

# BROADCASTING CABLE

OCTOBER 16, 2000

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## GOODBYE, RIGHT-OF- REPLY

Court kills controversial rules, but they could be resurrected later.

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## HOLLYWOOD 'CAVED IN,' SAYS VINCE MCMAHON

WWF chairman slams show biz execs for bowing to Washington pressure.

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## DOUBTING DOTCOMS

For ex-broadcasters at Internet startups, it has been a tough year.

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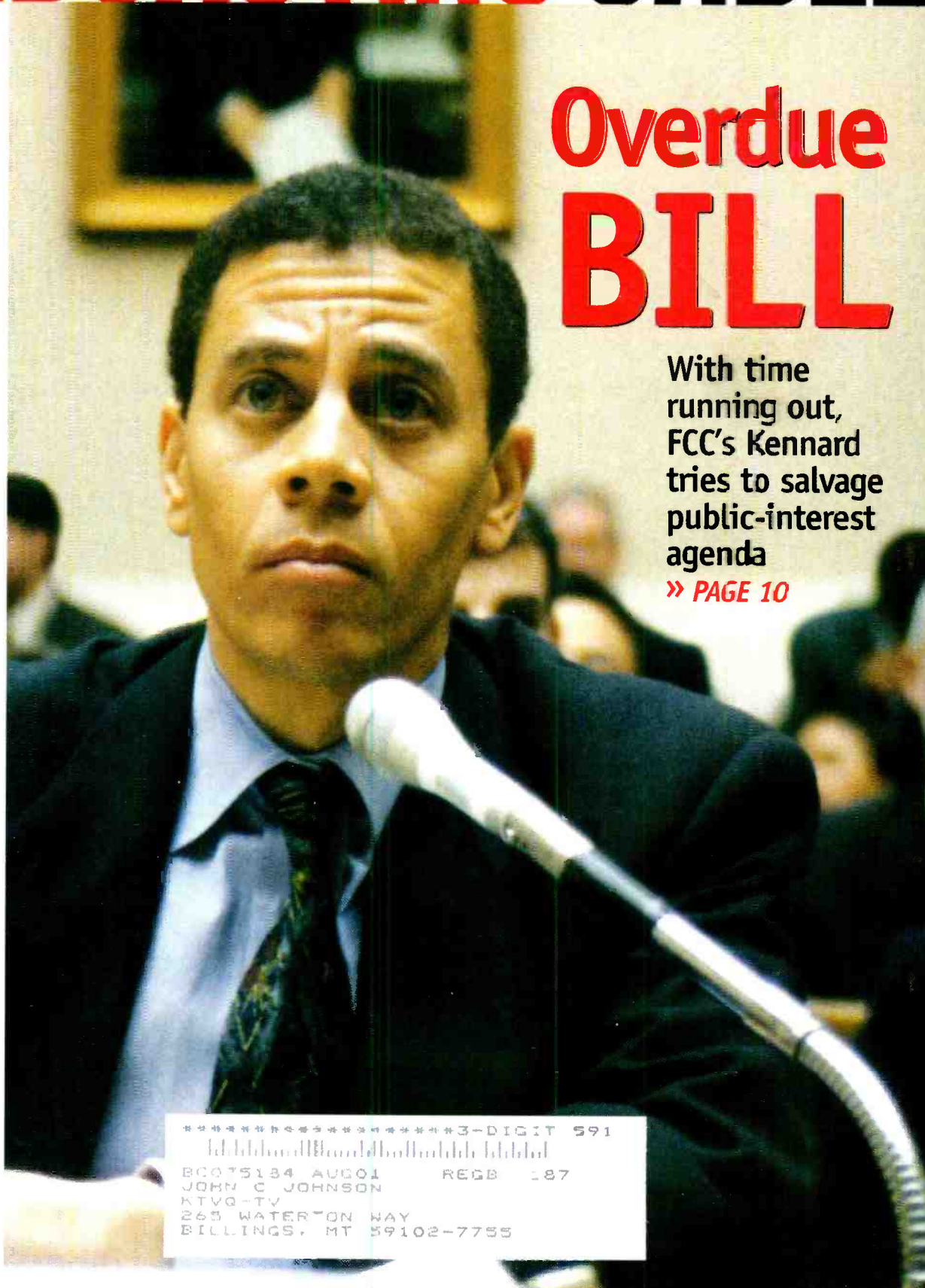
Special tech report on how digital is changing the way television stations operate.

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# Overdue BILL

With time running out, FCC's Kennard tries to salvage public-interest agenda

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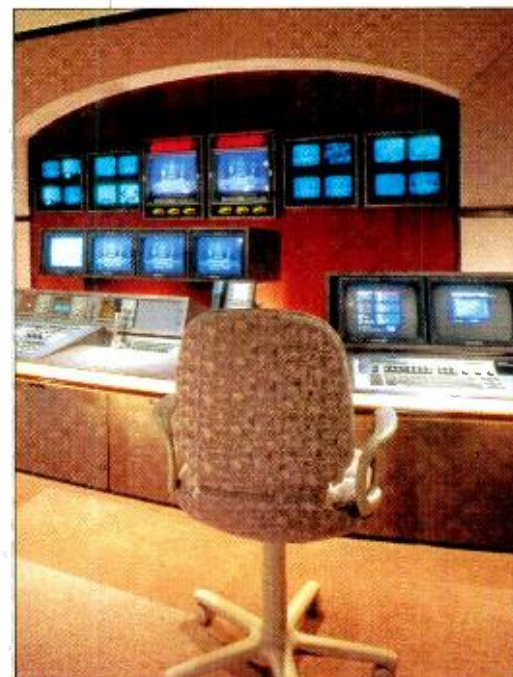
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SPORTS TV

## Does heartland want NY Series?

The notion of a Mets-Yankees subway series intoxicates Big Apple baseball fans. But will it play with fans in Peoria and elsewhere? Results of an informal poll of ad agency executives and TV sports consultants suggest it won't. "The match-up would not be particularly attractive to the national TV audience," says independent TV sports consultant Neal Pilson. The consensus is a World Series pitting the Yankees against St. Louis Cardinals would be the ideal ratings catcher, combining the No. 1 market with the Cardinals' Midwest fan base.

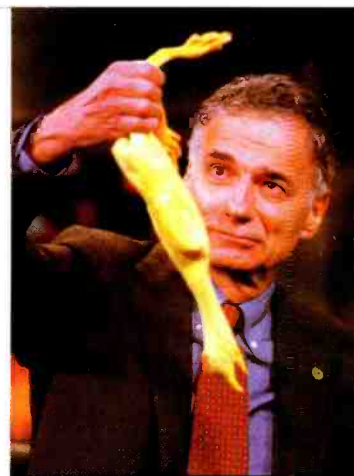


# BCEYE

SYNDICATION

## Hassel-off

Don't look for David Hasselhoff to be showing up on the beach of *Baywatch Hawaii* anytime soon. The former star of the Pearson Television syndicated action series still carries an executive producer title, but his acting days on the show appear over, sources say. Hasselhoff's character was expected to return for up to eight episodes during this it's 11th season in syndication, but he's a no show. *Baywatch* has gone in a new direction this season. The show has a new cast, a new location and younger-skewing storylines. Pearson execs say Hasselhoff still has the option to make guest appearances.



REGULATION

## He's no chicken

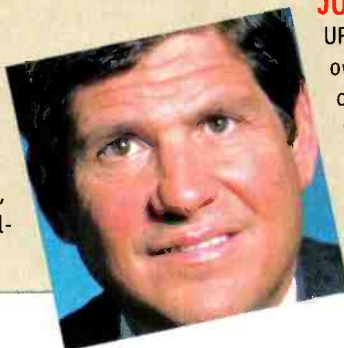
Green Party candidate and ever-green consumer advocate Ralph Nader compares Al Gore and George Dubya to chickens, but even though Gore defends restoring the Fairness Doctrine, Nader is the fighting rooster on that issue. Way back in 1987 when the FCC dumped the rule, Nader was arguably the doctrine's most high-profile defender. He led a protest in the FCC meeting room complete with sign-waving supporters and an impromptu press conference on the "ultimate transfer of monopoly power."

### GADZOOKS! ITS ZOBMONDO

With four syndicated strips in development, Stone Stanley is banking that something's gotta stick. The front-runner for NATPE looks like game/talk hybrid *Zobmondo!* (Stone Stanley is producing, Studios USA is distributing), based on the board game of the same name. The completed pilot, hosted by comic J.D. Roberto has panelists asking questions starting with the phrase 'Would you rather...,' "looks really strong," says one source close to the project.

### BACKTRACKING STOCK

Emmis Communications had planned to announce the creation of a tracking stock last week to separate its TV and radio holdings. But given recent market conditions, the plan has been delayed, Emmis Chairman Jeff Smulyan acknowledges. "We're still studying it," Smulyan



says. "But when you look at radio valuations that have dropped like a lead balloon you've got to re-evaluate." The company is still mulling whether the TV or radio assets would be spun off. "Right now investors don't seem to want either one so it makes it a little tougher," he notes. The reaction from Wall Street was that the company made the right move in delaying any decision. "The market is just too volatile right now," says one company follower.

### JUST CALL US UPN

UPN will likely remain UPN come Jan. 1. Sources say the Viacom-owned network, which announced earlier this year that it would change its name to the Paramount Network on New Year's Day, won't make the change until summer. Executives at the embattled network are apparently waiting until after key affiliation deals with its Chris-Craft/United TV stations are done. News Corp.'s pending acquisition of those stations has delayed those deals, sources say.

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# Court scraps reply rules

*Fairness Doctrine vestiges thrown out, with caveat that they could be revived on merits*

“The Commission still has not provided adequate justification for the rules, and... provides no assurance that it will do so. The suspension of the rules for 60 days simply has the effect of further postponing a final decision by the Commission...It is folly to suppose that the [FCC’s] 60-day suspension and call to update the record cures anything.”

—Judge Judith Rogers for the U.S. Court of Appeals in Washington

By Paige Albiniak

The U.S. Court of Appeals in Washington last week threw out the FCC’s right-of-reply rules, which required TV and radio stations to provide airtime for respondents to political editorials or personal attacks. But like a horror-movie killer, they still could rise again.

The court chastised the FCC for its endless delays and inability or unwillingness to justify the rules, which were the remaining vestiges of the long-gone Fairness Doctrine (see sidebar, opposite page): “The Commission still has not provided adequate justification for the rules,” Judge Judith Rogers and Chief Judge Harry Edwards found last week.

But the panel did not nail the coffin shut.

Because the court did not rule on their legal merits, the rules may still be revived by the FCC if it chooses to justify them. By the same logic, the FCC also could reinstate the Fairness Doctrine (as the Democratic party has pledged to do), which required TV and radio stations that air controversial issues to provide airtime for opposing viewpoints. The FCC scrapped the doctrine in 1987, but left the personal-attack and political-editorial rules on the books.

“The court’s decision doesn’t close the door, and it doesn’t decide the ultimate constitutional issues,” said Robert Corn-Revere, a Washington First Amendment attorney opposed to rules governing broad-

cast content.

Frank Lloyd, a Washington communications attorney, was disappointed to see the right-of-reply rules fall. “But the door is definitely open for the FCC to adopt something similar.”

FCC Chairman William Kennard made that clear last week. “We intend to move forward promptly to study the public-interest obligations of broadcasters in the digital age, including whether these rules should be reinstated.”

Kennard had recused himself from this issue because he had argued for scrapping the rules and the Fairness Doctrine when he worked for the National Association of Broadcasters. But last month, after the court set a deadline for justifying the rules, he unrecused himself to break a 2-2 tie along party lines.

But rather than justifying the rules, the FCC’s answer to the court was to suspend the rules for 60 days to gather information on how broadcasters would handle their newfound freedom. The Commission still plans to collect that information.

Some saw the suspension and fact-finding



FCC’s Kennard: “We intend...to study... whether these rules should be reinstated.”



RTNDA’s Cochran: “They are dead. They are dead. But we can’t ease our vigilance.”



NAB’s Fritts: “This decision represents an historic victory.”

as a way to further delay the court and engineer a win-win scenario: If broadcasters didn't air political editorials, the FCC would be able to say that the rules didn't stifle free speech. If they did, the FCC could say that broadcasters didn't provide equal time. "Whatever happened, it would have been taken as a reason to revive the rules," Corn-Revere says.

But the FCC's decision only angered the court.

"It is folly to suppose that the 60-day suspension and call to update the record cures anything. As petitioners point out ... the Commission updated the record four years ago and still did not provide an adequate justification for the rules."

Still, even with the possibility that the rules could be revived, the National Association of Broadcasters and the Radio-Television News Directors Association, who had petitioned the court to throw out the rules, were overjoyed.

"This decision represents an historic victory. ... It is clear from this decision that future FCC attempts to regulate free speech will be viewed with a high degree of skepticism," says NAB President Eddie Fritts.

"They are dead. They are dead," said RTNDA Executive Director Barbara Cochran. "But we can't ease our vigilance."

Some say Kennard is eager to fight for the rules because some Democrats want to revive the Fairness Doctrine. Democrats called for "reinstatement of the Fairness Doctrine" in their party platform.

"Given that it was in the ... platform, it is to Kennard's advantage to show that he and they are implementing it," says Dan Troy, a partner at the Washington law firm of Wiley, Rein & Fielding who represented both NAB and RTNDA in fighting the rules.

Even some who wanted the rules to stay in place sympathized with the court.

"The court was expressing its not surprising frustration and anger at the commission for not ruling on underlying merits," said Andrew Schwartzman, president of non-profit law firm Media Access Project. "The American people are the ones victimized by the FCC's inability to get its act together." ■

## Birth of a notion

The Fairness Doctrine evolved in the late 1940s from a series of FCC decisions and positions that expanded Section 315 of the Communications Act of 1934. That law required, and still requires, that broadcasters who allow a candidate to use their airtime must offer airtime to other candidates. Broadcasters are not required to give up airtime to any candidate, however, so it is an all- or-nothing scenario.

The Fairness Doctrine was the FCC's extension of that law into a general rule that broadcasters had an affirmative obligation to "afford reasonable opportunity for the discussion of conflicting views on issues of public importance," thus a kind of equal time for issues. It was upheld as constitutional by the Supreme Court in the 1959 *Red Lion* decision, which offered spectrum scarcity as a justification for what the court conceded was a lesser First Amendment status than that of print media.

The personal attack and political editorializing corollaries represented a codification by the FCC of Fairness Doctrine principles. Until last week, the rules required that a) if a broadcaster's presentation of views on a controversial issue includes a personal attack, the broadcaster had to notify the subject of the attack and offer airtime for reply, and b) if a broadcaster endorses a candidate, said broadcaster must seek out other "qualified" candidates and offer them airtime.

The rules were codified in 1967, including the provision that "bona fide" news broadcasts were exempt from the personal attack rule. RTNDA/NAB's court challenge of the rules dates from July of that year, when they, along with CBS, first filed suit challenging the rules, saying they violated the First Amendment. Broadcasters would make that case on and off for two decades before victory appeared theirs.

In 1987, the FCC, saying the scarcity rationale no longer applied, struck down the Fairness Doctrine, saying: "If we must choose between whether editorial decisions are to be made in the free judgment of individual broadcasters or imposed by bureaucratic fiat, the choice must be for freedom." At the time of codification in 1967, the commission said

the personal attack/political editorializing rules "will serve to effectuate important aspects of the well-established Fairness Doctrine; they do not alter or add substance to the Doctrine."

This statement led many in the industry to believe that with the FCC's decision to ditch the Doctrine, the corollaries must surely follow. They didn't. The 1987 FCC said it wasn't sure its ruling encompassed the corollaries and would address the question in "the near future." After 13 years, more NAB/RTNDA challenges and several new commissions, the FCC's "near future" finally ran out last week.

—John Eggerton



On Aug. 4, 1987, a unanimous and bipartisan FCC repealed the Fairness Doctrine.



FCC Chairman Dennis Patrick, aide Lisa Hook (c) and General Counsel Diane Killory prepared the order that held the Doctrine to be unconstitutional.



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# The chairman steps out

*With attacks on industry and a flurry of proposals, FCC head looks to: a) salvage a legacy; b) help elect a president; c) all of the above*

By Bill McConnell and Paige Albiniaik

**W**illiam Kennard's scathing attack on the broadcast industry last week had a familiar ring. Perhaps because he sounded the same bell when he took office three years ago.

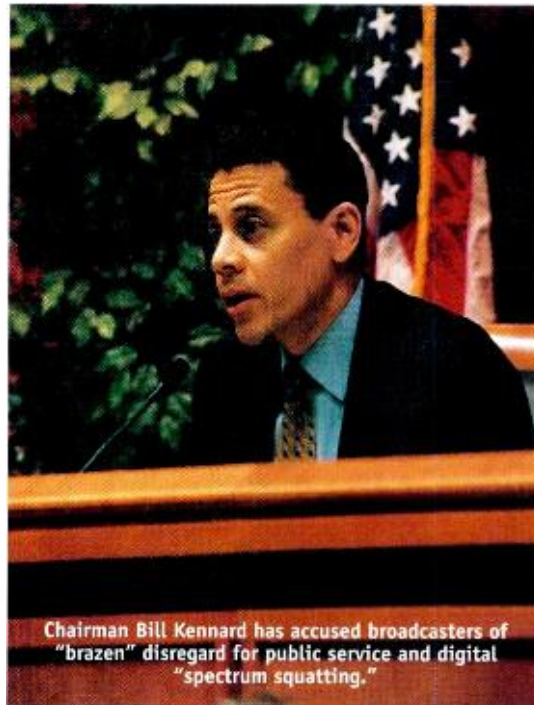
The FCC chairman dusted off controversial broadcast proposals—free airtime for candidates and increased public-service duties for stations—in a speech to the Museum of Television and Radio.

Those ideas had been shelved after key members of Congress, prompted by broadcasters, sharply criticized Kennard for them early in his administration. But as his tenure draws to a close, Kennard appears to be girding to fight for his public-interest agenda one more time.

Democrat Kennard's term on the commission expires next June, but, if Republican George W. Bush wins the White House, Kennard likely will be gone by the end of January. Even if Democrat Al Gore prevails, many FCC watchers believe Kennard will make an early exit.

In addition to accusing broadcasters of "brazen" disregard for public service, Kennard last week accused broadcasters of digital "spectrum squatting" and called on Congress to force them to give up their analog frequencies by 2006, regardless of whether viewers have purchased enough digital receivers to kick in the current 85% penetration that triggers the give-back. If they don't, he wants Congress to impose a variation of one Clinton-administration idea: spectrum fees. Kennard would levy them only on those that don't return analog spectrum by 2006.

The big question: Is he mounting a serious effort to make good on his pledges, or is he waging a thinly cloaked campaign to turn controversial issues into stumping



opportunities for Gore's presidential bid, as some of Kennard's critics suggest?

After all, they note, Gore has directed White House telecommunications policy since President Clinton took office in 1992. Free airtime and other new obligations for broadcasters have always been on the administration's—and the vice president's—wish list. Conveniently, but perhaps not coincidentally, timed FCC and Federal Trade Commission initiatives on digital stations' obligations and media sex and violence have given the Gore/Lieberman ticket a ready public-policy platform to showcase their concerns.

For his part, Kennard insists he's simply trying to fulfill his early promises and dismisses suggestions of political motives. "I've been talking about these issues since I became chairman," he said in an interview last week (see story, page 13). "Frankly, I think the reason why candidates are talking about this issue is they are good ideas.

George Bush is talking about a family-viewing hour and how we can protect kids during prime time from being bombarded with negative messages."

But Kennard's critics hardly see a coincidence in the timing, and they note that some of his recent suggestions, such as reviving the Fairness Doctrine or TV code of conduct, are part of the Gore/Democratic platform or are ideas vice presidential candidate Joseph Lieberman has long supported. Until repealed by the FCC in 1987, the Fairness Doctrine required broadcasters to air controversial public issues and to seek out comment on all sides of them.

"Bill's political agenda is, I think, Al Gore's political agenda. I think that's fairly clear," says House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.).

Although issues like media violence and political airtime for candidates hardly seem to be big vote-getters, having the FCC push the issues would help to placate some of the vice president's core supporters, particularly public advocates, who in the last three years have reaped few rewards for their backing.

"To a certain extent, this is a defensive move," says Dan Troy, a Washington attorney who led the industry's effort to eliminate the FCC's right-of-reply rules for political editorials and personal attacks. "Some people in the Democratic base who care about this" may say "how come your FCC hasn't done this? [Gore] may almost feel they have to do this to avoid being labeled as hypocrites."

Certainly, the rewards for public advocates during the past three years—low-power FM stations and introduction of the V-chip channel-blocking technology, for instance—have been small potatoes compared with their defeats, such as a wave of



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consolidation ushered in by the 1996 Telecommunications Act and subsequent FCC relaxation of industry ownership limits.

While most of these developments were not Kennard's fault, no doubt he would like his time at the FCC remembered for more than sitting by helplessly as the corporations gobbled up independent stations and the courts dismantled minority-recruiting rules and jettisoned the right-of-reply rules.

"This is a last-ditch attempt for Bill to be relevant," said one Senate Democratic aide.

Supporters of Kennard's initiative, however, say the chairman is shrewdly taking advantage of animosity built up against broadcasters thanks to the FTC's report last month on the marketing of movies, violent games and other "age-inappropriate" products to kids, as well as what some see as heavy-handed lobbying by the industry against the low-power FM plan.

"He sees the rising unhappiness with broadcasters," says Media Access Project President Andrew Schwartzman. "More and more people, including people on the Hill, are getting fed up with the broadcasters. Initiatives that he didn't see as particularly achievable now seem somewhat more achievable."

Kennard also has made it clear that paving the way for third-generation wireless services for Internet and other broadband products is a top priority. Some industry sources say he would like nothing better than to establish the rollout of such services as one of his legacies and to jump-start the stalled DTV rollout.

Cheering him on from the sidelines, if not actually helping with locker-room strategy, has been Kennard's predecessor Reed Hundt, who proudly called the chairman's

## KENNARD ERA

Sworn in as FCC chairman	NOV. 1997
TV/radio combos get tentative OK	DEC. 1997
Tells broadcasters to do more for public interest Clinton urges free airtime in State of Union speech; Kennard endorses next day	JAN. 1998
Congressional opposition stalls free airtime bid Calls for new minority ownership incentives	MARCH 1998
Federal judges strike down minority-recruiting rules	APRIL 1998
Broadcasters attack plan to tighten industry ownership rules	NOV. 1998
AT&T/TCI merger approved	MARCH 1999
Rejects effort to impose cable open-access on AT&T/TCI merger	DEC. 1998
V-Chips required in half of TV sets 13 inches and bigger	JULY 1999
TV duopolies permitted; station ownership rules loosened	AUG. 1999
Broadcasters start minority media investment fund	NOV. 1999
Launches inquiry into DTV public-interest obligations	DEC. 1999
New minority-recruiting rules approved V-Chip required in all 13-inch and bigger TVs Low-power radio approved	JAN. 2000
Sinclair Broadcasting demand for DTV standard change rejected	FEB. 2000
CBS-Viacom merger approved	MAY 2000
Loosening of dual network rule proposed AT&T/MediaOne merger approved	JUNE 2000
Labeling, cable-operable standards set for DTV DTV public-interest proposals issued Cable open-access inquiry launched	SEPT. 2000
Court rejects FCC response; throws out reply rules	OCT. 2000

speech "the most blistering attack on broadcasters since Newton Minow declared TV a vast wasteland."

Broadcasters complain they are being unfairly maligned by the attacks. The DTV hang-up, they say, is the fault of uncertainty over technical specifications. They also bristled at many of the terms Kennard used to characterize their role in the DTV transition, particularly calling the digital-spectrum allotment a "\$70 billion giveaway." They also noted that the 85% trigger level was included to safeguard poor viewers and others unable to buy digital sets, not to

protect broadcasters.

Rather than a meaningful deadline, they say, the 2006 goal was driven solely by budget priorities, which included auctioning analog spectrum in 2002. "2006 was the furthest out you could return spectrum and get people to pay for it in 2002," said National Association of Broadcasters counsel Jack Goodman. "The budget situation has changed radically, and the need for the 2002 revenue is gone."

NBC lobbyist Robert Okun says broadcasters make an easy target for criticism, but it will be very hard to force stations to give up spectrum if the transition isn't complete. "Any politician knows TV is sacred," he said. "If we don't have 85% penetration by 2006, a lot of people will be angry if we have to give spectrum back."

Not surprisingly, wireless providers were quick to cheer Kennard's call for a tougher stand on broadcasters' digital rollout. "Chairman Kennard has it right," Verizon Wireless cheered in a press release. "This spectrum holds great promise ... that will be realized only if wireless companies like Verizon can use it."

It's unclear, however, whether Kennard has time to complete his goals or whether he even has sufficient clout with Congress to persuade lawmakers to consider his proposals.

On the side of public-interest obligations, the FCC has power to write the regulations itself, Kennard says, and last month launched rulemakings to create new obligations in the areas of kids and digital programming. Last week, Kennard said he would ask the commissioners to consider whether stations should have to carry every presidential debate, to cover state and local campaigns, to air more public-service announcements during peak hours, to provide free airtime during the last weeks of an election season, and to adhere to a code of conduct.

Comments on public-interest duties are due in mid January, perhaps giving Kennard enough time to finish the new rules. His suggested changes to the digital-rollout schedule, however, will take an act of Congress.

The chance for swaying lawmakers is a long shot, because he has antagonistic rela-

tions with top members of the House Commerce Committee. Even if Democrats win the House, there's no guarantee of a warmer relationship, because the Commerce Committee will be led by John Dingell (D-Mich.), a longtime nemesis. If Republicans stay in charge, it's equally unlikely that lead-

ing candidates for the chairman post, Tauzin and Rep. Michael Oxley (R-Ohio), will take their cues from Kennard either.

But Schwartzman says he's optimistic Kennard can still add to his résumé. "I think it's awfully premature to write Bill Kennard's regulatory obituary." ■

## Kennard's mad as hell

FCC Chairman Bill Kennard last week charged that broadcasters' disregard for their public-interest obligations had "reached a new low." The outburst, at the Museum of Television and Radio in New York, was sparked by the refusal of NBC and Fox to commit to live coverage of debates, actions he derided as "disregard for the American democratic process." Kennard said stations should:

- Commit to carrying every single presidential debate as well as covering state and local races.
- Increase public service announcements during peak audience hours.
- Provide free airtime to federal candidates.
- Establish a code of conduct.

And to make sure broadcasters do not "trump their contract with the American people," Kennard and his fellow commissioners will hold a hearing today at the FCC on the public-interest obligations of digital TV stations.

In the New York speech, Kennard also blasted broadcasters for "squatting on empty spectrum"—that is, not aggressively developing high-definition and other types of programming for the second digital channels they received from Congress. To speed the transition to digital TV and the return of analog spectrum he asked Congress to:

- Eliminate the "loophole" allowing stations to keep analog channels until 85% of households have DTV.
- Require all new TV sets to come equipped with digital receivers by Jan. 1, 2003.
- Impose a "spectrum squatters fee" on broadcasters who don't vacate analog spectrum by 2006.

Kennard, in an interview with BROADCASTING & CABLE Assistant Editor Bill McConnell following the speech, said his frustration has been building for a long time. Here's an edited transcript:

**You hammered NBC and Fox for not committing to full coverage of the debates. But how was the public hurt? Nearly everyone in the country could watch on other broadcast networks or cable.**

Once a network begins to counter-program against the debates, others will be under increasing financial pressure not to cover the debates. It's the time when networks have focused the nation's collective electorate on arguably the most important political decision most Americans make. It's unacceptable that we could begin eroding a tradition built over many decades.

**You said broadcasters are increasingly**

**putting financial interests above the public interest. Any other examples?**

I get hundreds of e-mails every week from parents concerned about what their children are exposed to in prime time television. There's a widespread sense around the country that there's been a general coarsening of broadcast standards during prime time. When I ask network executives about this, they give answers I know are unacceptable to parents: "We are not the problem. You should focus on gun control. You should focus on parental supervision, or you should focus on drugs in society." We all collectively have to exercise more responsibility.

**You criticized the industry heavily for the lack of progress on the DTV transition?**

The spectrum drought we have in this country is becoming one of the major gating factors for the new economy. The Internet is migrating out of the PC and into networked handheld devices. More and more, people are pointing to broadcast spectrum and saying that it is 108 MHz of beachfront property that is not being utilized.

**You said it's time to close the 85% DTV penetration "loophole" and make 2006 a hard deadline for returning analog spectrum no matter what. But wasn't this provision included to ensure that viewers too poor to buy DTVs or otherwise slow to adopt new technologies continue to get free over-the-air TV?**

It's a very legitimate issue. The last thing we want is for Americans' analog TVs suddenly to go blank and become worthless. But we have to recognize that the 85%-2006 standard is illusory. Let's get real about this. We have to find other ways to expedite this transition. For those people who don't want to buy a digital TV set or have multiple sets, downconverters are the best option. They're pretty expensive now. But if you require all sets to receive DTV, you prime the pump for the manufacture of receivers and chipsets and drive down the cost. Ideally, you want to get to where cost of a downconverter is about the cost of a large pizza.

**Is it fair to call broadcasters "squatters," as if they aren't making use of digital spectrum? After all, digital transmissions are ahead of the government's mandated schedule.**

They're building out. I commend those

who met our deadlines. It's true there are transmitters on the air, but there's no product for which there is a business plan.

#### How can that be fixed?

Broadcasters have not coalesced around a business model for using this spectrum. Now, the question is who is going to assume the risk of uncertainty? Is it going to be the broadcaster who has this valuable and free resource, or will it be the American public, which has a resource that is not being developed?

#### Do you think Congress will listen to you?

We were asked by [House Telecommunications Subcommittee] Chairman [Billy] Tauzin when he held a hearing on DTV transmission to give [our] best thinking about how to get DTV off the dock. I believe I have the responsibility to tell Congress ways we can get this process moving.

#### Why haven't you decided whether TV stations are entitled to dual analog/digital cable must-carry rules during the transition?

Two reasons. One, I don't believe there's a consensus at the agency on how to deal with this issue. Second, when it is clear there is no business plan for how to use this spectrum, the right answer is not for the government to provide the plan by guaranteeing distribution for, not one, but two over-the-air signals.

#### You've suggested it might be time to bring back some old ideas with new twists, such as possibly reviving the Fairness Doctrine, bringing back a broadcast code of conduct. Why return to ideas courts and commissions have struck down?

It's not a return to old regulatory models. We're not taking about ascertainment and some of the models we've used in the past. We're trying to find new technology solutions to serving the public interest, and that's an entirely legitimate exercise, because the world shifted when Congress gave broadcasters \$70 billion worth of spectrum. ■

## Kennard's DTV smokescreen?

### Broadcasters, set makers say must-carry is ignored issue

By Glen Dickson

**B**roadcasters and TV-set manufacturers have often pointed fingers at each other. But both sides agree that FCC Chairman William Kennard's proposal last week to speed the DTV transition through government intervention ignores fundamental questions.

Executives from both industries say Kennard's three-part DTV plan—making 2006 a hard deadline for returning analog-broadcast spectrum, requiring all TV sets to include DTV reception capability by 2003 and imposing a “spectrum-squatters fee” on broadcasters occupying analog spectrum after 2006—does not address the debate over the DTV modulation standard, copy-protection concerns or digital must-carry.

“The real problem with DTV is that all these issues are sitting and sitting and sitting at the commission,” says NAB regulatory counsel

Jack Goodman. “The commission put out a proposal on digital must-carry in July 1998. We're at the two-year mark, and they say they need our business plans. It's odd that here the commission seems to be so reticent to go forward and in other issues is willing to leap first [new EEO rules, low-power radio, for instance] and worry later about whether it's on sound legal ground.”

One broadcast source believes that Kennard's 2006 deadline will actually “stoke the fires on the modulation debate” because some broadcasters will use the controversy over 8-VSB modulation as a stalling tactic. But he thinks the FCC has already made up its mind and “we're stuck with 8-VSB.”

“But there is still a large contingent of

broadcasters that supports another standard,” says Rick Clancy, Sony senior vice president of corporate communications. Bill Mannion, vice president and general manager of Panasonic's television and network systems division, points out that, until there is a “final decision on the various transmission formats,” Panasonic won't know whether it will need to build sets with only an 8-VSB tuner, or whether it will have to include COFDM tuners as well.

Panasonic might be able to make the proposed 2003 deadline for including DTV reception in all TV sets, probably at a cost of several hundred dollars per set, Mannion says. “It's a possibility. But we've got to start today to do that. If anything's going to change, we can't make that date.”

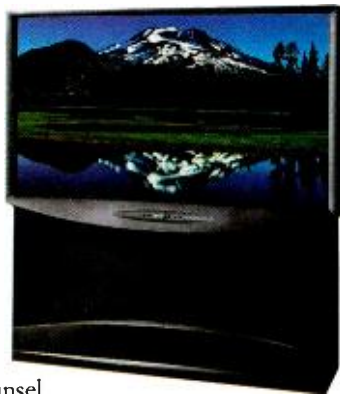
Mitsubishi Director of Marketing Bob Perry thinks 8-VSB works just fine. He says the lack of digital must-carry is the “real impediment” to the DTV rollout. “The FCC should issue a definitive statement about cable must-carry for digital TV, including a timeline for digital must-carry.”

The average U.S. household has 2.5 television sets, says Perry, and Mitsubishi's upscale customers probably average 3.5 sets. Some broadcasters have said they expect they'll have to continue analog broadcasts past 2006 simply to serve those secondary sets in the home. Perry disagrees.

“Our belief is, there's no reason to carry on NTSC operation after 2006, as long as we have had a number of years of digital must-carry before 2006.”

Cable operators could also take a DTV signal, downconvert it to NTSC at the headend, and offer it as a “lifeline service” to customers who haven't bought DTV receivers. But, as Perry sees it, “the FCC has been extraordinarily silent about any kind of phased timeline on cable. It's almost as though we're not in the business of selling products.”

—Bill McConnell contributed to this story.





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## IN BRIEF

**EU OK'S VIVENDI**

Vivendi's \$30 billion acquisition of Canadian-based Seagram was approved by European Union regulators Friday after the companies agreed to address pay-TV antitrust issues. Vivendi will sell its 20% piece of BskyB, Rupert Murdoch's British satellite pay-TV provider. Vivendi owns half of Canal Plus, Europe's largest pay-TV.

**CLINTON SEEKS SPECTRUM REVIEW**

President Clinton Friday ordered the FCC and other regulatory agencies to identify spectrum that can be reallocated for wireless Internet and other third-generation wireless services. Among the frequencies under review are channels used for instructional TV and multichannel, multipoint distribution systems.

**BASEBALL SLUMPS**

Through six games of the division and league championship series last Thursday, Fox and NBC were averaging a 5.1 rating, 9 share. That was a 29% drop from last year's 7.2/12 through seven games, according to Nielsen Media Research. The first two games of the New York Mets-St. Louis Cardinals series scored an average 6.9/12 for Fox. That's off 23% from the first two Mets-Atlanta Braves games in last year's NLCS, which averaged a 9/18 on NBC.

**FCC PLUGGING LEAKS**

To stop leaks of documents, the FCC last week required lobbyists and others with business before the commission to return any non-public materials they acquire without distributing them to anyone else. Violators could be barred from representing clients before the FCC and regulated companies could be fined. The rules do not apply to journalists.

# Not too bad, so far

*Network premieres get fall season off to a strong start*

By Joe Schlosser

**T**his just in: Network television is alive and kicking. The story at 8, 9 and 10 p.m. Indeed, across the board, ratings at the Big Six networks continued to impress at the end of week two of the 2000-2001 season. Familiar faces—Bette Midler, Geena Davis and NBC's Thursday-night gang—produced strong ratings for their debut episodes.

Although NBC's overall ratings are down from year-to-year, mainly due to tepid baseball playoff ratings, CBS, ABC and Fox gained in total viewers over last year in the early going. CBS is up (3%), or 500,000 viewers, through the first seven days of the season vs. last year, while ABC added some 600,000 viewers (6%) and Fox jumped close to one million viewers (12%).

New shows have produced bright numbers. CBS' new comedy *Bette* debuted on Wednesday (Oct. 11) with 15.7 million viewers and a divine demographic rating, including a 5.5 rating/16 share in adults 18-49 (see CBS ratings story on page 20). *Bette* topped ABC's *Who Wants to Be a Millionaire?* in every ratings category except total viewers; *Millionaire* pulled in over 17 million.

The CBS newcomer that followed Midler, the droll *Welcome to New York*, opened with 12.7 million viewers and a CBS-strong 5.0/13 in adults 18-49. The sitcom from David Letterman's Worldwide Pants studio improved its 8:30 p.m. ET/PT Wednesday night time period by almost 100% in adults 18-49.

ABC's *The Geena Davis Show*, a night earlier, attracted 17.2 million viewers and held 93% of its *Dharma & Greg* lead-in. It also averaged the same adults 18-49 figure (7.6/19) as the veteran comedy, which had the benefit of *Millionaire* as its lead-in. The advertiser-free launch of Andre Braugher's new ABC drama *Gideon's Crossing* averaged 15.4 million viewers and a 6.7/18 in adults 18-49. *Gideon's* placed second in total viewers in its 10 p.m.

NBC's Thursday lineup (Oct. 12) got the week's best overall 8-11 p.m. ratings. A double shot of *Friends* drew an average of 26 million viewers. Emmy Award-winner *Will & Grace* moved into its new 9 p.m. slot and averaged nearly the same numbers that *Frasier* posted to start last season, 25 million viewers and a 15.9/24 rating. And network TV's top drama *ER* started off with 29 million viewers, down two million viewers from last year's debut. ■

## Middle East turmoil dominates TV news



Associated Press Television News caught the image of the car carrying three Israeli soldiers who took a wrong turn into Ramallah (I). A mob killed two of the soldiers later; the third was found dead in the car.

Separately, CNN put a hold on some of the early images of the victims of the apparent suicide attack on the destroyer *USS Cole*, after the Pentagon asked the network for time to notify victims' relatives before they saw TV coverage.



# FINANCIAL WRAP-UP

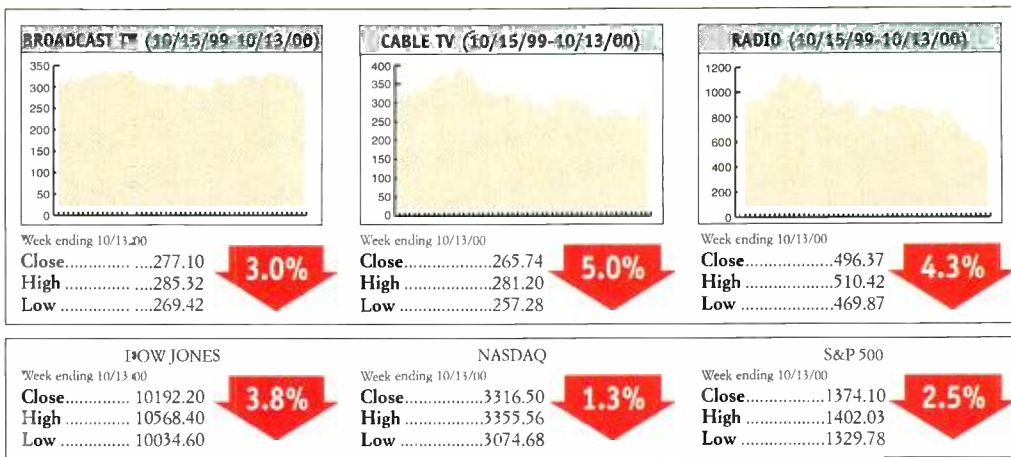
Week of October 9 - 13

## WINNERS

	10/13	% change
Scripps Co	.....\$56.83	.....9.51
Clark (Dick) Prod	.....\$9.13	.....5.8
Entercom Comm	.....\$28.25	.....4.3
Citadel Comm	.....\$18.50	.....3.5
Belo Corp	.....\$18.25	.....3.92

## LOSERS

	10/13	% change
Liberty Satellite	.....\$6.00	.....(30.93)
Liberty Digital	.....\$11.50	.....(24.59)
Unapix	.....\$0.44	.....(22.22)
Motorola Inc	.....\$22.00	.....(20.72)
Radio One Inc	.....\$5.88	.....(18.96)



# For Zatsos, not so greatso

Personalized Internet newscast firm cuts staff to draw cash

By Ken Kerschbaumer

Zatso.com, which offers viewers the opportunity to create personalized Internet newscasts and has partnerships with 42 stations, including Media General, Meredith, and Scripps Howard stations, laid off roughly half of its staff to save money and make it more attractive to potential investors.

"We discovered that the funding and financing to continue operation wasn't coming through at the degree we had thought, and so we made the painful decision to downsize, or, as it's called in the Internet market, rightsize," says Craig Marrs, Zatsos vice president of business development and affiliate relations. "We're sized for our existing partnerships."

The San Francisco-based company now has 38 employees, and Marrs says the company will continue to serve its clients as usual. "We made this move in anticipation of looking more attractive to the investment community, and we've had positive reaction from the investment community so far," he adds. "With this move we have a chance to extend our life."

Zatso is currently offering its personal newscast service on approximately 35 Web

sites, allowing site visitors to register and indicate news-topic preferences. The range of news includes news gathered from the affiliated stations as well as stories created by partners including Bloomberg Television, CourtTV, Quokka Sports, C-SPAN, and The Weather Channels.

Karl Rhodes, manager of external communications for Media General says that the company has a 5% stake in Zatsos and 11 stations online with the service. "We'll bring three more online in the next 30 days and we expect to have all of our stations online with Zatsos by the first quarter of 2001," he adds.

Marrs says Zatsos's business plan calls for advertising revenue to start in the second quarter of 2001. The ongoing efforts to keep the company afloat, which include a potential merger or acquisition, are designed to keep the firm alive until then.

Zatsos's position has become common in the streaming-media segment, which requires hefty pre-revenue investment and still awaits a critical mass in broadband deployment. The stock-market plunge in April has made the raising of capital more difficult. ■

**'[W]e made the painful decision to ... as it's called in the Internet market, rightsize.'**

—Craig Marrs

## IN BRIEF

### DR. LAURA GETS BUMPED

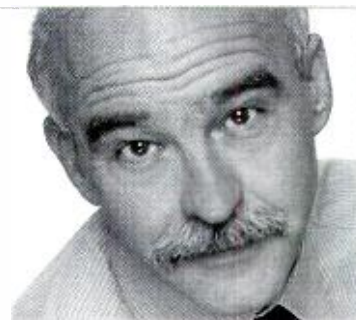
WGRZ-TV Buffalo, New York, has given *Dr. Laura* the boot to a lesser daypart—she'll move from 3 p.m. down to 10 a.m. Pearson Television's *Family Feud*, which previously ran at 3 p.m. before getting bumped to 10 a.m. to make room for Paramount's new talker, will move back to its old afternoon home.

### GEOCAST REACHES FOR ECHOSTAR

Datacaster Geocast Network Systems today (Oct. 16) will unveil a partnership "that significantly expands Geocast's coverage area" for its proposed multimedia service. A likely suspect is EchoStar, which has just begun broadcasting from its sixth satellite.

### LILLEY TO LOBBY FOR NEWS CORP.

Justin Lilley, counsel to the House Committee on Commerce, will lobby for News Corp. starting next week. Lilley has served as a chief aide to House Commerce Committee Chairman Tom Bliley (R-Va.) since 1997. Bliley announced his retirement earlier this year.



# Excuses, excuses

*Without the FCC to blame, how will broadcasters justify their timidity?*

Oh, now that they don't have to worry about giving time for a reply to a personal attack or an editorial endorsing a candidate, we can expect broadcasters to begin taking controversial stances left and right.

Please, don't make me laugh.

Unfortunately, a lot of television and radio stations didn't need a rule to be timid and bland. It's what they do. Take away the folksy weatherman and the nutty sports anchor, and what you have left at hundreds of stations are grind-it-out news shops that are spineless repackagers of the morning paper.

Few television and radio stations are opinion leaders, and the suggestion that the FCC's rules chilled them is just a cold canard (if you'll excuse the pun). They were never in the game.

Since 1987, when repeal of the Fairness Doctrine left intact only the rules of personal attack and political editorial response, broadcasters have been barely affected:

■ For each of those years, the FCC received an average of three or

four complaints from politicians about a station that hadn't afforded them a chance to respond to an editorial endorsing their opponent;

■ And on average, the commission got 25 to 30 complaints a year alleging a station had made a personal attack, and the FCC rejected almost all of them.

In short, these rules didn't inhibit much, except the fact that some aggrieved source might try, in vain, to invoke them. But under the personal-attack rules struck down last week, reporters could say pretty much whatever they wanted in a newscast, as commentary or analysis. Candidates could say whatever they wanted; so could their aides. And anybody could say anything about for-

eign groups or foreign public figures. Foreigners specifically weren't covered by the rules (there's an Ugly American fact).

It is hard to tell, actually, how one could have made a personal attack that would trigger the FCC's disapproval.

The political-endorsement rules say, if a station endorses a candidate, the station must inform opponents and offer them a chance to respond. Big deal. It's just a matter of remembering to make a phone call or write a couple letters, and free up two minutes of airtime.

But it wasn't the FCC that was nipping at newscasters; the problem was in the front office.

These were stupid rules. I'm not saying they weren't. But I would argue that they didn't

put huge roadblocks in the way of a station that wanted to have some punch.

And why don't stations shake things up at 6 and 11? Next to sex, nothing much sells better than controversy, or, more plainly, a good, tough story that roils the status quo, or a reporter's against-the-grain point of view that gets people thinking.

American newspapers, which are lame enough these days themselves, still manage to employ disagreeable columnists and cranky editorial writers the whole town loves to hate.

On television and radio, the editorial or pointed commentary is a rare event. I wonder why. So what if a television station editorial said—assuming the facts supported it—that Mayor Blowhard was a liar and incompetent, and so what if the station might feel pressure to allow the mayor to respond? How horrible is that?

Oh, no! Ouch! An exclusive with the city's top elected official? What a calamity.

Maybe it is historical. The Fairness Doctrine and its personal-attack and editorial-response provisions might have seemed uncomfortable enough that general managers, news directors and their corporate lawyers decided long ago that if

they had nothing nice to say, they should just shut up. So that's what a lot of them did. No great tradition evolved.

And they didn't ask for feedback. They ran away away from it, actually. Few television and radio stations provide anything like those "letters to the editor" forums for viewers. You can scarcely talk back to television or radio. Why is this so? It's not a Fairness Doctrine thing; it's a fairness thing.

Don't local newscasts get letters and complaints? Isn't the station invested enough in the community to do strong editorials? Maybe not. Lots

of television and radio stations are run these days by well-paid transients who don't know (and couldn't care less) about problems in their communities, won't spend the resources to find out and, frankly, wouldn't want to offend their car-dealer cronies by coming out on the wrong side of an issue. Far too many stations don't have the nerve or journalistic chops to have a truly controversial opinion.

If you disagree, we'd print your letter to the editor. It won't kill us. ■

**It's not a  
Fairness Doctrine  
thing; it's a  
fairness thing.**

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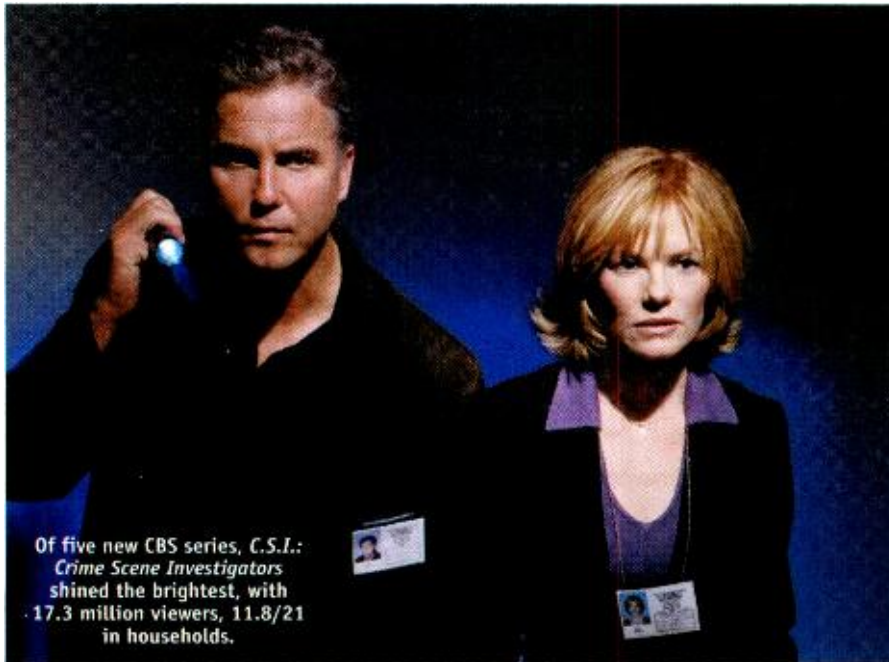
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## Programming



# The Eye opens with a twinkle

*CBS wins week one; ratings are up, median age is down*

By Joe Schlosser

The *Survivor*-network pulled off a week-one upset in the ratings and showed early signs of a network on the decline—in median age, that is.

With the Super Bowl and a second installment of *Survivor* on tap for winter, CBS was sitting pretty as it carried summer momentum into the fall with strong ratings for both new and returning series. Although it was an irregular first week of the season, with politics and baseball stealing much of the spotlight, CBS showed growth nearly across the board.

"I was impressed with CBS' development, and now I'm impressed with CBS' week-one numbers. If the people liked what they saw as much as I did, I think they are back in

week two," says ad buyer Paul Schulman.

The network captured the first week of the 2000-01 season in total viewers, households and even adults 18-49—the demographic that the network has been struggling to attract for a decade. It was CBS' first premiere-week win in adults 18-49 since 1991 and the network's first weekly victory in the category (without sports) in over six years. CBS averaged a 10.0 rating/16 share in households, 14.5 million viewers and a 5.0/13 in adults 18-49—well ahead of both NBC and ABC.

"We were very pleased with what happened, but I'm always hesitant to talk about it because it's only one week," says CBS Television President Les Moonves. "Let's just say I'm cautiously optimistic."

But one strong sign for the network was the median-age average, which fell to 50. Last season, CBS' first week averaged viewers 52.4 years old; the whole season, just over 53.

"Early on, our median age is down a few years, so, clearly, you are seeing some younger people who watched *Survivor* and saw the promotions," says Moonves.

All five of CBS' new series fared well in their premiere outings, including weekend hours *The Fugitive* and *C.S.I.: Crime Scene Investigators*. But it was *C.S.I.* (the Las Vegas-set action series), not *The Fugitive*, that shined the brightest on the weekend. *C.S.I.* dominated its Friday 9 p.m. ET/PT time period, bringing in 17.3 million viewers and an 11.8/21 in households, according to Nielsen Media Research.

*The Fugitive*, easily CBS' most promoted new action series, held its own on Friday night as well. The premiere episode attracted 13 million viewers at 8 p.m. Friday and a 9.3/17 in households. Combining that with the season premiere of *Nash Bridges*, CBS posted its strongest Friday-night ratings (including adults 18-49) since '94. Saturday's debut of Craig T. Nelson's *The District* posted strong opening numbers, averaging 14.6 million viewers and a 4.3/13 in adults 18-49.

CBS' Monday-night sitcom block didn't miss a beat. *Everybody Loves Raymond* started its fifth season with an hour special that attracted 22 million viewers and its strongest demographic ratings ever. New comedy *Yes, Dear*, with 14.6 million viewers, improved in all demographics for the Monday 8:30 p.m. time period.

The beat kept going for CBS last week, too. The network unveiled new comedy *Bette* after a Monday night that saw the network dominate with its comedies, and a Tuesday that had drama *Judging Amy* scoring its best-ever ratings with women. *Bette* Midler's new comedy debuted Wednesday with 15.2 million viewers, a 5.1/15 in adults 18-49 and time-period bests in every other demo. ■

# Moviewatch moves few

*Hubbard's proposed movie-barker channel generates skepticism*

By Deborah D. McAdams

Watching Ben Stiller squirm through Robert De Niro's polygraph test in the trailer for *Meet the Parents* is funny the first couple of times. Then the gag gets old, and that's precisely what sank Movietime, a movie-trailer channel that was remade into E! Entertainment Television. Now the concept is being resurrected in the form of Moviewatch, a cable network being developed by the folks from Hubbard Broadcasting, a family-owned television group in St. Paul, Minn.

Executives throughout the cable industry are giving Moviewatch a thumbs down.

"There's a question of validity," said an executive from one of the top five MSOs. "It's been tried before."

The Popcorn Channel was one previous incarnation of a network that ran movie trailers and theater listings, typically referred to as a "barker" channel. Popcom was launched in late 1995 and backed by a triad of companies including The New York Times. It peaked at 3 million subscribers and folded after about a year.

Movietime also lasted about a year before Lee Masters, now the head of Liberty Digital, was brought in to save the channel.

"It was like MTV but with movie trailers," said Masters. "It wasn't broad enough. The first time you see a trailer, it's fabulous. The second time, it's OK. The third time, not that exciting."

Movietime reached 8 million subscribers; 70% of them only part-time, before the overhaul to E! in 1990. The driving assumption behind Movietime was that pay-per-view movie channels and interactivity would proliferate rapidly and people would seek out a guide channel.

"The idea was, as interactivity increased, you could click on a trailer and get local theaters," said Larry Gerbrandt, senior vice president of Paul Kagan Associates Inc. "The studios liked it. It was free promotion. ... But it was hard for operators to get excited about a channel they perceived as being mostly promotions. The

cable operators have said, why should we promote movies in theaters? That doesn't help us."

The Hubbards are also counting on the proliferation of pay-per-view movie channels, the difference being that proliferation is actually happening rather than being predicted as it was in the early '90s. MSOs are stuffing digital tiers with PPV channels for the additional incremental revenue, and buy-rates are climbing. But a huge chunk of those PPV channels are controlled by InDemand, a programming originator and distributor owned by four MSOs that control more than half of all cable homes: Cox Communications, Time Warner, Comcast and AT&T. And InDemand already offers three barker channels customized for whatever combination of its 35 PPV channels an MSO carries.

Sources close to Moviewatch say the network will be more than movie trailers—think Bravo's *Profiles* or *Inside the Actor's Studio*. And the Hubbards have earmarked \$50 million a year for programming, putting it in the neighborhood of History Channel, Speedvision and Home & Garden Television, according to estimates from Paul Kagan Associates.

One of the major things Moviewatch has going for it could also work against it: 10 million DirecTV subscribers. The channel will launch on DirecTV, via a deal by which the Hubbards retained space for two channels when the company sold its share of USSB to DirecTV last year. If not for that, DirecTV would never carry the channel, said one industry executive.

"It has sprung from DirecTV and the satellite guys," said another industry executive. "Right then and there, the cable guys are going to hate it."

And forget about getting MSOs to pay for the channel, he said. "So they put it on DirecTV and get 10 million homes. That's barely enough to be monitored by Nielsen. It's not going to get much, if any, revenue from affiliate fees or ad revenues. The whole model will never get off the ground." ■

## IN BRIEF

### NET CATCHES HERZOG

Doug Herzog, Fox's recently departed entertainment chief, has resurfaced as chairman of the board of Internet-based Comedy World. Effective immediately, Herzog will serve as strategic adviser to the company, a 24-hour online network that streams original comedy programming.

"I see Comedy World poised for tremendous growth," said Herzog. "I've been impressed with the progress the company has made and look forward to evolving it into a major entertainment brand."

Prior to his short stint with Fox, Herzog was president and CEO of Comedy Central, overseeing the launches of *South Park* and *The Daily Show*, among others. Before that, he worked for 11 years as MTV's executive VP, programming and production.

### TOUCHED GROUNDED

CBS' season premiere of drama *Touched by an Angel* was pushed back a week because of a late-running NFL game on Sunday. The game between the San Francisco 49ers and Oakland Raiders ran an hour longer than expected, and CBS executives opted to pull *Touched by an Angel* rather than *60 Minutes*. *Touched* was scheduled to get its new season under way Sunday, Oct. 15, football permitting.

CBS still managed to post its usually strong Sunday-night ratings, winning the night with *60 Minutes* and its original movie, *Personally Yours*.

CBS won Sunday night in total viewers (16.3 million) and a 5.2 rating/13 share in adults 18-49. ABC's *Who Wants to Be a Millionaire?* was the night's most-watched show, averaging 20.2 million viewers at 8 p.m. ET/PT.

## IN BRIEF

**ED BOWLS OVER THE COMPETITION**

NBC's critically acclaimed new Sunday-night drama *Ed*, about a barrister/bowling entrepreneur, got off to a strong start on a usually tough night for the network. *Ed* averaged 15.8 million viewers and a 6.5 rating/16 share in adults 18-49, according to Nielsen Media Research. *Ed* won its 8 p.m. ET/PT time period in adults 18-49 and gave NBC its best ratings in the period since 1997.

**KATSKY ON NEW LAUGH TRACK**

Tracy Katsky has moved across the studio lot to join Gail Berman at Fox Broadcasting Co. as the network's new senior VP of comedy development.

Katsky was formerly senior VP of comedy at co-owned Regency Television, the studio Fox Entertainment President Berman ran for the two years prior to joining Fox.

Regency TV says Erin Simon Berenson will be taking over for Katsky as senior VP of comedy at that studio.

**INCORPOREALITY TV**

ABC is getting into the Halloween reality spirit, adding *World's Scariest Ghosts: Caught On Tape* to its schedule. The hour special will air on Saturday, Oct. 28, at 10 p.m. ET/PT. Oscar winner James Coburn will narrate the special from reality producer Bruce Nash.

ABC executives say the show "does not make the assertion that ghosts actually exist, but it does present enough evidence to make even non-believers look over their shoulders."

The special will be filled with amateur video of alleged ectoplasmic encounters.

# McMahon: Hollywood took a dive

*Says industry yielded to pressure on violence issue*

By Joe Schlosser

**I**n this corner, WWF Chairman Vince McMahon, the new champion of the First Amendment.

Surrounded by some of the top executives in TV, the wrestling billionaire laid into Hollywood's recent response to the political backlash against violence on the small and big screens.

In usual dramatic fashion, McMahon told a gathering of the Hollywood Radio and Television Society last week that film and TV executives "caved in" to political pressure at the recent Senate hearings and warned of the slippery slope down which government officials are sliding.

"Quite frankly, I was disappointed in you," he told the audience, which included the top executives of NBC, UPN, The WB and various Hollywood studios. "I was disappointed by the way Hollywood handled its response to that subcommittee. You have the privilege to go to work every day, the privilege to practice your craft. You got there because the people who preceded you made this opportunity for you. What do you do with it? Hollywood has always been the last bastion of protecting First Amendment rights."

McMahon said the entertainment industry can't give "an inch" to election-year politics and he's ready to tackle Washington politics himself. McMahon, who not only presides over WWF Entertainment but also gets in front of

the camera on the many different weekly events, said he would "love" to testify in Washington and defend the First Amendment.

"We at the WWF, we'll stand up, and I've been waiting for the phone to ring and Sen. McCain to say, 'Vince, come on down and testify.' I would have loved that," he said. "Maybe I'll still get the opportunity. I'd tell these people what America thinks, not what they think America thinks."

UPN President Dean Valentine, who sat on the dais with McMahon at the luncheon and also carries *WWF Smackdown!* each week, said, "I think Vince was very honest and made a lot of good points. Was it a call to action? I didn't see it as that. I just think he had an opinion and he wanted to share it with this group."

McMahon defended the WWF's track record on the violence front, saying that his wrestling organization takes extra precautions during early evening hours when children might be watching. "On Saturday and Sunday mornings [when WWF airs in broadcast syndi-

cation], we are very concerned with who can watch our programming," McMahon noted. "We are far more concerned with what we produce there than we are from 10 to 11 p.m. [on cable]. And at 8-9 p.m., quite frankly, believe it or not, we don't even use the word *ass* on UPN during that hour."

McMahon said that his organization has been unfairly

targeted by groups unhappy with his programming and that such efforts have "absolutely" taken a big chunk out of the WWF's ad revenue on broadcast TV. (He said many advertisers have moved over to WWF's cable airings [it's now on TNN and MTV].) But McMahon claimed he was ready to go to the mat with such groups.

"You have to take these people head-on," he said. "We will be going after their jugular, exposing them for who they really are and the way they conduct their business practices. There is no murder, no rape, no knives and no guns on our programming."

Outside of the political arena, McMahon also promoted his upcoming football league,

**'And at 8-9 p.m., quite frankly, believe it or not, we don't even use the word *ass* on UPN during that hour.'**

—Vince McMahon

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## IN BRIEF

**CANDICE BERGEN  
RENEWS WITH OXYGEN**

Candice Bergen will return for her second season as host of Oxygen's *Exhale With Candice Bergen* in January.

*Exhale* is Oxygen's nightly hour-long talk show with Emmy Award winner Bergen interviewing who's who in the media.

Of the gig thus far, Bergen said her favorite moment was being yelled at by Dan Quayle.

Bergen is half of Oxygen's major star power; Oprah Winfrey hosts an innocuous computer-surf show.

Much of the rest of Oxygen programming is a mish-mash of live talk, discussion and feature segments.

**USA ACQUIRES MOVIES**

USA Network has acquired the broadcast windows for five films from sister studio Universal Pictures.

USA will get *Meet the Parents*, the just released comedy starring Ben Stiller, Robert DeNiro and Blythe Danner; *Nurse Betty*, starring Renee Zellweger; *Bring It On*, with Kirsten Dunst; *The Watcher*, with Keanu Reeves; and *Beyond the Mat*, a documentary on professional wrestlers with many of the stars of the World Wrestling Federation, which pulled its programming from USA in late September.

USA's four-year window begins in 2004.

**CORRECTION**

The quotation in the caption on page 26 of the Oct. 9 issue was incorrectly attributed. It should have been attributed to Eric Tannenbaum, president and CEO of ATG Studio.

The XFL, calling it the best reality show that will ever hit television. He took shots at the NFL, saying it had forgotten the middle class and how the game is supposed to be played. McMahon said The XFL, which will air on cable as well as UPN and NBC this winter, will have cameras and microphones in every conceivable location and no "boring" kicks on extra points. Teams will have to earn the point with either a run or pass.

"The XFL will be the most well-promoted

sports league in history, and it will take you into the locker room, on the sidelines and into the stands, where the fans will be a big part of the show, just as they are on the WWF."

McMahon asserted that The XFL will be legitimate and that Las Vegas casinos will have weekly betting odds on games. And WWF wrestlers such as The Rock and Stone Cold Steve Austin won't be suiting up for football duties. "They don't want to take the pay cut," he said. ■

## Kinder, gentler politics

*WRAL-TV sets standards for its free political time*

By Dan Trigoboff

**W**RAL-TV Raleigh, N.C.—an early provider of free airtime for political candidates—has put conditions on candidates' participation.

Although the rules requiring stations to provide airtime for replies to personal attacks have been scrapped—the FCC suspended them and the court subsequently threw them out altogether—the station still wants no personal attacks on its air.

"We require that candidates do not resort to personal attacks and do not talk about their opponents," said John Harris, WRAL-TV former news director and current special-projects director.

The spots will be aired on Capitol Broadcasting's WRAL-TV and WRAZ(TV) Raleigh newscasts and on WJZY(TV) and WFVT(TV), both Charlotte.

"Candidates have been invited to state their positions on certain issues," said Capitol Broadcasting President and CEO Jim Goodmon. "The most important [thing] is that they do not discuss their opposition. This is not about their opponent. If you want to call your opponent a crook, buy the commercial time. We've always emphasized political coverage in our newscast. But we're concerned about the amount of money in the sys-

tem, about campaign financing and about negative advertising. And most races are covered like sporting events, horse-race coverage.

"I am not in favor of giving candidates free commercials," continued Goodmon, who was a member of the Gore Commission that recommended stations provide free political airtime as part of their public-service commitment in exchange for digital spectrum. "What I'm trying to do is provide free time for discussion of issues," with the station proposing the particular issues to be addressed.

"When I testified before the Gore commission," said Paul Taylor, head of the Alliance for Better Campaigns, "Jim mentioned that

he would like this prohibition on attacking. As much as I hate to disagree even slightly with Jim Goodmon—because we like what they're doing in covering politics—criticizing is part of the political process."

In St. Louis, viewers wanted that face-to-face confrontation. PBS station KETC(TV) had decided not to run a (Missouri) gubernatorial debate hosted by Kansas City, Mo.'s KCPT-TV, but after dozens of phone calls—some raising free-speech concerns or at least asking to make their own decisions regarding the debate's value—KETC changed its mind. ■

**The most important [thing] is that they do not discuss their opposition. This is not about their opponent.'**

—Jim Goodmon, Capitol Broadcasting



# The Most Demanding Markets

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Boston



Los Angeles



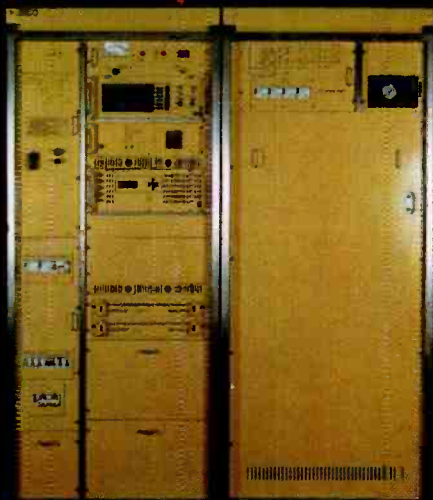
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# Every Witch way but up

Excluding 'Sabrina,' most new off-net syndicated shows drop from their lead-ins and year-ago time period

By Susanne Ault

For ABC's discarded *Sabrina, the Teenage Witch* to beat ABC's prized *Spin City*, someone had to have cast a spell on something.

Yet that's the story unfolding with this year's off-network freshmen series *Sabrina*, now in originals on The WB and the only show to perform any real ratings magic.

Among the 11 newcomers, *Sabrina's* top-rated 2.6/6 weighted metered-market average for the week ended Oct. 7 (according to Nielsen Media Research) was the lone entry to grow from 1999's comparable time-period average (up 8% from 2.4/5) and lead-in average (up 30% from a 2.0/5).

Runner-up *Spin City* (2.4/4)—no *Millionaire* but still high-profile at ABC—came in close but was down 11% from its year-ago 2.7/6 and slipped 17% from its 2.9/15 lead-in.

Both are distributed by Paramount Domestic Television, and sleeper *Sabrina* probably cancels out slow-bloomer *Spin City*.

"I'm in a really good place," says John Nogawski, the studio's president of distribution. He's also steering *Moesha* (2.1/5, 9% off its year-ago 2.3/6, 5% below its 2.2/5 lead-in) and *Clueless* (1.4/4, down 13% from its 1.6/5 year-ago but up 8% from its 1.3/4 lead-in).

"I do have a lot of shelf space occupied by our television shows," Nogawski adds.

However, "[each show's performance]

**'A program that's canceled from the network that goes into syndication is a loser every time. That's why some get lost in the shuffle.'**

—Garnett Losaz, Blair TV



The WB's *Sabrina, the Teenage Witch* pulled in a 2.6/6 weighted metered-market average.

matters, even if they're all Paramount's," says one TV-station source. "If you're a station that bought a show that's not working, you will be upset."

Typical in TV but nevertheless annoying, explanations for the *Sabrina-over-Spin City* situation vary.

"I'm not surprised about *Sabrina*. By putting it on between 5 and 6 p.m. [its usual daypart], you'll get adolescents and teenagers to watch. And if you're a 10-, 11-, 12- or 13-year-old, *Sabrina* is must-see TV," says Garnett Losaz, Blair TV's director and vice president of programming. "I know this because I have a 10-year-old daughter."

In contrast, "a more traditional show like

*Spin City* doesn't do as well in access or pre-access times, particularly on the nontraditional [youth-skewing] WBs, UPNs and Foxes of the world," says Katz TV's Bill Carroll, who points out that late-night, which attracts fewer rating points, would attract more of *Spin City's* fan base.

Other reasons for *Sabrina's* off-net strength include The WB's hyping the show's prime time acquisition and launch vs. ABC's delaying *Spin City's* new fall-season premiere, shutting out potential syndicated buzz.

And beyond everyone's favorite "it's too soon to tell" line, more-obvious party spoilers are the Olympics, election coverage and baseball play-offs.

To reiterate, Paramount's Nogawski says: "It's way too early for *Spin City*. Talk to me in a month, and we'll be having a very positive conversation."

The big picture is that none of the new

guys have approached, much less nipped at, the heels of current off-net leaders, Warner Bros.' *Friends* (4.9/9, for the week ended Oct. 7) and Columbia TriStar's *Seinfeld* (4.8/9 for the same period).

While last year's top-rated *3rd Rock From the Sun* (2.6/6) from Carsey-Werner and *The Drew Carey Show* from Warner Bros. (3.2/6) appear healthier than most, the bulk of the off-nets are down from their lead-in and year-ago numbers. On the heels of *Sabrina*, *Spin City* and *Moesha* are Warner Bros.' *The Jamie Foxx Show* (2.0/4, 13% below its year-ago 2.3/5 and 20% less than its 2.5/5 lead-in) and Warner Bros.' *Suddenly Susan* (1.7/5, 19% lower than its year-ago 2.1/6 and down 26% from its 2.3/6 lead-in).

Unlike *Friends* and *Seinfeld*, none of the newer off-net entries had a permanent piece of NBC Thursday real estate, hurting their break-out odds in syndication.

One source asked Dick Robertson, Warner Bros.' syndication chief, what the deal was with *Drew Carey*, normally a top-25 network show.

"He said it was 'all men' that tuned in. There weren't enough women to support it," says the source, who adds that a syndicated show may attract specific viewers but must grab more than just one group.

In key examples, *Moesha* and *Jamie Foxx* have been labeled African-American niche players; *Sabrina*, teen girls; *Suddenly Susan*, women. Among other freshmen, there's the young-girl-targeted *Clueless* and older-aimed *Cosby* (1.0/2, down 9% from its year-ago 1.1/3 and even with its 1.0/3 lead-in).

Moreover, "off-net strips and concurrent network runs are very symbiotic," says Blair TV's Losak. "A program that's canceled from the network [for example, *Suddenly Susan*, *Clueless* or *Cosby*] that goes into syndication is a loser every time. That's why some get lost in the shuffle."

Further low scorers are strip drama *7th Heaven* (1.5/4, down 12% from its 1.7/5 year-ago, down 6% from its 1.6/5 lead-in); and weeklies *Pretender* (1.5/4, up 7% from its 1.4/4 year-ago, down 12% from its 1.7/4 lead-in), *Early Edition* (1.4/5, down 7%

from its 1.5/5 year-ago, 13% from its 1.6/5 lead-in) and *Nash Bridges* (1.3/3, down 15% from its 1.5/4 year-ago, down 28% from its 1.8/4 lead-in).

On a positive side, most of the off-nets are at least matching and, in many cases, creaming the rookie first-run efforts. "I think it's everyone's intent [to replace certain low-rated first-run shows with off-net shows]," opines Robert Raleigh, Carsey-Werner's president of domestic TV distrib-

ution. "I really believe that the predictability of off-net and its known environment for advertisers make them a logical alternative to the risky roll of the dice with a lot of the first-run shows that are being offered."

Being realistic, Carroll says, "With the current fractionalization of the audience, we keep changing where we put the bar in both network and syndication. ... [W]e used to be doing the pole vault, and now we're doing the high jump." ■

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# StationBreak

BY DAN TRIGOBUFF

## SELL HIM A BRIDGE

At least WCBS-TV New York's Marcia Kramer was in distinguished company. Republican New York Senate candidate Rick Lazio also bought into the notion of Federal 602P, the fictional legislation that would force e-mailers to pay 5 cents to the Post Office for every e-mail they send. Kramer, who moderated the Oct. 9 debate, did not write the question but received it via a still-tax-free e-mail as part of an effort to include the public in the debate.

Lazio's Democratic opponent, Hillary Clinton, said she had no idea about the allegedly proposed law—an uncharacteristic admission of ignorance for a politician, particularly in the face of Lazio's apparently already set opposition to the "government's greedy hand."

But the 602P is a nonexistent bill from a nonexistent congressman, a hoax that apparently made the rounds last year and prompted the Post Office to issue a statement of denial in May 1999.

## PHILLY PRESS AIDE JOINS KYW-TV

Barbara Grant, spokeswoman for Philadelphia Mayor John Street, has taken the road less traveled, leaving a public-relations job—albeit a government one—for journalism. Grant will start this month as executive producer for special projects at CBS-owned KYW-TV in Philadelphia.

## IRKED OVER ACCESS

Difficulty gaining interview access to Angel Maturino Resendiz, the media-friendly Railcar Killer, has left some Spanish-language TV news outlets wondering if the Texas prison system has an English-language bias. Deanna Landron, assignment editor at Univision's KXLN(TV) Houston, said that, following a letter requesting an interview, the death-row inmate wrote back saying he was not allowed to talk to Univision.

Meanwhile, Landron said, weeks went by without a reply from the usually cooperative Texas Department of Criminal Justice. Other complaints from Mexico-based journalists and U.S.-based Spanish-language outlets brought activists from the League of United Latin American Citizens (LULAC) into the matter, contacting state and federal officials.

Prison officials said they resented notions of discrimination and insisted there has been confusion over their policy. That policy first grants no

interviews while a new prisoner adjusts, and then favors interview requests from Texas media, he said, accommodating the prisoner's constitutional rights to grant interviews as best the system can. "The non-Texas media—and then some Texas-based media—who besieged us with requests for interviews did not know," said corrections spokesman Glen Castlebury, "and then failed to grasp and understand the long-standing policy that an inmate first goes through a period of adjustment—dictated by his warden." Then, he said, the media turned the system's Texas priority into an "English-speaking priority. I have never been accused of [participating in] a racist operation in my life. I take offense. This ain't racism; this is mathematics."

LULAC remains unconvinced and may ask the state legislature for a non-discriminatory policy. When all was said and done, though, Resendiz, who apparently favors Spanish-speaking media, was allowed to give his first six

interviews, scheduled through this week, to Mexico- and U.S.-based Spanish-language media, including the Univision network and its Houston and San Antonio stations.

## DENVER NEWS DIRECTOR RESURFACES

Diane Mulligan, formerly news director at KMGH-TV, has accepted a position as vice president, national communications, at the National Stroke Association. The former news director says she is pleased by the opportunity to stay in Denver, to work with broadcasters and other journalists in promoting her non-profit's work, and to have a schedule that is far more workable for a mother with a young son.

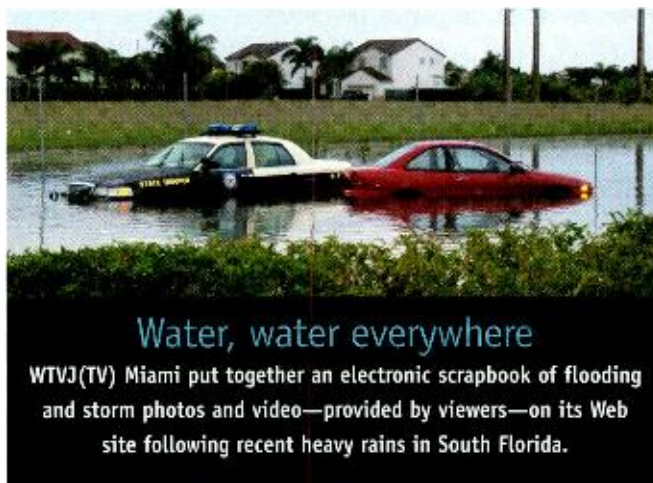
## BOSTON MEDIA FIGURE INJURED IN FALL

Marty Sender, a longtime Boston TV reporter still active in the media as a consultant, was injured last week after a fall from a golf cart.

Local news reported that Sender had a head injury but no apparent brain damage and was recovering in an area hospital.

Sender was a TV magazine host in the 1970s and a producer and reporter for CBS News before joining WHDH-TV, where he was a reporter for six years.

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



Water, water everywhere

WTVJ(TV) Miami put together an electronic scrapbook of flooding and storm photos and video—provided by viewers—on its Web site following recent heavy rains in South Florida.

# Syndication Watch

SEPT. 25-OCT. 1 Broadcast network prime time ratings according to Nielsen Media Research

## TOP 25 SHOWS

Rank/Program	HH	HH
	AA	GAA
1 Wheel of Fortune	7.0	.0
2 Judge Judy	6.6	9.8
3 Jeopardy	6.2	6.2
4 Oprah Winfrey	5.8	5.9
5 Friends	5.0	5.8
6 Seinfeld	4.7	4.7
7 Entertainment Tonight	4.5	4.6
8 Frasier	4.3	4.8
9 Judge Joe Brown	3.8	.0
10 Live With Regis	3.6	3.6
11 Drew Carey	3.4	.8
12 Hollywood Squares	3.3	3.4
13 Montel Williams	3.3	3.4
14 3rd Rock From the Sun	3.2	3.4
15 Jerry Springer	3.1	.4
16 Maury	3.1	3.2
17 Seinfeld (wknd)	3.1	3.1
18 Rosie O'Donnell	2.9	2.9
19 Wheel of Fortune (wknd)	2.9	.9
20 Divorce Court	2.8	3.7
21 X-Files	2.8	3.2
22 Entertainment Tonight (wknd)	2.8	2.8
23 Ricki Lake	2.6	2.7
24 ER	2.5	2.6
25 Friends (wknd)	2.5	.7

## TOP COURT SHOWS

	HH	HH
	AA	GAA
1 Judge Judy	6.6	9.8
2 Judge Joe Brown	3.8	5.0
3 Divorce Court	2.8	3.7
4 Power of Attorney	2.2	2.7
5 People's Court	2.1	.1

According to Nielsen Media Research  
Syndication Service Ranking Report  
Sept. 25-Oct. 1

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

## Arresting development



**Wolf on *Arrest & Trial*:** "We're off to a very encouraging start—I don't want to jinx anything."

Straight out of an unexplained case, *Arrest & Trial's* Oct. 9 weighted metered-market average (1.7/4) was 15% below both its lead-in average (2.0/4) and year-ago time-period average (2.0/5) yet prompted this response from producer Dick Wolf: "We're off to a very encouraging start. I don't want to jinx anything, but we're trending in the right direction."

But this puzzle is easily solved. Last Monday's numbers, according to Nielsen Media Research, were a healthy 21% higher than the show's Oct. 2 debut (1.4/3), which was 50% lower than its averaged lead-in (2.8/6) and 25% down from its year-ago average (2.0/4).

*Arrest & Trial* also posted a 3.1/5 last Monday on top-market station WWOR-TV New York, beating its *Spin City* lead-in (2.0/3) by 67% and topping its Oct. 2 debut (1.8/3) by 72%. In more good news, its Oct. 9 outing on KCOP(TV) Los Angeles (3.0/5) trumped the prior week's premiere (1.6/2) by 88%.

"That was a great way to start a Tuesday," says Wolf. "I don't expect those sorts of jumps every week, but I think people are finding the show and coming back."

The performances are more impressive, considering that, on both Mondays *Arrest & Trial* improved while going head-to-head with *Monday Night Football* on both WWOR and KCOP and in nine other top-20 markets. Not to mention that baseball playoffs are also vying for viewers' attention in *Arrest & Trial's* access dayparts.

Plus, Steve Rosenberg, Studios USA's president of domestic television, notes, "by being in access, [*Arrest & Trial*] is up against *Wheel of Fortune*, *Jeopardy* and off-net sitcoms. So our competition is stronger vs. other [mostly daytime] rookie first-run efforts." —Susanne Ault

# #1 In Early Fringe Beating Rosie!

Dallas KDFW  
3:30 pm

<b>POWER ATTORNEY</b>  <span style="font-size: 2em; font-weight: bold;">3.6</span> KDFW/F	Rosie O'Donnell  <span style="font-size: 1.5em; font-weight: bold;">3.3</span> KXAS/N	House Calls  <span style="font-size: 1.5em; font-weight: bold;">2.9</span> WFAA/A	Dr. Laura  <span style="font-size: 1.5em; font-weight: bold;">1.6</span> KTVT/C	Matlock  <span style="font-size: 1.5em; font-weight: bold;">1.6</span> KXTR/I	People's Court  <span style="font-size: 1.5em; font-weight: bold;">0.5</span> KSTR/I
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20<sup>th</sup>  
TELEVISION

# CableWatch

OCT. 2 - 8 Cable programming ratings according to Nielsen Media Research

## CABLE'S TOP 20

Following are the top 20 basic cable programs ranked by ratings. Cable rating is coverage area rating within each basic cable network's universe. U.S. rating is of 100.6 million TV households. Cable share is the program's percentage of cable households using television.

Rank	Program	Network	Day	Time	Duration	Ratings Cable	U.S.	HHs (000)	Cable Share
1	WWF Entertainment	TNN	Mon	10:00P	69	5.9	4.6	4605	9.3
2	NFL/Ravens/Jaguars	ESPN	Sun	8:28P	215	5.6	4.5	4440	8.7
3	WWF Entertainment	TNN	Mon	9:00P	60	4.8	3.8	3755	6.7
4	NASCAR/UAW-GM 500	TBS	Sun	1:05P	269	3.4	2.7	2733	7.1
4	MLB/Braves/Cardinals	ESPN	Thu	4:00P	192	3.4	2.7	2713	8.2
4	Rugrats	NICK	Sat	9:30A	30	3.4	2.7	2692	10.5
7	MLB/Cardinals/Braves	ESPN	Sat	1:00P	208	3.3	2.6	2589	8.3
7	Rugrats	NICK	Sun	9:30A	30	3.3	2.6	2568	9.6
9	MLB/Mariners/White Sox	ESPN	Tue	4:46P	217	3.2	2.6	2552	6.8
9	Rugrats	NICK	Mon	7:30P	30	3.2	2.5	2507	5.3
9	m/ 'The Killing Secret'	LIF	Sun	6:00P	120	3.2	2.5	2506	5.5
12	MLB/White Sox/Mariners	ESPN	Fri	4:00P	175	3.1	2.5	2473	7.8
12	Rugrats	NICK	Thu	7:30P	30	3.1	2.5	2462	5.4
12	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.1	2.5	2432	4.6
12	Hey Arnold	NICK	Mon	7:00P	30	3.1	2.4	2411	5.5
16	Spongebob	NICK	Sat	10:00A	30	3.0	2.4	2342	9.2
17	MLB/Mets/Giants	ESPN	Wed	4:28P	171	2.9	2.4	2345	6.8
17	MLB/Giants/Mets	ESPN	Sun	4:00P	185	2.9	2.4	2306	5.6
17	MLB/Braves/Cardinals	ESPN	Tue	1:00P	226	2.9	2.3	2277	9.4
17	Rugrats	NICK	Sun	9:00P	30	2.9	2.3	2268	9.3
17	Jackass	MTV	Sun	9:00P	30	2.9	2.3	2180	4.0

## DEMO TRACKER: WOMEN 18 - 49

Following are the top 10 basic cable programs by demographic for the week of Oct. 2-8, ranked by ratings. Source: Fox Family Channel.

Rank	Program	Network	Day	Time	Duration	Ratings Cable	U.S.	HHs (000)	Cable Share
1	WWF Entertainment	TNN	Mon	10:00P	69	2.9	2.2	1404	7.2
2	m/ 'The Killing Secret'	LIF	Sun	6:00P	120	2.7	2.1	1295	8.2
3	WWF Entertainment	TNN	Mon	9:00P	60	2.4	1.9	1181	5.2
4	Any Day Now	LIF	Sun	8:00P	60	2.2	1.7	1054	5.1
5	NFL/Ravens/Jaguars	ESPN	Sun	8:28P	215	1.9	1.5	928	4.6
6	m/ 'A Perfect Stranger'	LIF	Sat	4:00P	120	1.8	1.4	871	8.7
6	m/ 'Nobody Lives Forever'	LIF	Sun	4:00P	120	1.8	1.4	876	6.6
8	Facts of Life	NICK	Fri	11:30P	30	1.7	1.3	832	6.5
8	m/ 'Baby'	TNT	Sun	8:00P	120	1.7	1.4	851	3.8
10	Jackass	MTV	Sun	9:00P	30	1.6	1.2	773	3.4
10	Debate 2000-Boston	CNN	Tue	9:00P	90	1.6	1.3	786	3.6
10	Facts of Life	NICK	Thu	9:30P	30	1.6	1.2	769	3.8
10	m/ 'She Woke Up Pregnant'	LIF	Sun	2:00P	120	1.6	1.2	762	6.3
10	m/ 'Price of a Broken Heart'	LIF	Sat	6:00P	120	1.6	1.2	785	6.4

**BROADCASTING CABLE**

SPECIAL REPORT

**ORIGINAL  
CABLE  
PROGRAMMING**

Issue Date: October 9, 2000

Ad Close: Friday, September 29

Materials Due: Tuesday, October 3

# BroadcastWatch

COMPILED BY KENNETH RAY

OCT. 2-8 Broadcast network prime time ratings according to Nielsen Media Research

Week 1	abc	CBS	NBC	FOX	UP/N	WB
	9.9/16	11.5/18	8.4/13	6.0/9	2.5/4	3.8/6
MONDAY	8:00 37. 20/20 Downtown 6.7/11	23. King of Queens 9.3/15	49. Daddio 5.6/9	43. Sexiest Bachelor in America Pageant 6.0/9	79. Moesha 2.4/4	58. 7th Heaven 4.6/7
	8:30	20. Yes, Dear* 9.6/15	45. Tucker* 5.9/9		74. The Parkers 2.6/4	
	9:00 9. NFL Monday Night Football—Seattle vs. Kansas 10.3/18	2. Everybody Loves Raymond 14.6/21	18. Deadline* 9.8/14		74. The Hughleys 2.6/4	73. Roswell 3.0/4
	9:30	14. Family Law 10.6/17	20. Thrd Watch 9.6/16	84. Girlfriends 2.3/3		
	10:00					
10:30						
TUESDAY	8:00 13.1/20	8.8/14	3.6/5	9.9/15	2.3/3	3.5/5
	8:30 3. Who Wants to Be a Millionaire? 14.1/22	22. JAG 9.4/14	65. MLB AL Playoffs Game 2—New York Yankees vs. Oakland A's 3.7/6	31. That '70s Show 7.7/12	84. UPN Tuesday Movie—Broken Arrow 1.7/3	62. Buffy the Vampire Slayer 3.9/6
	9:00 Presidential Debate	Presidential Debate		35. Titus 6.8/10		72. Angel 3.1/4
	9:30			10. Dark Angel* 11.2/17		
	10:00 15. Debate Analysis 10.5/17	33. Campaign 2000 7.2/11				
10:30						
WEDNESDAY	8:00 9.1/14	10.9/17	13.6/21	5.3/8	3.9/6	3.0/5
	8:30 5. Who Wants to Be a Millionaire? 13.4/21	11. 34th Annual Country Music Association Awards 10.9/17	29. Titans* 8.1/13	52. MLB AL Playoffs Game 2—New York Yankees vs. Oakland A's 5.3/9	68. Star Trek: Voyager 3.4/5	68. Dawson's Creek 3.4/5
	9:00 28. Drew Carey 9.0/13				60. Star Trek: Voyager 4.5/7	76. Felicity 2.5/4
	9:30 35. Norm 6.8/10					
	10:00 43. Best of Whose Line Is It Anyway? 6.0/10		1. The West Wing 16.3/25			
10:30						
THURSDAY	8:00 11.3/19	4.6/8	8.1/13	4.8/8	5.0/8	4.4/7
	8:30 4. Who Wants to Be a Millionaire? 13.7/22	57. 48 Hours 4.9/8	27. Friends 9.2/15	55. MLB NL Playoffs Game 2—New York Mets vs. San Francisco Giants 5.0/9	55. WWF Smackdown! 5.0/8	67. Gilmore Girls* 3.5/6
	9:00 Vice Presidential Debate	Vice Presidential Debate	Vice Presidential Debate		53. Charmed 5.2/8	
	9:30					
	10:00 41. Debate Analysis 6.2/11	64. Campaign 2000 3.8/6	50. Decision 2000 5.5/9			
10:30						
FRIDAY	8:00 6.6/12	10.2/19	6.3/12	4.8/9	1.7/3	2.1/4
	8:30 48. Two Guys/A Girl 5.7/11	23. The Fugitive* 9.3/17	41. MLB AL Playoffs Game 3—Oakland A's vs. New York Yankees 6.2/12	50. World's Wildest Police Videos 5.5/10	91. UPN Special Feature—Broken Arrow 1.7/3	76. Sabrina/Witch 2.5/5
	8:30 58. Trouble w/Nrml* 4.6/8			61. Freakylinks* 4.1/7		87. Grosse Pointe 2.0/4
	9:00 54. Norm 5.1/9	8. C.S.I.* 11.8/21			89. Popular 1.9/3	
	9:30 45. Madigan Men* 3.2/6					
10:00 23. 20/20 9.3/17	19. Nash Bridges 9.7/18					
10:30						
SATURDAY	8:00 6.6/12	8.1/14	3.4/6	5.7/11	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TV UNIVERSE ESTIMATED AT 102.2 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 1,022,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • S-T-O=SEASON TO DATE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH	
	8:30	40. That's Life* 6.4/12	68. MLB AL Playoffs Game 4—Oakland A's vs. New York Yankees 3.4/6	47. MLB NL Playoffs Game 3—San Francisco Giants vs. New York Mets 4.4/10		
	9:00 38. ABC Saturday Night Movie—Ransom 6.6/12	31. Walker, Texas Ranger 7.7/14				
	9:30	17. The District* 10.1/18				
	10:00					
10:30						
SUNDAY	7:00 8.9/14	11.9/19	8.4/13	5.5/9	2.3/4	
	7:30 47. Wonderful World of Disney—Mighty Joe Young 5.8/9	(nr) NFL National Game 2 14.1/25	33. Dateline NBC 7.2/12	71. Futurama 3.3/6	87. Jamie Foxx 2.0/3	
	8:00	7. 60 Minutes 12.8/20	13. Ed* 10.7/16	79. MLB Pre-Game 2.4/4	84. For Your Love 2.3/4	
	8:30			38. MLB NL Playoffs Game 5—New York Yankees vs. Oakland A's 6.6/11	76. Steve Harvey 2.5/4	
	9:00 6. Who Wants to Be a Millionaire? 13.1/19	16. CBS Sunday Movie—Personally Yours 10.4/16	29. NBC Sunday Night Movie—Kiss the Girls 8.1/13		79. The PJs 2.4/4	
	9:30				79. Hype* 2.4/4	
	10:00 11. The Practice 10.9/17				79. Nikki* 2.4/3	
10:30						
WEEK AVG	8.9/15	10.0/16	7.6/12	6.1/10	3.1/5	3.1/5
S-T-O AVG	8.9/15	10.0/16	7.6/12	6.1/10	3.1/5	3.1/5

# Sprucing up for a sale

*Hughes Electronics, DirecTV put a happy face on operational problems for media suitors*

By John M. Higgins

As media suitors woo General Motors for the hand of Hughes Electronics and its DirecTV in merger, executives of the two satellite companies are fighting hard to make their operations seem as lustrous as they were a few weeks ago.

Hughes' stock continued its steep slide last week, propelled by word that DirecTV was having a harder time growing its subscriber base than expected. Hughes Electronics' earnings report last week offered the gory details. A \$2-per-month basic-rate increase and ever-cheaper installs mean that customer churn is rising from 18% annualized to 20.4%, not huge but not a good sign. Subscriber growth in rural markets is slowing sharply. The company lost 600,000 of rival Primestar's 2.1 million subscribers in that takeover. And competition from newly fattened digital cable systems is stunting DBS growth.

Even though the snags have chopped 30% out of Hughes' stock price in two weeks, cable operators shouldn't cheer too hard. The snags mean that DirecTV's subscriber base will probably grow just 44% this year instead of the more than 50% that had been expected, with many of those subscribers coming out of the hide of MSOs. But they also show that, if DirecTV does get a new owner, it will have plenty of problems to wrestle with in getting the company to generate some meaningful cash flow.

"The market has been fearing that the DBS market has been slowing dramatically," said Merrill Lynch & Co. satellite analyst Marc Nabi. "It's slowed, but it's not

that dramatic."

The operational problems shouldn't repel too many suitors. Even bulls believe that DirecTV's subscriber growth will peak this year. But, with DirecTV expected to break 10 million subscribers, the sale of Hughes has attracted primarily entertainment companies enticed by the national reach of the third-largest distributor of multi-channel programming. That clout could be useful in fights against cable operators balking at carrying certain cable networks or broadcast stations.



Hartenstein: "Pittsburgh and Portland were anemic for us until we actually launched local-into-local there."

"You've got to be looking at what happened between Disney and Time Warner," said a senior executive at one entertainment

giant, citing the MSO's decision in June to drop stations owned by Disney's ABC network in a dispute over carriage of Disney's cable networks. "You might want some distribution of your own to counter that."

That's in part why suitors include Disney, Viacom and Sony. But the ones expressing the greatest interest are News Corp., which already has DBS operations in Europe and Asia, and General Electric Corp., which has a broadcast network and an existing satellite services division that competes with Hughes' other divisions.

Hughes is a "tracking stock" subsidiary of GM: It trades separately but isn't truly independent of the automaker. DirecTV has been such a success that GM and Hughes shareholders are pressuring the car company to fully spin it off or sell it, some-

thing GM acknowledges may happen.

Hughes Consumer Sector Senior Vice President Eddy Hartenstein insisted that DirecTV's subscriber growth remains solid, particularly in urban and suburban markets where the company has started to deliver the signals of local broadcasters via satellite. That "local-into-local" plan robbed cable of its biggest advantage over DBS. In some rural markets, growth has slowed, Hartenstein acknowledged, but in New York, Los Angeles and Boston, where local stations came on the bird this year, growth exceeded 50%.

But he does give fuel to one of investors' greatest fears: that digital cable can pinch DirecTV. Hartenstein noted that "we really got hurt" in Portland and Pittsburgh—both AT&T Broadband markets that are heavily pushing digital cable. DirecTV was not able to start delivering local broadcast signals in those markets until late spring. "Pittsburgh and Portland were anemic for us until we actually launched local-into-local there," he said. Analysts took his com-

ment as evidence that local-in-local only offsets damage that digital cable can inflict on DBS sales.

DirecTV is moving ahead on technology to increase revenues and hold subscribers. It has started rolling out a com-


combined receiver and TiVo personal video recorder that will allow DirecTV to try to create a video-on-demand service. The company is introducing boxes enabled for Wink interactive TV programming, improving its DirectPC higher-speed Internet delivery, and offering free installation, a \$200 benefit. ■

DirecTV is moving ahead on technology to increase revenues and hold subscribers.



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# Changing Hands

## TVs

**WUNI-TV-DT Worcester/Boston, Mass.**

**Price:** \$47.5 million

**Buyer:** Entravision Communications Corp., Santa Monica, Calif. (Walter A. Ulloa, chairman/10.6% owner; Philip C. Wilkinson, president/10.6% owner; Univision Communications Inc., 26.25% owner); owns/is buying 17 other TV and 57 radio stations; is swapping KRVA(FM) Campbell/Dallas (formerly KZDF[FM] McKinney/Dallas) and KRVF(FM) Kerens (formerly KZDL[FM] Terrell/Dallas), Texas, for KXGM-FM Muenster/Gainesville/Dallas, Texas (see FM item, below).

**Seller:** Jasas Corp., Washington (Barbara Foster, owner); is selling WBDC-TV Washington to Tribune Co. (Changing Hands, Sept. 6, 1999)

**Facilities:** Ch. 27, 1,150 kW visual, 245 kW aural, ant. 1,528 ft.

**Affiliation:** Univision

## Combos

**KMNS(AM)-KSEZ(FM) and KWSL(AM)-KGLI(FM) Sioux City, Iowa, and KSFT-FM South Sioux City, Neb./Sioux City**

**Price:** \$12.275 million cash (includes non-compete agreement)

**Buyer:** Clear Channel Communications Inc., San Antonio; L. Lowry Mays, chairman; Randy Michaels, chairman, Clear Channel Radio); owns/is buying 19 TVs and 1,110 other radio stations, including those involved in deals listed below

**Seller:** Radioworks Inc., Sioux City (Cy W. Chesterman Sr., vice president/director). Radioworks directors have interests in KSJB(AM)-KSJZ(FM) Jamestown, N.D.

**Facilities:** KMNS: 620 kHz, 1 kW; KSEZ: 97.9 MHz, 100 kW, ant. 643 ft.; KWSL: 1470 kHz, 5 kW; KGLI: 95.5 MHz, 100 kW, ant. 900 ft.; KSFT-FM: 107.1 MHz, 1.55 kW, ant. 328 ft.

**Formats:** KMNS: news/talk, farm; KSEZ: classic rock; KWSL: oldies; KGLI: hot AC; KSFT-FM: soft rock

**Broker:** R.E. Meador (seller)

**WTSL(AM)-WGXL(FM) Hanover, WXXX(FM) Lebanon/Hanover and WVVR(FM) Newport/Lebanon/Hanover, N.H.**

**Price:** \$11 million

**Buyer:** Clear Channel (see preceding item)

**Sellers:** Bob and Cheryl Frisch, Hanover; no other broadcast interests

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
TVs	\$47,500,000
Combos	\$31,287,500
FMs	\$23,711,800
AMs	\$4,250,000
Total	\$106,749,308
SO FAR IN 2000	
TV/Radio	\$2,133,450
TVs	\$783,408,139
Combos	\$3,515,128,217
FMs	\$973,069,076
AMs	\$148,728,885
Total	\$5,422,467,767

**Facilities:** WTSL: 1400 kHz, 1 kW; WGXL: 92.3 MHz, 3 kW, ant. 325 ft.; WXXX: 100.5 MHz, 22 kW, ant. 325 ft.; WVVR: 101.7 MHz, 260 w, ant. 1,116 ft.

**Formats:** WTSL: news/talk, sports; WGXL: hot AC; WXXX: country; WVVR: rock

**Broker:** Biernacki Brokerage

**Swap of KCEE(AM) Tucson, Ariz., for KGMS(FM) Tucson**

**Value:** At least \$2.9 million (being paid by swapper of KCEE to swapper of KGMS)

**Swapper, KGMS:** Good News Radio Broadcasting Inc., Tucson (Douglas Martin, principal); owns KVOI(AM) Tucson

**Swapper, KCEE:** Clear Channel; owns KNST(AM)-KRQQ(FM) and KWFM-FM Tucson (see Combo item)

**Facilities:** KCEE: 940 kHz, 5 kW day, 1 kW night; KGMS: 97.1 MHz, 1.65 kW, ant. 500 ft.

**Formats:** KCEE: adult standards; KGMS: Christian hit radio

**Broker:** Kalil & Co. Inc.

**KOWB(AM)-KCGY-FM Laramie/Cheyenne, Wyo.**

**Price:** \$2.75 million cash (\$1.9 million for FM; \$850,000 for AM; price includes non-compete agreement and related station Web sites and domain names)

**Buyer:** Clear Channel; owns/is buying KIGN(FM) and KOLZ(FM) Cheyenne, KMUS-FM Burns/Cheyenne and KGAB(AM)

Orchard Valley/Cheyenne, Wyo. (see first Combo item)

**Seller:** Gowdy FM 95 Inc./Gowdy Family LP, Palm Beach, Fla. (Curt Gowdy, president); no other broadcast interests

**Facilities:** AM: 1290 kHz, 5 kW day, 1 kW night; FM: 95.1 MHz, 100 kW, ant. 1,070 ft.

**Formats:** AM: AC, news, sports; FM: mainstream country

**Broker:** Satterfield & Perry (seller)

**KMXM(FM) Gooding/Boise, KTPZ(FM) Mountain Home/Boise, KTFI(AM) Twin Falls, KIKX(FM) Ketchum/Twin Falls and KMHI(AM) Mountain Home, Idaho**

**Price:** At least \$1.6 million

**Buyer:** Horizon Broadcasting Group LLC, Bainbridge Island, Wash. (Bill Ackerley, CEO; Keith Shipman, president); owns/is buying six radios, including KSRV-AM-FM Ontario, Ore./Boise

**Seller:** Impact Radio Group/FM Idaho Co. LLC, (Wendell Starke, principal; Larry Johnson, GM, FM Idaho); no other broadcast interests. Note: FM Idaho paid \$1.12 million for KMXM and KIKX in 1997 and \$477,000 for KMHI-KTPZ in 1996

**Facilities:** KMXM: 100.7 MHz, 73 kW, ant. 2,191 ft.; KTPZ: 99.1 MHz, 73 kW, ant. 2,191 ft.; KTFI: 1270 kHz, 5 kW day, 1 kW night; KIKX: 104.7 MHz, 100 kW, ant. 1,578 ft.; KMHI: 1240 kHz, 1 kW

**Formats:** KMXM: maximum country; KTPZ: CHR; KTFI: full-service; KIKX: classic rock; KMHI: adult standards

**Broker:** Exline Co.

**WLUS(AM) Gainesville and WDJY(FM) Trenton/Gainesville, Fla.**

**Price:** \$762,500 (includes \$112,500 non-compete agreement)

**Buyer:** Pamal Broadcasting Ltd., Latham, N.Y. (James J. Morrell, chairman/owner); owns nine other FMs and four other AMs in New York and Vermont; is buying WDFL(AM)-WKZY(FM) Cross City (Changing Hands, June 19), WRGO(FM) Cedar Key/Gainesville and WRZN(AM) Hernando/Ocala, Fla. (Changing Hands, Aug. 14)

**Seller:** Alliance Broadcasting Group Inc., Indianapolis (Joseph Newman, president/5%+ owner); owns WQSA(AM) Sarasota, Fla.; is buying WCTG(AM) Columbia, S. C. Note: Alliance previously agreed to sell stations for \$2.5 million to Prime Time Radio Inc. (June 14, 1999)

**Facilities:** AM: 980 kHz, 5 kW day, 166

## Changing Hands

W night; FM: 101.7 MHz, 101.7 MHz, 3 kW, ant. 328 ft.

**Formats:** AM: MOR, big band; FM: country

**Broker:** Hadden & Associates (buyer)

### FMs

**Swap of KRVA(FM) Campbell/Dallas (formerly KZDF[FM] McKinney/Dallas) and KRVF(FM) Kerens (formerly KZDL[FM] Terrell/Dallas), Texas, for KXGM-FM Muenster/Gainesville/Dallas, Texas**

**Value:** \$19.75 million (being paid by swapper of KRVA and KRVF to swapper of KXGM-FM)

**Swapper, KRVA, KRVF:** Entravision; owns KRVA(AM) Cockrell Hill/Dallas and four Texas TVs; is buying WUNI-TV-DT Worcester/Boston, Mass. (see TV item, above)

**Swapper, KXGM-FM:** First Broadcasting Co. LP, Dallas (Ronald A. Unkefer, member); no other broadcast interests

Note: FBC recently acquired KXGM-FM for \$4.11 million (Changing Hands, July 1)

**Facilities:** KRVA: 106.9 MHz, 2.5 kW, ant. 351 ft.; KRVF: 107.1 MHz, 3.3 kW, ant. 440 ft.; KXGM-FM: 106.5 MHz, 6 kW, ant. 328 ft.

**Formats:** KRVA: Spanish; KRVF: rebroadcasts KRVA; KXGM-FM: oldies

**Broker:** Media Venture Partners (FBC)

**KMOU(FM) and KSFJ(FM) Roswell, N.M.**

**Price:** \$1.25 million (\$750,000 for KMOU; \$500,000 for KSFJ)

**Buyer:** Roswell Radio Inc., Roswell (John M. and Trisha K. Dunn, co-owners); owns KBCQ(FM) Roswell

**Seller:** Blaze Broadcasting Co./Roswell FM Joint Venture, Roswell (Warren Scott, principal); no other broadcast interests. Note: Scott acquired KMOU for \$350,000 in 1996

**Facilities:** KMOU: 104.7 MHz, 50 kW, ant. 410 ft.; KSFJ: 100.5 MHz, 100 kW, ant. 122 ft.

**Formats:** KMOU: country; KSFJ: classic rock, AOR

**Broker:** Explorer Communications Inc. (buyer)

**WNWS-FM Jackson, Tenn.**

**Price:** \$925,000

**Buyer:** Radiocorp of Jackson Inc., Brownsville, Tenn. (co-owners Lyle Reid and Carlton Veirs, president); owns WNWS(AM)-WTBG(FM) Brownsville; is selling WTNE(AM)-WWEZ(FM) Trenton, Tenn. (Changing Hands, Oct. 2)

**Seller:** Jackson Broadcasters LP, Jackson (Murinell Huntspun, principal); no other broadcast interests

**Facilities:** 101.5 MHz, 3 kW, ant. 300 ft.

**Format:** News/talk

**WKNZ(FM) Collins/Hattiesburg and WXHB(FM) Richton/Hattiesburg, Miss.**

**Price:** \$690,000

**Buyer:** Radio Broadcasters LLC, Meridian, Miss. (Kenneth R. Rainey Sr., managing/50% member); owns WMXI(FM) Laurel/Hattiesburg, WZKR(FM) Kosciusko (near Jackson and Meridian) and WMYQ(AM) Newton/Meridian, Miss.

**Seller:** Sunbelt Broadcasting Corp., Columbia, Miss. (Thomas F. McDaniel, principal); no other broadcast interests

**Facilities:** WKNZ: 107.1 MHz, 2.25 kW, ant. 541 ft.; WXHB: 96.5 MHz, 6 kW, ant. 328 ft.

**Formats:** WKNZ: Groovin' Oldies; WXHB: talk/news

**KADA-FM Ada, Okla.**

**Price:** \$596,808 plus proceeds of sale of real estate and equipment of KTLS(AM) Holdenville/Ada, Okla. (price includes \$35,000 worth of advertising and \$11,808 for three-year tower lease)

**Buyer:** Tres Broadcasting LLC, Dallas (Richard Witkovski, 100% member); owns eight other FMs and five AMs, including KACO(FM) Ardmore/Ada and KICM(FM) Healdton/Ada, Okla.

**Seller:** Chickasaw Nation Inc., Ada (Bill Anoatubby, governor); owns KADA(AM) Ada. Note: Seller gets half-hour time slot on Sundays for next three years on KADA, KACO and KICM

**Facilities:** 99.3 MHz, 5.5 kW, ant. 299 ft.

**Format:** Duplicates KADA(AM) (country)

**Construction permit for WHHD(FM) Murdock/Punta Gorda (near Fort Myers), Fla.**

**Price:** \$500,000

**Buyer:** Clear Channel; owns WOLZ(FM) Fort Myers/Naples, WCKT(FM) Lehigh Acres/Fort Myers/Naples, WOST(FM) Port Charlotte/Fort Myers/Naples and

WQNU(FM) Naples Park/Naples/Fort Myers, Fla. (see Combo item). Note: Clear Channel bought WCCF(AM)-WIKX(FM) Punta Gorda/Fort Myers and WCVU(FM) Solana/Punta Gorda/Fort Myers, Fla., from seller in February 1999

**Seller:** InterMart Broadcasting of Florida Inc., Bonita Springs, Fla. (Patricia Dahlin, vice president); owns two FMs and two AMs in Georgia and Florida

**Facilities:** 98.9 MHz, 5.5 kW, ant. 341 ft.

### AMs

**KKYD(AM) Denver**

**Price:** \$4.2 million cash

**Buyer:** Colorado Public Radio, Denver (Max Wycisk, president); owns KCFR(FM) Denver

**Seller:** Catholic Radio Network, San Diego (John Bitting, CEO); is selling seven other AMs

**Facilities:** 1340 kHz, 1 kW

**Format:** Talk, religion; to be classical

**Broker:** Media Services Group Inc. (seller)

**WLLB(AM) Rumford/Portland, Maine**

**Price:** \$50,000 cash

**Buyer:** Mountain Valley Broadcasting Inc., Norway, Maine (Richard Gleason, president/owner); owns WTBM(FM)

Mexico/Norway, Maine. Gleason also owns WOYO-FM Norway, WTME(AM) Lewiston/Norway and WKTQ(AM) South Paris/Norway, Maine

**Seller:** Carter Broadcasting Corp., Boston (Kenneth R. Carter, president; owns four AMs.) Note: Carter had agreed to sell WLLB and two other Portland stations to Atlantic Coast Radio LLC for \$3.5 million (Changing Hands, Aug. 14)

**Facilities:** 790 kHz, 1 kW day, 50 W night

**Format:** Religion

—Compiled by Elizabeth A. Rathbun

**Closed:**  
**CP-KQOK(TV)**

Shawnee, OK

**OKC - 30 Television, L.L.C.**  
to  
**Shawnee Broadcasting, Inc.**

*We are pleased to have served as broker for Mrs. Bae, a 50% member in OKC - 30.*

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# Early returns: TV stations win

*Estimates of local political spending upped to \$650 million; networks' take drops*

By Steve McClellan

**W**ith a dead-even presidential race and tight congressional races around the country, political spending this year may be even higher than the record levels initially forecast.

The Television Advertising Bureau (TVB) recently boosted its projection for broadcast-TV spending to \$665 million, \$65 million more than originally projected. TVB estimates stations will rake in \$650 million, or \$100 million more than the TV-sales trade group had initially projected. Some Wall Street analysts project \$700 million or more.

At the same time, TVB reduced its estimate for the major broadcast networks, to a mere \$15 million from the originally projected \$50 million. That's in line with recent spending patterns as the presidential candidates focus on regions that are up for grabs late in the campaign.

In 1992, political advertising on the networks peaked at \$74 million, although the winner that year, Bill Clinton, spent just \$10 million there, using the rest of his TV ad budget on spot TV. By 1996, the network total dropped by more than half to \$34 million. And it's expected to drop by half again this year.

A TVB official said the estimates were revised in response to incoming numbers from ad-tracking services.

According to data compiled by the Alexandria, Va.-based Campaign Media Analysis Group (CMAG), \$307 million was spent on political ads through Sept. 14.

CMAG doesn't project a final sum, but President Evan Tracey says projections of

\$650 million are in line with spending tallies so far, given that the bulk of spending occurs in the last six weeks of the campaign.

The CMAG data shows New York, with a hotly contested Senate race, as having the highest level of political spending to date, with \$30 million spent through Sept. 14.

Los Angeles is second, with \$21 million driven by efforts to win voters on various

that will solicit funds out of state in his bid to beat First Lady Hillary Rodham Clinton.

According to political analysts, it is the first time that a state candidate has used national TV to appeal to a broader audience to raise money. Lazio is trying tap nationwide anti-Clinton (both Bill and Hillary) sentiment in his fundraising drive, CMAG's Tracey says. "Tactically speaking, it's the right thing to do."

Political ads are exploiting the Internet in unprecedented ways, Tracey notes. More frequently than ever, those ads are being used by candidates to say, I have a plan, see my Web site. "The Web seems to have replaced candidates' having to outline their positions," he says. "It's really sort of a way not to have a plan."

Politicians are also using the Web to make political attacks. To bolster their claims, they create Web sites that detail opponents' records, and their ads refer viewers to the sites.

Meanwhile, Greedytv.org, the Web site created recently by the

Alliance for Better Campaigns, reports that WNBC-TV New York has benefited most from political spending so far this year, raking in a little over \$11 million through mid-September. But the Web site calls the station one of the "good guys," noting that the NBC stations group has agreed to earmark five minutes of nightly newscast time to political issues.

ABC gets the organization's greediest-group award for raking in roughly \$40 million in political spending without making a so-called "free-time" commitment, along the lines of recent commitments by CBS, NBC, Hearst-Argyle and others. ■



**In a first, Rick Lazio uses ads on national cable networks to attract anti-Clinton funds in New York Senate race.**

ballot initiatives. Philadelphia TV stations—benefiting from hot races in Pennsylvania, New Jersey and Delaware—have accumulated \$17.9 million.

The fourth-richest market this year is Detroit, where the primaries were hotly contested, with almost \$13 million. Seattle, with lots of ballot initiatives and competitive gubernatorial and congressional races, is fifth, with \$12 million.

Not only are the numbers bigger, but politicians are also using the ads in different ways this year. In New York last week, senatorial contender Rick Lazio announced an ad campaign on national cable networks



# LOCAL CABLE ADVERTISING

## The Outlook for Local Cable Ad Sales

In our November 20th issue, **Broadcasting & Cable** is showcasing a special section on Local Cable Advertising Sales covering the key developments in 2000 and the emerging trends for 2001. Produced in conjunction with the CAB, this advertising supplement covers relevant issues from cable advertising's local and national growth to web and interactive advertising. In other words, it's a must-read for all leading advertising executives.

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## Interactive Media

# Walk, don't run, to new media

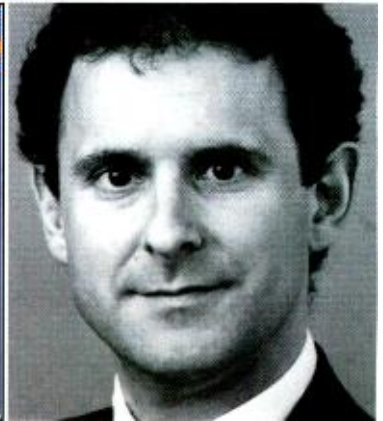
*Ex-broadcasters are still enthusiastic but say dotcom business isn't what it used to be*

By Ken Kerschbaumer

It was only a year ago that a jump from a traditional broadcast-media company to the promise of the Internet, broadband and almost any other "new-media" company seemed like a shrewd move. The executive migration, it seemed, would be endless.

And then came April. The stock market's correction, with its knock on new-economy stocks, rattled many and claimed numerous victims as once promising ventures migrated from the IPO list to the land of "Once upon a time." Zatso's layoffs are only the latest in what have become common ailments in the industry: startup layoffs, outright failures and the challenge of burn rate.

"The psychology of the market is completely different from what it was earlier in the year, so we're obviously trying to position ourselves to maximize the potential of getting our latest round of financing closed," says Microcast Chairman and CEO Paul Nash. "It's been an interesting



Having worked for large and successful Sony and ABC, Gist's Saul Shapiro likes the excitement of the startup.

couple of months, and it's been tough."

Microcast is an example of the kind of company that attracted numerous broadcast veterans. Among its executives who made the switch from the cable and broadcast industries are Richard Burke (formerly of WTN); Rich Frank (formerly of Disney); Gary Montanus (formerly of Worldvision Entertainment); and Andrew Capone (formerly of NBC). The recent Internet chill is something they notice but try to ignore.

"You have to protect yourself from the nature of rumors," says Capone. "We're in a culture where people are almost thrilled

to see companies go out of business. It's twisted. We're building a \$100 million telecommunications network in a very hot but mercurial business: streaming media. And we're being buffeted by the same winds that everyone else is."

For each of the ex-broadcast executives contacted for this article, the lure of the new-media playground was different. Some saw a chance to leave large broadcast organizations that have layers of bureaucracy, while others found the right fit at the right time.

"I think there were a lot of people who moved over because they were frustrated



# The Games Ju

## Mixed Signals interactive

# Wheel Of Fortune and

## Truly Interactive Every Night

and saw a land of untold riches in this new-media world," says Ken Solomon, president of iBlast, a datacasting company that hopes to help make broadcasters a major force in the delivery of data and Internet content.

Solomon's previous jobs include working with Fox Corp., being president of Studios USA and co-heading DreamWorks Television. "I had been lucky enough to be at great companies at great times," he says, "but it was time for something new."

For Saul Shapiro, who joined Gist as COO after serving as vice president, broadcast technologies, at ABC Television Network, the move was based on frustration at the slow pace of the rollout of digital services and the feeling that his role at ABC wasn't in tune with what he wanted. Shapiro had also worked as a manager of business development for Sony Electronics, so he had more than a little understanding of what it means to work at successful, large companies.

"The good thing about the old-media companies is, it's very

hard to change their strategy," he says. "So every day I woke up and knew what my goals were, because the strategies were clear, time-tested and—almost by definition—successful, because you don't get big and old by failing. But, on a personal level, this is more challenging and exciting."

As numerous companies have been overwhelmed by the challenge and closed up shop in recent months, what had been an attractive leap to new media now seems a risky one. Even so, Jonathan Klein, former executive vice president at CBS News and now president and CEO of The FeedRoom, a broadband-based video news service, still considers it a move worth taking.

"A year ago, it was a deceptively easy decision to make," he points out. "It turns out that a lot more homework needed to be done by a lot more people. That said, people who made the leap a year ago are stronger candidates for new-media jobs, because they have a skill set that will be extremely valuable on either side of

**You have to protect yourself from the nature of rumors. We're in a culture where people are almost thrilled to see companies go out of business. It's twisted!**

—Andrew Capone, Microcast



After several studio stints, iBlast's Ken Solomon thought "it was time for something new."

### TOP 10 SPORTS SITES

August 2000

Site	Unique visitors (000s)
ESPN*	6,269
SportsLine.com sites*	5,361
NFL.com	2,621
CNN.SI.com	2,608
Sandbox.com	1,724
NASCAR.com	1,399
MajorLeagueBaseball.com	1,394
SportingNews.com	1,130
FoxSports.com	1,104
FansOnly.com	1,066
<b>Total WWW audience</b>	<b>77,020</b>

Source: Media Metrix

### TOP CABLE-TV SITES, RANKED BY ONE-YEAR GROWTH

Site	August 2000 Unique Visitors (000s)	% Growth since 1999
CNBC.com	1,253	405.2%
CartoonNetwork.com	2,181	192.7%
EOnline.com	4,930	138.0%
VH1.com	878	127.6%
FoodTV.com	1,511	90.7%
Discovery.com	3,108	82.7%
CNN.com	7,253	74.2%
FoxNews.com	1,510	56.8%
ESPN*	6,269	51.7%
HGTV.com	693	43.7%
Weather.com	7,590	36.2%
MTV.com	2,988	32.7%
ComedyCentral.com	655	16.5%
SciFi.com	838	14.7%
Country.com	416	-0.1%

Source: Media Metrix

\* Represents an aggregation of commonly owned/branded domain names.

Media Metrix Definitions:

Unique visitors: The estimated number of total users who visited the reported Web site or online property at least once in the given month. All unique visitors, at home or at work, are counted only once.

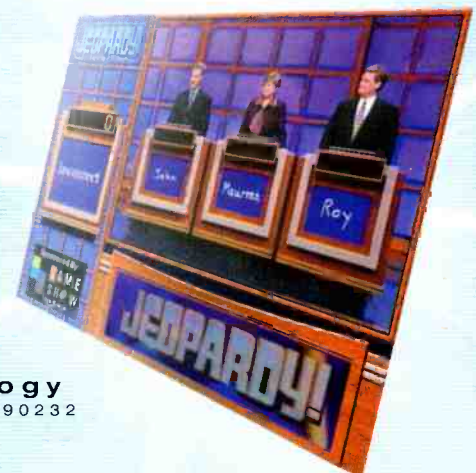
Sample Size: Approximately 55,000 individuals throughout the U.S. participate in the Media Metrix sample.

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## IN BRIEF

**NICK.COM REVAMPS**

Nick.com has renovated its online offering, taking a two-track approach to reach tomorrow's Internet users today.

"We're going to work very closely with the TV network to develop convergent content plays, which throw kids into what we call virtual circles that throw them from the TV to online and from online to TV," says General Manager Mike Skagerind. "The other part of the strategy is to develop useful tools for kids, which adults take for granted."

A number of tools will be available to visitors, including Internet radio provided by SonicNet, weather forecasts, personal calendars and access to Encyclopedia Britannica.

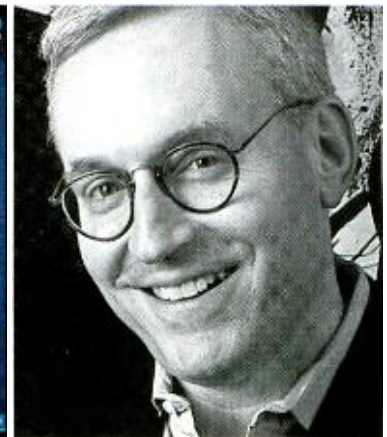
**DIRECTV OFFERS WINK**

DirecTV Interactive is up and running with the help of Wink. More than 1 million DirecTV customers with Wink-capable RCA DirecTV receivers have received a software download to bring Wink to their TV sets.

Thirty interactive broadcast channels are available, including dedicated DirecTV interactive channels and networks—among them NBC, CBS, CNN, ESPN, The Weather Channel, E!, TBS and CNBC.

**E! ONLINE PARTNERS WITH METATV**

E! Online, Entertainment's Home Page, has partnered with interactive television provider MetaTV to bring celebrity gossip and entertainment news to consumers via MetaTV's portal-partner program. E! Online users will be able to access many areas of the MetaTV Web site through their televisions using a remote control.



FeedRoom's Jonathan Klein advises would-be old-media émigrés to do their homework.

the media fence."

Nonetheless, the lesson learned is an old one: Look before you leap. The promise of options and the opportunity to be the next Amazon has given way to the reality that even the first Amazon can fall on less than spectacular times. Companies bragging about IPOs have been replaced by companies bragging about *not* being IPOs.

"The market itself is continuing to look harder at what the costs are, and the ability of a company to go public is being discounted because that's something that really isn't in the cards for most Internet companies," Nash notes.

"I tell people you aren't going to get rich in a month," Solomon says. "If you're making the jump just because you want to win the lottery, don't make the move. But if you want to forge new ground and find new ways to bring people entertainment and information, in some ways, it's better now because you can start to see the forest for the trees. There's still a lot of leaves in the way, but it's getting easier to see what's real and what's not."

In recent weeks, the easiest way to make that distinction is to see who has cash and who doesn't. The venture-capital market has tight-

ened, and those considering a move to an Internet startup are advised to take a look at the startup's books to make sure the money is as real as the idea. A 10,000-gallon fish tank in a lobby may be impressive, but it doesn't necessarily mean a company is destined for success.

"If you're seeking employment at one of these companies, you have every right to ask to see the books," Klein explains. "If you're serious about working there and they're serious about employing you, and you've signed a non-disclosure agreement, you should ask to see some of the detailed business projections. You need to ask some hard questions and look at the facts, because the numbers aren't going to lie."

He also believes potential employees should speak with the companies that are funding the startup to find out why they believe in it and think it's going to last.

For all the recent woes, many who have made the move still see potential in the

new-media business.

"I do believe that fortune favors the brave," Solomon says. "And I still think there is a tremendous opportunity not only to move into this world, but to bridge the [broadcast and Internet] worlds. That is where the real gold is." ■

**The market is continuing to look harder at the costs, and the ability of a company to go public is being discounted because that really isn't in the cards for most Internet companies.'**

—Paul Nash, Microcast



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## IN BRIEF

**BBC AMERICA GETS ANIMATED RANDY**

*Sister Randy*, an original online program for Dotcomix, will be making the move to the bigger screen.

BBC America will broadcast episodes of the animated program on Oct. 21. *Sister Randy* can also be seen at [www.bbcamerica.com](http://www.bbcamerica.com).

**STREAMGENIE IMPROVED**

Pinnacle Systems has introduced an improved version of its StreamGenie portable live Webcaster, which now includes a seamless connection to Pinnacle's CastConnect Webcasting services.

The company also says it has improved processing speed by offering tight integration of the RealNetworks RealVideo 8 code.

The new version of StreamGenie is scheduled to ship this month.

Registered customers may upgrade their software at no additional charge through a CD-ROM or FTP download.

**BEST BUY BROADBAND**

Best Buy retail stores will offer selected AT&T Broadband services beginning this fall.

Customers will be able to learn about and buy the services at interactive kiosks at Best Buy locations within AT&T Broadband service areas around the nation.

Initial plans call for offering AT&T Digital Cable service, featuring more than 100 channels of television programming, and high-speed cable Internet service via AT&T@Home or AT&T Road Runner.

# Focus on delivery

*Forum set to unveil plans to move global broadband forward*

By Dan Luzadder

Global interconnectivity and commercial opportunities in high-speed data transmission are central issues in first-round recommendations expected to be unveiled this week at the Broadband Content Delivery Forum's fall meeting in Nice, France.

Three major committees—Infrastructure, Content Applications and Market Development—have spent three months drafting the proposals in preparation for the Oct. 17-19 gathering.

The Forum (BCDF) evolved from an exploratory initiative by Nortel Networks earlier this year. Nortel executives were interested in speeding the adoption of global standards and agreements on the use of international broadband technology.

The effort has attracted leading Internet technology companies, infrastructure and architecture experts, and telecommunications providers, as well as content and applications creators.

BCDF members say their goal is to promote an understanding of the needs—and the vision—of both systems builders and content providers and to find profitable markets that will lead to shared economic opportunities from a worldwide consumer base.

The BCDF held its initial meeting in April in Las Vegas and met again in July in Boston. Working groups within the committees were assigned issues, and committee heads set. Currently, 115 firms are involved.

3NO Systems Inc.'s Bryan Bain, chairman of the Market Awareness group, said in Boston that the biggest challenge is finding a balance between corporate self-interest and the companies' shared goals. "As with any forum activity, the membership early on is more concerned with proprietary interests.

Most of the discussion in Boston was focused on trying to narrow down those proprietary interests, to set quantifiable industry objectives, which was a difficult task."

It became clear at the Boston meeting, he said, that introducing a range of "skill sets" into the discussions would broaden the perspectives of all the participants. "Being able to define objectives that span or have a common

language associated with them was one of the goals."

Another priority was to set objectives for the committees and their working groups.

The Infrastructure Committee will map ways to meet the service needs identified by the Content and Applications Committee and the business models as outlined by the Marketing Development group.

The Content and Applications Committee is charged

with exploring improvement in the end user's broadband experience and studying how the infrastructure and technical industries can address concerns of content providers. The committee will also handle legal and regulatory issues.

The Market Development Committee has been asked to chart ways to "fast-track" industry consensus on business models.

Technological advances are driving a sense of urgency for the Forum, said BT's Nick Rose. "With the availability of the new DSL services becoming a reality for the mass market, the entire content-delivery industry will undergo massive technological change as new multimedia, feature-rich content is developed. [And] with the breakdown in geographical boundaries that comes with the Internet, there is the greatest-ever need for people in the industry to develop common approaches [internationally] to content delivery." ■

**'With the breakdown in geographical boundaries that comes with the Internet, there is the greatest-ever need to develop common approaches to content delivery.'**

—Nick Rose, BT

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# Learn from their mistakes

*How not to run a Web site if you really want to succeed*

There's a Web site that chronicles the almost daily announcements of, and gossip about, Web sites that are going down for the count. Some call this bad-news site the "Dot-com Deadpool." We are too polite to mention the site's real name, which includes a popular vulgarism, but here are two clues: The site's title has the same initials as "FailedCompany.com"; if you still don't get it, think of a California-based NHL team and then get out your rhyming dictionary.

Just like a researcher at the Centers for Disease Control examining cadavers to understand disease, we can gain some instructive pointers from reading about dotcoms that have left this world. Some FailedCompanies are TV-related Web sites, others are not.

The number of whispered stories that came true and were first reported on the Web site whose name we dare not speak is astonishingly high. But since some reports can't be totally confirmed, we won't mention the companies involved unless their travails have

been made public. But here are just a few, categorized:

■ **Aggregator news sites are a lousy business.** As we've previously reported, FasTV, which acted as a streaming-media portal for televised news reports, is of blessed memory. And FailedCompany reported a little more than a week ago that at least one other news aggregator site, with a slang-tinged name, had "hired a bankruptcy attorney."

**Moral:** Why pay an aggregator site to highlight your streamed news content if you can offer it on your own site?

■ **Opt-in e-mail is hard to do well.** FailedCompany is rife with reports and postmortems of Internet companies that have staked their business plans on signing up people for

promotional mailing lists.

This isn't necessarily a bad idea: TV-station Web sites use this method to reach viewers with promos, announcements and news updates. But some of the opt-in e-mail companies are in hot water because they didn't have effective policies for distinguishing opt-in e-mail (good) from spam (bad).

**Moral:** If you offer opt-in e-mail on your site, be careful not to overwhelm subscribers with needless messages and offers from third parties.

■ **Approach silly ideas with caution.** The killing fields of cyberspace have been littered of late with the carcasses of bad or poorly executed e-ideas: party planning and sites that give away stuff in exchange for

subscribers' registering with them and giving approval for their name to be sold to third parties, e-stores with inadequate inventory.

**Moral:** You haven't gotten this far in your media company by being a spring chicken. If an e-commerce company comes to you seeking partnership opportunities, turn up the gain on your mo-go detector.

■ **Do a credit check on your partners.** FailedCompany has several "paychecks bounced" reports. If you do business with such a site as an e-commerce partner, an advertiser, or both, you might not get paid.

**Moral:** Dun & Bradstreet can help weed out the financially shaky before you sign up with losers.

■ **Don't assume everyone has a broadband connection.** Psuedo.com and Digital Entertainment Network have come to highly publicized ends, but several other wannabes have failed as well.

Before we bury this issue, the postmortem needs to be writ large: When you hire cool people who hang out with other cool people who all know how to use Flash and have high-bandwidth Internet connectivity, realize that humans of such ilk are generally incapable of muting their supercharged graphical-interface impulses

with marketing common sense.

**Moral:** While there are always exceptions, body-pierced folk with attitude are fine for the mail room but not for designing your Web content.

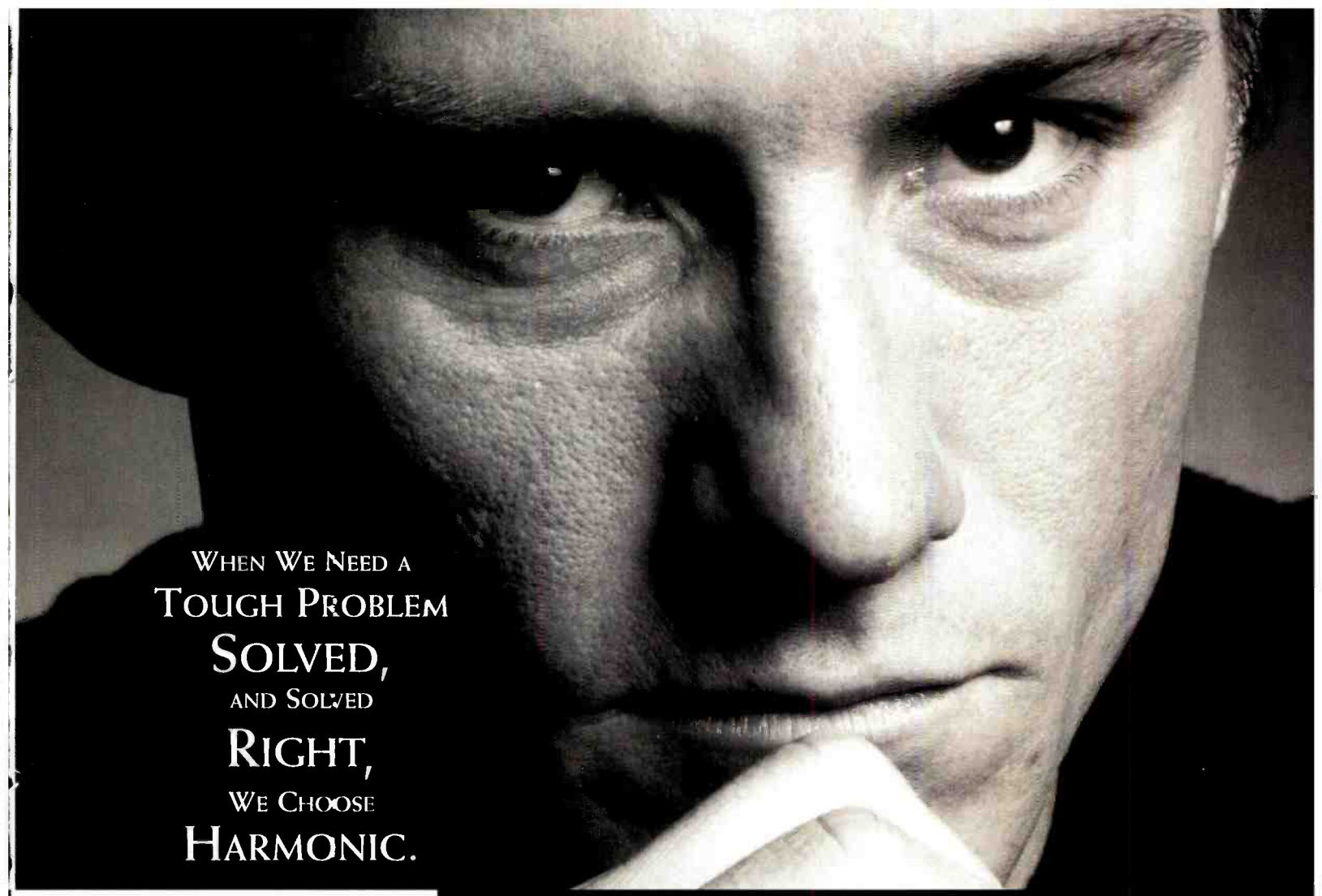
**THE LAST WORD:** There's nothing like the real thing, and Common Ground would love to hear your stories. All road tales are appreciated. Please e-mail me at [russellshaw@delphi.com](mailto:russellshaw@delphi.com) if one or more of these applies to you:

■ You've experimented with streaming media on your station, program or cable-system Web site. If so, have you been able to monetize this offering? Do you even care to, or do you view posting your newscast as a promotional loss-leader?

■ The holiday season is coming up. What are your e-commerce plans? If you did e-commerce on your site last year, what have you learned? Are e-commerce advertisers advertising on your station or cable network this Christmas season?

■ Some television networks strongly urge their affiliates to use standardized graphical "templates" for their Web sites. If you are one of those stations, do you regard these templates as blessed time-savers, creativity-inhibitors or some of both? If you have a problem with these "templates" but don't want your name to be used, we'd be OK with that.

*Russell Shaw's column about Internet and interactive issue appears regularly. Reach him at [russellshaw@delphi.com](mailto:russellshaw@delphi.com).*



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**Harmonic**

# WRAL-TV opts for hi-def news

*Panasonic equipment will support NTSC and DTV broadcasts*



WRAL-TV will acquire all studio and field news footage with DVCPRO HD tape gear, say Panasonic Broadcast's Warren Allgyer (l) and Capitol Broadcasting's Jim Goodman.

By Glen Dickson

**H**DTV pioneer WRAL-TV Raleigh, N.C., has taken another big step into the digital future, closing a deal with Panasonic Broadcast to convert its entire news operation to HDTV.

The Capitol Broadcasting station and CBS affiliate was the first station to launch DTV signals, in 1996, and has been a leader in producing local programming in HDTV, even forming a joint venture with produc-

tion firm HD Vision to build an HDTV mobile truck. Now WRAL-TV aims to be the first station to acquire all of its studio and field news footage in HDTV, using Panasonic's 1080-line interlace DVCPRO HD tape gear. (KING-DT and KOMO-DT in Seattle launched HDTV newscasts last year but shoot their field material in SDTV and upconvert it for broadcast.)

Beginning in January, WRAL-TV will produce 6.5 hours of news daily in HDTV. The

newscasts will air live in 1080i on digital station WRAL-DT and will be downconverted to 4:3 analog NTSC for broadcast on WRAL-TV. The station's camera operators will "protect" for 4:3 pictures when shooting with the 16:9 HDTV cameras, says General Manager Bill Peterson.

It is improved NTSC pictures that are "clearly the driver" for the HDTV purchase, he says. "The real benefit is that any viewer on any set, including all analog viewers, will see a crisper, brighter picture. We're not doing this for those 500 to 1,000 households that have purchased high-definition sets."

WRAL-TV is buying 59 DVCPRO HD studio VTRs, 29 camcorders, an HD video server, three universal format converters, a 10-input 1080i switcher, HD monitors, 32-inch DT-M3050W HD monitors, and related accessories. Neither WRAL-TV nor Panasonic has disclosed financial terms of the deal, but the list value of the HD equipment is more than \$4.8 million.

Although Panasonic's consumer electronics business has done a subsidy deal with CBS to support prime time HD programming, Panasonic Broadcast President Warren Allgyer stresses that the WRAL-TV deal is a legitimate sale, not a giveaway. "This is not a gift. This is a commercial deal, and we made a profit on it."

Allgyer, who previously worked with

**WETA, WCBS, WSB, KHOU, WFAA, KGO, WXIA, WTHR, WPVI, WBNS, KING, WCPO, KTVT, KPRC, KIRO, KMOV, KTVI, KBHK, KCTS, WMVS, WTAE, KRIV, WFLD, KFOR, WSVN, WBBM, KPTV, KTRK, WMAR, WBAL, KARE, KPNX, KNXV, WTSP, KDKA, KMSP, KUTP, KTXL, KBWB, KNTV, WJZ, WWOR, KQED, WABC, KCET, WCYB, WFTS, WRDW, WCVB, WEWS, WSPA, KSWB, WFAA, **WFTV****

**100 DTV stations  
on the air. We like to  
think of them as letters  
of endorsement.**

Peterson at WKYC-TV Cleveland (he as ENG manager, Peterson as news director), thinks Panasonic will be able to sell other stations on buying DVCPRO HD to improve their NTSC now. "When we can demonstrate to the average news director what a picture looks like in standard definition, they may say, 'That might be the half a [ratings] point that gets me the extra \$5 million in revenue that allows me to do this.' I've seen stations and news directors spend a lot more money with less justification."

WRAL-TV, in fact, is deflecting some of the cost of the Panasonic HD gear by trading in its DVCPRO 50 50-Mb/s standard-definition equipment, which the station installed only 18 months ago. The station has already received some DVCPRO HD equipment and, at press time, was scheduled to produce a live remote news broadcast from the North Carolina state fair on Friday, Oct. 13, at 5 p.m. and broadcast it in HDTV on WRAL-DT.

When WRAL-TV does launch full-time HDTV newscasts in January, it will be in conjunction with the launch of its new HDTV studio, HDTV control room and digital newsroom. But that wasn't the original plan, says Peterson. WRAL-TV didn't start considering HDTV news production until June, when Capitol Broadcasting CEO Jim Goodmon learned of DVCPRO HD's progress from Panasonic executives while attending the Montreux symposium in Switzerland.

"We didn't envision that the HDTV field equipment would develop as fast as it has," says Peterson. "There's a certain amount of serendipity in that." ■

# GVG goes to the mall

*Hi-def servers will be used in high-end advertising displays*

By Glen Dickson

Continuing its campaign to find new business outside the traditional broadcast market, Grass Valley Group has snagged a contract to install its Profile video servers in shopping malls across the country.

Scotts Valley, Calif.-based Enterprise Broadcasting Corp. (EBC) has selected Grass Valley's Profile XP server to play back HDTV programming for its Network Event Centers, luxury theaters that will feature a 23-foot HDTV screen to peddle high-end consumer goods and services, such as luxury cars and resort vacations. EBC plans to roll out the theaters, which will also include leather seats with touch-screen terminals for on-site shopping, in first quarter 2001 in New York, Chicago, Washington, Detroit and Silicon Valley. The 5-year-old company counts financial firm Ernst & Young as an equity partner and has signed a deal with mall owner and developer Taubman Co. to install EBC theaters in at least half its 30 malls nationwide.

EBC will use Profiles to play out programming from its network operations center in Scotts Valley. The programming will be distributed via satellite, received and stored on Profiles at the centers. Besides the

projection screen, each center will have two HDTV monitors in the mall outside the theater, one displaying a program guide and the other showing highlights. The Profile will generate all three HDTV feeds and will provide a fourth channel for redundancy.

EBC is the brainchild of Tom Wade, a cabinet retailer who grew disappointed with the effectiveness of traditional TV advertis-



An artist's rendering of how EBC's luxury theaters will look.

ing in selling his big-ticket items. After experimenting with 3-D animation on a big screen at a company called Cybertron, Wade got turned on to the benefits of HDTV and formed EBC. Partners include Sony (HDTV production equipment) and JVC (HDTV projectors).

Brian Cabeceiras, director of strategic business development for Grass Valley, says the EBC deal is "huge for us" in demonstrating how the manufacturer's products can function in a non-broadcast environment. ■

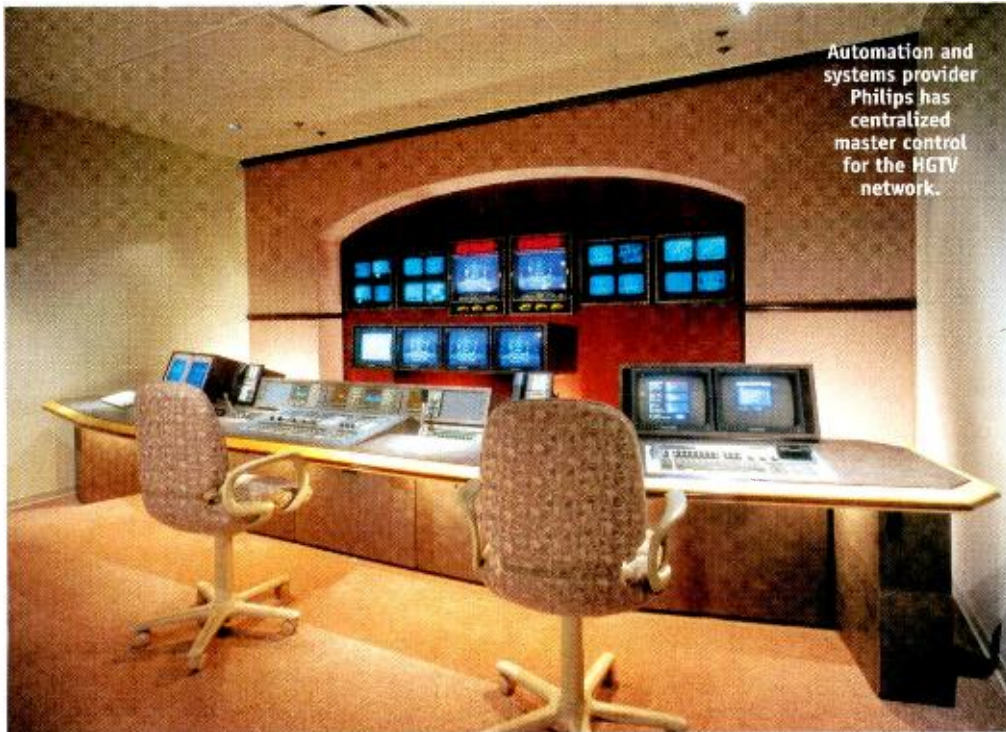
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**HARRIS**

# The automation

# evolution



Automation and systems provider Philips has centralized master control for the HGTV network.

*Broadcasters seek cost-effective, reliable solutions to operate in a multichannel world*

**By Karen Anderson Prikios**

**W**ith digital technology already deployed in many markets, television stations and station groups are looking for ways to offset their multi-billion-dollar DTV investments. One of the ways broadcasters are exploiting that investment is by using the added spectrum to offer new services—including HDTV, datacasting and multichannel broadcasting—especially now that Webcasting provides a new way for broadcasters to distribute valuable information to viewers and provide additional revenue opportunities.

However, the challenge for broadcasters is to find the most cost-effective and reliable way to manage the operation of a station or station group in a multichannel environment. Many are finding that the solution is station automation, which allows broadcasters to manage and control multiple programming channels without sinking entire budgets into staffing. In fact, for many owners, automation is no longer an option; it's a given, at least for any station converting to DTV.

"In the past, most television stations had one channel that went through master control and one master-control operator," says Mike

D'Amore, vice president of business and technology development for Burbank, Calif.-based Philips Broadcasting. "Even the simplest conversion to DTV requires that you operate two channels—one analog and one digital—even if you're sending the same program channel. You need either two master-control operators or one guy with long arms."

Many stations already have some form of automation for their NTSC broadcast in the software used for running video servers for commercial and spot playback, and several are getting ready to take the next step. "A lot of people out there have an old cart



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machine that they're getting ready to retire to add video servers," says Brian Lay, director of sales for the Western U.S. for Harris Broadcast in Mason, Ohio.

Automation providers seek to capitalize on an exploding market as more broadcasters move to digital and turn to automation to maximize their video-server equipment and staff resources in order to run multiple channels.

"We estimate that, of the 1,600 to 1,700 stations in the U.S., more than 50% are still analog but have digital on the roadmap," D'Amore says. "When they move to digital in routers and master-control switchers, that's when they'll do automation."

### MORE THAN JUST MACHINES

As DTV and broadband change the broadcasting business, station automation is no longer just about controlling machines. It's about running a complete broadcast plant and managing assets across a multiple-channel distribution system.

"The days of looking at automation as just automation are a thing of the past," say Barry Goldsmith, CEO of Denver-based Encoda, formerly Columbine JDS. Last year, Columbine JDS acquired automation vendor Drake Automation (DAL) and completed a merger in August with Colorado Springs, Colo.-based Enterprise Software, which provides broadcast-management software and media-support services. The new company, which is headed by former Drake CEO Barry Goldsmith, changed its name in September.

"Station automation is really not a black-box-type business," adds D'Amore. "It isn't an off-the-shelf product. You really need to be heavily involved with a systems group. You need to have people who think systems. Broadcasters have to stop thinking of themselves as single channels and start thinking of themselves as multiple-channel content publishers."

Automation vendors are developing

**'Broadcasters have to stop thinking of themselves as single channels and start thinking of themselves as multiple-channel content publishers.'**

—Mike D'Amore, Philips

solutions to help them do just that, according to Steve L'Hereux, president of Anaheim, Calif.-based Odetics Broadcast.

DTV is the impetus for broadcasters' move to automation, but the applications keep changing. With automation, stations can repurpose content for the Web with little additional investment.

"Last year, broadcasters didn't put a great deal of emphasis on the Web," says Andy Ioannou, vice president of Omnibus Systems in Nevada City, Calif. "The drive was for DTV. People didn't know the impact [of the Internet]. The Internet has soared especially for news, and the stations are looking to increase their market rating, and the more exposure they can get out there, the better."

Localizing broadcast content—such as directed-channel-change technology—is another new area where automation is a necessity. Directed-channel-change technology allows the broadcaster to send out targeted commercials and other programming based on a ZIP code that consumers enter into their digital set. Philip's D'Amore believes that the localization these new services facilitate brings

the business back to the basics.

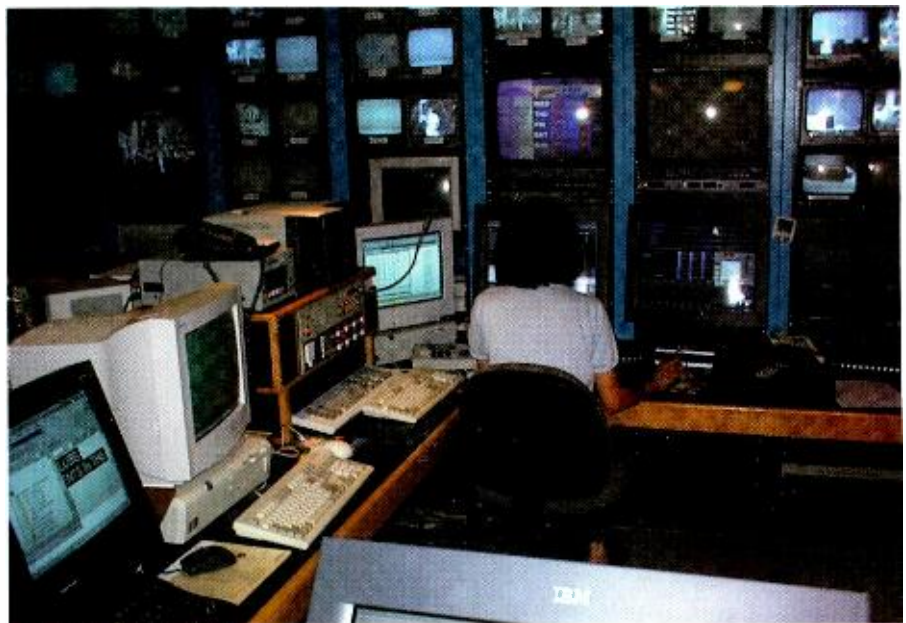
"Why does broadcasting exist?" he asks, rhetorically. "It is the obligation of the broadcaster to keep the local community informed as well as entertained, and there has to be some localization to it. If there wasn't, we could all go to satellite. That portion of local content and local news, local commercials, is important to consumers."

### AUTOMATING ASSETS

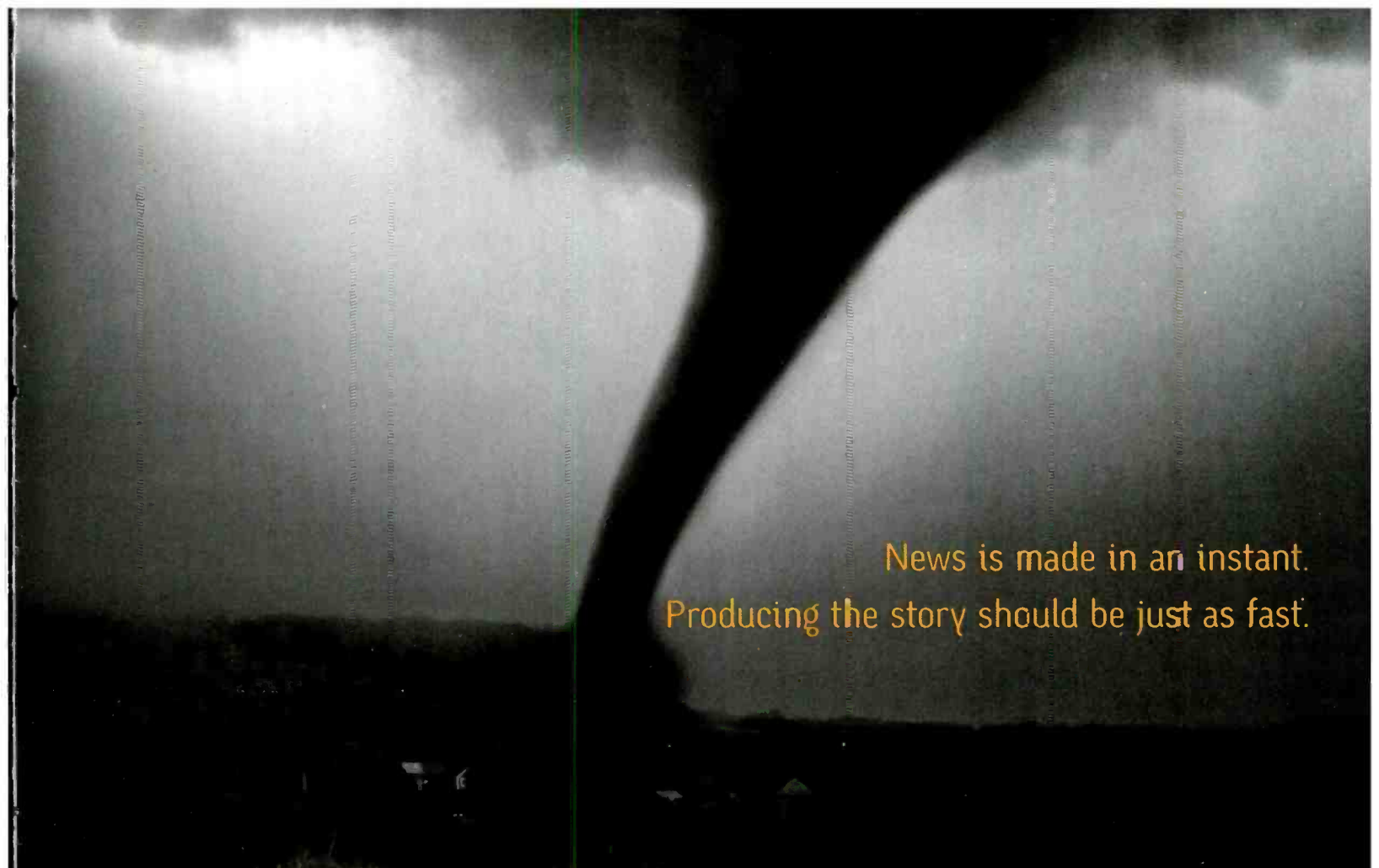
As these changes occur, automation systems must mature beyond just facilitating playout of commercials and programs. With broadcasters adding robust database systems, station automation is becoming integrated media-asset management as well as a master-control system.



KCBA-TV, the Fox affiliate in Monterey/Salinas, Calif., is one of the regional pods in the Ackerley Group's centralization system.



KGET-TV Bakersfield, Calif., is an Ackerley Group station using the Digital CentralCasting system.



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The “old way,” still in place at many stations, relies on production assistants to search racks of videotapes and run through hallways transporting labeled tapes from storage rooms to editing and playout rooms. Not only is this an inefficient method of managing assets, but it also limits access to videotape. Moreover, it’s easy to misplace a tape or to play out at the wrong time.

“Now servers give multiple people access to it,” says OmniBus’ Ioannou. “It’s really all about being able to get to the media without having to worry about where it is.”

The change in how stations approach systems solutions has become evident with recent mergers of automation providers with station-management software and systems providers.

“As the market evolves, we’re not just a product, we’re a strategy,” says Goldsmith. “Columbine JDS and Enterprise Software [together offer] a wider breadth of product,” he says of the newly created Encoda. “What the operation gave us was a critical mass of people and expertise.”

In January, Harris acquired Palo Alto, Calif.-based Louth Automation. In addition to augmenting its position in the broadcast-television market, the acquisition enables Harris to enter the cable and

satellite markets. Louth continues to operate in Palo Alto as an independent business unit of Harris Corp.’s Broadcast Communications Division.

**CENTRALIZATION**

Several station groups are taking advantage of automation to centralize master control and link stations through local- and wide-area networks, allowing them to maximize their operations and resources. The Ackerley Group, USA Broadcasting, The New York Times Broadcast Group, Sinclair Broadcasting and Tribune are station groups that have taken the lead in developing such systems.

“The idea of centralization,” Goldsmith says, “is that you relieve the work from the remote locations. People are talking about that as a business model. In a sense, you require less capital equipment cost.”

Ackerley has been an aggressive proponent of centralization with its Digital CentralCasting system. The system is based on Sundance FastBreak Automation and SeaChange servers.

Currently, the group’s three regional central hubs, or “pods,” are operational at



**KGO-TV San Francisco has a master-control room that uses OmniBus software.**

ABC affiliate WIXT-TV Syracuse, N.Y.; NBC affiliate KGET-TV Bakersfield, Calif.; and Fox affiliate KCBA-TV Monterey/Salinas, Calif.

All incoming commercials and programming are digitized with embedded audio and fed into the server at the hub

station, while a digital router feeds programming to the appropriate station. News production and sales are handled locally. Each of the hubs’ subordinate stations have station managers, local sales managers and news directors who report to senior managers at the hub station.

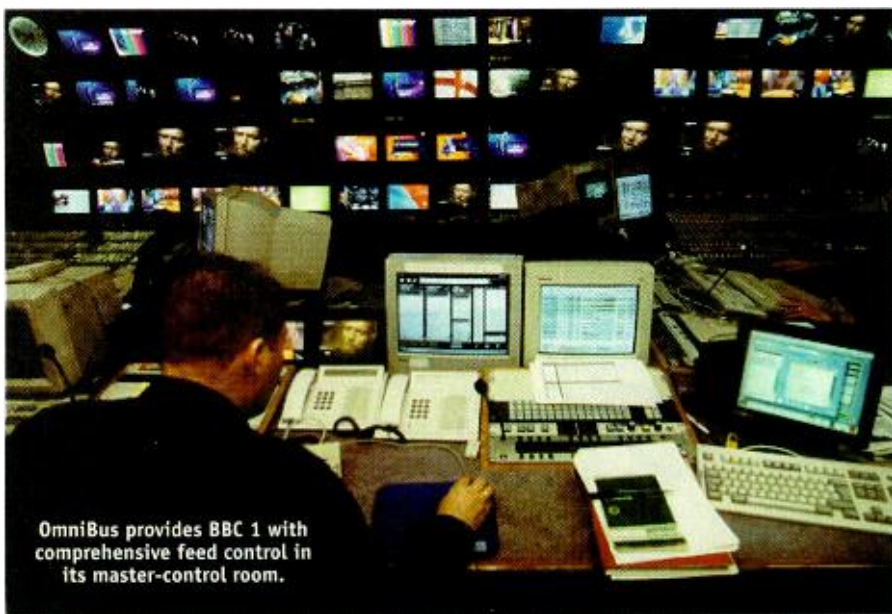
Sundance President Robert Johnson says this model has worked well for Ackerley, so far. But it’s not for every station group. “If they can get decent prices on fiber connections—for some stations, it’s easy; for some, it’s hard to do—it works.”

“Most broadcasters are not doing it yet, but a number of groups are looking [at the model],” Johnson adds. “We anticipate next year bringing in a number of CentralCasting systems, not all as large as the Ackerley [installation].”

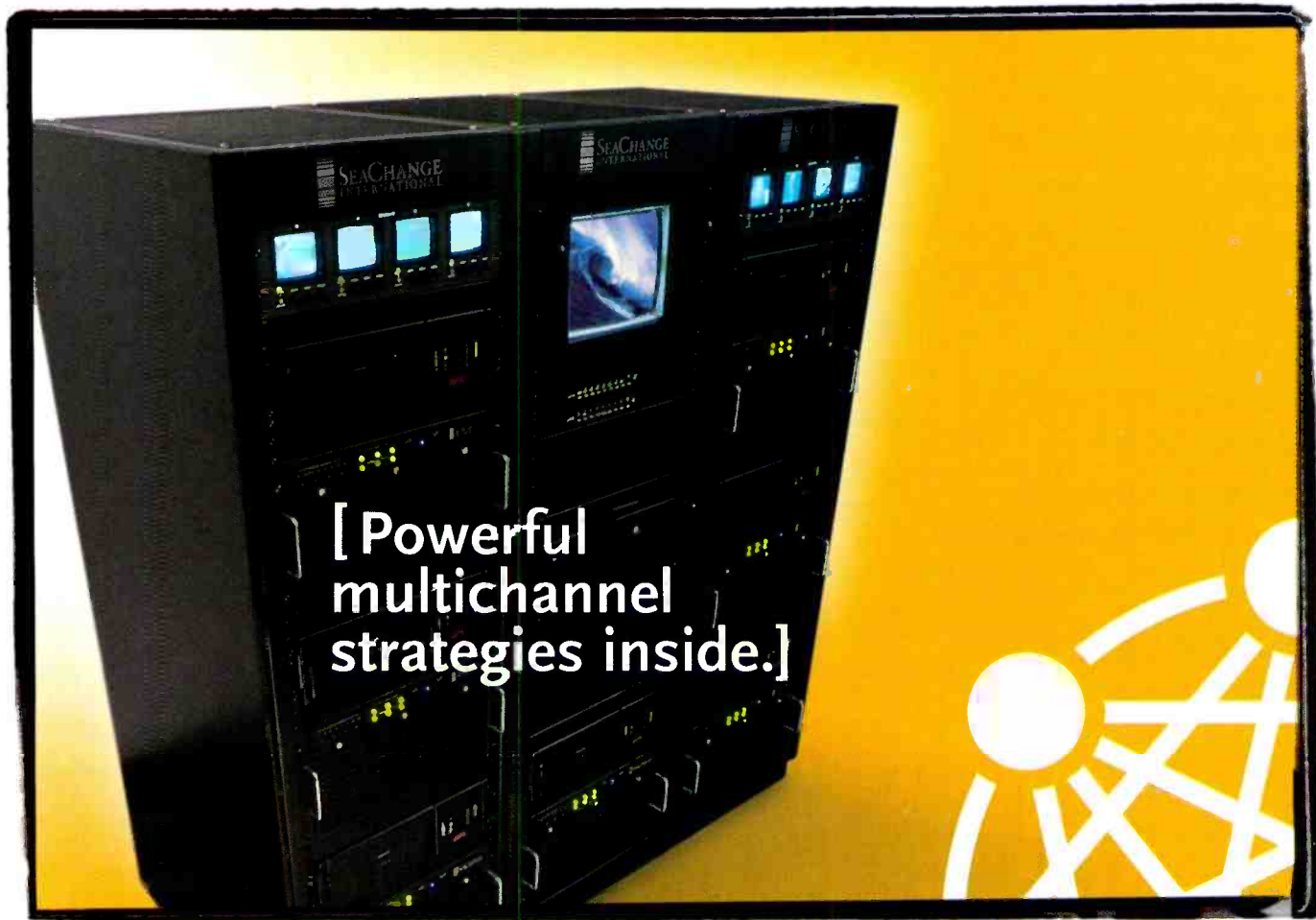
Johnson believes the model makes more sense for smaller-market stations, where the dollars tend to be tighter and they need to get the most efficiency out of their operations. Centralizing can help save money by conserving precious disk space, because archived video is stored in a central database rather than in many servers.

At the local stations’ servers, “they play it once and dump it out,” D’Amore points out.

In addition to centralizing storage, stations can centralize master control for network or station-group programming. Weather and local news, for example, can be produced and controlled on a local or regional level depending on where the stations are located. With this model, network programming or shows that will be broadcast across a station group can be pulled from a central server onto a local server for



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**DISTRIBUTED ASSETS**

Odetics' L'Hereux also believes in networked station-group operations, but he advocates a "distributed shared database." With this model, all content in the hub database is accessible in real time in the satellite facilities, eliminating transfer time for files to the stations.

"The content doesn't reside in the database; only the metadata resides in the database," says L'Hereux. "You're not duplicating [files]. Content resides on a play-to-air server connected to the network and resides in an archive server. It's a more efficient way of managing multiple iterations of the same content."

In this model, content can be stored in several archive servers throughout the network to be shared among several stations. Users can move full-bandwidth files on the servers as needed.

Although many broadcasters are discussing centralized operations, few are taking the plunge just yet. "Old legacy equipment doesn't really give the ability to centralize resources," OmniBus' Ioannou says. Centralizing requires a complete equipment overhaul, replacing older playout equipment with video-server systems and enterprise storage systems for centralized master con-

trol. Most experts see centralization as a logical next step.

"People using video servers now want to start moving media files over wide-area networks," says Harris' Lay. "It has received enough attention that every group is looking at that as an option. The cost of networking to tie stations together is still a factor."

**STAFF CHANGES**

Not everyone is thrilled with the idea of automation.

"Automation still is a scary word for station [employees]," says Sundance's Johnson. "Master-control operators think they're losing their jobs. Automation really doesn't reduce the workload; it just shifts it."

There are certain things that technology cannot replace. You can never have an automation system determine whether the picture looks good or looks bad.

"The intent is to do more with the same, not the same with less," Ioannou says. "I think it's wrong to say that computers will replace people. Computers are just a tool for letting people do their jobs."

D'Amore agrees. "You still need a master-control operator who can take control and bypass [the automation system]. The operator is more the pilot watching the master control than the person running the master control. ■



Encoda's D-MAS system for DirecTV is similar to this BSKyB system in London.

**DirecTV gets flexible control**

As broadcasters move to DTV, many are beginning to explore the possibility of using automation to create a multichannel environment. Stations are looking at transmitting six or more channels through broadcast facilities that used to run just one or two channels. But that's nothing compared with satellite broadcasters, who were among the first to use automation to run hundreds of channels simultaneously, pushing the limits of automation.

DirecTV, which runs more than 500 channels, has begun using CJDS DAL (now Encoda) automation for its new Los Angeles Broadcast Center.

The installation includes the new D-MAS A8000 Multichannel Automation System, as well as the D-MAS A8800 Ingest Automation System. The A8000 system is based on "podless" architecture, which allows for the allocation of channels to operator positions for large multichannel facilities.

Each operator views a monitor wall, which shows all the outgoing channels under the operator's control and includes an overmonitor display that notes the state of the channel.

With Encoda's architecture, DirecTV can operate any channel from any workstation in the plant. In addition, any playback device within the operation can be used to replay any material to any of the channels.

"Now any operator can be allocated to any channel. It's a fundamental change," says Encoda CEO Barry Goldsmith.

Managing content also becomes critical as you begin to add channels. To help manage its huge content library, DirecTV has added the D-MAS A8800 Ingest Automation System, which automates the transfer of new material into a StorageTek library, as well as any of the Pinnacle Ingest servers. DirecTV can also record onto VTRs for both high-definition and standard-definition video.

—K.A.P.



Philips supplied automation technology for the Weather Channel master-control room in Atlanta.



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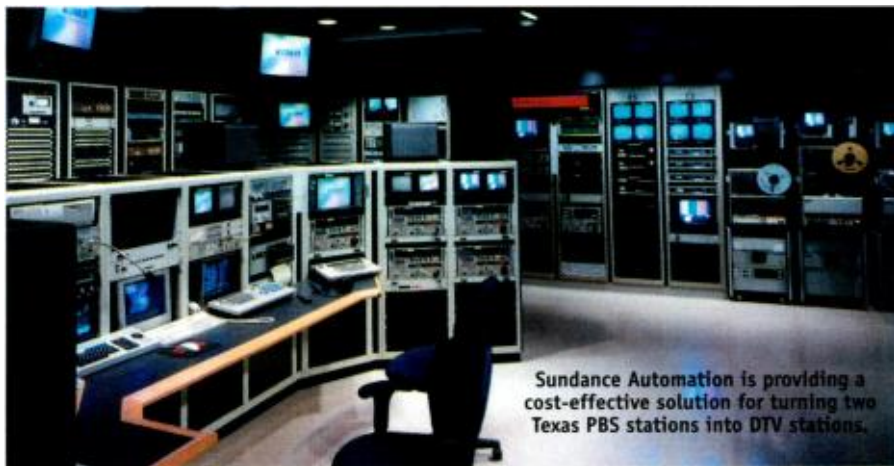
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# Two bangs for the automation buck

*KERA-TV/KDTN(TV) adds Sundance software for DTV capability*



Sundance Automation is providing a cost-effective solution for turning two Texas PBS stations into DTV stations.

By Karen Anderson Prikios

For North Texas Public Broadcasting, DTV is providing an opportunity for its stations to increase their educational programming and provide new services for viewers. But, for a PBS affiliate organization on a tight budget, spending a lot of money on staff increases wasn't an option, and neither was paying top dollar for an automation system. So the broadcaster turned to Sundance to provide automation for KERA-TV in Dallas and KDTN (TV) in Denton, Texas—both run from the same facility.

Sundance Automation—practically next-door in Irving, Texas—is providing the station with a cost-effective solution tailored to meet the stations' needs. The system is set up around the SeaChange MediaCluster server, which has the capacity for eight record channels, 12 playback channels and 200 hours of storage, all under the control of Sundance's FastBreak automation software.

The Texas station is also using Sundance's Sales View software, which lets the sales and the production staffers view low-resolution video from their desktops. As the station automatically digitizes material into the server, it creates an MPEG-1 version of the video

that can be viewed from any desktop on the network. Sundance's Intelli-Sat's Broadcast Recording Manager automates the station's scheduling and recording of incoming satellite feeds.

"It's been online for several months. It's doing extremely well," says KERA/KDTN Chief Engineer Rick Owen. "It's a very good marriage of what we consider one of the best video servers on the market with a pretty straightforward automation system with a good interface."

Sundance's Air Station control stations are located at various points in the facility. From the control stations, users can operate all functions of the system.

Each element in the event list, for example, can be triggered as a manual event, a clock-hit time or a follow event—when the next event automatically starts at the completion of the previous event. The Air Station can also control a master-control switcher to provide smooth transitions between the events.

Working with a routing switcher, any Air Station can be switched to control any channel. This ability is especially helpful for the overnight shift at the station. "We operate with one person, and we are able to consolidate the control system into one workstation," says Owen.

So far the biggest challenge has been redefining the operational procedures and duties, says Owen. But it also helped jump-start the staff.

"Our operators' jobs are evolving into managing playlists to digitize material and making sure that they have the right file to play out on the server," he says. Because it has been an "evolutionary" process, KERA/KDTN is adding new equipment almost weekly. One of the latest purchases is a master-control switcher by British company Oxtel, which integrates DVE operation and multilevel keying and offers full audio control.

Another key element of the stations' operation is the Motorola DTV encoder through which KERA-TV and KDTN will run their digital channels—ch. 14 and ch. 43, respectively. The station plans to run a combination of four standard-definition channels and one high-definition channel.

"We have not tried to integrate so much with the legacy equipment," Owen says.

"We're not trying to control tape machines on the air or BetaCarts. We tried to pare down our system to maximize the use of the SeaChange server to make it easier for the Sundance automation system to control it. We're reducing the complexity of what the automation system has to deal with."

KERA/KDTN is looking forward to taking the next step: adding a nearline archive system.

Owen wouldn't say exactly how much the station spent on the system, but he says it was "considerably less than 1 million," including the automation package, video server and data tape archive system. ■

**'It's a very good marriage of what we consider one of the best video servers on the market.'**

—Rick Owen KERA-TV/KDTN(TV)



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# The auto pilots

*Some of the technology leaders in station automation systems*

By Karen Anderson Prikos

In station automation and media management, there are a few manufacturers that dominate the broadcast market. Here's a look at the companies that are major players and some of the systems and equipment they offer.

## ODETICS

"We're migrating to more-sophisticated media-management solutions, leveraging content and repurposing it for the Internet," says



L'Hereux: "We're developing systems and solutions that are multidistribution-path-enabled."

Odetics Broadcast President Steve L'Hereux. "We're developing systems and solutions that are multidistribution—path-enabled. [Broadcasters need] to be able to distribute content however and whenever the viewer wants it or needs it."

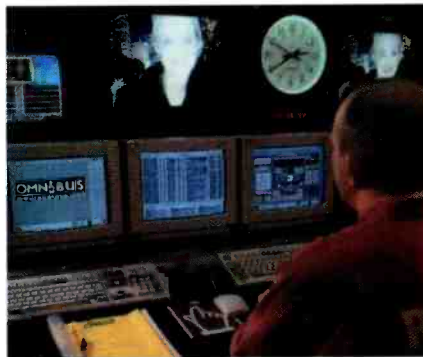
With that in mind, Odetics' facility-management system, Roswell, was designed with multichannel broadcast and datacasting applications. The Windows NT-based system automates the acquisition, manipulation, on-air presentation and management of all broadcast content and associated metadata, and interfaces with traffic and billing systems.

Its new eDetics technology provides new economic opportunities on the Web by allowing broadcasters to insert an ad into their regular video broadcast and simultaneously air a different one on a Webcast version of the program.

Its new eDetics technology provides new economic opportunities on the Web by allowing broadcasters to insert an ad into their regular video broadcast and simultaneously air a different one on a Webcast version of the program.

## OMNIBUS

"We're not really a technology provider," says Andy Ioannou, vice president of



OmniBus introduced its Opus system, which is designed to enable broadcasters to integrate all the technologies throughout their stations.

OmniBus Systems Inc. "We provide the solutions to enable content to be repurposed more easily and to allow the producer to be able to get to the assets that they have. We're providing the solution to be able to do that with one single database with keyword searches, picture searches, across multiple sites or within a facility or group."



Ioannou: "We provide the solutions to enable content to be repurposed more easily."

To support the move to greater facility integration, the company last month introduced to the global broadcast market Opus (OmniBus Process Unification System) at the International Broadcasters' Convention in Amsterdam.

The system is designed to enable broadcasters to plan, coordinate and integrate all the technology and processes within their stations and to integrate business-management software for applications like airtime sales scheduling and human-resources management.

In addition, OmniBus' new Workflow Manager can link a facility's IT and broadcast infrastructures through a single graphical interface and trigger the next logical action in a particular broadcast process.

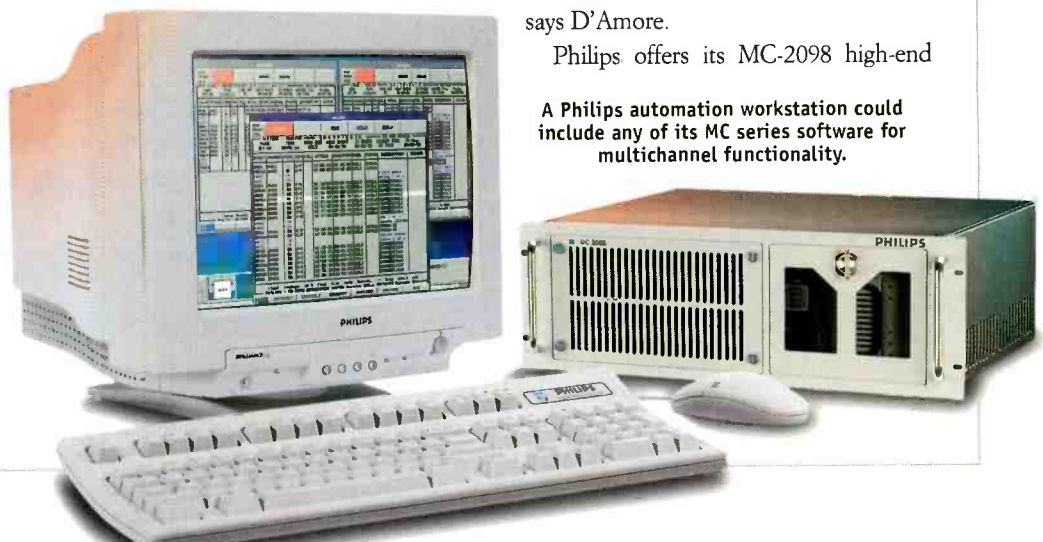
Under an initiative called "Control Your World," Philips' NetCaptain software system will allow broadcasters to monitor information and content from remote sites using the Internet. According to Mike D'Amore, vice president, business and technology development, this venture takes the concept of asset management and station networking and automation to a new level. In fact, using it in conjunction with automation software, an operator could conceivably monitor the operations of a small station or an overnight shift from the comfort of home.

## PHILIPS

Automation and systems provider Philips Broadcasting has introduced a business unit called Media Networking and Control based in Salt Lake City.

"Over the Internet, you can request to preview content using MPEG 4, switch the routing switcher, and start a machine," says D'Amore.

Philips offers its MC-2098 high-end automation workstation could include any of its MC series software for multichannel functionality.





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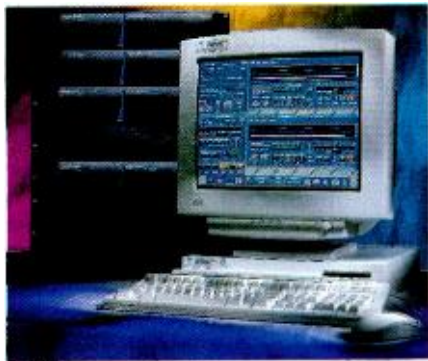
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Philips software is helping broadcasters move from tape to video servers.

multichannel automation system, the MC-900A lower-end software for on-air control of one to six channels, and the MSL-4000, an entry-level product that provides the direct interface to broadcast devices for control of VTRs, video servers, cart machines and character generators.

### HARRIS

Since Harris Broadcast merged with Louth in January, it has released several new products designed for greater integration of the automation system into overall broadcast operations.

NewSource links newsroom computers to the automation system. It supports both the Media Object Server (MOS) Protocol, an initiative led by AP Broadcast, and the established BetaCart protocols. It allows broadcasters to control news servers, VTRs and cart machines in the control room from a single interface. It can also transfer any changes to the program rundown made on newsroom computers to the automation system, which will reorder the playlist for each device under its control.

DTV Manager provides control of DTV transmission devices like video- and audio-format converters, encoders, multiplexers, compression preprocessors and other types of equipment in the DTV transmission chain.

For more tightly integrated asset management, Media Browser provides desktop access to content, allowing users to review frame-accurate low-resolution video and audio matched to the server or archive.

### CJDS DAL/ENCODA

Encoda, the new company formed by the merger of CJDS DAL and Enterprise Software, is focusing not only on automation but also on the management of assets in a multichannel environment.

"It's not a product. It's a whole process," says Encoda CEO Barry Goldsmith.

In addition to offering its D-MAS multi-channel automation product, Encoda specializes in inte-



Goldsmith: "It's not a product. It's a whole process."

grating traffic and scheduling functions—key areas of any automation system.

Goldsmith says his company has long recognized the importance of

media management to the automation system. CJDS was built on a variety of such products: Columbine, an in-house media-management system for spot and media scheduling on IBM AS/400 computers; JDS 2000, a media-management system that integrates traffic, billing, accounts receivable and sales-management applications; and Paradigm, a station-automation system.

The company's full-featured D-MAS automation product line is designed for large multichannel operations and is currently used by DirectTV. It offers device control via dual serial connections for redundancy. MCAS-III is a single-channel master-control automation product that can be scaled to support multichannel operations.

### SUNDANCE

Sundance Automation offers a line of cost-effective products designed to provide broadcasters scalable solutions from entry-level server-control systems to multichannel automation systems.

The company's FastBreak automation solution is based on its SIDON (Sundance Integrated Digital Operations Network) Architecture, which allows serial device control—VTRs, video servers, routers, CGs, etc.—across a standard TCP/IP network.

SalesView, used in conjunction with FastBreak, allows the sales department to view the inventory of material on the video server and play elements back either directly from the server or as a low-resolution copy. Intelli-Sat Broadcast Recording Manager for FastBreak automates the scheduling and recording of satellite feeds. ■



Encoda's MCAS automation system at the New York Times station-group facility in Norfolk, Va.

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change everything



Announcing **Broadband Week**

# Broadband<sup>week</sup>

NETWORKS, APPLICATIONS & CONTENT

## Streaming Sells Products

Rotate it. Zoom in on it. Put it to work. Retailers find that streaming video makes inventory flow out the door.



Streaming video and audio are making believers out of both pure e-tailers and click-and-mortar store chains that are using the technology to enhance their sales and marketing strategies.

From product demonstrations and showcases to broadband advertising, streaming media are helping move product more effectively than the static alternatives of static text, images and banner ads. Coming up: Insertion of advertising itself into streaming programming, once bandwidth is available widely enough to make such a tool practical.

Increasing availability of broadband connectivity in the home and workplace has driven retailers and advertisers to take advantage of streaming tools from Real Networks, Microsoft, Apple and their partners and to transform the Internet buying experience into something more akin to the Holy Grail of interactive television.

By being able to present smooth, full-motion video instead of jerky clips, continued on page 8

## Wireless Video Plans Ahead

As the mobile phone market continues to grow, wireless video is expected to become a significant part of the mobile phone market.

The quality of streaming video is expected to improve as bandwidth becomes more widely available. This will allow for more high-quality video content to be streamed over mobile networks. Continued on page 10



## DSL and Cable Modems: Will Both Survive?

Think back to the gasoline price wars of yesterday and you might get an idea of what's happening when providers of digital subscriber lines go head-to-head with cable TV operators to capture broadband service customers.

Instead of free dishes, they're giving out free modems and free installations. They're waiving activation fees and bundling in cut-rate ISP access. All with a realization that grabbing subscribers will be a costly battle, regardless of who wins.

"It's a dog fight," says Teresa Taylor, vice president of product marketing for U.S. West Interactive Networking, which spearheads the Baby Bell's DSL initiatives. "It seems to be about price, which is a concern." continued on page 48



## Studios Form Teams To Make Broadband Play

Major studios are forming alliances to create content for broadband. This includes partnerships with ISPs and content providers to create a rich, interactive experience for users. continued on page 48

The place is **Broadband Week**. With industry-spanning readership. A unique perspective. And editorial coverage that reflects the speed and breadth of the business it covers.

As broadband changes communications as we know it, **Broadband Week** will redefine what it means to cover broadband. A single-source for everything you need to know about broadband networks, applications and content to lead your company into this dynamic, change-filled era.

**Broadband Week** will be platform and audience neutral. It will cover incumbents and upstarts, wired and wireless, cable, LMDS and satellite—all with the same vigor and objectivity. Simply put, it will be about broadband: what it's used for, how it's used, and the technical, business and regulatory happenings that shape this emerging industry.

**Broadband Week** will serve a highly refined audience of broadband service providers—including public network providers, ISPs and ASPs. Plus decision-makers instrumental in making broadband a reality at site development and hosting companies, software developers, content companies, portal operators, enterprise networks, and more.

The September premier issue will feature next generation broadband wireless deployments, the cable vs. DSL marketing wars, and getting into the content and applications market. Upcoming issues will address interactive broadband satellite platforms, streaming media, security and privacy, the prospects for home-based networks and a reality check on what to expect in 2001.

**Be among the first to receive Broadband Week! Sign up for your free subscription at [www.broadbandweek.com](http://www.broadbandweek.com).**

**Advertisers:** to learn more about the unique marketing opportunities available in Broadband Week, contact Paul Audino, Associate Publisher, at 212-337-7111 or email to: [paudino@cahners.com](mailto:paudino@cahners.com).

Check out the new Broadband Week. 100% broadband • 100% of the time

## DR. LAURA'S ATONEMENT

Just after Yom Kippur last week, Dr. Laura Schlessinger ran a full-page "heartfelt message" in a Hollywood trade paper, trying once again to fix her problem with gays.

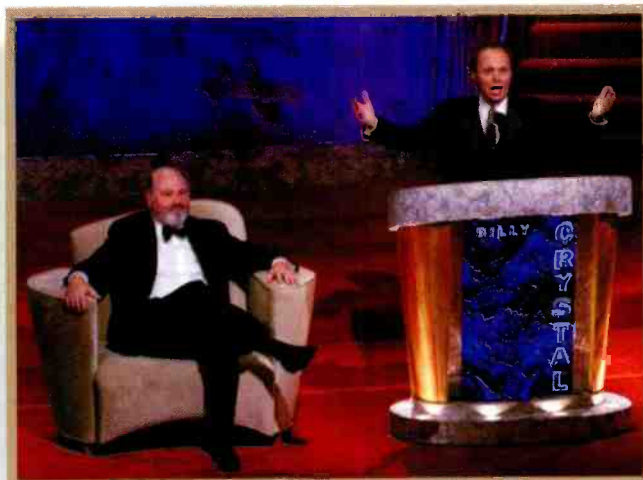
"In talking about gays and lesbians, some of my words were poorly chosen," she wrote. "Many people perceived them as hate speech. This fact has been personally and professionally devastating to me as well as to many others."

But, for the Gay & Lesbian Alliance Against Defamation, the ad didn't cut it: "Laura Schlessinger once again blames others for the impact of her rhetoric," said GLAAD.

## FIGURE THE FIGURES!

"We're just wondering what you've got to do," laughed Randall Bongarten, new president of Emmis Television, regarding a continuing slide in the company's stocks, despite record cash flow for the third quarter.

No matter. Emmis is charging ahead in the TV marketplace by acquiring eight stations from Lee Enterprises. Borrowing from his 27 years in radio, Bongarten will introduce radio strategies to TV, such as off-air sponsorship and promotional tie-ins.



## Rob Reiner's rib roast

When Comedy Central airs *The N.Y. Friars Club Roast of Rob Reiner* on Nov. 1, viewers will see Billy Crystal bringing down the house with a rollicking send-up of the actor-turned-director who helped Crystal's career by landing him a recurring role on *All in the Family* nearly 30 years ago.

At the live event earlier this month, he couldn't help tweaking Reiner for his heavyweight status as a Democratic fund-raiser and, well, as being a *heavyweight*, literally, claiming at one point that he knew Reiner when his weight was just in "triple figures."

Crystal added, "He calls the President 'Bill.' He calls the Vice President 'Al.' And he calls Domino's five times a week. When his wife was pregnant, which was three times, *Rob* would eat for two."



## Unemployed, again

The leaves are changing, so it's time for Leo Hindery to get squeezed out of another job. It was just a year ago that the former AT&T Broadband chief was pushed out the door with a \$200 million package (on top of the \$300 million he got as part of TCI's sale to AT&T). Now Hindery should collect about \$258 million as he exits Global Crossing Inc., where he clashed with Chairman Gary Winnick. Hindery did cut a deal to sell Global Crossing's Web-hosting unit, to rival Exodus Communications for \$6.5 billion, and he gets a 5.5% cut of that, too. Next stop? The staunch Republican-turned-Democratic activist says he'll be looking "more toward some public-service role."

BACKSTORY



FCC Chairman Bill Kennard's suggestion to require that all new TV sets include DTV receivers by 2003 recalls the passage of the All Channel Receiver Act in 1962, requiring sets sold after July 1, 1964, to be capable of tuning both VHF and UHF.

Sen. Norris Cotton (R-N.H.) was against it, saying consumers would lose freedom of choice. Sen. John Pastore (D-R.I.) countered that the scarcity of sets capable of receiving UHF made it difficult for high-

channel stations to attract advertising.

According to BROADCASTING's July 16, 1962, issue, when President Kennedy signed the law, it was a quiet affair. That's because adding the UHF receiver raised the price of TV sets by \$25, and many thought that would come back to haunt politicians later. Proponent Lester Lindow (I), executive director of the Association for Maximum Service Telecasters, got the pen JFK used to sign the law.



# BROADCASTING CABLE

Present

the 10th Annual

# HALL of FAME

**Broadcasting & Cable** proudly  
welcomes thirteen new media  
 luminaries into its **Hall of Fame**.

These individuals have earned distinction in the television, radio and cable industries and arts and will be inducted into the **Broadcasting and Cable Hall of Fame** on **Monday, November 13** during the 10th annual dinner and ceremony, hosted by Sam Donaldson of ABC News at the New York Marriott Marquis. They bring to 200 the number of honorees named to the Hall of Fame since its inception in 1991 on the 60th anniversary of **Broadcasting and Cable** magazine.

Join us in celebrating their remarkable achievements with a message in the special souvenir program distributed at the induction ceremony on November 13.

The souvenir program will also be included in the November 13th issue of **Broadcasting & Cable**. Don't miss the opportunity to applaud these outstanding professionals along with the entire industry. Call today to reserve space. And join us at the event.

For **table reservations** and ticket sales, please call:  
STEVE LABJMSKI: 212-337-7158

To **advertise** in this special issue please call:  
Denise O'Connor: 212-337-6961

**ISSUE DATE:** November 13, 2000  
**AD CLOSING DATE:** November 3, 2000

Streaming coverage of this event available  
at [www.broadcastingcable.com](http://www.broadcastingcable.com)



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F A T E S & F O R T U N E S

**Broadcasting**

Appointments at CBS, New York: **Jane Gottlieb**, executive producer, named VP and executive producer, marketing and communications; **Anthony Ambrosio**, VP, human resources, named senior VP, human resources.

**Tracy Katsky**, senior VP, comedy, Regency Television, Los Angeles, joins Fox Broadcasting Co., Los Angeles, as senior VP, comedy development.

**Colleen B. Brown**, president, broadcast group, Lee Enterprises Inc., Davenport, Iowa, joins Belo, Dallas, as senior VP, business development.

**Jacquie Basha**, VP, Philip Hamersmith Inc. and Associates, Miami, joins WPLG-TV Miami as director of marketing and development.

**Cable**

Appointments at Insight Communications: **Mary Rhodes**, VP, customer service administration, New York, named senior VP; **Gloria**

**Bushelman**, regional product manager, Covington, Ky., named director, there; **Gary Gray**, manager, cash and revenue operations department, HBO, New York, joins as manager of financial planning, New York.

Appointments at Cox Communications, Atlanta: **Doug Brooks**, manager of cable and satellite operations, Foxtel, Sydney, Australia, joins Cox Communications, Atlanta, as director of capital expenditures planning and tracking; **Chris Bowick**, senior VP, technology and development, named executive VP of engineering.

**Kate Murphy**, director, media relations, telephone and Internet services, Cablevision, Bethpage, N.Y., named director, media and community relations, New Jersey area, Randolph, N.J.

**Journalism**

Appointments at KYW-TV Philadelphia: **Rich Edwards**, assignment manager for franchises and planning, named managing editor; **Barbara**

**Grant**, director of communications, mayor's office, Philadelphia, joins as executive producer, special projects.

**Laura Gregory**, per diem business reporter, KRWB(AM) Los Angeles, named MarketWatch.com business reporter, there.

**Howard Liberman**, reporter, WINS(AM) New York, joins Bloomberg Radio, there, as afternoon assignment editor and reporter.

**Programming**

**Libby Gill**, VP, development and programming, Studios USA, Los Angeles, creates Libby Gill & Co., Los Angeles.

Appointments at TNT, Atlanta: **Michael Borza**, VP, creative services, named senior VP, on-air creative; **Ron Korb**, creative director, creative services, named VP and creative director.

Appointments at Comedy Central, New York: **Lauren Gray**, VP, production, named senior VP, production; **Bob Pederson**, creative director, on-air, Lifetime Television,

New York, joins as VP, on-air creative; **Steve Dara**, account manager, *Sports Illustrated*, Detroit, joins as director, ad sales, Detroit.

**Robin Lia Whitaker**, director, national promotions, Fox Kids, and executive producer, *Fox Family Countdown Radio Show*, Los Angeles, named VP, national promotions and sales development, Fox Kids Network.

**Ron Geller**, VP, corporate development, Europe, Sony Pictures Entertainment, London, named senior VP, Sony Pictures Digital Entertainment, there.

**Elizabeth Ross**, account executive, Katz Media Inc., Washington, joins Discovery Networks, Bethesda, Md., as VP, northern region, for affiliate sales and marketing.

Appointments at Oxygen Media, New York: **Rebecca Farwell**, executive VP/GM, OnHealth Network, Seattle, joins as president, Thrive Online, and senior VP, creative energies online; **Tara DeVeaux Donalds**, VP,



Jacquie Basha



Kate Murphy



Libby Gill



Elizabeth Ross

F A T E S & F O R T U N E S

audience development, named VP, young audiences group; **Stacey Navins**, VP, finance, named VP, audience development.

**Ed Stephen**, creative services and promotion director, WPGH-TV and WCWB-TV Pittsburgh, joins CNN NewsSource, Atlanta, as VP, marketing, sales.

**Anthony Glickman**, director of research and marketing, Carsey-Werner International, London, named VP, research and marketing.

**Barry Gribbon**, executive producer, Scripps Productions, named VP, production, Knoxville, Tenn., and Los Angeles.

**Russell Best**, VP/GM, National Video Network, New York, named senior VP/GM.

**Melissa Bomes**, VP, business development at Estyle.com and Kidstyle.com, Los Angeles, joins DIC Entertainment, Los Angeles, as executive VP, worldwide consumer products.

**Advertising/Marketing/  
Public Relations**

**Elliot DeBear**, senior VP, business development, SFM/Media Planning, New York, joins Independent Media Services, New York, as senior executive VP.

**Mike Lum**, account executive, Katz Television Group, New York, named manager, program time sales, direct marketing division.

**Radio**

**Ernie Caldemone**, general sales manager, Nineteenth Star Productions, Indianapolis, joins WMDH-FM/AM New Castle, Ind., as GM.

**Stephanie McNamara**, general sales manager, WAXQ(FM) New York, joins WADO(AM) New York and WCAA-FM Newark, N.J., as GM.

**Steve Harris**, VP, urban programming, ABC Radio Networks, Dallas, joins XM Satellite Radio, Washington, as VP, external programming.

**Technology**

**Richard Hercules**, president, Datron World

Communications, San Diego, joins DemandVideo, Mountain View, Calif., as president and CEO.

**Internet**

**Scott Schiller**, senior VP, advertising, The Walt Disney Co., New York, named senior VP, strategic partnership marketing, Walt Disney Internet Group.

**J. Riley McDonough**, VP, sales and marketing, eCal Corp., Philadelphia, joins ESPN Internet Group, New York, as VP, advertising sales.

**Satellite/Wireless**

Appointments at Atlantic Satellite Communications Inc. and Waterfront

Communications Corp.:

**Mark Lowden**, director of sales, named VP, sales;

**Michael Romeo**, account manager, sports division, GlobeCast America and JK Sports Publishing, New York, joins as account executive. They will split their time between Northvale, N.J., and New York.

**Association/Law Firms**

**Ed Turlington**, deputy campaign manager, Bill Bradley for President, West Orange, N.J., joins Brooks, Pierce, McLendon, Humphrey & Leonard LLP, Raleigh, N.C., as attorney.

Compiled by Beth Shapouri  
212/337-7147  
bshapouri@cahners.com



Anthony Glickman



Elliot DeBear

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T H E F I F T H E S T A T E R

# Success is the family way

*Beasley aims to be among the top five radio groups in the country*

**B**lood is thicker than water, but ratings are really what counts, according to Bruce Beasley, who has overseen the operation of his family's 42-station radio group for the past three years.

The Beasley family is close-knit—five siblings, four in the business—but professionalism has dominated from the beginning, Bruce Beasley says. The only difference now that the radio group is public is that he reports to shareholders well beyond immediate family members. “My job is to create value for stockholders, whether it’s my family or an institution,” he says.

Beasley was virtually born into the business. His father, George G. Beasley, founded the company in 1961. Like the members of several other renowned parent-offspring radio teams, Bruce Beasley decided to stay in the family business—after his chemistry grades dashed his dreams of being a veterinarian.

He enjoyed his on-air stints at Beasley stations during high school but knew that “the money was in sales.” On graduating from Eastern Carolina University, he took a sales job at his father’s AM in small Kinston, N.C.

Despite being the owner’s son, “[Bruce Beasley] started at the bottom,” his father says. “I insisted on that.”

Father still holds son to high standards. Bruce Beasley “has had a fair amount of success as president and COO of this company,” George Beasley says, “and he continues to grow in that position.” Far from damning his son with faint praise, Beasley, who chairs the firm, notes, “I don’t think that I could ever

be totally happy with anyone” in that position.

Bruce Beasley is used to the pressure. His father was principal of the school he attended.

But the pressure has grown even more intense since the Naples, Fla.-based company, the nation’s No. 16 group by revenue, went public on Feb. 11. Bruce Beasley says he has had to adjust to a Wall Street that is “a little shortsighted.” (Beasley stock is down about 40% from its offering price, a better showing than the 50% average of most other radio stocks in the past nine months [B&C, Oct. 9].)

Beasley knows that hiring high-quality employees will ensure the company’s long-term success, says W. Timothy



**Bruce George Beasley**  
President/COO, Beasley  
Broadcast Group Inc.

**B. Aug. 22, 1957, Mount Airy, N.C.; BS, business administration, Eastern Carolina University, Greenville, N.C., 1980; salesman, WRNS(AM) Kinston/Greenville/Jacksonville, N.C., 1980-85; general sales manager, WRNS-AM-FM, 1985; general manager, WRXK(FM) Fort Myers, Fla., 1986-91 (added vice president, operations, 1989); general manager, WXTU(FM) Philadelphia, 1991-94; current positions since 1997; m. Teresa Brown, Nov. 29, 1980; children: Diana, 16; Ryan, 12.**

Wallace, a media analyst at Banc of America Securities, which helped take Beasley Broadcast public. “He’s surrounded himself with very good managers” and doesn’t micromanage them.

Wallace cites WPOW(FM)

Miami as an example of Beasley’s management skills. The station rose to No. 2 overall in its market this summer, according to Arbitron.

WPOW also provides evidence of Beasley’s Web strategy, Wallace notes. He describes the station’s site, wpow.com, as “one of the hottest-looking.”

Where other radio companies have been slow to jump on the Internet, Beasley has its own Internet division to address both online creativity and sales. “I’m not sure how quickly [the Internet] is going to be a large revenue generator,” but it will be, Bruce Beasley insists, adding that the company should start seeing some Internet revenue in the fourth quarter of this year.

Beasley’s terrestrial radio goal is to become one of the nation’s top five radio groups. To get there, he is looking to buy about \$100 million worth of stations per year, particularly in top-100 markets where the company already owns stations (its major-market holdings include stations in Philadelphia, Boston and Atlanta).

That goal was exceeded in June, when Beasley Broadcast agreed to pay \$137.5 million for Centennial Broadcasting LLC’s six stations in Las Vegas and New Orleans. And, with about 40% of its radio stations still being developed, “our opportunities for [internal] growth are very strong,” Bruce Beasley says.—*Elizabeth A. Rathbun*

**ASSET MANAGEMENT  
SPECIAL REPORT**

Management of your video and audio assets has become a challenge as companies advance to digital technology and begin to reshape their content for new distribution platforms. Our November 6 issue of *Broadcasting & Cable* is devoting a special profile on Digital Asset Management.

The broadcasting and cable market is one of the strongest for asset management. These technological innovations—such as digital storage libraries, video servers and sophisticated software—are the perfect vehicles to access vast amounts of content in a minimal amount of time. Media companies are looking to this technology for sizeable savings, expanded productivity and new revenue potential.

*Broadcasting & Cable's* special report on **Asset Management** will reach thousands of industry leaders who are getting connected to this cutting-edge technology. Be sure to convey your message on how your company is covering its assets. Contact your *Broadcasting & Cable* advertising representative to reserve your space.

Are you  
covering  
your assets...  
Digital Assets  
that is!

**ISSUE DATE:** November 6, 2000  
**AD CLOSE:** Friday, October 27, 2000  
**MATERIALS DUE:** Wednesday, November 1

THE NEWSWEEKLY FOR TV, RADIO & INTERACTIVE MEDIA

**BROADCASTING & CABLE**

# BROADCASTING CABLE

## HOW TO ADVERTISE IN THE CLASSIFIEDS

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*Please note: Cable advertisers receive rate of \$163 per  
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Column inch is equivalent to 2<sup>3</sup>/<sub>16</sub>" wide X 1" deep.

1 column width = 2<sup>3</sup>/<sub>16</sub>"

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3 column width = 7<sup>1</sup>/<sub>16</sub>"

BLIND BOX - \$35 extra charge, will forward replies.

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Industry Category:

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# Classifieds

## Television

### CAPTIONS SERVICES



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### DIRECTOR CAREERS

#### DIRECTOR/EDITOR

**REQUIREMENTS:** WOOD TV8 has an immediate opportunity for a full-time Director/Editor in our Sony 9100 digital edit suite. This position requires schedule flexibility, plus the ability to work independently and meet deadlines. Communication skills are a must, as you'll be working with multiple departments and outside clients. Broadcast degree preferred.

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### EXECUTIVE CAREERS

#### VP - EASTERN SALES

WebFN, a dynamic Internet streaming Media Company, seeks a Vice President of Eastern sales. Primary responsibilities include generating new business in the broadband market by developing and implementing a sales strategy to market streaming services to WebFN Network affiliated sites. This includes consulting with clients to assess their business objectives and proactively targeting marketing partners for the Networks of WebFN. This also includes business development in the "convergent, television meets Internet model." The ideal candidate will be a strategic sales executive with a reputation for developing new business and forging lasting relationships. Other requirements include:

- A thorough understanding of a wide variety of Internet advertising models.
- Entrepreneurial risk taker that is able to make decisions effectively and one who can make things happen.
- Must be able to truly think "out of the box."
- Ability to manage multiple tasks and responsibilities simultaneously.
- Enjoys playing a hands-on roll and has no problem rolling up their sleeves with the rest of the team.
- Strong communication, written, analytical and reporting skills.
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We offer appropriate salary, commission and comprehensive benefits plans as well as stock options. To learn more about WebFN, visit our website at [www.WebFN.com](http://www.WebFN.com).

### MISCELLANEOUS CAREERS



**K**OV 13 in Sacramento, CA is aggressively seeking an experienced General Sales Manager to lead our Sales Team. Responsibilities include recruiting, hiring & developing the best people for this business. Individual will focus on growing our top accounts, embrace and develop NTR, maximize the inventory and support the market effort. Will also exceed the budgets and outpace the market. Qualified candidate must have a bachelor's degree and at least 5 years experience. Please rush your resume to Bob Finke, 2713 KOVR Drive, West Sacramento, CA 95605.

*Sinclair Broadcast Group, Inc. owns or programs 62 TV stations in 40 markets and has affiliations with all 6 networks. We reach nearly 25% of the U.S. and aggressively lead the evolution of broadcasting in technology, programming, promotions, and sales. Sinclair is proud to be an Equal Opportunity Employer and a Drug-Free Workplace. Women and Minorities are encouraged to apply.*

### PROMOTIONS CAREERS

#### PROMOTION/PUBLIC AFFAIRS MANAGER

Madison, Wisconsin UPN affiliate, has an outstanding opportunity for a creative, dynamic individual who will be responsible for on-air promotion, all media advertising and marketing as well as community relations for the station. Applicant should have broad knowledge of marketing, budgeting, internet, and possess presentation/communication skills. Send your writing samples and resume to: Human Resources, WHPN UPN 57, 2814 Syene Road, Madison WI 53713, fax 608-270-5717 or e-mail to [kathy@whpntv57.com](mailto:kathy@whpntv57.com) EOE

### COMMUNICATIONS CAREERS

#### DIRECTOR, COMMUNICATIONS & PUBLICITY ODYSSEY NETWORK

Odyssey Network seeks a key player to develop and implement strategies and campaigns for corporate public relations, media relations and program publicity. Responsibilities include: initiate & organize network corp events & activities; secure positive placement & positioning of network/executives in relevant media; prepare written & creative materials; serve as resource for outside media; develop and implement publicity campaigns for original programming. Xlt writing, communication & org. skills, strong media contacts & industry exp. req'd. BA in PR or Commun. pref'd. Resume w/sal req. to [resumes@odysseyhnn.com](mailto:resumes@odysseyhnn.com) or fax 818/755-2473. Odyssey Network is owned and operated by Crown Media Holdings, Inc., an affiliate of Hallmark Entertainment, Inc.

### PROGRAMMING CAREERS

#### PROGRAMMING

#### Vice President Broadcasting, Communications and Educational Services WTVI, Charlotte, NC

WTVI, a community-owned station in the fast growing 28th market located in the Sunbelt and fully funded for digital conversion, seeks an outstanding PTV program professional with at least a Bachelor's Degree in communications or related field and 5-10 years senior broadcast management experience. This senior-management Vice President will supervise the Program Consultant, Traffic, Promotion, Outreach and related educational services, WEB site development and public information; and implement the new multicast channels working with area agencies.

Send resume, salary requirement and three professional references to Personnel, WTVI, 3242 Commonwealth Avenue, Charlotte, NC 28205 or fax 704-371-8807. Closing date October 31, 2000. EOE.

### TECHNICAL CAREERS

#### MASTER CONTROL OPERATOR Media General Broadcast Group [www.mgbg.com](http://www.mgbg.com) WCBD-TV

Is looking for a Master Control Operator responsible for switching commercial and promotional material on-air. The individual is also responsible for recording satellite feeds updating the FCC logs. Candidates must be familiar with commercial automation systems, computer literate, and able to work flexible hours.

EOE M/F Drug Screen. Send resume to HR Dept. 210 West Coleman Blvd., Mt. Pleasant, SC 29464

# Classifieds

## Television

### TECHNICAL CAREERS

#### ASSISTANT CHIEF ENGINEER:

WESH-TV, Orlando's Hearst-Argyle television station and NBC affiliate has an opening for an Assistant Chief Engineer. We are in the process of building a new tower and DTV transmission plant. Successful applicant will be a strong self-starter, team player and goal oriented individual. Duties include assisting the Chief Engineer in day to day operation of the engineering department including system planning, implementation and maintenance of studio, microwave and satellite equipment plus high power RF transmission. Preferred qualifications include previous supervisory experience, FCC General Class license and college degree in Engineering or equivalent. Experience with VHF transmitter maintenance desired. Send resume to Richard Monn, Chief Engineer, WESH-TV, P.O. Box 547697, Orlando, Florida 32854. An Equal Opportunity Employer.

#### STUDIO MAINTENANCE ENGINEER

Must be able to perform the following duties: install and maintain studio transmission equipment including video switchers, audio consoles, DVE, CG, SS, cameras, and robotics. Familiarity with automation systems and master control environment. Should possess a general computer/networking background. Must be able to work on a rotating shift schedule. Candidate should have an engineering degree or equivalent technical training. SBE/FCC certification a plus. If you want to be a part of the exciting transition to HDTV in the most exciting city in the world, please send your resume and cover letter to: Kurt Hanson, Chief Engineer, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

#### DIRECTOR OF ENGINEERING

Major National Broadcast and A/V Systems Integrator seeking Director of Engineering. Candidate should have BSEE or equivalent. Ten years management experience in broadcasting (systems integration, systems architecture, installation/maintenance, testing & repair). Project Management experience is a plus. Applicants should also have basic knowledge of architectural, mechanical and electrical systems; strong oral and written communications skills, strong people management skills, strong budget management skills and be computer literate. EOE - Pre-employment Drug Screen. Please send resumes to: Broadcasting and Cable Magazine, 275 Washington St., Newton MA. 02458. Box 1016.

#### BROADCAST MAINTENANCE ENGINEER

Needed at WLWT-TV. Position requires troubleshooting and repair skills along with detailed system maintenance, design and installation abilities. Experience with automation, BTS routers, switchers, various videotape formats, ENG equipment, computer systems, RF systems and transmitter maintenance desired. 3 years in television maintenance, high school plus tech/college and a valid driver's license and proof of insurance are required. Experienced candidate may also qualify for a supervisor position. Send resumes to: 1700 Young St. Cincinnati OH 45210. EOE



weather.com

#### BROADCAST SYSTEMS ENGINEER

Will maintain and repair analog, digital, video and audio systems; including routers, switchers, automation systems, VTR's, cameras, and related broadcast technology. Must have ability and desire to develop skills in UNIX, Windows NT, and networking systems. Required: 4 years experience as Broadcast Maintenance Engineer, with TV broadcast related systems and equipment.

Come join our team! Send your resume today to: Jobs@weather.com, or fax to 770/226-2959. \*Reference "Engineer BC" in response.

The Weather Channel, 300 Interstate North Parkway, Atlanta, GA 30339

#### RESEARCH ANALYST

Paxson Communications Corporation is seeking an indiv. to prepare daily flashes, reports, estimates & presentations. Resp. inc. maint. audience history & rating estimates. Must have exp. w/Excel, PowerPoint & Nielsen ratings. Must have exp. w/Donovan, CJDs, TV Scan, Nielsen Galaxy Navigator/Explorer, SNAP & MRI. Broadcast background pref. Must be detail-oriented w/aptitude for numbers. Submit resume w/salary req. to:

Paxson Communications Corporation  
Ref: Research Analyst  
601 Clearwater Pk. Rd.  
W.P.B., FL 33401  
Fax: (561) 655-7343  
E-mail: employment@pax.net  
Equal Opportunity Employer

#### GRAPHIC DESIGNER

**DESCRIPTION OF DUTIES:** KGO TV, ABC 7 in San Francisco is looking for creative and talented designers for staff and freelance positions. Responsibilities include daily news graphics, support for promotion, print and web design.

**REQUIREMENTS:** KGO TV, ABC 7 in San Francisco is looking for creative and talented designers for staff and freelance positions. Responsibilities include daily news graphics, support for promotion, print and web design.

#### PLEASE SEND REEL AND RESUME TO:

KGOTELEVISION  
900 Front Street  
San Francisco, CA 94111  
Attn: Human Resources Department

#### NO PHONE CALLS ACCEPTED

KGOTELEVISION, an owned station of ABC, Inc. is an Equal Opportunity Employer.

#### CHIEF ENGINEER

In the beautiful rolling hills of the Pocono Mountains, WNEP-TV is looking for an engineering leader. As Chief Engineer, you will have the opportunity of combining senior management with hands on engineering installation and maintenance. Moving aggressively toward the conversion to DTV, WNEP invites you to play an active part in the role. Staged in a beautifully equipped 43,000 sq. foot facility, WNEP is on a fast track toward adapting to the changing technologies. Competitive salary, and excellent benefits, and an unbeatably quality of life, makes this opportunity a once in a lifetime. If you would like to join our team, send resume to: Frank A. Chebalo, Sr. VP Engineering and Operations, The New York Times Company Broadcast Group, 720 Boush Street, Norfolk, VA 23510.

### SALESCAREERS

#### NATIONAL SALES MANAGER

WAXN-TV, Cox owned Independent in Charlotte, NC, the 28th market, is seeking a strong, energetic, professional for the position of National Sales Manager. The person must have solid leadership qualities and negotiation skills. Previous National Sales experience preferred.

Send resume to: Paul Briggs, Sales Manager, WAXN-TV, Dept. 95, P.O. Box 34665, Charlotte, NC 28234-4665 or call (704) 371-3120. EOE M/F

#### LOCAL SALES MANAGER

WCIA-TV has an immediate opening for a Local Sales Manager. The ideal candidate will have a proven track record in local-direct sales development, will be able to work with agencies, and will be able to develop and implement sales promotion ideas. Minimum of 5 years television sales or related media experience required. Send resume to Dick Livesay, GSM, WCIA, PO Box 20, Champaign, IL 61824-0020 or Fax to (217) 373-3673. EOE.

#### LOCAL SALES MANAGER

Challenging position for 100+ LSM or top AE ready to move to top 100 market. We are expanding local sales teams. Customer service comes first, sales and leadership training is provided. Are you a leader with proven success who wants to work their way to the top within a fast-growing group? Send resume with letter detailing sales/management philosophy, career and earnings goals for 2001 and beyond, to: Broadcasting and Cable Magazine, 275 Washington St., Newton MA. 02458. Box 1017. EOE

#### SALES PROFESSIONAL

WTOG-TV, one of the country's strongest UPN affiliates, seeks a motivated, enthusiastic sales professional interested in advancing their careers to join our sales team. Successful candidates will have 3-5 years broadcast television sales experience, possess a mastery of ratings knowledge, excellent written and verbal communication skills, great attention to detail, and an obsession for winning. Please forward qualifications to: HR, WTOG-TV, 365 105 Terrace NE, St. Petersburg, FL 33716 EOE

CALL 617-558-4532 OR 617-558-4481  
FOR INFORMATION ON ADVERTISING.



# Classifieds

## Television

### SALESCAREERS

#### GENERAL SALES MANAGER

One of America's leading television stations, WNEP-TV 16 has a leadership opportunity for a General Sales Manager. We're part of a progressive and aggressive broadcast group owned by The New York Times Company. We have the highest-rated local newscast in America, and need a GSM to lead our expert staff of account executives in strong negotiating and communicating. WNEP has new media ventures in the works and are looking for the right person to grow with our station and broadcast group. If you would like to join our team, send resume to: Debra Drechin, Executive Administrative Assistant, WNEP-TV, 16 Montage Mountain Road, Moosic, PA 18507 or e-mail to debbie.drechin@wnep.com

#### LOCAL SALES MANAGER

We are looking for a dynamic Local Sales Manager who can teach, lead and inspire a talented and enthusiastic local sales team. The successful candidate will have at least 3-5 years local sales experience with a proven record of developing new business opportunities as well as possess strong organizational skills. Creativity, vision and high energy are vital. Responsibilities will include direct supervision of the local sales team as well as developing new local sales promotions and opportunities. Please send letter and resume to: Nancy Linebaugh, General Sales Manager, WMBD-TV, 3131 N. University, Peoria, IL 61604.

#### SALES ACCOUNT EXECUTIVE

Immediate opportunity to join the #1 sales team in the Raleigh-Durham market. WTVD-TV, an ABC owned and operated station is seeking a television executive with two or more years experience and the desire to be a part of a winning team. Applicants should possess excellent negotiating skills, the ability to make new business presentations and the creativity to meet the ever-changing demands of our business. Computer proficiency and experience utilizing various sources of resource material helpful. This is an opportunity to join a great sales team, a great television station and a great company that all represent a great career opportunity. Please forward your resume to John Idler, WTVD-TV, 411 Liberty Street, Durham, NC 27701. We are an EOE employer.

### PRODUCERCAREERS

#### ASSOCIATE PRODUCER

KTRK-TV is looking for an Associate Producer for the *Debra Duncan Show*. Applicant must possess strong research and writing skills. Must have the ability to generate compelling show ideas and guests, excellent phone skills and working knowledge of television production.

Field producing experience a plus.

Interested candidates should mail their resumes to:

Wendy Granato  
Executive Producer  
KTRK-TV  
3310 Bissonnet  
Houston, TX 77005

**Please no phone calls.**

Equal Opportunity Employer M/F/W/D

### PRODUCERCAREERS

#### NATIONAL GEOGRAPHIC EXPLORER

National Geographic's weekly TV documentary magazine show is looking for a talented producer/director/writer willing to relocate to our Washington DC headquarters. Must have extensive experience in documentary, strong initiative, and be enthusiastic about travel. Must demonstrate evidence of character driven stories and strong visual imagination. Other highly valued characteristics: international and outdoor adventure experience, language skills, shooting skills. No phone calls please.

Send resume via email to: ngsjobs@ngs.org or fax 202-857-7741 or mail to: Director of HR, National Geographic, 1145 17th St. NW, Washington, DC 20036. Equal Opportunity Employer.

NATIONAL  
GEOGRAPHIC

**Explorer**

Weekends on 

#### Director of Production Management -

**Santa Monica, CA:** Supervise all staffing and production for MTV West Coast music series, news and specials, including pre-production, production, and post-production phases. Eight years strong production management experience required, including ability to work with senior creative executives in fast-paced, challenging production environment. Experience in long-form series, multi-camera live event and news production desired. Strong recruiting, staffing skills needed. Code DPM.

#### Production Manager - Santa Monica,

**CA:** Manage multiple large-scale, multi-camera productions simultaneously, on location and in studio. Five years production management experience required, with strengths in staffing, personnel supervision, scheduling, budgeting, legal, vendor negotiations. Code PM.

Please fax resume and salary history and CODE to Human Resources: (310) 752-8811. MTV Networks is an active equal opportunity employer. No calls, please.

#### NEWS PRODUCER

NBC Affiliate, WNDU-TV is looking for an energetic, hardworking news producer who knows how to craft a great newscast. We need someone who can write well and be responsible for everything in his/her newscast. We require one to two years experience in a television newsroom, and experience with satellite and microwave live shots. If you love to be a part of a winning team, send your resume and non-returnable tape to: WNDU-TV Position #281, Attention Human Resources, P O Box 1616, South Bend, IN 46634, or e-mail your resume to JOBS@WNDU.COM. WNDU-TV is an Equal Opportunity Employer.

#### EXECUTIVE PRODUCER

CBS affiliate in Milwaukee is seeking Executive News Producer to join its staff. Successful candidate will be a key player on our management team and will supervise and work closely with line producers to help execute fast-paced and compelling newscasts. Must have strong news judgement, excellent people skills, and at least three years experience as a line producer. NO PHONE CALLS PLEASE. Rush non-returnable tape and resume to:

Director of Human Resources  
WDJT-TV  
809 S. 60<sup>th</sup> Street  
Milwaukee, WI 53214  
EOE

#### PRODUCER

WHAS-TV, market leader, seeks producer with 3-5 years of news producing experience. Must be a self-starter with excellent writing and organizational skills and have innovative approaches to producing news. Must exercise good news judgment and have the ability to adapt quickly to changes during live broadcasts. Strong pre-production skills are necessary and candidate will have to contribute daily to news story ideas. College degree preferred. Great benefit package.

Interested candidates forward resume, tape and cover letter to:

Cindy Vaughn, HR Director  
HR #00-27  
WHAS11  
520 W. Chestnut St.  
Louisville, KY 40202  
EOE

#### NEWS PRODUCER

WXYZ-TV Detroit is looking for an early morning producer to lead an award winning newscast. If you have a proven record of success, can write and produce with the best, and can react to breaking news, come join a team that knows how to win and have fun at the same time. Please send your resume and salary requirements to:

Human Resources  
WXYZ-TV  
20777 W. Ten Mile Rd.  
Southfield, MI 48037

or email to: wxyzjobs@scripps.com  
EOE

### NEWSCAREERS

#### METEOROLOGIST

WDAF-TV, a Fox O & O in Kansas City, is seeking an experienced meteorologist for the noon newscasts. Responsibilities will include preparing daily forecasts and supplemental explanatory information. Must be able to report live from breaking news events. Qualified applicants will have a degree in meteorology or equivalent training. Should be AMS certified or be able to meet the qualifications to obtain the AMS seal. Experience with KAVOURAS weather systems preferred. For consideration, please send resume and VHS demo tape to WDAF-TV; Human Resources/BC; 3030 Summit; Kansas City, MO 64108. EOE M/F/D/V

# Classifieds

## Television

### NEWS CAREERS

NBC 10, NBC's O&O in Philadelphia has several tremendous opportunities.

If you want to grow, be part of the future and have a say in what gets on the air, then read below:

1. Consumer Producer. You must be a self starter and operate on your own. Will be responsible for turning a story a day that is hard in nature - recalls, investigative. Previous producing and writing required.
2. Special projects producer - Hard edge, high production value. Undercover and investigative. Must have strong editorial, writing, production skills. Must be able to identify legal issues.
3. Show producer. Grow with the best. We have the technology. We have the news. Need someone who can write, develop a show with good elements. Great growth opportunities.
4. Reporter/back up anchor. Do you like live? Do you like breaking news? Do you like hard news enterprise stories? If you answer yes to the above then we want to see your tape ASAP.

Send Tapes and Resumes to Steve Schwaid, VP of News, NBC10,

10 Monument Road, Bala Cynwyd, Pa, 19004

NO PHONE CALLS.

NBC 10 is an Equal Opportunity Employer.

### INVESTIGATIVE UNIT PHOTOGRAPHER/EDITOR

WABC-TV New York has an immediate opening for a Photographer/Editor to work in our award-winning Investigative Unit. The successful candidate is a creative, visual storyteller with strong editing skills (Avid editing experience a plus.) Candidates should have at least 5 years photography/editing experience and be familiar with investigative techniques, including undercover photography. Send resume and non-returnable Beta format tape to: *Ted Holtzclaw*, News Operations Manager, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

## JOIN THE NEWS 12 TEAM!

*News 12 Networks, located in Norwalk, CT, currently has the following opportunities available:*

### NEWS ANCHOR/REPORTER

We are seeking a personable, charismatic professional with the ability to deliver on-air, traditional news. Selected candidate will use developed reporting skills in the field and in the studio. Position also involves developing concepts into formal reports. A minimum of 2 years proven on-air reporting experience within a medium to major market required. College degree with a major in Journalism preferred. Must have a dedication to journalistic standards of accuracy.

REF # 1016B&C0000PMD

### CHIEF ENGINEER

Selected candidate will have exceptional organizational skills to prioritize and coordinate maintenance efforts. Position also involves scheduling and repairing equipment and facilities and participation in planning and implementation of projects. Must have a 4 year degree or equivalent and a minimum of 3 years broadcast engineering experience. Strong leadership and interpersonal skills beneficial.

REF # 1016B&C2892PMD

### VIDEO ENGINEER

Selected candidate will be responsible for maintaining and repairing equipment and facilities in conjunction with supervisor. Position also involves assisting with anticipating service and maintenance needs, responding to emergencies related to failed equipment and maintaining departmental record keeping of equipment service records, wiring diagrams and inventory. Must have a 4 year degree or equivalent and a minimum of 2 years broadcast engineering or related electronics maintenance experience. Familiarity with repairing/aligning production equipment and knowledge of the audio/video signal, tape dynamics and satellite and RF technology preferred. Excellent troubleshooting, organizational and multi-tasking skills required.

REF # 1016B&C4714PMD

*Positions require the ability to work under pressure with deadlines in an on-air environment and the ability to work a flexible schedule including nights, weekends and holidays.*

We offer a competitive compensation and a comprehensive benefits package. Mail resume, which must include REF # in cover letter, to: Rainbow Staffing, Dept PMD, 1111 Stewart Avenue, Bethpage, NY 11714 or Email to: [careers@cablevision.com](mailto:careers@cablevision.com) (indicate REF # in subject line of email). EOE



# NEWS 12

### NEWS DIRECTOR

KRCG, Jefferson City, MO, seeks an experienced individual to head up the news department of this CBS affiliate, which is the leading news station in this Mid-Missouri market which includes the Missouri State Capital and The University of Missouri. It offers an excellent opportunity for a dynamic individual who has either experience as News Director in a small-to-medium market or news executive position in a larger market.

You'll work with a staff that is a blend of experienced professionals and enthusiastic young journalists who are committed to providing an outstanding news product.

Responsibilities include managing day to day operations of the news department, developing strategic plans for all newscasts, providing ongoing training and guidance to news personnel, meeting financial goals, working with other departments to further the station's goals and community image. Applicant must possess excellent communication, business, administrative and interpersonal skills.

If you're qualified, and would like to join an independent company and news leader in a market which provides an excellent family environment, cultural and recreational advantages as well as easy accessibility to major metropolitan areas, submit resume and cover letter to Betsy Farris, General Manager, KRCG-TV, P.O.Box 659, Jefferson City, MO 65102. Or e-mail to [bfarris@krcg.com](mailto:bfarris@krcg.com). KRCG is an Equal Opportunity Employer.

### NEWSCAST DIRECTOR

WTNH-TV, Connecticut's ABC station, has an immediate opening for a newscast and special projects director. Our new digital control room will be on line in a few weeks, and we need someone who will drive the equipment. Our fast paced newscasts require clear thinking and flexibility. Experience directing and technical directing is a must. The ideal candidate must understand ALL the elements that go into a winning newscast. If you meet and exceed these standards, and have at least 3 years experience in the television industry, send a tape with director's track to: Jerry Min, Production Manager, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE.

### WANT TO BE "ON THE BEACH"?

No we're not talking about un-employment... we're talking lifestyle! Network affiliate, mid-sized market, owned by a premiere media company, great for people who love the beach is in search of PRODUCERS, REPORTERS AND REPORTER/ANCHORS.

If you have at least three years experience, are at the top of your game, love TV news, and want a great place to live, send your resume and tape IMMEDIATELY to News Department, P.O. Box 300, Norfolk, VA 23501. No phone calls, please. We are an equal opportunity employer.

### NEWS PHOTOGRAPHER/EDITOR

WABC-TV has an immediate opening for an experienced, highly creative photographer/editor. Ideal candidate must be able to "tell the story" while working under constant time constraints. Experience operating a live truck is a plus. Send Beta tape and resume to: *Ted Holtzclaw*, News Operations Manager, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

## Classifieds

### Television

#### NEWSCAREERS

Adelphia  
Media Services,  
the television  
advertising  
division of  
Adelphia  
Communications  
Corporation,  
one of the  
country's most  
progressive  
communications  
companies, has  
been providing  
consumers with  
quality products  
and services  
for more than  
40 years.

#### LOCAL ADVERTISING SALES MANAGERS

Live and work in beautiful New England! Adelphia Media Services is looking for highly motivated, team building sales leaders in Maine and New Hampshire! You'll oversee and develop the local retail sales staff and achieve company goals. Bachelor's degree, plus 3 yrs. sales/sales management experience. PC proficiency and some travel required.

#### REGIONAL SALES MANAGER

Provide direction, training and development of Sales Managers and Sales Staff throughout the Northeast Region. Establish business plans and sales strategies to reach company goals. Bachelor's degree plus 5 yrs. media sales management experience. Cable industry experience preferred. Computer literacy and some travel (30%) required.

#### NATIONAL ACCOUNTS MANAGER

Oversee the national spot sales efforts of select DMA's throughout the Northeast Region. Bachelor's degree or equivalent plus 3 yrs. media sales experience. National spot sales development experience, and PC proficiency preferred. Some travel (40%) required.

Send resume and salary history to:  
**Todd Kuhn, Regional Director, 35 Resnik Road,  
Plymouth, MA 02360; Fax: (508) 830-3580.  
E-mail: tkuhn@adelphia.net**

Adelphia offers a superb benefits package that includes competitive salaries, comprehensive health & life insurance, and 401k. Successful applicant must pass drug/alcohol test, physical, and criminal record check. Adelphia is an Equal Opportunity Employer.



For more information on opportunities at Adelphia Cable Communications, visit our website at:

[www.adelphia.net](http://www.adelphia.net)

#### INVESTIGATIVE REPORTER

**Investigative Reporter Wanted.** Aggressive, competitive journalist who knows how to dig for great stories. Will work with Call For Action staff to investigate consumer stories. Must be great at live and a superb storyteller. Anchor ability a plus. Minimum two years experience. Send resume and non-returnable tape to Personnel Administrator - 155, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls please. EOE

KJRH in Tulsa, OK needs the following: **Weekend Co-Anchor--** 3-5 years reporting experience required; anchoring experience preferred; **Reporter--** 2-4 years experience required; **Meteorologist--** 2-4 years experience required; meteorology degree preferred. Tapes and Resumes to: Todd Spessard, News Director; KJRH-TV; 3701 S. Peoria; Tulsa, OK 74105. EOE

#### WEATHER ANCHOR/REPORTER

WIFR-TV is currently looking for a Weather Anchor/Reporter. The applicant will be responsible for reporting 3 days a week and anchoring our weekend weathercasts. This position is not for beginners!! Applicant must have at least 6 months experience in reporting or anchoring at a broadcast television station. Working knowledge of weather computers and or a degree in Meteorology a plus. We dominate the market in Weather coverage! The person we hire will be expected to continue that dominance. If you fit this criteria, send your resume and vhs tape to Mark Vittorio, News Director, WIFR-TV, P.O. Box 123, Rockford, IL 61105 WIFR-TV is an equal opportunity employer.

### Traffic Supervisor

This opportunity will assist the Traffic Manager in the daily operation of the department, as well as work with format, copy, and log administrators to ensure that logs are delivered on time with no errors. In addition, you will also coordinate receipt of copy and instructions for advertiser schedules.

Qualified candidates must be able to work in a high-pressure, deadline intensive environment; be detail-oriented; be organized and articulate; and have good communication and interpersonal skills. Television traffic experience preferred; enterprise traffic system experience a plus.

To apply on-line, please access our recruiting site at:

[http://fox.recruitingcenter.net/  
publicjobs](http://fox.recruitingcenter.net/publicjobs)

or you can mail your resume to: FOX Cable Networks, Job Code: LK/TS - AS103221, Human Resources, 1440 S. Sepulveda Blvd., Los Angeles, CA 90025.



No phone calls, please. EOE.

#### TRAFFIC MANAGER

WESH-TV, Orlando's Hearst-Argyle television station and NBC affiliate has an opening for Traffic Manager. Individual will be responsible for all traffic department functions: log preparation, inventory management, report generation. Must be able to interact with all other station departments and work closely with sales account executives and sales managers. Must be able to effectively manage individuals within the traffic department as well as organize work responsibilities for the department. Knowledge of BIAS traffic system a plus. Send resume to Joe Chaplinski, General Sales Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. An Equal Opportunity Employer.

#### NEWS DIRECTOR

WTVR-TV in Richmond, VA, a Raycom Media station is searching for a News Director with at least 5 years of news management experience, a proven record of ratings growth and strong news content. Great opportunity to join and lead a news team already enjoying ratings growth and propel the team to the next level. Send resume, outline of news philosophy, and salary requirements to Mark Pimentel, VP & General Manager, WTVR TV, 3301 W. Broad St. Richmond, VA. 23230 or e-mail at [mpimentel@raycommedia.com](mailto:mpimentel@raycommedia.com). WTVR-TV is an EOE M/F.

## Classifieds

### Television

#### NEWS CAREERS

##### DIRECTOR OF ONLINE AD SALES & SPONSORSHIPS CAHNERS TELEVISION GROUP

Join the digital division of a leading business-to-business (B2B) trade publisher focusing on the dynamic Television industry. The Cahners Television Group is a division of Cahners Business Information, the leading US B2B trade publisher, with trade publications such as Broadcasting & Cable, Multichannel News, Cablevision, Wireless Week, Publishers Weekly, and over 100 more vertically oriented trade magazines. We are launching an Internet portal targeting television and media professionals and seek a Director of Online Ad Sales and Sponsorships to join our team.

As a Director of Online Ad Sales and Sponsorships for the Cahners Television Portal, you will be responsible for guiding Internet ad pricing strategy, responding to RFPs for online advertising, working closely with the print ad sales staff to structure and close online ad sales deals, creatively structuring, closing and executing online sponsorships, periodic training of the print sales staff regarding new sales techniques, processes or special sponsorship opportunities.

**Qualifications:** College degree with 7+ years traditional sales experience in print or entertainment-related industry and a minimum of 2 years online sales experience including the sale of banners, buttons and sponsorships.

**Location:** New York City, NY

**Contact:** Sharon Thorn, Cahners Business Information 245 W. 17th St. New York, NY 10011 Fax: (212) 727-2425 Internet: hrny-prx@cahners.com

##### ANCHOR/REPORTER

We have an opening for a person who is competitive, loves to schmooze for good stories, and is a superb communicator. This person would also anchor out weekend AM newscast in addition to breaking stories four days a week. A minimum of two years experience. If you are this person, please send your resume and tape to Personnel Administrator - 154, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls please. EOE

##### WEEKEND ANCHOR/REPORTER

WFMJ TV has an immediate opening for a weekend anchor/reporter. Serious candidates will have previous anchoring and reporting experience. We're looking for someone with strong writing, packaging and live shot skills. Send tape and resume to, Mona Alexander, News Director, WFMJ TV, 101 W. Boardman Street, Youngstown, Ohio, 44053. No phone calls. EOE, women and minorities encouraged to apply.

##### MORNING WEATHER ANCHOR

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DFWP, EOE.

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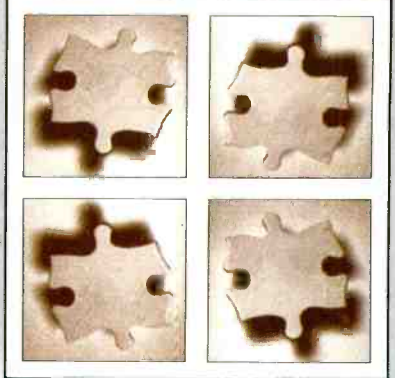
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# Voices T W O C E N T S

*"One of the things I like about the show is it redefines the idea of what it is to be a mother, which at its most basic level is to take care of a child. It doesn't mean you have to look like the ladies in the Lysol commercials."*

—Lauren Graham, star of the WB's *Gilmore Girls*, explaining to E!Online her sexy portrayal of a mother.



*"In terms of ripping off the taxpayers ... nothing compares with the broadcasters' lobby. This phalanx of freeloaders has stolen the free use of great chunks of*

*the most valuable natural resource of the information age: the digital television spectrum owned by the American people."*

—William Safire, in *The New*

*York Times*, attacking broadcasters for their digital spectrum deal.

*"Come on. There's not a puppet on it or anything."*

—*Welcome to New York* creator Barbara Wallace in the *Chicago Tribune* responding to a critic's claim that the show was the worst sitcom ever.

*"And new 'Weekend Update' anchors Tina Fey and Jimmy Fallon actually made you miss Colin Quinn. Yikes."*

—*Seattle Times*'s Melanie McFarland on the season premiere of *Saturday Night Live*.

*"Bette Midler has her own show on CBS. This is very important, because Bette Midler brings us the highly coveted over-55 gay-male viewer."*

—David Letterman on *Late*

*Night With David Letterman*

*"You've heard of chickcoms? Well, Bette and Welcome to New York rank as bitchcoms."*

—*The Toronto Star*'s Antonia Zerbisias

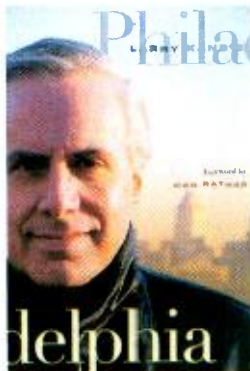
*"It was seeing-eye-dog night."*

—PBS political analyst Mark Shields on the "vision" of the presidential candidates, expressed during the second debate.

*"I drive in here in my 1994 automobile, and I come up and do this show," he said. Mr. O'Reilly was asked what kind of 1994 automobile he had. 'A Lexus,' he said. 'But you know, it's a 1994—it's got some dings in it.'"*

—Jason Gay, writing in *The New York Observer* about Bill O'Reilly, host of Fox News Channel's *The O'Reilly Factor*.

EXCERPT



In this excerpt from *Larry Kane's Philadelphia* (Temple University Press), the kxw-TV anchorman Larry Kane discusses the demise of political coverage:

"Politicians often complain to me about the scarcity of political coverage. They are right on target, but they try to connect coverage with another issue. They seek free time during campaigns, an effort to separate access to huge amounts of money from political results. Other democratic nations require licensed stations to provide free time to candidates. We do not. Members of

Congress voted to deregulate the broadcast industry, so they have themselves to blame.

"Deregulation has been a financial boon to my business, but it has also lowered government expectations for public service and community-based coverage.

"Deregulation is what freedom is all about—but politicians have to accept the new reality—that without regulation, stations are free to be what they want to be. My advice to Congress: If you give away the candy store, don't expect free candy."

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# Editorials

COMMITTED TO THE FIRST AMENDMENT

## So close

More than 33 years after the Radio-Television News Directors Association, CBS and others first filed suit against the personal attack/political editorializing rules, and 13 years after the FCC should have held them unconstitutional along with the Fairness Doctrine, a court finally threw out the rules last week. In doing so, the court rightfully took the FCC to the woodshed for its transparent attempt to continue to keep the rules on the books without justifying them.

With its decision, the court dispensed with the last vestiges of the Doctrine, which has haunted broadcasters for half a century. We'd like to think that this puts an exclamation point on the statement made by the 1987 FCC in scrapping the Doctrine: "Because we believe it will serve the public interest, we seek to extend to the electronic press the same First Amendment guarantees that the print media have enjoyed since our country's inception. The First Amendment does not guarantee a fair press, only a free press." As we say, we'd like to think so, but we have been on this roller coaster ride for too long not to see the next potential twist.

The court threw out the rules because the FCC still refused to justify them, but it did not rule on the merits and said the FCC could reinstate the rules if it could support them. That's the twist. The stomach-turning vertical drop is that to preserve the rules, the FCC will have to reinstate the entire Fairness Doctrine. (We know the issue of whether the reply rules stand on their own has been endlessly debated, but the quote from the 1967 commission that codified the rules [see box, page 7] could not be clearer. They don't.) And as anyone who has read this editorial page or the party platforms knows, reinstating the Doctrine is just what the Democratic party has in mind as part of its general campaign finance reform initiative. The FCC chairman is already looking for ways to help (see below). How much longer will broadcasters be taken for a ride before they gain the full First Amendment rights that should be theirs?

## Who am I?

Gilt on the frame or rouge on the corpse? It's hard to tell exactly what is motivating the flurry of anti-broadcaster activity coming from the FCC chairman's office.

Chairman Kennard, whose term ends in June but whose departure could come as early as January, read the broadcast industry the riot act last week, calling members irresponsible "spectrum squatters" and saying he would call on Congress to crack down on them on several fronts. We can't help but see some political method in the chairman's madness (we mean 'madness' as a play on anger here, not a suggestion of compromised faculties). Baseball games supplanted presidential debates on networks in the two previous elections without calls of "off with their heads" from the FCC. Not so this year. The Fairness Doctrine is nailed onto the Democratic party plank and the chairman unrecuses himself on the personal attack/political editorializing corollaries and there is talk at the commission of reviving the Doctrine and those rules as part of new digital TV public-interest obligations. There is more, but you get the idea.

Our hunch is that the charges that the allocation of digital spectrum was a \$70 billion giveaway, rather than an in-kind exchange for analog spectrum, or that not enough tribute was exacted from broadcasters for a leveling of the regulatory playing field have rankled the chairman's Democratic friends and prompted him to start making noise while people will still listen. Fortunately, our guess is that most congressmen are more concerned with getting home and getting re-elected than in joining Kennard's effort to reshape/salvage/establish his legacy.

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John LaMarca/Circulation Manager/212-337-7080

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**CAHNERS BUSINESS INFORMATION**

Marc Teren/Chief Executive Officer

Brian Nairn/Chief Operating Officer

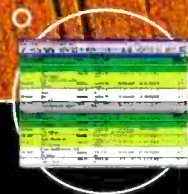
Glenn Rogers/Executive Vice President Entertainment,

Communications and Media Group

Dan Hart/Vice President, Finance

Sol Taishoff/Founder and Editor (1904-1982)

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