchins on Avenue, Knoxville, TN 37917. EOE

**LOCAL A/E** Local A/E, min. 3 years broadcast sales exp., Spanish a+, great package for the right candidate. Direct client sales exp. needed. An EEOE. Resume to: GM, KFWD-TV, 3000 W. Story Rd., Irving, TX 75038.

**LOCAL SALES MANAGER** KPOM/KFAA NBC 24/51 Fort Smith, AR is seeking highly motivated individual with strong leadership and organizational ability to oversee local sales staff. Five years of progressively responsible experience in media and/or related business area preferred. Knowledge of effective sales strategies (pricing, inventory, forecasting, ratings and research) a must. Please send resume to: KPOM/KFAA General Sales Manager, 1821 South 8th Street, Rogers, AR 72756.

**DIRECTOR OF SALES PROMOTIONS AND SPECIAL PROJECT SALES** Powerful CBS affiliate in top 30 southeastern market is looking for a Director of Sales promotions, special events and non-traditional revenue. This is a rare opportunity to tailor a creative sales and marketing position where you can utilize a dominant TV station and any combination of old and new media that is needed. Our mission is to provide clients with turnkey marketing solutions that can exceed their marketing objectives. If you have the ability to create revenue generating promotions, events, and marketing solutions combined with the skills to present and sell them then we have an exciting and lucrative opportunity. Great working environment and great lifestyle market. TV sales experience is not required. Please send resume to Box 01675 EOE.

**ACCOUNT EXECUTIVE** WABC-TV seeks an energetic and motivated Account Executive. Must have strong communication skills, and be detail and service oriented. Responsibilities include development of new accounts and expanding existing business. Major market and local television sales experience preferred. Please send resumes to: Dan Donovan, WABC-TV, 71 Lincoln Square- 5th floor, New York, NY 10023. No telephone calls please. We are an Equal Opportunity Employer.

**LOCAL SM** LSM needed, min. of 5 years broadcast sales exp./must have ability to lead by example. Spanish language a+, agency & direct sales background required. Attractive comp. package for the right candidate. An EEOE. Resume to: GM, KFWD-TV, 3000 W. Story Rd., Irving, TX 75038.

**GENERAL SALES  
MANAGER**

**Tribune-Owned WBZL, WB Affiliate, Miami-Fort Lauderdale has immediate opening for GSM. Candidate must have exceptional Leadership, Team Building and Sales Skills. Previous Television Sales Management a must as well as a proven track record in both local and national sales. Submit or fax resume to:**

**WBZL,  
Attn: HR,  
2055 Lee Street, Hollywood, FL 33020  
or 954-925-0539.**

**EOE.  
No Phone Calls Please.**



**NATIONAL SALES MANAGER** WRGB-TV, CBS affiliate in Albany, NY and The World's First Television Station is looking for a National Sales Manager. You must have strong leadership and organizational skills, the ability to create non-traditional revenue, and be able to develop relationships locally. Must have 3-5 years selling experience with large agencies either nationally or regionally. Frequent travel to New York City expected. TVScan, Excel knowledge a plus. 4-year college degree preferred. Submit cover letter and resume to GSM, Matt Sames, 1400 Balltown Rd., Niskayuna, NY 12309. Fax: 518-381-3721. You may email to msames@wrgb.com WRGB-TV is an EOE and encourages women and minorities to apply.

**FOX SPORTS NET AND FX** are seeking candidates for positions in their New York office in Sales Administration: **SALES ADMINISTRATION ASSISTANT:** Entry level to one year business experience is preferred for this position which includes duties such as entering sales orders into the traffic system; printing, distributing and filing sales contracts; maintaining contracts and revisions. Position is an excellent way to learn ad sales in a cable network environment. Job code: RM/SAA. **SALES ADMINISTRATOR:** 1-3+ years' business experience preferred for this position which includes checking, entering and maintaining sales orders; working network inventory; processing and devising reports for sales; handling program schedule changes and providing information to advertising agencies. This position exposes candidate to various aspects of cable ad sales and poses the opportunity to learn and grow in a fast paced environment. Job Code: RM/SA. **EXECUTIVE ASSISTANT:** 2-5+ years' experience as an administrative assistant or executive assistant, preferably in television is desired for this position. Position assists the VP of Sales Administration in all functions regarding the development and supervision of the Sales Administration department. Duties include making travel arrangements; doing expense reports; maintaining budgets and organizational charts; coordinating the flow of information to the department; working on projects; inputting sales orders; working on training manuals and assisting with the training program; Candidate must be organized, ambitious, a team player and have good communication and computer skills. Position provides an excellent learning experience and opportunity to learn the ad sales business. Job Code: RM1/EA. We offer competitive salaries and excellent benefits. Interested candidates should fax letter, resume and salary requirements, referencing Job Code: (See Above), to VP Sales Administration at 212-822-8601. No phone calls please. FOX SPORTS NET

**MARKETING CAREERS**

**CHIEF ENGINEER** KTVX-TV, an ABC affiliate in Salt Lake City, has an excellent opportunity for an experienced Chief Engineer. Candidates must have three years experience in television engineering management; an understanding of current television technology, including digital formats, computer systems, and server systems; a thorough understanding of mountain top transmitter and studio operations; and a knowledge of FCC rules, regulations, and filing requirements. SBE certificate not required but desirable. Send resume to: KTVX, 4UTAH, 2175 West 1700 South, Salt Lake City, Utah 84104, Attn: Wendi Egbert. EOE..

**MARKETING CAREERS**

**DIRECTOR OF VENDOR DEVELOPMENT & CAUSE RELATED MARKETING** WBTV-TV, a dominant CBS affiliate in Charlotte NC needs a dynamic individual who can create vendor programs (where no vendor programs have ever been created before). In addition to standard retail development, we are interested in your ideas in generating new revenues from non-traditional venues. We offer a great deal of support, a vibrant market with huge upside potential and a great climate and lifestyle. If you can manage others and multiple projects, are comfortable presenting in front of large audiences, and are looking for a challenging and rewarding opportunity, then this is the perfect job for you. Resumes should be forwarded to Human Resources, WBTV, One Julian Price Place, Charlotte NC 28208. Jefferson-Pilot Communications is an equal opportunity employer.

**TECHNICAL CAREERS**

**STUDIO MAINTENANCE ENGINEER**

Tribune Broadcasting's Houston station is looking for a highly qualified, motivated, maintenance engineer. Computer skills and software knowledge are required. Should have a technical education or SBE certification. Demonstrated experience with computer digital equipment, embedded audio, CODFM microwave, compressed digital Up-Link, Newsbase, ENPS, or Louth GMT systems, is a plus. Tribune is a premier broadcasting group that offers a competitive compensation and benefits package. Send resume with references to:

**KHWB**  
7700 Westpark Drive  
Houston, TX 77063  
EOE



**CHIEF ENGINEER** KPTM is currently accepting applications for a Chief Engineer. The successful candidate should have previous Television Chief Engineer or Assistant Chief Engineer experience and must be able to effectively lead a staff of fifteen. The candidate must also be able to effectively coordinate all operations within the stations as well as maintain FCC and Pappas Telecasting technical standards. Responsibilities include maintaining two UHF transmitters, two UHF translators, studio equipment, computers, building equipment and proprietary broadcast hardware and software. We are working with a state of the art broadcasting automation system, controlling multiple television stations. If your experience qualifies you for this opportunity, please send your resume to: KPTM, Attention: Personnel, 4625 Farnam Street, Omaha, Nebraska 68132. No phone calls please. KPTM is an equal opportunity employer. M/F/H.

**TECHNICAL CAREERS**

**BROADCAST ENGINEER** We are looking for a qualified individual to perform technical engineering maintenance for our news stations operation. Responsibilities include wiring and installation of new equipment as well as diagnosis and repair of video, audio and computer systems. In this highly automated digital facility, the successful candidate will work with video servers, routers, switchers, VCRs, cameras, effects systems, and a wide array of other leading edge broadcast technology. Previous broadcast, or related engineering maintenance experience is required, and technical school, college degree, or the equivalent is preferred. The ability to develop a working knowledge of Windows NT and UNIX operating systems is necessary and operational knowledge of microwave, satellite and fiber transmission systems is a plus. Come to work in our brand new, state of the art facility in desirable Austin, Texas and be a part of the future of local television news. Fax your resume today to: Human Resources Department, News 8 Austin, 12012 North MoPac, Austin, TX 78758. Fax: 512-485-6186. Jobline: 512-485-JOBS www.timewarneraustin.com EOE M/F/D/V.

**Video Engineer**

**Cox Communications San Diego** is seeking an experienced Video Engineer to contribute to the exceptional quality of all video programming originating from our master control and production facilities in El Cajon.

Responsibilities include: maintenance and repair of all video and electronic equipment, including mobile production units, cameras, video file servers, digital TV and various mobile audio and video equipment. Must be able to design, build and maintain devices necessary for efficient functioning of a multi-channel origination and playback area.

Qualified applicants must have 3-5 years' experience in broadcast or cable operations, performing tasks as above. SBE certification a plus. Must be able to work all shifts, including weekends.

To apply for this position, please send your resume, including salary requirements, by email to: jobs.sd@cox.com; fax: (619) 266-5254; or mail to: 5159 Federal Blvd., San Diego, CA 92105, Attn: Dept.

LK. Resumes without salary requirements will not be considered. EOE



**NEWS CAREERS**

**ASSIGNMENT EDITOR** WABC-TV seeks an experienced, aggressive desk person. Strong editorial background and news instincts a must. Knowledge of the New York Metropolitan Area a plus. Please send resume to: Kenny Plotnik, Assistant News Director. WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

**NEWS CAREERS**

**ANCHOR** New England network affiliate is looking for a seasoned anchor for prime newscasts. Must have 3+ years experience on the anchor desk, and be a positive, motivated newsroom leader. Send tape and resume to Box 01676 EOE.

**ANCHOR/REPORTER** WYFF-TV, the Hearst-Argyle station Greenville, SC is searching for an anchor/reporter for its morning newscast. College degree and one year of experience required. Tapes/resumes to Andy Still, News Director, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF is an Equal Opportunity Employer.

**(2) TV GENERAL ASSIGNMENT NEWS REPORTERS** Creative, memorable story teller. Live experience essential. No beginners - minimum of three years TV news experience. Send resume, non-returnable tape to Tom Manning, News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. No phone calls. EOE.

**ASSOCIATE PRODUCER** WYFF-TV, the Hearst-Argyle station in Greenville, SC is searching for an Associate Producer. This is an entry-level position for a recent college grad who wants to learn to produce newscasts. College degree required. Apply to Andy Still, News Director, WYFF-TV, 505 Rutherford Street, Greenville, SC, 29609 or on-line to astill@hearth.com EOE

**ASSOCIATE PRODUCER** NYC's Government Cable Network seeks highly motivated and creative Associate Producer to assist in the production of public service announcements, promotional spots and short and long form video pieces. Duties include: organizing video shoots, doing research and booking, logging archival footage, making music selections, writing copy and editing. Must have excellent writing, creative and interpersonal skills plus one year of TV producing experience. Send/fax resume and writing samples to: Yocasta Delgado, Director of Administration, Crosswalks Television Network, 1 Centre Street, 28th Floor, New York, NY 10007. Fax: (212) 669-8558. Salary Range: \$27,560-\$35,381/year based upon experience. Excellent benefits package. EEO.

**NEWS DIRECTOR** KYTV, #1 rated NBC affiliate, is searching for an experienced leader. Must be able to effectively manage newsroom personnel, oversee day-to-day operations and provide a strategic vision for the News Department. Sound editorial judgement and excellent communication skills required. Three to five years news management experience. Please send resume and news philosophy by 5/31/00 to HR Coordinator, KYTV, 999 W. Sunshine, Springfield, MO 65807. EOE.

**REPORTER** Media General Broadcast Group www.mbg.com, WCB-TV. WCB-TV2 in beautiful Charleston, SC is looking for a general assignment reporter to investigate consumer issues. Must be willing to keep digging to get to the bottom of the situation. Candidates must have at least two years of broadcast experience as a news reporter. Broadcast degree or equivalent required. EOE M/F Drug Screen. Send resume to HR Dept., 210 West Coleman Blvd., Mt. Pleasant, SC 29464 or fax to (843) 881-3410.

## Sports television in a warm climate

Work in a cold environment? In a dead-end opportunity? Want to heat up your career? Come join us in Los Angeles.

FOX SPORTS NET is looking for top notch sports people. Anchors, producers, assignment editors, directors and AD's; in fact, we have just about any job you can think of. We have terrific seats available in our organization. Drive your career forward and put your current situation in the rear view mirror. Send us your resume.

Mail to:  
FOX SPORTS NET  
10201 W. Pico Blvd  
Bld. 101, Dept. 3360  
Los Angeles, CA 90035

An equal opportunity employer.



**NEWS REPORTER** WNDU-TV is looking for a smart, aggressive, creative general assignment reporter. We're looking for someone who can enterprise and break stories. Two years experience as a reporter is needed, and experience with microwave and satellite lives is a plus. Send resume and non-returnable tape to: WNDU-TV, Position #00278, Attention: Human Resources. P.O. Box 1616, South Bend, IN 46634. Or e-mail your resume to JOBS@WNDU.COM No phone calls, please. WNDU-TV is an Equal Opportunity Employer.

**PHOTOJOURNALIST** Join the team that placed 1st, 3rd and 8th in the top ten Regional NPPA Photographer of The Year contest for 1999. Join the station where great vid rules! One year of experience required. Tapes/resumes to Don Jackson, Chief Photographer, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF is an Equal Opportunity Employer.

**PRODUCER** Growing NBC affiliate in Flint, Saginaw and Bay City looking for newscasts 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: squackenbush@nbc25.net, Fax: 810-687-8989. No phone calls. EOE M/F. Women and minorities encouraged to apply.

**PRODUCER/WRITER** Music Documentary Series- Seeking enthusiastic and talented producer/writers for critically acclaimed documentary series. Minimum five years of documentary and/or news producing experience necessary. Must have strong writing skills (with emphasis on storytelling), extensive interviewing and field-producing skills, and familiarity with all aspects of post-production. Please send resume and reels to Box 01673. Equal Opportunity Employer.

## Television News Director - Sports

Do you love and live sports? If you read the sports page before the rest of the news, then we have an opportunity for you.

FOX SPORTS NET is looking for a news director for our National Sports Report. If managing a creative editorial staff combined with producing great television is your mission, then send us your resume.

Make FOX SPORTS the center of your universe.

Mail to:  
FOX SPORTS NET  
10201 W. Pico Blvd  
Bld. 101, Dept. 3360  
Los Angeles, CA 90035

An equal opportunity employer.



**NEWS PRODUCER** Southeastern top 30 market net affiliate looking for producer for late show. Research, write and produce 5 newscasts a week. Strong leadership skills needed. Must be aggressive, creative, great writing skills with a clear vision on what makes a newscast relevant to the community. Need to have flair for production values. Must have a college degree, at least 3 years on-line producing experience and good computer skills. Strong people and communications skills necessary. Reply to Box 01674 EOE.

**NEWS PRODUCER** Seeking a dynamic, energetic person to produce half-hour evening newscasts at network station in 74th market. You must have a sense of urgency, be a team builder and very organized. Knowledge of latest broadcast technology a plus. Must have a four-year related degree and minimum one year experience as a news producer. Send resume and non-returnable VHS to: Dan Steele, WPSD-TV, 100 Television Lane, Paducah, KY 42003. No phone calls, please. EOE/m-f.

## News Director

Corpus Christi's #1 News Station is looking for a #1 News Director. Minimum of 3 years management experience and previous ND experience preferred. Be ready to take on special projects, special news programs, budgeting and day to day operations. New studios in March 2000. Send resume and tape of current newscast to:

**Human Resources  
KIII-TV  
5002 S.P.I.D.  
Corpus Christi, Texas 78411**

No phone calls please.  
EOE



**NEWS CAREERS**

**SPORTS REPORTER/ANCHOR** who can do it all needed now in a great sports town. If you can deliver top-notch day-to-day coverage, know what it takes to excel in live "on the road" sports presentations, and possess dynamite on-set skills, then we need to talk! Send your tape and resume to: Steve Rollison, Newschannel 27, WTX-L-TV, 7927 Thomasville Road, Tallahassee, FL 32312. No phone calls, please! EOE.

**VIDEOGRAPHER** Sunny Florida ABC affiliate seeks videographer for night side duties. Candidate will be responsible for shooting, editing, and meeting deadlines for all night side shoots. Candidate should have some experience shooting news. Please send resume and tape to: Dave Teems, Newschannel 27, WTX-L-TV, 7927 Thomasville Road, Tallahassee, FL 32312. No phone calls, please! EOE.

**REPORTER** WYFF-TV, the Hearst-Argyle station in Greenville, SC, is searching for a reporter - a digger and storyteller with exceptional writing and live skills. College degree and at least one year of experience. Tapes/resumes to Andy Still, News Director, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

**SPORTS PRODUCER** Fox 18 in Charlotte is looking for a sports producer. You must have the ability to help with sports videography and produce a compelling 30 minute Sunday night sports program. Please send vhs tape and resume to Personnel, Fox 18, One Television Place, Charlotte, NC 28205. EOE.

**RESEARCH CAREERS**

**DIRECTOR OF RESEARCH** Minimum two years experience in television sales research. Must be able to create and present effective sales pitches and one-sheets utilizing both quantitative and qualitative resources, including Nielsen and Scarborough. Working knowledge of various research software systems, such as TVScan, QualiTap and Nielsen Galaxy Navigator required. Metered-market experience preferred. Fluency in Microsoft, Corel or similar office software a plus. Mail, fax or email your resume to: KTVX, 4 UTAH, 2175 West 1700 South, Salt Lake City, Utah 84104. Attn: Paul Rennie, Fax: 801-975-4441, Email: prennie@4utah.com EOE..

**RESEARCH COORDINATOR** If you're good with numbers, have a talent for finding the real story in a pile of statistics, if you thrive on challenge and a fast pace and are looking for an exciting place to grow a career, then KNVA-TV, Austin's WB would like to talk about a position as our Research Coordinator. The ideal candidate will have strong computer and communication skills, be self-motivated, and determined to contribute to the success of Austin's fastest growing TV station. Familiarity with television related research tools and resources is a big plus. Resume to: Pat Niekamp, GSM, KNVA-TV, P.O. Box 490, Austin, TX 78701, Email: pat.niekamp@lntv.com, Fax: 512-478-4831. No phone calls, please.

**RESEARCH/MARKETING ANALYST** WTEN/ABC-10 seeks a Research/Marketing Analyst. Duties include analysis of research and ratings, date retrieval, research consultation, creating marketing pieces and written/verbal presentations. BA degree or equivalent experience required. Must have computer proficiency in Word, Excel and Power Point. EOE. No phone calls. Send resume to: HR, WTEN/ABC-10, 341 North-ern Blvd, Albany, NY 12204.

**RESEARCH CAREERS**

**FOX SPORTS NET**

**FOX Sports Net**, a major producer of sports entertainment products, is currently seeking an experienced professional for the following position:

**RESEARCH ANALYST**

Individual will research and assist in the creation of pro sports and major collegiate sales presentations; cover 30 metered markets; produce FSN Event tracking reports; monitor all major competitive programming performance; maintain updated knowledge of pro-sports landscape; assist in the creation of program evaluation and program presentations. Requires a Bachelor's degree; 1-2+ years' experience in research; excellent computer skills and detailed knowledge of the sports industry (current and historical). Rep firm experience and graphics and design ability a plus.

We offer competitive salaries and excellent benefits. For immediate consideration, please submit your resume and salary history to: **Fox Channels Group, Human Resources Dept., Code: DS/RA, 1440 S. Sepulveda Blvd., Suite 353, Los Angeles, CA 90025; fax to: (310) 444-8490. NO PHONE CALLS, PLEASE.** We are an Equal Opportunity Employer.



**RESEARCH DIRECTOR**

Fox 5/WTTG, a Fox O&O station has an immediate opportunity for an experienced individual to research, analyze and prepare ratings information and data. Responsibilities include maintenance and maximization of NSI, Scarborough, CMR research, and the TV Scan Avail system. Requires exceptional computer and analytical skills and ability to develop strong sales presentations and one-sheets. For immediate consideration send cover letter and resume with job code #16066 to:

**Attn: Human Resources Dept.  
WTTG/Fox 5**

**5151 Wisconsin Avenue, NW  
Washington, DC 20016  
Email: wttg-hr@fox.com**

**(NO ATTACHMENTS)  
NO PHONE CALLS  
EOE/M/F/D/V**



**PRODUCER CAREERS**



**Producer/Writer/Editor**

Produce/Write and Edit both short form interstitial and long form programming for WHNS FOX 21. If you are creative, a self starter and like to control the show this is for you. Must have a minimum of 3 years experience as a producer, writer and editor. Avid editing experience required.

Send resume & tape to:  
**Personnel - SC**  
21 Interstate Ct.  
Greenville, SC 29615  
*WHNS FOX 21 is an EEO.*



**PRODUCTION CAREERS**

**DUPLICATION EDITOR** (Beta, 1" and D2) night shift, Grass Valley switcher experience a plus. Fax resume, salary requirements to Production West, Billing, Montana 406-656-0124. E-Mail allenp@prodwest.com

**TELEVISION PRODUCTION ASSISTANT** Applicant should have a minimum of one year's professional broadcast television production experience. Experience in operation of still store, character generator, studio camera and audio console during live newscasts preferred. Send resume to: Jeffrey Hester, Production Manager, WTVD Newschannel 11, ABC, PO Box 2009BC, Durham, NC 27702. No phone calls. EOE.

**TRAFFIC CAREERS**

**TRAFFIC MANAGER** WBTV, The CBS affiliate in Charlotte NC has an immediate opening for an extraordinary Traffic Manager. The position entails the ability to supervise a multi person department, work closely with sales staff and sales management. Must have extensive traffic background, management experience, windows based application skills and be proficient in excel. Resume should be forwarded to Human Resources, WBTV, One Julian Price Place, Charlotte NC 28208. Jefferson-Pilot Communications is an equal opportunity employer.

**PROMOTIONS CAREERS**

**SEEKING EXPERIENCED WRITER/PRODUCER** for Ad Sales Promotion to write/produce national ad sales and non-broadcast sales tapes, spots and trade show video presentations for an exciting, lifestyle and entertainment cable network. Must be willing to relocate. Please email resume to TV\_Positions@yahoo.com or fax to 1.800.835.7445.

**FUNDRAISING CAREERS**

**WAMC SEEKS A DIRECTOR OF MAJOR GIFTS AND PLANNED GIVING.** The successful candidate will research and develop prospects for new major gifts, and planned giving opportunities. Must be a self-starter, well organized, and have a proven track record. Send resume, cover letter, and references to: WAMC Major Gifts Search, 318 Central Avenue, Albany, NY 12206. EOE. Women and minorities encouraged to apply.

**CREATIVE SERVICES CAREERS**

**CREATIVE SERVICES PRODUCER** Writing/Producing/Editing TV Commercials & Promos, multi-task, self-starter, full time flexible hours. Shooting a plus. Bachelor Degree preferred or equivalent combination of education or experience. Send resume and tape to Virginia Orzel WBNG-TV PO Box 12, Johnson City, NY 13790 or email at orzel@wbngtv.com EOE

**OPERATIONS CAREERS**

**MASTER CONTROL OPERATOR** A large technical production facility on the westside seeks a Master Control Operator for current and future positions. Applicant should have thorough knowledge of Louth Automation systems along with HP and Techtronix server technology. Two years' on-air master control operations include videotape and videoswitcher experience. Maintains daily program logs. Assures proper on-air look for program channels. Provides quality control and editing of all incoming programs and commercials. Quality checks assigned air tapes for technical acceptability, segment timing, and programming format. Records satellite program feeds. Completes formal paperwork for station traffic dept. Will be required to work any shifts as assigned, including mornings, evenings, and overnights. Workdays can be any day of the week, including holidays. Broadcast Communication training from an accredited university or technical school, high school diploma or equivalent. Please fax resume to 310-207-4128

**OPERATIONS SUPERVISOR** A large technical production facility on the westside seeks an Operations Supervisor. Applicant should have thorough understanding of Louth Automation, HP, and Techtronix Server technology a must. Knowledge of fiber channel network and data storage systems helpful. Understanding the satellite and fiber technology, interfacing with local vendors such as VVX and PACBELL essential. Experienced in management of day-to-day operations, scheduling, and employee development. Ability to assist in screening of applicants and reelancers. Supervise training of new-hires. Bachelor's degree in Communications, related field or equivalent. Two years' recent supervisory experience and master control experience. Please fax resume to 310-207-4128.

**BUSINESS DOMAIN NAMES FOR SALE**

**Branding**

*The Most Important Thing You Can Do For Your Station's Future*

Prime Cyberspace Real Estate Available:

NewsChannels

NewsChannel12.com  
NewsChannel13.com  
NewsChannel2.net  
NewsChannel3.net

NewsChannel4.net  
NewsChannel5.net  
NewsChannel6.net  
NewsChannel7.net

NewsChannel9.net  
NewsChannel10.net  
NewsChannel11.net  
NewsChannel12.net

NewsChannel Or NewsCenter

NC6.com  
NC7.com  
NC8.com  
NC9.com  
NC10.com

NC11.com  
NC12.com  
NC13.com  
NC2.net  
NC3.net

NC4.net  
NC5.net  
NC6.net  
NC7.net  
NC8.net

NC9.net  
NC10.net  
NC11.net  
NC12.net  
NC13.net

*Reserve The Future, Today!*

IVMediallc@aol.com

410-385-3300

**VARIOUS CAREERS**

**JOIN OUR CONNECTICUT TEAM**  
**DEDICATED TO BRINGING UNLIMITED ACCESS**  
**TO THE NEW ERA OF**  
**TELECOMMUNICATIONS & ENTERTAINMENT**

**CABLEVISION**

*Cablevision, one of America's fastest growing telecommunications and entertainment companies, is seeking dependable professionals to assist us in our mission to bring state-of-the-art communications services to homes and businesses. If you have a background in any of the following areas, we want to talk to you about starting a great career with our dynamic company.*

- \* **PRODUCER/DIRECTOR** (Programming)
- \* **PRODUCTION TECHNICIAN** (Programming)
- \* **OPERATIONS SUPERVISOR** (Programming)
- \* **MASTER CONTROL** (Programming) P/T & I/T

**We Offer:**

- \* **Excellent Benefits Including: Medical, Dental, Pension, Matching 401(k), Tuition Assistance**
- \* **Cable TV and Internet Service (Where Available)**

Please mail or fax your resume, indicating position of interest, to: **Staffing Department, CABLEVISION, 28 Cross Street, Norwalk, CT 06851, Fax: 203-354-0926. Job Hotline: 800-233-5054. EOE**

**Visit our website at [www.cablevision.com](http://www.cablevision.com)**

June 5th Issue...

**BONUS Distribution at CAB Conference - Denver!**

**Deadline: May 30<sup>th</sup>**

**VARIOUS CAREERS**

**Tribune, Houston, Texas To Launch Prime Time Newscast!!!!!!**

KHWB, a premiere Tribune Broadcasting station, will launch a prime time newscast in the summer of 2000.

We are currently recruiting for an entire staff of news professional including: News Anchors, Sports Anchors, and Meteorologists (weekday and weekend), Reporters, Producers, Executive Producer, Newscast Directors, Audio, Chief Photographer, News and Sports Photographers, Graphic Artist, Editors as well as several part-time positions available.

*If you want to be a part of an outstanding company in a great market, submit your resume and non-returnable VHS tape to:*

**KHWB Human Resources  
7700 Westpark Drive  
Houston, TX 77063**



EOE and Drug Free Workplace.  
No phone calls please.

**FOX SPORTS MIDWEST** is seeking qualified individuals to fill the following positions: **ACCOUNTING - DIRECTOR OF SPORTS FINANCE:** Manage staff functions of accounts receivable, accounts payable, payroll, credit and general ledger. Responsible for all financial analysis and reporting. Assist with preparation of annual operational and capital budgets. BS in accounting; CPA preferred. 3 yrs. broadcast/cable industry experience preferred. Excellent management, communication and organizational skills required. **JD Edwards and Enterprise Systems** experience preferred. Excellent computer skills required. **TRAFFIC MANAGER - SPORTS:** Oversee traffic operations for the regional sports network. Act as log supervisor, making final preparations, and assuring overall accuracy. Manage spot inventory and maintain avail reports. 10 years prior experience in cable/broadcast traffic, data entry and use of industry software required. 5 years experience in cable/broadcast traffic management required. Experience with internet media sales preferred. College preferred. Must be organized, consistently accurate with details, possess strong staff management and analytical skills, and demonstrate a strong staff management and analytical skills, and demonstrate a strong work ethic. The ability to maximize revenue, think strategically, anticipate programming trends, and maintain quality control required. Send resume and letter to: Fox Sports Midwest, Human Resources Director, 5915 Berthold Avenue, St. Louis, MO 63110. EOE

**CNNfn**  
the financial network

We are continuously looking for Talented Journalists and recent College Graduates. If you are looking to Join a winning team, please respond.

Journalists positions we are routinely interviewing for include:

- PRODUCER**
- LINE PRODUCER**
- BOOKER • WRITER**
- ASSOCIATE PRODUCER**
- MARKETS EDITOR**
- FIELD PRODUCER**
- GRAPHIC ARTIST**
- SEGMENT PRODUCER**

*In exchange for your talents, we offer a competitive salary and benefits package. Please send all cover letters and resumes to:*

**cnnhry@turner.com**  
In Microsoft Word 7 format,  
or fax to: **(212) 714-7922**  
EOE

**BUSINESS NEWS**  
**AROUND THE WORLD**

*CNN Financial News Network, backed by the leading television business news team and news-gathering operation in the world, is a provider of live, global market news & information, business and consumer news, political-economic analysis, personal finance reports, as well as news from around the world that affects business.*

**APPLICATION MANAGER CAREERS**

**Application Manager for Network News System**

Univision Communications Inc. - Miami, FL

Univision Communications Inc. is seeking an application developer with 5+ years of experience to be responsible for the Avstar News System. The ideal candidate will have experience with automated news systems, newsroom procedures and policies, strategic planning and vendor management, computer operations, testing, user training and support. Ability to take a leadership role in process improvement is desired. Position reports to Director, Application Systems. Bilingual Spanish-English a plus. Salary commensurate with experience.

**Resumes to:**  
**ehubbard@univision.net**  
**or fax to**  
**(212) 455-5224**  
**EOE**

**RADIO**

**MANAGEMENT CAREERS**

**GENERAL MANAGER/WEST COAST**  
Hard-working, well-rounded General Manager needed for a middle market broadcast group. Multi-level managing experience with sales focus. Convenient recreational lifestyle opportunities. Great family location. Competitive salary, bonus and benefits package.

**All inquiries are confidential.**  
**Fax cover resume to**  
**MSNBCY100 @**  
**212.818.8956**

**SAN ANTONIO'S NEWS TALK LEADER** seeks experienced **SALES MANAGER**. If you have a winning NewsTalk track record, send a letter telling me about your successes, vision for sales & revenue development, recruiting, training and departmental management. Rex Tackett, POB 18128, San Antonio 78218 (rtackett@ktsa.com). EOE/Minorities encouraged.

**PROJECT MANAGER** National Public Radio, manager of the Public Radio Satellite System, seeks an experienced project manager for an earth terminal refurbishment project. Candidates must have experience managing national projects. Experience in earth station construction highly desirable. Send cover letter indicating job #1028 and resume to: National Public Radio Human Resources Dept. 635 Massachusetts Ave., NW Washington, DC 20001, fax to 202-414-3047, or email "employment@npr.org". NPR is an Equal Opportunity Employer.

**SALES CAREERS**

**DIRECTOR OF LOCAL SALES**

*Is this a picture of you?*

You are a coach who gets great satisfaction from growing the skills of others. Your former salespeople still call you for important career advice. You are driven to be the very best. You are an actor who makes things happen. You believe in creating mutually productive relationships with clients. You embrace good new ideas. You create plans. You routinely exceed budgets.

If this is you, we have the perfect career opening. Director Of Local Sales at the last independently owned major market radio station.

Show us that you have an outstanding track record in coaching and sales development. Show us that you know your way around the big agencies and big directs. We'll show you an enjoyable, rewarding career in a people oriented station that's considered the market leader. We'll show you a terrifically talented staff and the best resources in the industry.

Fax or email resumes to Blaise Howard, Vice President and General Manager. Ten Presidential Boulevard, Bala Cynwyd, PA 19004.

Fax: 610/664-3500  
Email: BlaiseH@101-fm.com  
Phone: 610/667-8400



**B-101 PHILADELPHIA**  
*An Equal Opportunity Employer*

**SELLING STATION MANAGER** needed for Florence, S.C. radio station. Ideal climate, one hour from Myrtle Beach. Rapidly growing business center. Ideal for someone with good sales skills, aspiring to work in sales/station management. Phone Tom Gentry, 9-5, Mon-Fri, (704) 596-1240. Send resume to PO Box 18614, Charlotte N.C., 28218, att: Tom Gentry.

**www.BroadcastRecruiter.com**

Over 100 radio-tv-cable-internet sales & sales management jobs  
75 cities nationwide -  
Let us help you find  
your new opportunity free!  
303-368-5900  
**barschbach recruitment network**

**ALLIED FIELDS**

**PRODUCT MANAGER CAREERS**

**SONY is changing the way NEWSROOMS work.**  
**Are you qualified to help lead the way?**

Sony's "Newsbase," newsroom server is a state-of-the art system that combines servers and PC-based edit systems that puts simple editing in the hands of journalists and gives experienced editors a real-time NLE that makes production pieces a dream. "Newsbase" bridges broadcast and broadband, "Live-at-Five," and the Internet.

Join us in the following opportunity:

**PRODUCT MANAGER**

You will report to the Senior Vice President of Sony's Networked Systems Division. You will be responsible for helping to manage Newsbase and its related products in close collaboration with Japan-based engineering and US marketing. The position requires engineering vision, energy, familiarity with both the News Production process and the requirements of running an expanding business.

Requires a BA/BS (technical field is desirable), an MBA or real-world demonstration of management abilities, ability to speak and write effectively, and a minimum of 7-10+ years' experience. Product management and server experience in related field a plus. **Job code: DP-SJBPC5801**

At Sony Electronics Inc., you'll not only have the means to realize your dreams, you'll earn a competitive compensation package and have outstanding opportunities for growth.

Please visit our Web site or send your resume indicating the appropriate job code to: Sony Electronics Inc., 3300 Zanker Road, SJ1G2, San Jose, CA 95134-1901; or fax: 408-955-5166; or e-mail: sj.jobs@am.sony.com (ASCII test only, no attachments) We are an Equal Opportunity Employer. M/F/D/V



**TECHNICAL CAREERS**

**SATELLITE TRUCK OPERATIONS** Immediate openings for expanding topdrawer company in the Midwest. Cover the big stories with us. If you think "News", know how to put the customer first, and see yourself in charge of a network quality digital uplink truck, we must talk. Send resume to Uplynx, Inc., 22801 Hespil Drive, Novi MI 48375, or fax: 248-585-1371.

**CAPTION SERVICES**

Digital Captioning and Subtitling  
**800-822-3566**  
**CAPTIONMAX**

SEND BLIND BOX RESPONSES TO:  
BOX \_\_\_\_\_

BROADCASTING & CABLE, 245 W. 17TH ST., 7TH FL. NEW YORK, NY 10011

## COLLECTION AGENCY

**MEDIA COLLECTION  
DREAM TEAM****CCR**

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

1. Unequaled knowledge of media business.
2. Twelve years of unequalled/documentable recovery rates.
3. Customized reporting.
4. Competitive contingent fee schedule.
5. Accounts Receivable Outsourcing.
6. References Available.

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

Call/Write:

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

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

## FOR SALE EQUIPMENT

**REALITY CHECK.**

For dubs, demos, auditions and work tapes our recycled tapes are perfect. And half the cost of new. All formats, fully guaranteed—to order

**(800)238-4300**



We now transfer video to true DVD  
www.carpelvideo.com

**PRE-OWNED**

SATELLITE UP-LINK VEHICLES  
& TV PRODUCTION VEHICLES  
and other production equipment

AVAILABLE NOW AT:

www.broadcastassociates.com  
Or call: J A Taylor @610 754-6800 ext. 7

## FOR SALE STATIONS

10 KW AM/FM. 200,000 plus average cash flow, 1.3M average gross. No debts. Illness sale. Owner/Broker. Reply to Box 01671 EOE.

5 STATION CLUSTER Northeast. Covers 2 rated (small) markets, strong in both. Mostly FM's. Owned RE. Good BCCF. Price 5.2M. Broker SalesGroup 781-848-4201.

**NEW MEDIA/INTERNET**

## MANAGING EDITOR CAREERS

**IMAGINE THE  
POSSIBILITIES**

Internet Broadcasting Systems, Inc. (www.ibsys.com) is a rapidly growing pre IPO Internet Company that develops media centric local Web sites with TV stations across the country. IBS is seeking a:

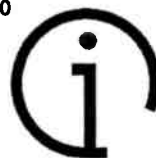
**MANAGING EDITOR**

For our Minneapolis site, Channel 4000. Responsibilities will include managing the daily life of the Web site, planning and directing major local projects and supervising editorial staff. Also responsible for local coverage and quality of overall site experience, gathering and compiling news from a variety of outlets, including our radio and television news partners, the Internet, wire services as well as traditional news sources.

The job requires a unique ability to integrate compelling and creative text, video-still images, audio and video file components, and links to relevant Internet resources into an appealing and thoughtful online news package. Must have leadership and supervisory experience with excellent communication skills, journalistic track record with clips and/or URLs to prove it, strong writing skills, sound news judgment and knowledge of the AP Stylebook. The applicant should possess online acumen to provide added value to reports initially developed by our broadcast reporters, as well as the drive and skills to create enterprise reports. An ability to work in a team setting, with broadcast partners, and under tight deadlines is key. Background in HTML coding a plus.

Send resume, salary requirements,  
and three of your best clips or URLs to:

Internet Broadcasting Systems, Inc.  
HR/Managing Editor, Channel 4000  
1333 Northland Drive  
Mendota Heights, MN 55120  
Email: jobs@ibsys.com  
EOE



internet.broadcasting.systems, inc.

## SALES CAREERS

INTERNET SALES REPRESENTATIVE WBTV 3, a dominant CBS affiliate in Charlotte NC is seeking an individual to lead our internet sales efforts. This is a unique and exciting opportunity with three separate but inter-related web sites to develop and sell. When you combine this diverse opportunity with the power of WBTV, the view is extraordinary. This fabulous market offers great climate, lifestyle and potential income. Resumes should be forwarded to Human Resources, WBTV, One Julian Price Place, Charlotte NC 28208. Jefferson-Pilot Communications is an equal opportunity employer.

**AD SALES STAR  
WANTED!**

PRN, Pics Retail Networks is seeking an account executive for its NY office. This position will handle all sales activity to various East Coast entertainment clients. Our successful candidate will have sales experience within the entertainment/new media industry and will possess excellent communication/negotiation skills. If you fit the bill and are looking to work within a fast growing company with a solid history and incredible potential, send your resume to 310-264-7201. Attn: Human Resources. For company information, visit our website: www.pm.com

**FAX YOUR AD: 212-206-8327**



# PROFESSIONAL CARDS & SERVICES

## ENGINEERING CONSULTANTS

**du Treil, Lundin & Rackley, Inc.**  
 Consulting Engineers  
 201 Fletcher Avenue  
 Sarasota, Florida 34237  
 Phone: (941)329-6000  
 FAX: (941)329-6030  
 www.dlr.com  
**MEMBER AFCCE**

**CARL T. JONES CORPORATION**  
 CONSULTING ENGINEERS  
 7901 Yarnwood Court  
 Springfield, Virginia 22153  
 (703) 569-7704 fax (703) 569-6417  
 MEMBER AFCCE www.ctjc.com

**LOHNES AND CULVER CONSULTING ENGINEERS**  
 8309 Cherry Lane  
 Laurel, MD 20707 4830  
 (301) 776-4488  
 locul@locul.com  
 Since 1944 Member AFCCE

**COHEN, DIPPPELL AND EVERIST, P.C. CONSULTING ENGINEERS**  
 Domestic and International Communications  
 Since 1937  
 1300 "L" STREET, N.W. Suite 1100  
 WASHINGTON, DC 20006  
 PHONE: (202) 898-0111 FAX: (202) 898-0895  
 E-MAIL cdepc@worldnet.att.net  
 Member AFCCE

**John F.X. Browne & Associates**  
 A Professional Corporation  
 Member AFCCE  
 BROADCAST/TELECOMMUNICATIONS  
 Bloomfield Hills, MI Washington, DC  
 248.642.226 (TEL) 202.293.2020  
 248.642.027 (FAX) 202.293.2021  
 www.jfb.com

**HAMMETT & EDISON, INC. CONSULTING ENGINEERS**  
 Box 280068  
 San Francisco, California 94128  
**HE** 707/996-5200  
 202/396-5200  
 www.h-e.com

## TOWER/ANTENNAS CONSULTANTS

**CARL E. SMITH CONSULTING ENGINEERS**  
 AM FM TV Engineering Consultants  
 Complete Tower and Rigging Services  
 "Serving the broadcast industry for over 60 years"  
 Box 807 Bath, Ohio 44210  
 (330) 659-4440

**Denny & Associates, PC Consulting Engineers**  
  
 PH 202-452-5630  
 FX 202-452-5620  
 Member AFCCE EMI info@denny.com

**Shively Labs**  
 • FM & TV Antennas  
 • Pattern Studies & RSL Maps  
 • Filters & Combiners  
 • Multistation Solutions  
 Tel: (207) 647-3327  
 Fax: (207) 647-8273  
 Web site: www.shively.com

• Turnkey Systems • Towers • Antennas  
 • Transmitters: Analog/Digital  
**LeBLANC Broadcast Inc.**  
 Ray Carnovale President  
 Tel: (303) 665-5016 Fax: 665-8805  


**Munn-Reese, Inc.**  
 Broadcast Engineering Consultants  
 P.O. Box 220  
 Coldwater, Michigan 49036  
 Phone: 517-278-7339

**Mullaney Engineering, Inc.**  
 Consulting Telecommunications Engineers  
 9049 Shady Grove Court  
 Gaithersburg, MD 20877  
 301-921-0115  
 Member AFCCE

**NATIONWIDE TOWER COMPANY**  
 ERECTIONS • DISMANTLES • ANTENNA • RELAMP  
 ULTRASOUND • STRUCTURAL ANALYSIS • PAINT  
 INSPECTIONS • REGUY • ENGINEERING  
 P.O. BOX 1829 HENDERSON, KY 42419-1829  
 PHONE (270) 868-8000 FAX (270) 868-8600  
 E-MAIL: hjohnston@nationwidetower.com  
**24 HOUR EMERGENCY SERVICE AVAILABLE**

**Shoolbred Engineers, Inc.**  
 Structural Consultants  
 Towers and Antenna Structures  
 Robert A. Shoolbred, P.E.  
 1040 Morrison Drive  
 Charleston, S.C. 29403 • (843) 577-4681

**HATFIELD & DAWSON**  
 Consulting Engineers  
 9500 Greenwood Ave., N.  
 Seattle, Washington 98103  
 (206) 783-9151  
 Facsimile (206) 789-9834  
**MEMBER AFCCE**

**F.W. HANNEL & ASSOCIATES**  
 Registered Professional Engineers  
 911 Edward Street  
 Henry, Illinois 61537  
 (309) 364-3903  
 Fax (309) 364-3775

**UNIVERSAL TOWER, Inc.**  
 Manufacturer of  
 Self-Supporting Towers,  
 Guyed Towers and Accessories  
 P.O. Box 278 • Henderson, Kentucky 42418-0278  
 Tel: 270-833-6151 • 270-833-1479  
 www.universaltower.com

**WALLACE ASSOCIATES**  
 101 West Ohio St.  
 20th Floor  
 Indianapolis, IN 46204  
 Dennis Wallace (317) 684-6754  
 wallacedv@aol.com  
**SPECIALIZING IN DIGITAL TELEVISION**

**Cavell, Mertz & Davis, Inc. Engineering, Technology & Management Solutions**  
 10300 Eaton Place, Suite 200  
 Fairfax, VA 22030  
 (703) 591-0110 (202) 332-0110  
 Fax (703) 591-0115  
 www.cmdconsulting.com  
 www.DTVInfo.com

## COLLECTION AGENCIES

## RECRUITMENT/EXECUTIVE SEARCH FIRMS

Advertise the easy way with **YOUR BUSINESS CARD**  
 Call 212-337-6962

**MED A COLLECTION DREAM TEAM CCR**  
 Attorney (former broadcast/cable ad sales manager NBC-TV, Katz, Petry, Lifetime) and staff handle the USA's top media firm's collection accounts offering:  
 1) Unequaled knowledge of media business.  
 2) Two years of unequalled/documentable recovery rates.  
 Call/Write: CCR, George Stella  
 1C25 Old Country Road, Suite 3035  
 Westbury, NY 11590  
 Tel: 516-997-2000, 212-766-0851  
 Fax: 516-997-2071

**WSAB**  
 Radio & TV Jobs in the Beautiful Northwest! Washington State Association of Broadcasters Job Bank.  
 Phone: 360-705-0774  
 Fax: 360-705-0873  
 www.wsab.org

Photo: Benjamin Luzon/AP



*Don Hewitt (c) receives the Fred Friendly First Amendment Award for 2000 from Quinnipiac College President John L. Lahey. Ruth Friendly looks on. The '60 Minutes' executive producer joked about his often contentious relationship with Friendly, but said he "learned more about this business from Fred Friendly than anyone else in my life."*

**The entertainment industry last year gave nearly \$2 million to the committees that work on getting their respective parties elected to Congress,** reports the Washington-based Center for Responsive Politics. TV, movies and music gave the Democratic Congressional Campaign Committee—chaired by Rep. Patrick Kennedy (D-R.I.)—\$1.5 million, five times more than the industry gave Democrats in 1997. In contrast, it gave the National Republican Congressional Committee \$442,736, which is more than \$63,000 less than it gave Congressional Republicans in 1997.

**Cumulus Media Inc.'s stock price perked up last Tuesday, after the Milwaukee-based radio-station consolidator said it had hired KPMG L.L.P. as its auditor.** Its previous auditor, PricewaterhouseCoopers L.L.P. resigned on April 24 after signing off on Cumulus' late 1999 financial report. PwC noted, however, that it had found two "material weaknesses" in Cumulus' accounting system that have been or are being corrected. After PwC's

replacement was announced last Monday, Cumulus' stock rose 7.2%, to close the next day at \$13 per share. But it drooped again last Wednesday to close at \$12.625. Cumulus also is seeking a new chief financial officer.

**Has 'Playboy' stooped to Conger?** Darva Conger, who married a millionaire comedian she just met on TV and then complained of his attempts at intimacy and her loss of privacy, has made a lucrative deal with another wealthy bachelor: Hugh Hefner. Conger has apparently bared all, not for the man she married, but for the *Playboy* camera. Rumors of Conger's posing were confirmed by *Playboy* CEO Christie Hefner at the company's annual shareholder's meeting Wednesday.

**Network news veteran Jeff Gralnick is stepping aside as executive vice president of business news for CNN and producer of the 'Moneyline News Hour,' a year after arriving from ABC.** Replacing him is another ABC News veteran, Katherine O'Hearn.

O'Hearn, who has been with ABC News for 17 years, most recently produced the network's weekend editions of *World News Tonight*. She was recently passed over for the executive-producer slot of the weeknight version of *World News Tonight* in favor of Paul Slavin. Gralnick, 61, said he is considering a number of other opportunities.

**After the cancellation of PBS' conservative-leaning program 'National Desk,' Rep. Billy Tauzin (R-La.) wants the service to make sure it continues to air programs that reflect conservative views.** "I am hopeful that the good intentions of PBS programmers reflected in the 16 *National Desk* segments aired on public stations will ensure that a suitable replacement is included in future PBS schedules," the chairman of the House Telecommunications Subcommittee wrote to PBS President Pat Mitchell. Tauzin says the Public Broadcasting Act of 1967 requires the Corporation for Public Broadcasting to ensure that public television programming is balanced and objective.

**After growing 15% from 1998 to 1999, radio revenue was off to a good start in first quarter 2000 as ad spending improved by 21% over 1Q 1999,** according to the Radio Advertising Bureau. National revenue was up a whopping 35%, fueled by a 40% gain in the Southwest and 39% growth each in the East and West, while local ad sales rose 17%, RAB said last Monday. While dotcom spending is considered a

major contributor to radio's resurgence, without it, national revenue still would have risen by 19% in the first quarter of this year, RAB President Gary Fries said in a news release.

**A St. Louis TV cameraman has sued Missouri Gov. Mel Carnahan and his bodyguard for roughing him up during an interview attempt at Jefferson City Airport in April.** Larry Washington seeks at least \$75,000 in damages. Washington, who works for KTVI (TV) St. Louis, says the incident injured his back and cost him in lost wages and medical expenses. Carnahan originally claimed he was ambushed by Washington and reporter Elliott Davis, but later changed his story and apologized after the video showed Carnahan and Sgt. Elbert Marshall of the Missouri State Highway Patrol, who was working the governor's security detail, aggressively preventing an interview. Marshall has not apologized, and state police have defended his actions as professional.

**Several key members of Congress are "deeply concerned" about Northpoint Technology's plan to launch a terrestrial multichannel service using frequencies dedicated to direct broadcast satellite services.** House Majority Leader Dick Armey (R-Texas); House Republican Conference Chairman J.C. Watts (R-Okla.); House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.); House Commerce Committee Vice Chairman Mike Oxley (R-Ohio); Rep. Chris Cox (R-Calif.); Rep. Steven Kuykendall (R-

## Paxson, Journal do JSA

Paxson Communications Thursday announced its first joint sales agreement with an NBC station not owned by the network. Commercial airtime for Paxson's WPXE (TV) Milwaukee will be sold by salespeople from Journal Broadcast Group-owned NBC affiliate WTMJ-TV.

Under the agreement, Paxson says, a separate sales team will sell WPXE time. Paxson will keep a business manager and traffic manager at WTMJ-TV's site. The NBC affiliate will provide engineering support for both stations and, eventually, their digital broadcasts.

Revenues from the Paxson station are to be split under a formula that was not disclosed. Neither party would comment on layoffs of Paxson's current staff, except to say that Paxson staffers would be interviewed for any openings.

WTMJ-TV's newscasts will also be rebroadcast beginning July 3. The 6 o'clock news will be simulcast, and the 10 o'clock news will be rebroadcast on WPXE at 10:30.

Paxson President and CEO Jeff Sagansky called WTMJ-TV "the dominant station and news leader in the Milwaukee market. This continues our strategy to integrate with the NBC affiliates and provide a revenue-enhancing sales and programming structure in this key market."

Jim Prather, president of the Journal Broadcast Group, said the deal will give considerable broadcast flexibility to his station and compared the strategy with the broadcast-cable model used by NBC and its cable arm, MSNBC. "We have to be in more places with our product and provide a different product to serve this fragmenting audience. We are already No. 1 in news. This gives us an opportunity to sell at a different rate to advertisers who can't afford to advertise on WTMJ."

The alliance will also allow the station to run its normally scheduled WTMJ-TV newscasts on WPXE during the summer Olympics without pre-empting Olympic coverage on WTMJ-TV.

—Dan Trigoboff

Calif.); and Rep. Steve Largent (R-Okla.) asked FCC Chairman William Kennard to instruct the commission to conduct an independent test "to establish whether [such a] service would cause harmful signal interference to existing and proposed satellite users in the DBS spectrum band," the members wrote.

**Nasdaq trader Hispanic Broadcasting Corp.—formerly known as Hef-tel—is moving to the New York Stock Exchange and swapping its "HBCCA" ticker symbol for "HSP."** The move "could help increase liquidity and reduce trading volatility" of its stock, HBC President McHenry T. Tichenor Jr. said last Mon-

day in a news release.

"Association with the world's largest exchange could also provide HBC improved visibility both on Wall Street and [internationally], which could widen our potential investor base." The move is slated to take effect March 25. Dallas-based HBC owns or operates 45 Spanish-language radio stations.

**Time Warner Cable Chairman Joe Collins takes over the reins of NCTA's board of directors, replacing Time Warner Vice Chairman Ted Turner, whose term expired.** Vice Chairman will be Michael Willner, president of Insight Communications; secretary is Jerald Kent, president and CEO of Charter Communications; and treasurer is John Rigas, president, CEO and chairman of Adelphia Communications Corp.

**AT&T's merger with MediaOne Corp. may be approved "within a matter of days," FCC Chairman William Kennard said last week.**

The merger was removed from the agency's May meeting agenda, which is being held today.

**FCC Chairman William Kennard last week predicted that AT&T's merger with MediaOne Corp. would be approved "within a matter of days," but other FCC sources say the commissioners are not close to a resolution.** The merger was removed from

the agency's May meeting, which is being held today. Some commissioners are balking at Cable Bureau recommendations that would force AT&T to sell its 25% stake Time Warner's cable subsidiary or divest investments in programmers that sell to Time Warner systems.

**Veteran NBC daytime executive Susan D. Lee is leaving the network, and Sheraton Kalouria is joining it to oversee NBC's daytime soap operas.** Kalouria joins from ABC, where he had served as vice president of marketing and promotion for the daytime division since 1998. Kalouria will be responsible for NBC's two daytime dramas (*Days of Our Lives* and *Passions*) and will head development and strategic planning for daytime dramas. Lee had been with NBC for 17 years, most recently as senior vice president of daytime programming.

**A federal judge in Virginia last week threw out a Henrico County law requiring cable companies to offer Internet rivals access to broadband pipelines.**

The law had been challenged by AT&T on grounds that local governments had no right to require cable firms to open up their networks. "This federal court decision signals that the proponents of forced access have yet to develop a persuasive rationale for their issue," AT&T officials said.

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting & Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Elsevier (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.



Incorporating The Fifth Estate TELEVISION Broadcasting

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Business Information, 245 West 17th St., New York, NY 10011. Cahners Business Information is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Brian Nalim, Chief Operating Officer; John Poulin, Senior Vice President, Finance; Glenn Rogers, Executive Vice President. *Broadcasting & Cable* copyright 2000 by Reed Elsevier Inc. All rights reserved. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Properties Inc., used under license. Periodicals postage paid at New York, N.Y., and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to: *Broadcasting & Cable*, P.O. Box 15157, N. Hollywood, CA 91615-5157. Rates for non-qualified subscriptions, including all issues: USA, \$149; Canada, \$219 (includes GST); Foreign Air, \$350; Foreign Surface, \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 US, \$10 foreign. Please address all subscription mail to: *Broadcasting & Cable*, P.O. Box 15157, N. Hollywood, CA 91615-5157. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600). Cahners Business Information does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

## Unwise bill

Sen. John McCain, with no more primary battles to fight, appears to have too much time on his hands. The senator has proposed a bill that would insert yet another bureaucratic agency between broadcasters and their audience and would adopt a "shoot now, ask questions later" model for potential interference, with the questions left to the courts.

McCain has introduced legislation that would allow the FCC to roll out its low-power FM stations despite studies suggesting possible interference problems with existing full-power stations. It would give the National Academy of Sciences the job of determining whether interference exists, then allow broadcasters to sue to stop it.

That's all broadcasters need: the opportunity to spend many years and dollars in court to protect themselves and their listeners. And in the bargain likely see those listeners courted—and perhaps won—by other delivery systems.

The bill sets up a mechanism for dealing with interference after it has occurred. It's like requiring farmers to keep their barn doors open while creating a mechanism for helping them find their horses. The courts are already crowded enough without adding a whole corps of complainants, and the National Academy of Sciences must have better things to do with its time.

What Congress should concentrate on instead is making sure that there is no interference from low-power FM in the first place. If there is, they should nip the service in the bud, not allow it to grow unchecked. This bill should go the way of the esteemed senator's presidential campaign.

## Wise Bill

Time Warner was getting some good PR advice from an unusual source last week: FCC Chairman Bill Kennard. Whether he was playing to the crowd or not, Kennard correctly pointed out that cable needed to make a better case to the public about the increasing costs to them of important channels and the role that price escalation plays in retrans negotiations.

"You and I agree that underlying this consumer perception was, in fact, a legitimate contractual dispute over costs and terms of carriage," Kennard told an NCTA gathering in New Orleans last week. "There is another side of the story." Not telling that side of the story effectively enough was a miscalculation on Time Warner's part, although we get the idea that even Time Warner's PR people may have been surprised by the decision to yank ABC.

Last week, we said that, next time, Time Warner shouldn't pull the plug. To that we add that it also shouldn't pull punches in explaining an impasse in negotiations.

## Off-base Billy

Louisiana Congressman Billy Tauzin sounds like he's angling for a programming job at PBS. That might be OK if he didn't want to do it while still a member of Congress.

Tauzin wrote PBS' president saying the service should be looking for something in a conservative vein to replace the right-leaning *National Desk* segments axed from PBS' lineup. Tauzin will beat the First Amendment drum as loudly as anyone, and in a number of cases we'll join in. So it comes as a surprise that he would put pressure on a programmer to carry a particular type of show. The congressman may have simply been expressing a general preference, but no matter how softly he speaks, the office he holds is a big stick that cannot fail to impress.

Not that the government is reluctant to micromanage programming to serve a particular agenda: One need look no further than the script reviews in exchange for PSA dollars in which the Clinton administration and several programmers were involved. But regulators, legislators and administrators should all be reluctant to do so, and must resist the urge to put their thumbs on the scale.

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

William McGorry/Group Vice President/212-463-6543  
Lawrence Oliver/Group Publisher/212-463-6544  
Donald V. West/Group Editor in Chief/202-463-3701  
Harry A. Jessell/Editor/212-337-6964  
Denise O'Connor/Associate Publisher/212-337-6961

### EDITORIAL/NEW YORK

Harry A. Jessell/Editor/212-337-6964  
P.J. Bednarski/Executive Editor/212-337-6965  
Stephen McClellan/Deputy Editor/212-337-7023  
John M. Higgins/Deputy Editor/212-337-7024  
Susan Qualtrough/Managing Editor/212-463-6432  
Evette Porter/Assistant Managing Editor/212-337-7148  
Glen Dickson/Associate Editor/212-337-6952  
Richard Tedesco/Associate Editor/212-337-7025  
Ken Kerschbaumer/Associate Editor/212-337-7011  
Deborah McAdams/Staff Writer/212-337-7027  
Patricia A. Carter/Senior Copy Editor/212-337-7143  
Beatrice Williams-Rude/Copy Editor/212-337-7140  
Nancy Catmull/Editorial Assistant/212-337-7141

### DESIGN/NEW YORK

Todd J. Gost/Art Director/212-337-7017  
Adam Woods/Assistant Art Director/212-337-7144

### EDITORIAL/WASHINGTON

Donald V. West/Group Editor in Chief/202-463-3701  
John S. Eggerton/Deputy Editor/202-463-3712  
Dan Trigo/Staff Writer/301-260-0923  
Elizabeth A. Rathbun/Associate Editor/202-463-3709  
Palge Albinak/Assistant Editor/202-463-3708  
Bill McConnell/Staff Writer/202-463-3708  
Kim McAvoy/Contributing Editor/540-341-4234  
Kira Greene/Contributing Editor/703-524-7793  
Dave Borucki/Group Art Director/202-463-3721  
Rick Higgs/Systems Manager/202-463-3718  
Allsa Holmes/Web Production Manager/202-463-3703  
Doris Kelly/Office Manager/202-463-3711

### EDITORIAL/LOS ANGELES

Joe Schlosser/Bureau Chief/323-549-4111  
Susanne M. Ault/Staff Writer/323-965-5361

### ADVERTISING/NEW YORK

Denise O'Connor/Associate Publisher/212-337-6961  
Yvonne Peltus/Senior Account Executive/212-337-6945  
Michael Farina/Account Executive/212-337-6941  
Rob Payne/Account Executive/212-337-7022  
John Snyder/Sales Coordinator/212-337-6940  
Dana Levitt/Marketing Services Director/212-463-6548  
Georgina Sulco/Art Dir., Creative Services/212-337-7154  
Nikki Kraus/Marketing Services Coordinator/212-463-6483

### CLASSIFIED ADVERTISING/NEW YORK

Brent Newmeyer/Manager, Inside Sales/212-337-6952  
Yukari Atsumi/Inside Sales Representative/212-337-6960  
Tamika Brown/Advertising Sales Coordinator/212-337-7073

### ADVERTISING/LOS ANGELES

Marcia Orcutt/Advertising Director, Syndication/323-549-4114  
Eric Low/Sales Coordinator/323-549-4113  
Chuck Bolkcom/Director of Technology Advertising  
775-852-1290; Fax 775-852-1291; email: chuckbolk@aol.com

### EVENTS

Steve Labunski/Director, Special Events/212-337-7158  
Sandy Friedman/Special Events Coordinator/212-463-6740

### PRODUCTION/NEW YORK

John Caggiano/Production Manager/212-463-6524  
Justin Torres/Production Assistant/212-463-6571

### CIRCULATION/NEW YORK

Cheryl Miller/Circulation Director/212-463-6651

### SUBSCRIPTIONS

BROADCASTING & CABLE: 800-554-5729  
BROADCASTING & CABLE YEARBOOK: 800-521-8110  
CABLEDAY: 800-563-9056, TV Fax: 800-554-5729

### OFFICES

New York: 245 W. 17th St., 10011  
212-645-0067; Edit Fax 212-337-7028; Ad Fax 212-337-6948  
Washington: 1627 K Street NW, 20006  
202-463-3711; Edit Fax 202-463-3742  
Los Angeles: 5700 Wilshire Blvd., Suite 120, 90036  
323-549-4100; Edit Fax 323-937-4240; Ad Fax 323-937-5272



CAHNSERS BUSINESS INFORMATION

Marc Teren/Chief Executive Officer  
Brian Naim/Chief Operating Officer  
Glenn Rogers/Executive Vice President Entertainment, Communications and Media Group  
Dan Hart/Vice President, Finance  
Sol Talshoff/Founder and Editor (1904-1982)

# \$8.1 BILLION.



MORE MONEY THAN THE  
TOP 100 FOUNDATIONS  
GAVE AWAY LAST YEAR

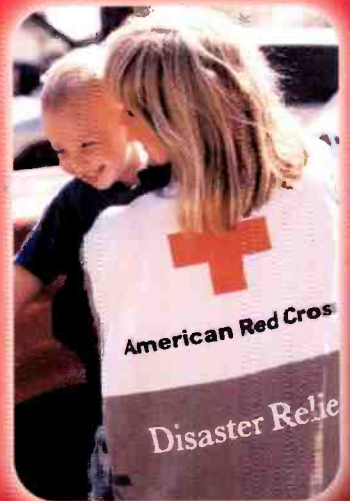
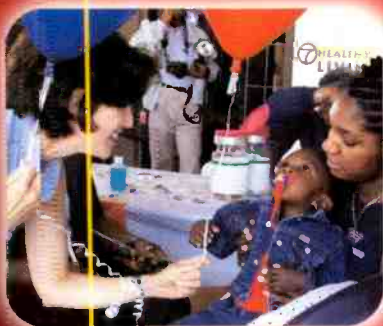


# COMBINED.



That's the value of community services generated by local radio and television broadcasters in a single year alone.

America's local broadcasters are helping communities care for the homeless, feed the hungry and fight problems like family violence, drug and alcohol abuse. We not only guide communities through natural disasters, we run on-air campaigns to aid their victims. And, of course, we air literally millions of public service announcements year round.

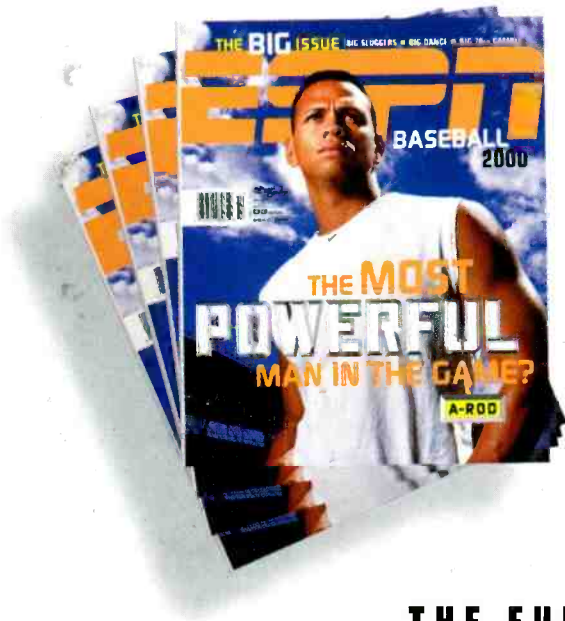


National Association of  
**NAB**  
BROADCASTERS

**AMERICA'S LOCAL BROADCASTERS**  
ALWAYS ON. ALWAYS THERE WHEN YOU NEED US.

[www.nab.org](http://www.nab.org)

  
**local broadcasters**  
Bringing Community Service Home



# ARE YOU LEVERAGING

# THE FULL POWER OF THE ESPN BRAND?



## USE THE POWER OF ESPN to sell cable modems and digital cable

ESPN provides the best sports programming on cable. Now, we also provide you with something else—creative opportunities to help you sell cable modems and digital cable through brand extensions like ESPN.com and ESPN The Magazine. Grow your new business platforms and generate incremental revenue by leveraging the power of the ESPN brand. It's easy and it works. Let us help you put the power of the ESPN brand to work for you.

