

BROADCASTING CABLE

NOVEMBER 13, 2000
www.broadcastingcable.com

STATUS QUO...

Telcom leadership in Congress is back intact
» PAGE 12

...BUT STAY TUNED

One president or the other, the FCC will change
» PAGE 16

SOFT & LITE AT ABC, FOX

Ad market is suddenly tough at two networks
» PAGE 34

A NEW WAY TO 'ACCESS'

Warner Bros.' unusual deal to woo affiliates to 'Access Hollywood'
» PAGE 25

THE HEINZ AUDITION

The food giant asks networks to bid online for its Bagel Bites ads
» PAGE 39

A LONG WRONG NIGHT

Networks' bad calls mar coverage of history-making cliffhanger » PAGE 6



*****3-DIGIT 591

BC075184 AUG01 REGB 245
JOHN C JOHNSON
KTVQ-TV
265 WATERTON WAY
BILLINGS, MT 59102-7755

*She's Making Talk
New Again!*

AMANDA

Available Fall 2001!



©2000 King World. All Rights Reserved.





*Meet
Ananda...*

Top of the Week November 13, 2000

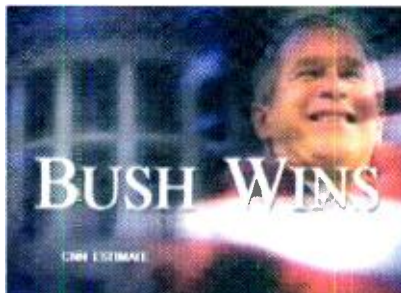
A LONG, WRONG NIGHT

MEDIA'S BLACK EYE In what could have been their finest hour, the networks blow it. » 6

GOOD FOR RATINGS The tumultuous coverage attracted the biggest viewer turnout in TV history. » 7

ON THE CARPET Tauzin plans hearings on networks' election-night miscues. » 10

MAIDEN VOYAGE Web sites handle record traffic on Internet's first real election night. » 18



CNN wasn't alone in a premature projection.



CNN.com logged 6 million visitors Nov. 7 and 8.

FIGHT OVER COMMERCE

Tauzin and Oxley square off over House committee. » 12

AFTER THE DUST SETTLES

Speculating on leadership and makeup of the FCC. » 16

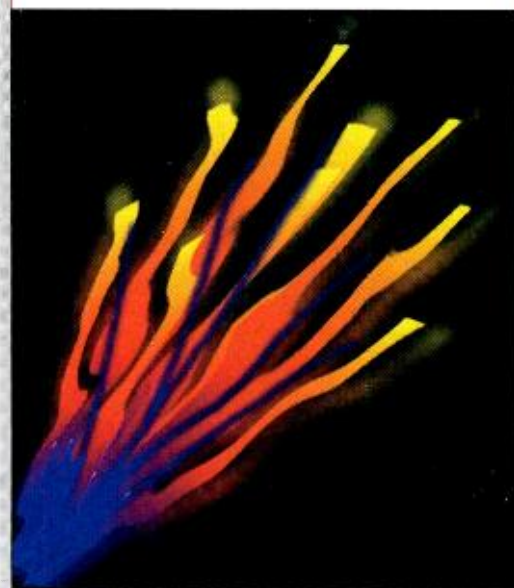
NEWS REPORT CARD

PEJ study gives local news operations a low grade. » 21

SPECIAL SECTION

HALL OF FAME

10th Annual Honors BROADCASTING & CABLE celebrates the contributions of 13 media luminaries. » See supplement after page 34



Programming

Rejuvenated Fox network is back on track as the edgy, young upstart. » 24

Bargain bin Warner Bros. discounts *Access Hollywood*, but only 13 stations buy. » 25

Role model WWF's Linda McMahon tells WICT gathering about success in a male arena. » 28

Business

Bad-news networks Fox posts \$31M loss; ABC sees soft ad market ahead. » 34

Reconsidering Instead of creating a tracking stock, Cablevision ponders sale of Rainbow Media. » 35

Fighting back WWF sues conservative TV critic Bozell over ad boycott. » 35

Advertising

Make me an offer Heinz holds online 'auction' for snack-food scatter ads. » 39

Interactive Media

Delivery platform Terayon system allows gradual integration of voice over IP. » 40

Web and stars Starband launches high-speed, satellite-based Internet service. » 41

Technology

DTV to PC Intellicast and DTV team up on Raleigh, N.C. test. » 44

Sport option Sportvision technology will be integrated into NMT production trucks. » 45

Airtime	20
B&C Eye	4
Broadcast Ratings	32
Cable Ratings	33
Changing Hands	36
Classifieds	56
Common Ground	42
Cutting Edge	46
Editorials	66
Facetime	50
Fates & Fortunes	52
Fifth Estater	54
Financial Wrap-Up	22
In Brief	22
Station Break	30
Syndication Ratings	31
Two Cents	65



BCEYE

ELECTIONS

Crop failure

REGULATORS

Through the cracks

Does the FCC know how many broadcast stations are operating in the U.S.? It sure doesn't look like it.

The agency once provided monthly totals of the number of stations on the air in its regularly circulated public documents and on the Mass Media Bureau's Web site. Neither source, however, has been updated for almost a year. (The September 1999 totals were posted Nov. 22 of last year.) Perhaps the bureau just isn't bothering to post the new data, but the biennial regulatory report issued two months ago suggests no one is keeping track. The Sept. 18 report lists the number of commercial radio stations on the air as 4,783 AM and 5,766 FM, precisely the same as the previous year. Maybe the number of stations has remained the same? Unlikely, given that the number of stations was steadily rising before updates disappeared.

As to why no new numbers are being posted on the Web, the FCC press office explained that the staffer previously assigned to tracking station totals left the agency last year and no one has been assigned her old duty.

This year's crop of broadcasters running for freshman terms in Congress withered on the vine. Fresno, Calif., incumbent Cal Dooley (D) defeated local anchorman Rich Rodriguez (R) by a 53% to 46% margin. In Wausau, Wis., incumbent David Obey (D), ranking member of the House Appropriations Committee, handily beat weatherman Sean Cronin, 63% to 37%. In Moline, Ill., nine-term incumbent Lane Evans (D) beat anchorman Mark Baker. In Boston, incumbent Joe Moakley (D) crushed conservative radio talk-show host Janet Jephelian 78% to 20%. And in Washington state, incumbent Governor Gary Locke (D) held his office with 59% of the vote, beating conservative radio commentator John Carlson.



California's Rodriguez



Wisconsin's Cronin



PROGRAMMING

Preserving a Rose

Rose Freedman is first subject of a series of 13 PBS biographies of centenarians. Freedman, who still lives on her own at age 107, is the last survivor of the New York Triangle Shirtwaist Factory fire in 1911. She is also the grandmother of Dana Walden, co-president of 20th Century Fox Television, who appears in the show. The series, *The Living Century: The Extraordinary Lives of Ordinary People*, debuts Dec. 6. It is being produced by Steven Latham's Reverie Productions in association with Barbra Streisand and Cis Corman's Barwood Films. Above: Freedman in 1909 and today.

LOW TURNOUT

Broadcast and cable lobbyists were surprisingly scarce at Bush and Gore headquarters last Tuesday night, but a few of the faces campaign watchers expected to see did make the trip to Austin and Nashville to watch the results roll in (and, in some cases, roll out again). Former FCC Chairman Reed Hundt flew down to Gore headquarters in Nashville to join fellow campaign advisers (and telcom lobbyists in their real lives) Roy Neel and Greg Simon. Neel heads the U.S. Telecommunications Association. Simon, former domestic-policy adviser to Gore, runs his own strategic-consulting firm, Simon Strategies. Simon also is said to be in the running for an FCC Commissionership. Spending the night in Austin was another former FCC Chairman, Dick Wiley, but

he was officially there as the National Chairman of Lawyers for Bush-Cheney. NCTA spokesman and former Bush campaign spokesman David Beckwith also returned to Austin for the big night.

'LOOK MA, I GOT A C!'

Within hours of the release of the Project for Excellence report on local TV news (see story, page 21), WBZ-TV was touting its selection, for the second year in a row, as Boston's best news station. The market-topping grade, however, was a C; and a whole grade lower than last year's B. A station spokeswoman noted that "it was a high C, almost a B," and added that "we take it all with a grain of salt, but this was another affirmation of our commitment to quality during a year of transition in a volatile market."

Gavel to Gavel Growth!

Over the past five weeks,
JUDGE HATCHETT has grown an
impressive **+23%** in households!

2.2

HH Rtg.
Week of 9/25/00

2.5

HH Rtg.
Week of 10/9/00

2.7

HH Rtg.
Week of 10/23/00

+23%

JUDGE HATCHETT

www.judgehatchett.com

Source: NSS, Galaxy Explorer, GAA Rtg.

©2000 Columbia TriStar Television Distribution. All Rights Reserved.



The Leader in Young Adult Programming.

TOP OF THE WEEK

Photo: Patrick Pagnano/CBS

CBS News, like the other networks, got caught making mistaken calls on Florida. Here Ed Bradley (l) discusses election data with Special Events Producer John Reade and Dan Rather.

It's Gore! It's Bush! It's a mess!

Election-night gaffes mean television will be under scrutiny for a long time

Where is Regis when you really need him? At around 2:18 a.m. last Wednesday, the networks gave the election to Gov. George W. Bush, having taken Florida away from Vice President Al Gore a few hours earlier. Viewers must have been asking if that was their final answer.

Of course, a short time later, the nation found out, to the networks' profound embarrassment, that it wasn't. And the news divisions might be paying for those errors until, well, until the next election.

What happened last Tuesday, early Wednesday and then through the rest of the week, was unprecedented on many levels.

For network news people, the night was full of irony. The coverage—99% of it any way—was riveting and fascinating. It was the kind of race—thisclose—that journalists dream of covering, and they knew it would be. Early in the evening—and long before Dan Rather reached cruising



Shortly after 2 a.m. Nov. 8, the networks awarded Florida—and the presidency—to Gov. Bush. But this, too, was premature.

speed—he observed, “The race for president is jar-lid tight.”

But the networks blew it making an errant call, twice, for the state that will determine the outcome of presidential election. Not only did ABC, CBS, NBC Fox and CNN give Florida to Gore, then withdraw it and then later hand it to Bush, they

also called Florida before the polls closed in the Western Panhandle region of the state, the only section situated in the Central Time Zone

The networks' policy, politically hammered out in 1980 after complaints in the Carter-Reagan race, is that a winner can't be called until a “vast majority” of the polls close in a state, says Bill Wheatley, senior vice president, NBC News. At that time the Florida call was made, 95% of the polls were closed.

Still the 5% of the polls that were still open in the Central Time zone accounted for hundreds of thousands of voters, some portion of whom had not yet voted.

What went wrong? The short answer: Nobody really knows yet, but no doubt it was some combination of leaky data and red-hot competition. And one more thing: The networks were all using data collected by one source, Voter News Service, the exit-poll and vote-tabulating consortium funded by the

★ ★ ★ By Steve McClellan, John M. Higgins, Dan Trigoboff and Bill McConnell ★ ★ ★

TV news networks and the Associated Press.

And clearly there was something to that. VNS officials were in full butt-covering mode last week. Lee C. Shapiro, the spokeswoman for VNS, said no officials would be made available to discuss the botched Florida projection. VNS is based in New York and run by Bill Headline, the former CNN veteran.

A prepared statement said VNS was looking into what went wrong.

David Westin, president of ABC News, admitted: "This year we failed. The day after the election, we began a thorough review of our process and what went wrong. We will take appropriate steps to ensure it does not happen again."

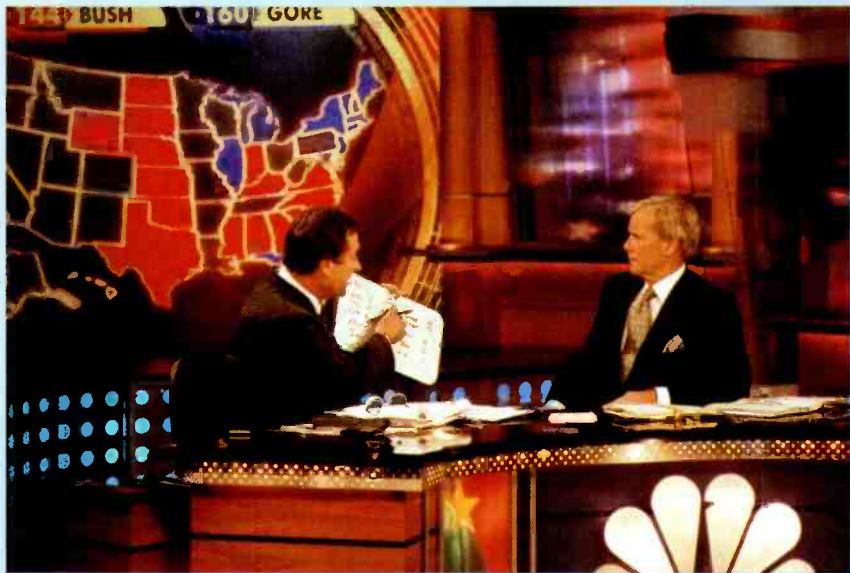
At NBC, which had the most election-night viewers, news chief Andrew Lack said, "Of course we feel terrible about what happened, and I can tell you that every one involved here at NBC News will work hard to make sure it never happens again. We made a mistake based on bad numbers, and we're conducting a thorough review that will drill down to the exact problem."

But despite whatever flaws there were in the VNS data, nobody was letting the networks off the hook.

"What's the first rule of journalism?" asked Sanford Bernstein media analyst Tom Wolzien, a former NBC News executive. "You've got to have two sources. They had one source." Wolzien blames the very existence of VNS on Larry Tisch, the former chairman of CBS who led all networks toward massive cost cuts in the mid-80s and early 90s. Before that, the major networks all had their own vote-projection systems. (See Wolzien's commentary, page 20.)

Sam Roberts, former longtime CBS news reporter and special-events producer, now a professor of communications at the University of Miami, agreed with Wolzien. "This is a disaster. I don't think they understand the magnitude of the disaster they've perpetrated on themselves. They all destroyed their credibility last night."

There were a few television voices who were skeptical as the night wore on. On MSNBC at about 11:45 p.m., political



NBC's coverage, anchored by Tom Brokaw, drew its biggest election-night audience since '84.

Record viewership for cliffhanger

Lesson learned: Extremely close elections are great for ratings. The viewer turnout for last Tuesday night's tumultuous election-night coverage was the biggest in TV history, even if the voter turnout was just so-so.

The cumulative national broadcast and cable rating of 40.2 with a 59 share were the highest numbers in 20 years. (The three broadcast networks scored a 46.4/67 in 1980. The 40.2 million households tuning in also represented the biggest number since 46.4 households that same year.)

More than 61.5 million viewers tuned in on broadcast and cable, based on national broadcast and cable ratings from Nielsen Media Research. That exceeds the 57.6 million viewers who tuned in for the 1992 election returns on ABC, CBS and NBC. But CNN, which scored a 4.2 rating in '92, also drew a few million voters, so the prime time viewership is on a par with '92.

Late-night ratings, unavailable until later this week, are the remaining intangible that will set this year's election night audience apart from previous presidential years. There's no telling how many voters stayed tuned

for the final early morning misdirection in network reportage.

But the drama certainly sustained an audience. "We're confident this will be a record audience for an election night," said CBS ratings guru David Poltrack.

NBC scored the biggest prime time returns, with a 12.1 rating, 18 share with 18.4 million viewers. That's NBC's biggest election night audience since 1984, according to an NBC News spokeswoman. ABC ranked second this time, pulling 14.8 million viewers with a 9.5/14, compared to 21 million viewers in '92. CBS drew 13 million viewers with an 8.8/13, against 19.6 million in '92. Fox drew 4.3 million with a 2.6/4. (PBS chipped in 1.6 million viewers between 10 p.m. and midnight, with a 1.2 rating and a 2.4 share in Nielsen overnight numbers.)

National cable numbers indicate an audience of 11.1 million viewers tuning in during prime time on CNN, Fox News Channel and MSNBC. Most of those viewers were watching CNN, which drew a 4.7 rating and 5.8 million viewers. MSNBC scored a 3.2 rating with 2.9 million viewers, followed by Fox News, covering its first election, with a 2.8 and 2.4 million viewers. —Richard Tedesco

Election-night ratings snapshot, 9:30-10 p.m.

Network	(HH)	Viewers
NBC	12.1	18.1M
ABC	10.3	15.3M
CBS	8.8	12.9M
Fox	2.6	4.3M
CNN	4.1	5.6M
Fox NC	1.4	2.2M
MSNBC	1.9	2.9M
Total	41.2	63.3

Source: Nielsen Media Research

An exciting 22-episode action hour



Thomas Calabro

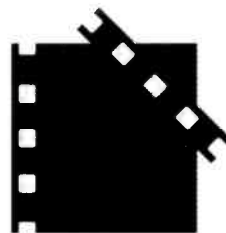
Kim-Maree Penn

Premieres Fall 2001

that is sure to **KNOCK** you out!



with Lee Majors



NEW LINE TELEVISION
A TIME WARNER COMPANY



CNN was cable's most watched network on election night, outdrawing Fox News and MSNBC.

strategist Ed Rollins predicted, "We're not going to get a winner tonight." Retorted the network's Chris Matthews, "Then what the hell are we sitting here for?"

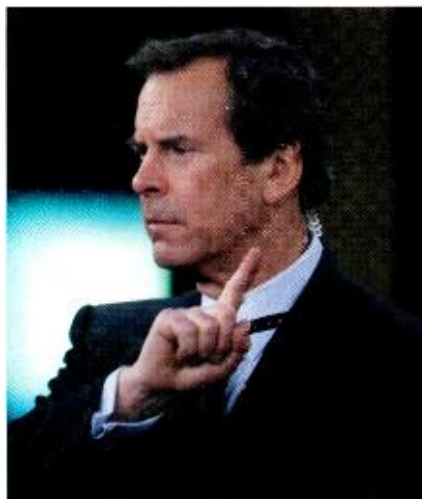
Later, lots of others were equally hard on the networks. Howard Kurtz, host of CNN's *Reliable Sources* and *Washington Post* media critic, said, "This is a humiliation for the networks that occurred when the whole country was watching. And it has reinforced the popular view that the media rush to judgment and act irresponsibly."

Kurtz said the networks "handed some live ammunition" to those on Capitol Hill; sure enough, by the end of the week, Rep. Billy Tauzin, chairman of the House Telecommunications Subcommittee, said he would hold hearings early next year. (See story, page 10.)

Marvin Kalb, former network correspondent, and executive director of the Shorenstein Center on the Press, Politics and Public Policy at Harvard's Kennedy School of Government, said Election Day "was a very bad day for the media, with two huge blunders. What one sees is the tremendous power of competitive pressures that operate in the newsroom today."

Those pressures were evident in the newsrooms on election night, despite proclamations from some news executives that getting it right was more critical than getting it first.

The pressure to call races was intense. At Fox, John Moody, director of election coverage, fielded calls from "upstairs" complaining that CNN was running more aggressively with certain VNS results. "We want to be cautious," Moody said. But caution might mean a number went on Fox News' screen just a few minutes behind one of the other networks.



Peter Jennings anchored ABC's coverage with commentary from former Clinton aide George Stephanopoulos.

Fox News President Roger Ailes remained mostly hands-off. "The thing you do is hire the best people then let them do their jobs," he said. That didn't stop him from phoning the control room about how

quickly vote and exit-poll tallies were getting on the air of competitors.

"We want to get it right first," said CBS News President Andrew Heyward in a quick election-night interview. Still, a short while later, there was an undercurrent of alarm in the network's newsroom when a competitor put up a state in the Gore column that was uncalled by CBS.

The most thankless job at CNN's Washington office fell upon Deputy Bureau Chief John Towriss, who oversaw the night's newsroom operation. With uncanny foreboding about coming problems, Towriss insisted that accuracy, rather than a rush to call states for a candidate, was the top priority. "Credibility is the only issue at CNN."

But the best of intentions didn't prevent CNN from blundering twice with the rest of the pack—and by early morning, bluntly assessing television's performance. "I have a hunch there's going to be enormous scrutiny about a system that calls a state for both candidates and then winds up with neither," said CNN commentator Jeff Greenfield, in the wee and woeful early hours last Wednesday.

Network journalists making the calls admitted they blew it big time. After CBS took back its Florida call for Gore, Rather told viewers, "If you're disgusted with us, frankly, I don't blame you." Of course, that wasn't too long after he told viewers they could "take to the bank" CBS' projections.

NBC's Katie Couric, who co-anchored NBC's coverage with Tom Brokaw and Tim Russert, said the networks belonged in the "loser's column" for their bad calls, while colleague Russert chimed in that the networks blew it "not once but twice." Fox News Channel's Bill O'Reilly called on his network to quit exit polling altogether.

Some clung to pride over what they didn't do. The Associated Press reminded reporters last week that it only erred once—it initially gave Florida to Gore—but never gave it to Bush. But that's a thin silver lining. "The entire process is under review," said Kathy Frankovic, who heads CBS News research. And you can take *that* to the bank. ■

From 0 to 1000 Feet in 30 Days.



"Kevin is one of our go-to people. He's customer-focused and runs safe, efficient crews. It's people like Kevin who help SpectraSite Broadcast Group exceed customer expectations."
—Don Doty, VP/Operations,
SpectraSite Broadcast Group

*Design, Engineering and Fabrication: Stainless
Erection: Doty Moore
Location: Atlanta*

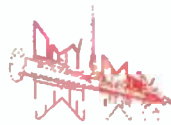


Kevin Barber, Project Supervisor, SpectraSite Broadcast Group



SpectraSite Broadcast Group

**LODESTAR
TOWERS**



VPI Vertical Properties, Inc.



S Stainless, inc.

Together we are stronger.

New headquarters address:

SpectraSite Broadcast Group

5601 N. MacArthur Blvd. • Suite 100 • Irving, Texas 75038

Phone 972-550-9500 • Fax 972-550-9595

www.spectrasite.com

Coverage on the carpet

Tauzin to hold hearings on networks' election-night miscues

By Paige Albiniak

Rep. Billy Tauzin (R-La.), chairman of the House Telecommunications Subcommittee, will conduct hearings next year to look into the networks' election-night coverage.

"I am very interested in learning how and when your organization determined that certain states would be projected to be in one presidential candidate's corner and not another and based on what data—particularly given the numerous errors and apparent irregularities in the networks' projections on election night," Tauzin wrote in a letter to all the network-news organizations, the corporations that own them and the Associated Press.

Tauzin is particularly concerned about Voter News Service, the consortium put together by the networks to gather exit-polling data, and about the networks' reporting results in states in which not all the polls have closed.

"This is disenfranchising Americans from their right to vote," Tauzin said.

ABC News and CNN both said they plan to conduct internal investigations of last Tuesday night's mishaps.

"We take very seriously what happened on election night. We are doing a top-to-bottom review of our election projections," said Jeffrey Schneider, vice president of ABC News.

"Because of the problems in reporting results of the presidential race in Florida, CNN has initiated an immediate review of all procedures involved and has already begun consultation with the other news organizations," the news network said in a statement. The other networks refused to comment on the Tauzin letter directly, but all have admitted their errors.

"When the networks called Florida for Gore at 7:50 p.m., it was 4:50 p.m. in

California, and people were still deciding whether to go to the polls," Tauzin said. "Did this erroneous information influence the outcome?"

The networks have an agreement with Congress, struck in 1985, that they will not call the results in any states until most of the polls in that state have closed. Typically, the exit-polling data, gathered by reporters talking to people outside of politically questionable precincts, is born out by final tal-

lies. But in an election where the difference between candidates in some states is less than a thousand votes, far less than the statistical margin of error, exit polls can clearly be wrong.

Tauzin repeatedly called himself a "First Amendment guy" and said he had no intention of telling the networks how to report the news.

"I don't want to run afoul of the First Amendment. There are few defenders of the First Amendment left around this town, and I happen to be one of them." ■

This is disenfranchising Americans from their right to vote!

—Rep. Billy Tauzin

A (Commerce) House divided

Tauzin, Oxley vie for key chairmanship; House and Senate committees remain largely unchanged

By Paige Albiniak

Amid the chaos of this election, broadcast and cable lobbyists can take some comfort that the makeup of the House and Senate Commerce Committees will remain largely the same. But while most of the individual House and Senate races across the country have been settled, the Capitol Hill campaign for the hotly contested chairmanship of the House Commerce Committee has begun in earnest.

Reps. Billy Tauzin (R-La.) and Mike

Oxley (R-Ohio) have been fighting over the chair since 1996, when the House Telecommunications and Finance Subcommittee was divided into two to assuage them. When current Chairman Tom Bliley (R-Va.) announced his retirement earlier this year, Tauzin and Oxley began maneuvering in earnest but did so behind the scenes, at the request of House Speaker Dennis

Hastert (R-Ill.).

But for the past eight months or so, Tauzin and Oxley have been attempting to

Tauzin came to Congress as a Democrat but switched parties in 1995 at the request of then-Speaker Newt Gingrich.

outdo one another as the staunchest Republican. Both have raised money for the party, with Tauzin bringing in \$9 million and Oxley \$6 million, according to their staffs.

Tauzin spent the fall campaigning for Republicans running for Congress in 100 districts, said spokesman Ken Johnson. The Tauzin camp also likes to show off a letter it received from Hastert assuring Tauzin that he is the senior member on the committee.

Tauzin came to Congress as a Democrat, but switched parties in 1995 at the request of then-Speaker Newt Gingrich (R-Ga.). Gingrich convinced Tauzin to change parties by offering him the Telecommunications Subcommittee. Gingrich also allowed Tauzin to keep his seniority. Tauzin has been in Congress since 1980, while Oxley has been a member since 1981.

"Billy's confident that he's done everything necessary to ensure that he'll become the next chairman," said Tauzin spokesman Ken Johnson.

But Oxley plans to run a strong campaign for the position. The day after polls closed last week, Oxley sent members a letter pressing his candidacy.

"A good chairman is a dependable team player. A good chairman looks out for his members, shares credit for accomplishments generously and never puts personal or parochial interests ahead of the welfare of his colleagues. This is the kind of chairman I will be," Oxley wrote.

Ultimately, House Republican leadership will decide between the two.

If Tauzin becomes chairman of the full committee, it is unclear who will chair the telecommunications subcommittee.

Oxley and Tauzin are the next ranking Republicans on each other's subcommittees, and each could keep his subcommittee chairmanship if he doesn't ascend to the House. One scenario has one man rising to chair the full committee and the other chairing a reunited telecommunications and finance subcommittee, which would arguably be the most powerful subcommittee in the House.

After Tauzin, Rep. Paul Gillmor (R-Ohio) ranks on the finance subcommittee, and after Oxley, Rep. Cliff Stearns (R-Fla.) ranks on the telecommunications subcommittee.

The House Commerce Committee is losing four members. Two because they lost their elections: Rep. Brian Bilbray (R-Calif.), who was defeated by Democrat Susan Davis, and Jim Rogan (R-Calif.), who lost to Democrat Adam Schiff. Two other members left the House to run for Senate: Rep. Rick Lazio (R-N.Y.), who lost to Hillary Rodham Clinton, and Rep. Ron Klink (D-Pa.), who lost to Sen. Rick Santorum (R-Pa.).

Composition of the Senate Commerce Committee remains almost exactly as it was. Sen. John McCain (R-Ariz.) stays in the chairman's seat for two more years. Sen. Conrad Burns (R-Mont.) will continue to head the Senate Communications Subcommittee, after edging out maverick Democratic challenger Brian Schweitzer.

The Senate Commerce Committee lost two, and maybe three, members. John Ashcroft (R-Mo.) lost to deceased Missouri Governor Mel Carnahan, although that result may be challenged, and Spencer Abraham (R-Mich.) lost to Debbie Stabenow. Slade Gorton (R-Wash.) is in a dead heat with Maria Cantwell. At press time, results of that race were not known, but Gorton was in the lead.

The undecided Gorton race leaves the fate of the Senate in the balance. If Cantwell wins and George W. Bush is declared president, the Senate would be evenly balanced at 50-50. New Vice President Dick Cheney would play a decisive role in determining Senate chairmanships and committee com-

positions.

If Al Gore becomes president, Sen. Joe Lieberman (D-Conn.) must give up his Senate seat, leaving it to the Republican governor of Connecticut to appoint a senator, undoubtedly a Republican. If that's the case and Cantwell still wins, the Senate will have a Republican majority of 51-49 (52-48 if she loses). If Cantwell loses and Bush wins, the Senate remains 51-49 because Lieberman will keep his seat.

In all cases, partisan legislation will have a slim chance of making it through the Senate, because it takes 60 votes in the

Senate to stop a filibuster no matter which party controls the presidency.

Telecommunications issues typically cross party lines, so partisanship won't be what keeps the industries from getting their legislative wishes. What does pose problems for industries is when they are split among themselves or when they have another industry lobbying strongly against them.

One of the most important policy issues for the broadcast and cable industries is how the FCC determines how many cable and TV properties large companies can own. Before Congress left Washington earlier this month (to return Nov. 14), AT&T was pushing hard for an amendment that would have changed the way the FCC counts passive investment in cable properties. NBC also

was pushing for legislation that would change the way broadcast viewership is counted so broadcasters would be able to own more TV stations. Neither amendment is expected to slide through this year, but those battles will be waged again.

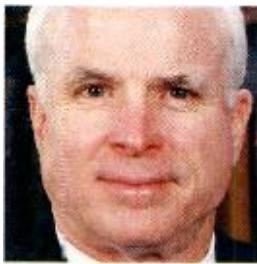
Other telcom issues that Congress expects to face next year are requiring cable companies to open their high-speed lines to all Internet service providers, allowing telephone companies to send data across state lines and Internet privacy and copyright. ■



Rep. Mike Oxley has been fighting to chair the full House Commerce Committee since 1996.



Rep. Billy Tauzin is trying to win chairmanship of the full House Commerce Committee.



Sen. John McCain maintains chairmanship of the Senate Commerce Committee for two more years.

65% S

Including 10 Of The Top

New York - WNYW

Los Angeles - KTTV

Chicago - WCIU

Philadelphia - WPSG

San Francisco - KTVU

Boston

Dallas

Washington

Detroit

Atlanta

world

W

SOLD!

10 Markets!

n - WSBK

- KDFW

ton DC - WDCA

- WKBD

- WAGA

WILDEST
police videos

Available Weekends Fall 2001.



© 2000 Twentieth Century Fox Film Corporation.
All Rights Reserved.

FCC's turnover troubles

Presidential conclusion aside, Kennard will soon be gone

By Bill McConnell

Last week's election meltdown indefinitely delayed an answer to the biggest question in Washington's telecom sector. Who will name the next FCC Chairman: Al Gore or George W. Bush?

Early front-runners to replace current Chairman William Kennard during a Gore administration include Kathleen Wallman, a former Clinton White House staffer and FCC common-carrier bureau chief. Wallman, who was Gore's initial pick to replace Reed Hundt in 1997, now heads a telecommunications consulting practice.

Other names in Washington circles include Vice President Gore's domestic-policy adviser, David Beier, and National Telecommunications and Information Agency chief Greg Rhode. Also mentioned are former Gore aides Roy Neel and Greg Simon, but both men are so connected with individual interest groups that they may have a tough time building the wide support needed for confirmation. Neel is on leave as head of the U.S. Telecommunications Association, and



If Bush wins, Michael Powell may have a choice of jobs: FCC chairman or head of the antitrust division of the Justice Department.

Simon leads Open Net, an Internet industry group pushing for cable open-access regulations.

If Gore wins, current FCC Chairman William Kennard has said he will stay in his post until his term expires in June, though some in Washington have predicted he will exit as soon as a new Gore pick is confirmed. If Kennard stays on and Commissioner Susan Ness receives an expected

temporary appointment during the congressional recess, the Democratic makeup of the commission is likely to stay the same until late 2001.

A Bush victory most likely will lead Kennard to step down in January. Under a Bush administration, Republican Commissioner Michael Powell appears to have his choice of the FCC chairmanship or replacing Joel Klein as head of the Justice Department's antitrust division. He also could be an outside shot as Commerce Secretary, but probably only if his father, Colin Powell, isn't named Secretary of State or some other cabinet post.

Powell supports a deregulatory approach that's been at odds with Kennard's. He likely would continue loosening broadcast-ownership limits. He also has backed tax-credits to help minority owners buy media businesses. Powell also has expressed an interest in letting broadcasters shed many of their public-service obligations if they help fund public stations.

Pat Wood III, Texas Utility Commission chairman, also is expected to win a top Bush administration post. It could be FCC chief. ■

WHAT'S AHEAD FOR TELCOM

...IF GORE WINS

- **Media sex and violence:** Hollywood supporters persuaded the Gore campaign to drop attacks on sexually explicit and violent programming, but, safely in the White House, he will revive efforts to clamp down on "age inappropriate" marketing and programming to children.
- **Open access:** Emboldened by the Federal Trade Commission's fight to open merged AOL-Time Warner broadband lines, the White House will fight to impose open access on the entire cable industry and interactive TV services.
- **Public-interest legislation:** Free airtime for candidates and resurrection of political editorial rebuttal rights will be centerpieces of campaign reform.
- **Media diversity:** The FCC will take a hard line against further weakening of broadcast-industry audience caps and cross-industry ownership restrictions.
- **Spectrum/DTV:** Eager to burnish his role as technology czar and speed the rollout of wireless Internet and other new services, Gore will pressure TV stations to return their analog spectrum by 2006 as scheduled.

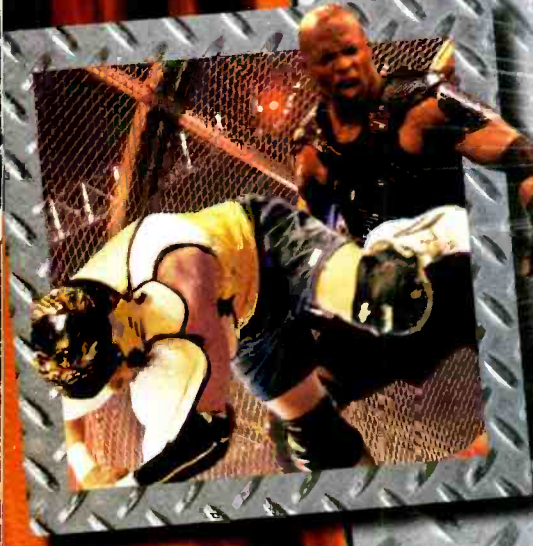
...IF BUSH WINS

- **Broadcast ownership:** Relaxation of the TV national-ownership cap and other ownership limits will feature prominently in FCC deregulation.
- **Open access:** Although Republicans in general are suspicious of calls to force cable companies to open their lines to Internet competitors, leading GOP candidate for FCC chief Michael Powell is troubled by cable companies' ability to favor their content over competitors and may keep the issue alive.
- **Public interest:** A GOP White House will favor a bare-bones approach to broadcasters' duties, ignoring calls for free airtime for candidates and new children's programming requirements for DTV.
- **Media diversity:** Bush will try to make good on his "compassionate conservative" claim by creating tax incentives for owners that sell media businesses to minorities and women.
- **Spectrum/DTV:** A GOP administration will be forced to broker a deal between broadcasters demanding more time for the DTV transition and lawmakers outraged by the industry's failure to offer HDTV and pushing for stations to pay for digital spectrum.

REAL RATINGS MUSCLE!

BATTLE DOME

In the first three weeks of this season, Battle Dome has shown incredible growth in key male demos!



M 18-49



M 25-54

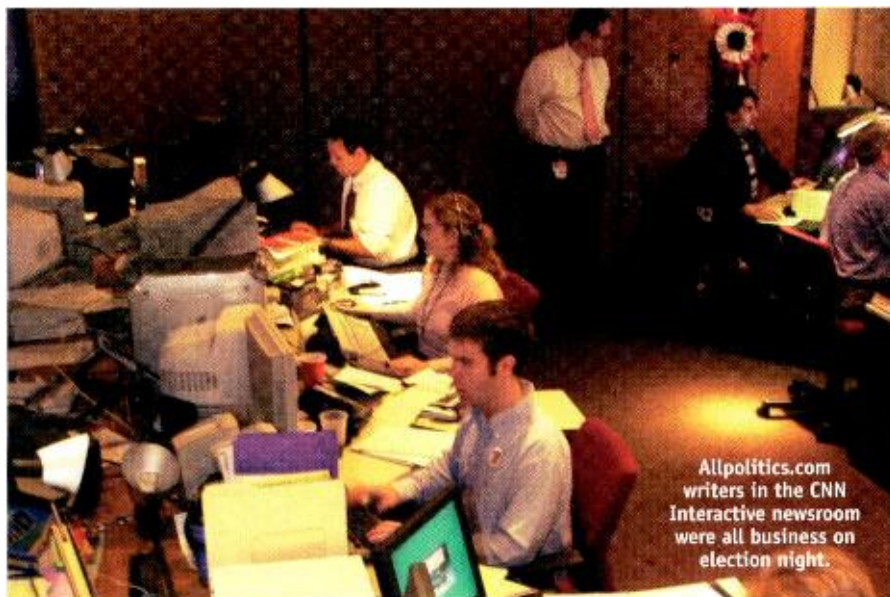


M 18-34

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION



Sites make right

Keeping things simple helped the Web traffic its record levels of election-night news coverage and numbers

By Ken Kerschbaumer

As election night decided to make a week of it, visitors swamped news-related Web sites last week checking out poll numbers and news from Florida.

According to Nielsen/NetRatings, 6.2 million viewers visited CNN.com from their workplace on Nov. 7 and Nov. 8. MSNBC.com brought in 5.1 million, and ABCNews.com brought in 2.1 million. The traffic numbers are a little less than double the total home audience.

With such large amounts of traffic, the challenge for the technical teams at the news sites was to figure out how to optimize their infrastructure to handle the load.

"Based on the 1996 election growth, we expected a five-fold increase in traffic," explains Monty Mulling, senior vice president of Internet technologies, Turner Broadcasting Systems. "Our peak in 1996 was 5 million page views for all the sites, but today we average 30-35 million page views per day."

According to Media Metrix, CNN had 100 million page impressions on Election

Day and then was bumped up to 150 million on Nov. 8, when things got crazier.

CNN began building out its server architecture earlier this year and had the election traffic in mind. CNN currently has about 120 servers handling advertising and other components of the site. About 80 of those are on the frontlines, making it possible for visitors to visit. "Our capacity has been increased by seven times," adds Mulling.

A tactic used by the sites is to make the pages themselves "flatter" so that there is less

information that needs to be sent to viewers' computers. That makes access to the pages faster, and that can make the difference between keeping and losing visitors.

"We went to flat content to handle the higher loads," says Steve White, chief technology officer for MSNBC.com. "When we designed the site, we kept asking ourselves what would happen if we got hammered with traffic. So all the pages were designed flat, without database hits. We tried our damndest to make it a hammer-proof site."

Despite all the precautions, there were the occasional traffic inundations among the sites. But even in those instances, CNN implemented a plan designed to allow CNN to lower the demands even further with lighter and lighter pages.

"Our election pages were designed lighter to start with, less than half the load size of our average pages," adds Scott Woelfel, president and editor in chief of CNNInteractive. "But we also had the pages available in smaller increments so we could cut the size in half again if we saw the traffic reach a certain point."

Traffic congestion aside, one of the big issues on the Internet was the disclosure of polling data earlier in the day. The Drudge Report was at the center of the controversy, as Matt Drudge promised to make exit-poll data from Voters News Service and other sources available as soon as he received it. But his Web site was so clogged with traffic that getting to the information proved difficult, if not impossible.

The television sites, however, maintained their silence on releasing exit-poll information while polls were still open. "We don't leave our journalistic principles behind just because of the competition," says Woelfel. "It's more than a gentlemen's agreement. For one thing, exit polls aren't a useful statistic early in the race."

Adds White, "We can't be Drudge or whatever he thinks he wants to be. If we did, we wouldn't have the audience we have, an audience that demands there are standards we stick to. Drudge fills a particular role in society, but I don't think the average citizen wants their news to follow suit." ■

Numbers on demand

Did you visit one of these sites Tuesday night? Well, you weren't alone.

Broadcast news site	Unique visitors
CNN.com	3,516,000
MSNBC.com	2,643,000
ABCNews.com	1,205,000
CBSNews.com	341,000
FoxNews.com	511,000

Source: Media Metrix

#1 NETWORK

For Political Coverage

6.8 MILLION

Viewers Watched FOX News Channel's Election Night Coverage.



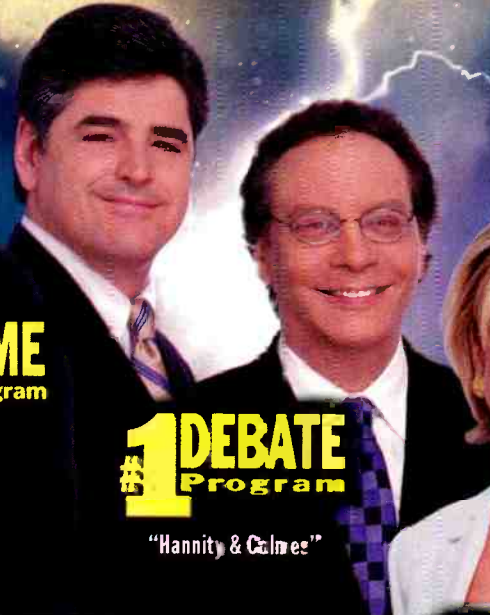
#1 NEWSCAST
On Cable

"FOX Report w/ Shepard Smith"



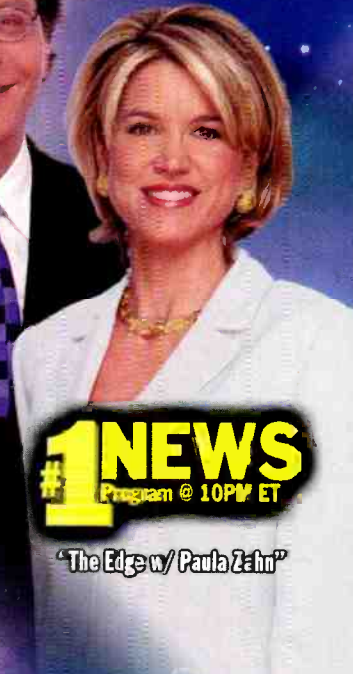
#1 PRIMETIME
Cable News Program

"The O'Reilly Factor"



#1 DEBATE
Program

"Hannity & Calmes"



#1 NEWS
Program @ 10PM ET

"The Edge w/ Paula Zahn"

#1 POLITICAL
Program

"Special Report w/ Brit Hume"



We report. You decide.™

© 2008 Fox News Channel. All rights reserved. FOX News Channel is a registered trademark and service mark of Fox News Channel, Inc. All other trademarks are the property of their respective owners. This advertisement is for informational purposes only. Coverage of election night programming is subject to change. For more information, visit foxnews.com. FOX News Channel is not responsible for any damage to property or personal injury caused by the use of any product or service advertised herein. Fox News Channel is not responsible for any damage to property or personal injury caused by the use of any product or service advertised herein.

A I R T I M E

The pain of pooling

True price of cost cutting became clear on election night

By Tom Wolzien

When the networks had to pull back their Florida call for Gore last night and then went for Bush and then went to "too close to call," they were discredited among their viewers. While what the networks did last night won't impact the final outcome of the election, their critics in Washington were given cannon fodder for hearings, and they managed to damage their positions with both candidates in the tight race.

The problem that resulted in last night's bad calls can be traced to decisions made to offset the revenue pressures of the late '80s and early '90s. Top managements pressed individual operating units—in this case, news divisions—to cut costs, and some of the areas cut were those that would have prevented last night's problems.

For current investors and managers of media companies, there is an object lesson: Relatively small savings in areas that aren't used every day can have long-term consequences on the image and positioning of the overall corporation.

Going forward, as managers attempt to match costs to revenue pressures, decisions in areas that could impact overall corporate image can't be left to operating units.

Here's some history that led up to last night's network problems. Before the 1990s, each network ran its own polls during election years. These polls provided interviews with voters and other survey data that let the "decision desks" of each network separately make calls on who won or lost.

While raw-vote collection had been accomplished by the pool called the Network Election Service since the late 1960s, the polling data was collected inde-

pendently. In 1992, the Voter News Service was created by the networks to pool the collection of polling data, and every network was provided the same data at the same moment. Decision desks still operated independently, but they were using the same data. That's why, last night, most calls were identical and made within a few minutes of each other.

Had each network's independent polling still been in operation, there would have

'Had each network's independent polling still been in operation ... nuances in the data may have caused one to call Bush, another Gore, and maybe one or two may have held off altogether.'

been at least four separate polls of sample sizes similar to that of the one poll on election night. In the very close Florida election, nuances in the data may have caused one network to call Bush, another Gore, and maybe one or two may have held off altogether, saying, accurately, that it was too close to call to the end. Instead, the same data with whatever flaws it may have contained was used by everyone to reach and un-reach and then reach other conclusions.

The one-vs.-multiple poll situation is analogous to the difference in the volatility between owning one stock in a sector and four or five.

The cost saving of shutting down the independent polling operations was seen most in



Wolzien, a former NBC news producer, is a media analyst at Sanford C. Bernstein & Co.

presidential election years but also, to a lesser extent, in off years. We estimate that each network saved between \$5 million and \$10 million in presidential election years. For Viacom, Disney and Time Warner, this is a fraction of a cent in earnings. Shareholders and managers need to ask whether the damage done to image and future political clout in Washington was worth the price of that cost cut.

Last night's fiasco may be an object lesson for corporate chiefs to pay more attention to longer-term implications of cost cuts as they try to deal with the current, unstable revenue environment. Simply demanding that operating units meet their numbers may result in lower-level decisions that potentially impact the strategic leverage and political clout of the greater corporation, not to mention the longer-term business prospects of the company.

All media conglomerates are at risk: Viacom as it tries to make numbers while most heavily exposed to advertising; Disney as it tries to offset revenue shortfalls from ratings declines; and Time Warner as it works to justify the merger with AOL.

By the way, AOL managers who have not been involved in media will have to learn quickly that the policies, operating practices and political fire that come with running news operations are far beyond those which they have ever experienced. Just ask GE about its early years at NBC. ■

Report-card time

Project for Excellence in Journalism hands out failing grades to newscasts in Los Angeles, Phoenix and Birmingham, Ala.

By Dan Trigoboff

Local TV news, a study says, "is driving Americans away from what was long the most popular and trusted source of information in the country."

Year Three of the Project for Excellence in Journalism's look at local TV news concluded that the business is cutting back on "enterprise, localism, breadth, innovation and sourcing" to maintain "profit margins of an earlier era."

The project, affiliated with Columbia University's Graduate School of Journalism and funded by the Pew Charitable Trusts, ranked 50 stations in 15 cities according to

topic range, enterprise, expertise of sources and viewpoints, and local relevance.

Grading was tough. KTVK(TV) Phoenix, KGUN(TV) Tucson, WXIA-TV Atlanta, KCBS-TV Los Angeles and KTVU(TV) San Francisco got A's. But KNXV-TV Phoenix KTLA(TV) Los Angeles and WBRC-TV Birmingham, Ala., got F's.

KTVU(TV) news chief Andrew Finlayson credited his staff's quality and stability—and support from GM Kevin O'Brien.

Although Carol Marin's newscast on WBBM-TV Chicago was meant to be a model for serious journalism before it was canceled earlier this month, it received only a low B.

The criticism: "Rather than provide a lot of news in some depth ... WBBM-TV gave viewers a great deal about a few things and gave short shrift to almost everything else."

Dissing KNXV-TV with an F grade, the study chided: "Lots of stories, no depth." News Director Bob Morford responded: "I reject the idea completely that some ivory-tower journalist can create ... a set of criteria that all stations in all markets at all times must live up to." Dennis Leonard, WBRC-TV general manager, lamented that the study uses the same criteria for morning and evening newscasts with different goals.

KTLA(TV) longtime anchor Hal Fishman called the criteria "faulty, fallacious and superficial." News Director Jeff Wald agreed. "Some carpetbagger comes in for two weeks and makes judgments and tries to put his values on what Los Angeles needs. I've been in this business for 31 years, most of it in L.A." ■

**BROAD
BAND
WAGON**

"See content and technology converge."
—Jerry Kent, Charter Communications

THE WESTERN SHOW
NOVEMBER 28-DECEMBER 1, 2000
LOS ANGELES CONVENTION CENTER

WWW.CALCABLE.ORG

FINANCIAL WRAP-UP

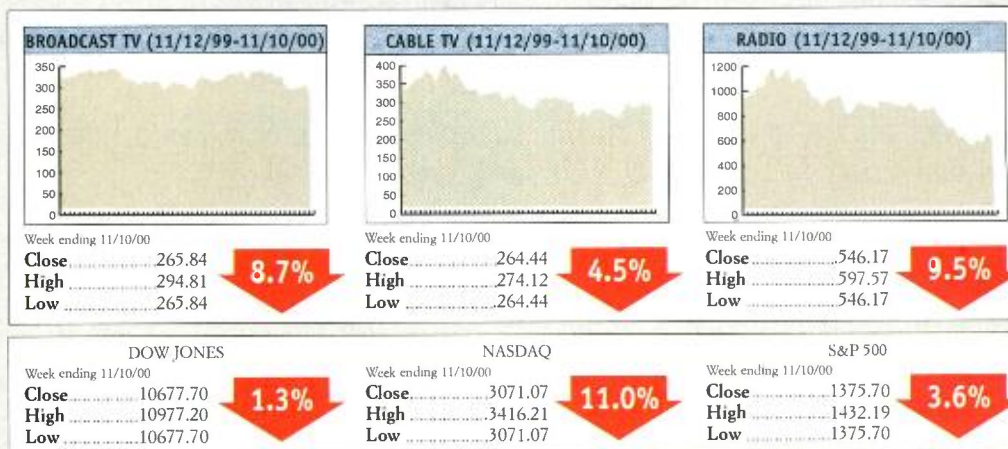
Week of November 6-10

WINNERS

	11/10	% change
Gray Comm.	\$15.56	9.21
British Sky Best	\$93.06	3.40
New York Times	\$37.75	2.03
Sprint	\$24.31	1.83
General Electric	\$54.13	1.52

LOSERS

	11/10	% change
Unapix	\$.25	(33.33)
Pegasus Comm.	\$26.81	(25.78)
Regent Comm.	\$5.19	(24.55)
Cumulus	\$5.00	(24.53)
Liberty Digital	\$10.70	(22.16)



IN BRIEF

SHAW TO LEAVE CNN

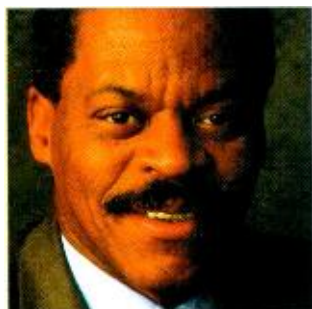
Saying he wants to slow down after two decades at the network, CNN's lead anchor Bernard Shaw is calling it quits when his contract expires in February.

He told CNN founder Ted Turner shortly before Election Day but had signaled during contract negotiation two years ago that this would probably be his last round.

"I have no long list of grievances, no executives I don't like," Shaw said Friday. He wants to take life slower and write, among other things, his autobiography. "If I don't do it now, I'll never get it done." CNN has not named Shaw's replacement.

Shaw has been at CNN since the beginning in 1980, lured away from ABC where he had been covering Capitol Hill. He is among the nation's top black journalists and the only black lead anchor of a nightly newscast. "I've never viewed myself as a black journalist to begin with; I'm a journalist who happens to be black," he said, adding, however, that "I've always wanted more company."

He said his departure is unre-



Bernard Shaw is leaving CNN, but not with a list of grievances or grudges.

lated to CNN's ratings slide over the past two years, which he attributes to added competition from start-up cable news networks. "When there are major news stories, there are more viewers, and our ratings are great," Shaw said. "If Fox and MSNBC didn't exist, I don't think we'd have any problems."

FTC GIVING AOL, TIME WARNER MORE TIME

America Online and Time Warner have three weeks to open their broadband platform to Internet competitors sufficiently to gain FTC approval for their merger. Late last week, the FTC prepared to ask federal judges to block the deal after failing to reach agreement on open-access conditions for Time Warner's high-speed cable lines, but AOL-Time Warner attorneys persuaded

them to delay that decision.

Company officials have agreed to more concessions, including conditions that would require Time Warner to sign up competing providers before offering AOL broadband service. Media Access Project President Jeff Chester said consumer groups will use the extra time to try to persuade FTC officials to put conditions on AOL's interactive television service, too.

FEWER OPRAH EPISODES

Sources say King World will be offering just 26 weeks' worth of original episodes of top-rated talker *Oprah*, a departure from the norm. (Usually, studios produce 39 weeks of original episodes per season.) This starts with the 2002-03 and 2003-04 seasons.

Less than a month ago, King World closed a two-year extension on Oprah Winfrey's contract, continuing the show's run through 2004. "To balance things out," says one source, King World has apparently told stations they'll get a larger piece of the local barter advertising time.

KENNARD AIMS TO EASE 'SPECTRUM DROUGHT'

Many FCC licensees would be able to lease out unused spec-

trum without prior approval from the government, under a proposal unveiled last week. If approved, the right to lease frequencies would not apply to broadcasters initially, but that right might be extended down the road. FCC Chairman William Kennard is pushing the idea to alleviate a "spectrum drought" that prevents the launch of new services such as wireless Internet.

YANKEES TRY OUT IMG

The New York Yankees have accepted an offer from International Management Group for a one-year pact worth \$52 million to put together a local network for carriage of Yankees games. Cablevision Systems Corp. has seven days to match the offer under terms of its 12-year, \$486 million deal with the team that expired after last season.

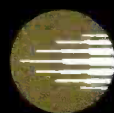
The IMG pact does not contain a clause permitting IMG to match outside offers beyond its contract. A 10-year, \$900 million deal between the Yankees and Trans World International, an IMG unit, last summer was blocked by a lawsuit filed by Cablevision's Madison Square Garden network. Of the current IMG deal, an MSG spokesman said, "We've received it. We're reviewing it."



We have the best connections in the world. And we're not even in show business.

If you think films, broadcasts and music can be inspiring, wait until you see the exciting new capabilities that are possible with Global Crossing, the world's most robust network:

- A fast, secure, seamless global network built with high-performance Optical Internet solutions from Nortel Networks.™
- The most advanced fiber-optic technology supporting the production, encoding and transmission of films and other rich content.
 - The bandwidth and reach necessary to enable efficient, streamlined distribution processes.
 - ATM and other IP-based applications for easy access to live video broadcasts.
- The ability to deliver digitized music and content to retail and other field locations throughout the world.



Global Crossing™

The ability to reach the world.
The capacity to change it.™



www.globalcrossing.com

©2000 Global Crossing Ltd. Global Crossing and the Z Cable Design are trademarks of Global Crossing Holdings Ltd. Nortel Networks and the Nortel Networks logo are registered trademarks of Nortel Networks.

Programming



James Cameron's *Dark Angel* is flying on Tuesday nights, leading the network onward and upward.

Once again, sly Fox

Grushow and Berman's edgy thrust burnishes Rupert's gold

By Joe Schlosser

It was about this time last year that the media and rival networks began eating Fox Broadcasting for breakfast, ripping its programming and its entertainment head, Doug Herzog; he lost his job.

Now with Sandy Grushow and Gail Berman running Fox's prime time operation, the network that Rupert built has come back to life and is getting on track as the edgy, young upstart it once was.

Even with some stumbles, for the first five weeks of this season compared with last year, Fox is up 18% in adults 18-49 (4.5 rating), 21% in total viewers (10.5 million) and another 18% in households (7.1 rating), according to Nielsen Media Research.

Fox has started the 2000-01 season by launching two dramas that have caught on with viewers—David E. Kelley's *Boston Public* and James Cameron's *Dark Angel*—and it has brought back the buzz to two

veteran series: *Ally McBeal* and *The X-Files*. The arrival of comedies *Malcolm in the Middle*, *Titus* and the continued strength of *That '70s Show* has alleviated the network's half-hour sitcom shortage.

"The feeling in the hallways is very upbeat," says Berman, who replaced Herzog at the end of last season. "We have reason to be cautiously optimistic, and that's how we are taking it."

There is no reason to jump for joy just yet, though. Fox, which saw nearly everything it launched last fall fall out of the gate (think *Action*), started the season with holes to fill up and down its schedule. Fox launched four dramas and one comedy this fall, and it has used specials, movies and reality projects on

Thursdays to help until midseason.

"We ended last season with three nights of television: We had Saturday, Sunday and Monday night," says one top News Corp. executive. "We had to fill Tuesday, Wednesday, Thursday and half of Friday, and that's a tremendous chore at any network."

While *Boston Public* and *Dark Angel* have both averaged more than 12 million viewers apiece, fellow new dramas *The Street* and *Freakylinks* have struggled. The debut of *The Street* got crushed by NBC's *The West Wing* on Nov. 1, and younger-skewing *Freakylinks* is having trouble holding its lead-in audience from *Police Videos*. New comedy *Normal, Ohio* held its own in its first outing, but the jury is still out on its long-term staying power.

Berman and Fox executives are hopeful that Darren Star's *The Street* will catch on: The network spent a reported \$5 million to promote it.

"Darren's shows on this network have historically taken a while to find their audience," says Berman. "Obviously, we would have liked to see it do better. I do think it's going to take time to build an audience for that kind of show, and we are going to be patient with it."

With the Saturday (*Cops* and *America's Most Wanted*), Sunday and Monday line-ups now intact, Fox executives are now pushing onward. Tuesday night, with the addition of *Dark Angel* and pairing of comedies *That '70s Show* and *Titus*, has produced strong results. Wednesday, however, remains a mystery.

The network is running two episodes of hit comedy *Malcolm in the Middle* for at least the November sweeps, once on Sunday and again on Wednesday nights, leading off the night. By midseason, *Malcolm* will likely wind up only on

For the season's first five weeks, Fox is up from last year: 21% in total viewers, 18% in adults 18-49, 18% in households.

Wednesdays as the network's middle-of-the-week anchor. If *Normal, Ohio* and *The Street* fail, comedies *The Tick* and *Grounded for Life* would be among the replacements.

Thursday is a continuing problem area for Fox. Various reality specials including *Surprise Wedding* have filled the void so far this season. Two projects, *The X-Files* spin-off *The Lone Gunmen* and an unnamed Michael Crichton-produced series, were originally slated for mid-season. But now it appears Crichton's series will not make it this year at all, and *The Lone Gunmen* will probably debut in place of repeats of *The X-Files* next spring. Reality projects *Temptation Island*, *Boot Camp* and

Love Cruise will likely pinch-hit on Thursdays during the second half of the year. As for Fridays, *Police Videos* is not going anywhere, and, if *Freakylinks* can't cut it, anthology series *Night Visions* or reality project *Million Dollar Mysteries* will be ready.

Any way you cut it, Fox executives agree they are better off this season than last.

"I'm always cautious with my expectations, but right now we're feeling very good about four nights, and we'd certainly like to make that five nights by the time we get around to next fall, even six," says Berman. "Certainly, our goal is building, and I just think you have to do it one block at a time." ■

IN BRIEF

WEDNESDAY SHUFFLE

NBC is moving new drama *Titans* out of the Wednesday 8 p.m. ET/PT slot and fellow freshman series *Ed* in. The move had been rumored for a while, since *Titans'* audience didn't seem to match with that of Emmy Award-winning drama *The West Wing* at 9 p.m. *Titans*, the latest Aaron Spelling prime time soap, will lead off Monday nights at 8 p.m. ET/PT, starting Dec. 4, and *Ed* will make its Wednesday debut on Dec. 6. *World's Most Amazing Videos* returns to Sunday nights, at 7 p.m. ET/PT starting Dec. 10, and Sunday's *Dateline NBC* moves to 8 p.m. ET/PT.

SCHADLER TO HOST NAT GEO SERIES

Former ABC News correspondent Jay Schadler has been tapped to host National Geographic Channel's weekly prime time program *National Geographic Presents*. He won an Emmy Award this year for Best Investigative Journalism for his work on ABC's *20/20*. The show will feature world premiere documentaries as well as library products and will air Sundays 8-10 p.m. National Geographic Channel launches in January.

TNN GETS WRESTLING LIFT

TNN reports that the first full month of wrestling boosted its October prime time rating 38% over last year, to 1.12, with a 44% increase in households, to 877,000. The greatest gain was in TNN's 18-49 target demo, which averaged a 0.55/528,000, up 110% in rating and 104% in households. For total day, TNN increased 17% from the prior year, with a 0.48 rating, and delivered an average 375,000 households, a 21% jump.

Bargains or Bergdorf?

Warner Bros. creates selling method to boost 'Access Hollywood'; but wariness prevails, and only 13 stations sign on

By Susanne Ault

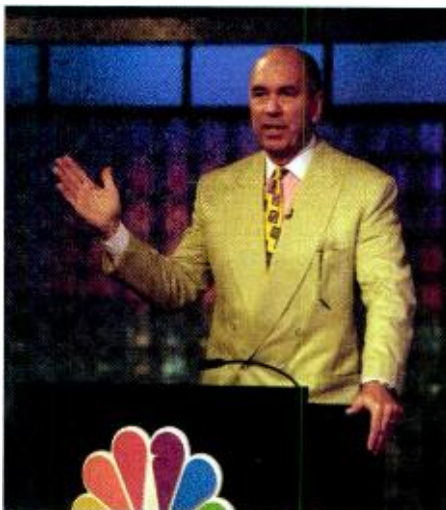
Warner Bros. devised a new selling strategy: offering *Access Hollywood* at bargain-bin prices to lock it into the access daypart. While that interests some stations, others are examining the fine print.

One thing's for sure: Warner Bros. had to do something to keep NBC-produced *Access Hollywood* alive. It typically ranks near the bottom of all magazine strips in the national syndicated ratings, eking out scores too low for stations to grab healthy amounts of advertising money, according to Nielsen Media Research.

So far, 13 stations have signed on to the deal, announced with fanfare at a press conference last week. *Access Hollywood* is theirs for half the license fee of whatever program they're willing to replace between 6 and 8 p.m.

In year one, 80% of the fee goes back to the stations (half in cash and half as matched funds for internal *Access Hollywood* promotions). For years two and three, that license fee increases by 5%, and stations have an option to re-up their contracts for year four or five.

With syndicated series rarely seeing a second season, such devotion to a show seems odd. But the show may be stronger than it seems.



Dick Robertson: "It's human nature for people not to want to shake up what they've got."

NBC O&Os (having a financial stake in *Access Hollywood*) air it in syndication's best, 6 to 8 p.m. real estate, and the show delivers well.

It doesn't translate to ad dollars, but *Access* did outpace *Entertainment Tonight* (which doubles *Access'* ratings nationally) in 10 top cities last May (5.3 vs. 4.3 in households). To compare, in that same month, *Access Hollywood* averaged a weak 1.8/5 in the 29 metered markets that carry the show on non-NBC-

IN BRIEF

LAW & ORDER COMMITS TRIPLE HOMICIDE

Just days after NBC execs canceled Dick Wolf's series *Deadline*, they announced a new deal for his third *Law & Order* series.

Law & Order: Criminal Intent has been given a 13-episode commitment and will debut next season. It will have a shared broadcast window with USA Network.

Rene Balcer, a 10-year veteran of *Law & Order*, will serve as executive producer and head writer for *Criminal Intent*, which will go into the motives and psychological aspects of crimes, producers say.

ER'S WELLS TO DO SERIES FOR CBS

CBS is giving *ER* Producer John Wells a 13-episode commitment for a yet-untitled drama from Warner Bros. Television and John Wells Productions. Likely to debut next fall, it will be produced by Wells and *ER* veteran Lydia Woodward and will follow a former retired U.S. senator as he moves home to the Pacific Northwest to be with his three daughters.

ANOTHER LAWSUIT FOR OPRAH

Tracy Hoaglund, Margaret Mitchell and Gloria Tourney have sued *Oprah* for more than \$75,000, charging that the show misrepresented them as domestic-violence victims.

The three were featured in a story about a woman who counsels abuse victims and also runs a computer-training workshop. Although the plaintiffs never spoke specifically about domestic violence, the story was shot at a battered women's shelter.

An *Oprah* representative would say only that show producers have "no knowledge" of the lawsuit.

owned stations.

But it's iffy whether Warner Bros.' carrot makes much of a difference to stations.

"Is it in the best interest of a television station to clear a show strictly because they're being 'paid' to do so?" asks Garnett Losak, Blair TV's director and vice president of programming. "The answer is no. It's in their best interest to put the *best* television programs on their station that they can."

To its credit, *Access Hollywood* "has enough stories of it performing well in access to make it a viable option for TV stations," Losak adds.

Yet results for the two stations that have already started airing *Access Hollywood* between 6 and 8 p.m. this season—WRTV-TV Indianapolis bumped *Inside Edition* at 7 p.m., and KNXV-TV Phoenix moved out *Home Improvement* at 6:30 p.m.—aren't that hot.

For October, WRTV-TV's *Access Hollywood* outing posted a 3.2/6, a 32% drop from its *World News Tonight* lead-in (4.7/9) and a 24% slide from its year-ago airing of *Hollywood Squares* (4.2/8). Similarly, KNXV-TV scored a 2.5/4, a 47% plunge from its local-

news lead-in (4.7/8) and a 34% fall from its year-ago run of *Real TV* (3.8/7).

Still, a representative for King World, whose access-heavy programs have been targeted as potential *Access Hollywood* replacements, thinks most stations see holes in Warner Bros. plan, which the studio quietly began offering nearly three months ago.

"With all of Warner Bros.' sales efforts, so few stations have taken advantage of this," says the representative. "What we've heard is that stations were declining because they want-

ed to keep a long-term franchise over a short-term freebie."

Warner Bros. syndication chief Dick Robertson understands "it's human nature for people not to want to shake up what they've got." So he had to "come up with a business plan that would work" to woo them.

He thinks he'll win over every TV market in the country. "You could put a Burger King on a corner and make money, or you could put Bergdorf Goodman on that corner and make a lot more money," he claims. "And we're charging only a Burger King-like rate." ■

'We're charging only a Burger King-like rate.'

—Dick Robertson, Warner Bros.

ET assured of life through 2006-07

Just as executives at Warner Bros. and NBC were announcing long-term plans to upgrade *Access Hollywood*, Paramount executives were putting the final touches on renewals for top dog *Entertainment Tonight* that will keep it in place at least through the 2005-06 season.

Entertainment Tonight, which is currently in its 20th season and aired its 5,000th episode on Friday, Nov. 10, has been renewed in 70% of the country through the 2004-05 season and another 50% through 2005-06. Paramount Domestic Television Distribution executives are giving credit to Warner Bros. and NBC's plans with *Access Hollywood* for their extensive renewal list.

"I want to thank Warner Bros. because they have allowed stations to take stock of what they have on their air, and that has supplied us with the catalyst to do the renewals that we have just completed," says John Nogawski, Paramount's president of sales. "Our renewals have really come over the last two months because of the *Access Hollywood* plans."

Eight CBS O&Os have renewed the newsmagazine through the 2005-06 season including the top-three markets: Los Angeles, New York and Chicago. *ET* has also been renewed on six Belo stations through 2005-06 including Dallas, Phoenix, St. Louis and Tulsa. Cox stations in Seattle, Charlotte and Dayton have picked up renewals through the 2006-07 season, and Gannett's Cleveland, Denver and Buffalo stations have renewed through the 2006-07 season as well.

Young Broadcasting's KRON-TV San Francisco is now signed on through 2005-06, and Post-Newsweek stations in Houston and San Antonio are good through 2005-06. —Joe Schlosser

THE MOST VIEWED ORIGINAL PROGRAM IN FX'S HISTORY.

ANDREW MCCARTHY
THE SIGHT
WRITTEN AND DIRECTED BY PAUL W.S. ANDERSON



FX
ORIGINAL
MOVIES

FX is fully committed to providing you innovative original programming. For all your customers seeking an exciting and edgy network, FX delivers. To find out more about FX's exclusive original programming, log on to FXnetworks.com or contact your Fox Cable Networks representative at 310.444.8521.

Muscle woman in cable

Linda McMahon tells Women in Cable Television to buck up

By Deborah D. McAdams

More than 200 wide-eyed women executives watched the video clip of Linda McMahon's only daughter slapping her and knocking her to the floor in front of 20,000 people.

"There's only one woman in charge in this family, and that's me," Stephanie McMahon says defiantly. The matriarch McMahon is then shown landing a reciprocal blow on her daughter.

When the clip ended and the lights came up, Linda McMahon, president and CEO of the World Wrestling Federation, looked out over the Washington gathering of Women in Cable Television, women who fought to establish themselves in a predominantly male industry.

"And you think your day at the office is rough," she quipped.

McMahon went on to tell the story of how the WWF evolved from a family road show to a media empire. When she quit her job at a Washington law firm to help run the precursor to the WWF, the wrestling



In many ways, WWF President and CEO Linda McMahon is a role model for WICT members: a professional woman successfully competing in a male arena.

matches were recorded on 2-inch videotape and hand-delivered to nine contracting TV stations. In the early years,

McMahon worked under her maiden name because husband-wife teams were "taboo," she said. She developed merchandising and the peripheral businesses that helped turn the WWF into a \$380 million enterprise.

In many ways, Linda McMahon is a role model for WICT members—a professional woman competing in an arena dominated by men—but her company's mode of operation never ceases to draw fire, even among her peers.

"If I would have done that to my mom," said one member, "I would have been on another planet. Is that the proper message to be sending?"

"We're not trying to send a message," McMahon said, emphasizing once again that WWF shows are scripted theater. "The slapping was in the course of a storyline."

Still, McMahon said, she was in shock after the staged confrontation, and her daughter went backstage and sobbed. Vince McMahon was elated. After spending most of 20 years in the backroom, the chairman of WWF told his wife, she had finally arrived. ■

Diversity pays in more ways than one

Telecommunications companies that have implemented programs to recruit and retain female and minority employees have a higher number of both in their work forces and at higher levels of senior management, according to a survey by Women in Cable and Telecommunications (WICT).

As a result, those companies "report a positive impact on their bottom line," the survey said. "The initial results ... show that, when companies invest in their employees by providing them with 'best practices' programs that fit their corporate culture, they have higher retention levels, save turnover costs and have a more diverse work force."

The survey also compared the demographics of telecommunications companies with average U.S. firms. According to the Bureau of Labor Statistics, 46.3% of the nation's work force is female, compared with 38% in the telecommunications industry. BLS also found that women of color constitute 12.4% of the nation's work force, slightly less

than the 14% in the telecommunications industry. Women and minorities tend to be relegated to junior-level jobs, though: Only 31% of senior-level positions in the telecommunications industry were occupied by women, the survey learned, and, of those, only 3% were women of color.

WICT revealed its preliminary findings last week and plans to release a white paper with more-comprehensive results in January. The survey garnered responses from 36 telecommunications companies, including AT&T, BET, Charter, Comcast, Comedy Central, Court TV, Cox, Discovery, Disney, E!, ESPN, HBO, Lifetime, Playboy, Showtime and Time Warner Cable. Ten of the 36 had a work force that was more than 50% female. The survey found that the companies with greater numbers of women in their ranks consistently spent more than \$240,000 annually on work-life programs and that those programs were fully supported by senior management.

—Paige Albiniaik



When you're hot,
you're hot.

SCI FI rockets into the Top 10 rated basic cable networks.
Transmitting fantastic images to over 65 million human households.



SCI FI

StationBreak

BY DAN TRIGOBUFF

SIGNING OFF IN FLA.

The Sinclair Broadcast Group has pulled the plug on the 3½-year-old news operation of WTWC(TV) Tallahassee, Fla. Its last broadcast will be at the end of this month. It will mean the end of 37 jobs, 22 of them full time. Sinclair said it will try to help match employees to other Sinclair news operations.

The station had been doing news at 6 a.m., 6 p.m. and 11 p.m. weekdays and 6 p.m. and 11 p.m. weekends. Barry Drake, CEO of Sinclair's Television Division, said the decision was not an

easy one but the newscast at the NBC affiliate had never been profitable. The newscast had been started when the station was owned by Guy Gannett. Drake said Sinclair tried for a year and a half to turn the newscast around, but "no matter how we did any future projections, it was not going to become profitable."

Despite the displacement, the newsroom functioned as it normally did last week, a station insider said, and many among the news staff went around the clock on election day. "We're professionals," the station source said. Because of the size of the market, the station source said, no one expects to stay in Tallahassee. "Everybody's looking to leave town."

NIELSEN'S SAN DIEGO FAMILY AFFAIR

KSWB-TV San Diego could face some form of admonishment from Nielsen Media Research for direct-mail and on-air campaigns that targeted Nielsen families, encouraging them to watch the station and make note of what they were watching for ratings purposes.

Nielsen says the Tribune-owned station mailed out approximately 75,000 videotapes at the end of last month containing a flag on the outside for Nielsen families and station schedules, entreaties and thank-yous on the inside. Both actions violate Nielsen policies, the

research company said. The tapes had long been out by the time of Nielsen's investigation, but the station did pull the on-air spots at Nielsen's request, although there are conflicting reports as to exactly when the spots ended. Regarding the tapes, without the names and addresses of the recipients, Nielsen cannot tell how many sample viewers were reached.

Nielsen could de-list the station for the period, but that would not spare competing stations whatever viewers were lost to them by the campaign. Nielsen said it is considering options and has until the end of the sweeps period this month to decide. Station management could not be reached for comment.

MIAMI REPORTER HURT IN THE LINE OF DUTY

WPLG(TV) Miami reporter Connie Hicks was injured last week when an attacker threw a rock into the car in which she was driving while reporting in Haiti. Hicks was doing a story on some Haitian-Americans trying to aid a local health-care clinic when the car, which also contained her crew and story subjects, came under attack, probably targeted for robbery, she suspected.

"Shots were fired," she said, and the driver made a mad dash for safety as the passengers ducked for cover. "We ended up with a tire and several windows shot out."

Hicks was hit in the face

with a rock and, after being driven to the American Embassy, was treated at a local hospital and released. She returned home without the health-care story but put together one on the attack. After more than a dozen stitches, she went on the air Sunday night and continued working through the week.

SCRIPPS NAMES TECH TOPPER

WXYZ-TV Detroit engineering director Michael Doback last week was named vice president of engineering for the E.W. Scripps Co. broadcast television station group. He will begin Dec. 1.

Doback will have responsibility for strategic technology planning, implementation and facility operations for Scripps' 10 TV stations. Doback, who has been with WXYZ-TV for 25 years, succeeds retiring Warren P. Happel.

"Our industry is in the midst of revolutionary technological change, so finding the right person for this position was very important," said James M. Hart, senior vice president for broadcast television. "Michael Doback thoroughly understands the technical side of this business. Michael's appointment ensures a seamless transition as Warren retires from a long and distinguished career."

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



Doctor is in

Dianne Doctor was named news director at WNBC-TV New York following Paula Madison's appointment as general manager at KNBC-TV Los Angeles. Doctor has been with the station since 1991, as a producer and executive producer, and had been named assistant news director just last month. She'll be replaced as assistant news director by Executive Producer Joel Goldberg.

SyndicationWatch

OCT. 23-29 *Syndicated programming ratings according to Nielsen Media Research*

TOP 25 SHOWS

Rank/Program	HH AA	HH GAA
1 Wheel of Fortune	9.8	9.8
2 Jeopardy	8.0	8.0
3 Judge Judy	6.7	9.6
4 Entertainment Tonight	5.8	5.9
4 Oprah	5.8	5.9
6 Friends	5.7	6.4
7 Seinfeld	4.7	4.7
8 Frasier	4.6	5.0
8 Wheel of Fortune (wknd)	4.6	4.6
10 Live With Regis	3.9	3.9
11 Judge Joe Brown	3.8	5.0
12 Hollywood Squares	3.7	3.8
13 X-Files	3.5	3.9
13 Andromeda	3.5	3.8
15 Jerry Springer	3.4	3.6
16 Drew Carey	3.3	3.6
16 Seinfeld (wknd)	3.3	3.3
18 Divorce Court	3.2	4.1
18 Friends (wknd)	3.2	3.5
18 Xena	3.2	3.4
18 Stargate SG-1	3.2	3.3
22 Spin City	3.1	3.4
22 Maury	3.1	3.2
22 Entertainment Tonight (wknd)	3.1	3.1
22 Inside Edition	3.1	3.1

TOP FIRST-RUN SHOWS

Rank/Program	HH AA	HH GAA
1 Andromeda	3.5	3.8
2 Stargate SG-1	3.3	3.3
3 Xena	3.2	3.4
4 Entertainment Tonight (wknd)	3.1	3.1
5 VIP	2.6	2.7

According to Nielsen Media Research Syndication Service Ranking Report Oct. 23-29, 2000

HH/AA = Average Audience Rating (households)

HH/GAA = Gross Aggregate Average

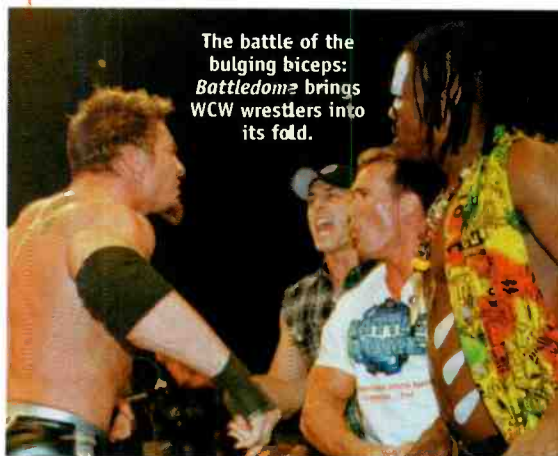
One Nielsen rating = 1,008,000 households, which represents 1% of the 100.8 million TV Households in the United States

N/A = not available

If you can't lick 'em ...

In competing for the young-male audience, syndicated shows often lose out to cable wrestling series. The folks behind *Battledome*, though, have a plan to get in on cable's game.

The Columbia TriStar Television Distribution show, a male-skewing effort pitting amateur athletes against costumed warriors, could use some extra ratings muscle: For the week ended Oct. 29, *Battledome* posted a 1.2 rating, placing 93rd among all syndicated efforts, according to Nielsen Media Research.



The battle of the bulging biceps: *Battledome* brings WCW wrestlers into its fold.

"We were brainstorming how we could beat them," admits CTTD VP of Development Zack Van Amburg. "We thought, why not just join them?"

So Van Amburg has invited a pack of wrestlers from TNT's *World Wrestling Championship Monday Night Nitro* franchise to star in several *Battledome* episodes during this sweeps month. As usual, real people fight the show's warriors, but WCW stars Diamond

Dallas Page, Buff Dagwell and Rick Steiner, among others, attempt to sabotage the match.

Down the road, look for a joint pay-per-view event between WCW and *Battledome*, which would be the first involvement of a syndicated series in a PPV event. The pair's courtship also fuels speculation that Sony is looking to buy the Turner-owned property, given that CTTD is Sony's in-house syndication unit.

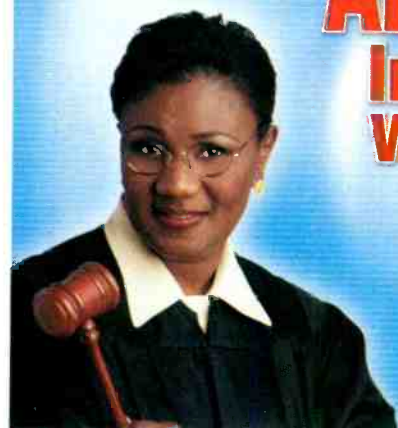
With the downturn in ratings for many syndicated weekly hours, "we're forced to find new ways of being creative," says Van Amburg. "But we think there's an opportunity to be extremely successful."

In further support for weekend syndicated hour shows, New Line unveiled its NATPE 2001 centerpiece: *Hard Knox*, an actioner in which a martial-arts expert (played by Kim-Maree Penn) falls into a *Moonlighting*-ish relationship with a cop (*Melrose Place*'s Thomas Calabro). —Susanne Ault

APPOINTMENT TELEVISION

In Baltimore

WUTB TV



+400%

0.8/2

Lead-In
3:30pm

3.4/10

DIVORCE COURT

4:00pm

4.3/12

DIVORCE COURT

4:30pm



Source: NIS, WUTB Demographics, 9/29-10/2/00, HH Pkg 2hr. N/A = not available. © 2000 Twentieth Century Fox Film Corporation. All Rights Reserved.

BroadcastWatch

COMPILED BY KENNETH RAY

OCT. 30–NOV. 5 Broadcast network prime time ratings according to Nielsen Media Research

Week 5	abc	CBS	NBC	FOX	P&A TV	UPN	WB
	11.5/18	10.5/16	6.1/9	8.8/13	1.0/2	2.9/4	4.0/6
8:00	71. 20/20 Downtown 6.0/10	35. King of Queens 9.1/14	68. Dateline NBC 6.2/9	39. Boston Public 8.4/13	134. More True Stories: Touched/Angels 0.6/1	104. Moesha 2.6/4	84. 7th Heaven 4.7/7
8:30		37. Yes, Dear 8.9/13				97. The Parkers 3.1/5	
9:00	5. NFL Monday Night Football—Tennessee Titans vs. Washington Redskins 13.8/23	3. Ev Lvs Raym 13.9/20	84. Deadline 4.7/7	31. Ally McBeal 9.3/14	119. Touched by an Angel 1.2/2	97. The Hughleys 3.1/5	96. Roswell 3.2/5
9:30		16. Becker 11.6/17				102. Girlfriends 2.7/4	
10:00		23. Family Law 9.7/16	49. Third Watch 7.3/12		119. Diagnosis Murder 1.2/2		
10:30							
	8.9/15	9.6/16	8.0/13	6.2/10	1.1/2	1.6/3	2.1/3
8:00	7. Who Wants to Be a Millionaire? 12.8/21	22. JAG 9.8/16	55. Mich Richards 6.8/11	72. That '70s Show 5.9/10	136. Mysterious Ways 0.5/1	116. UPN's Movie Tuesday—Stephen King's The Night Flier 1.6/3	108. Buffy the Vampire Slayer 2.3/4
8:30			70. 3rd Rock fr/Sun 6.1/10	81. Titus 5.1/8			
9:00	47. Dharma & Greg 7.7/12	42. 60 Minutes II 8.0/12	11. Frasier 12.4/19	53. Dark Angel 6.9/11	117. Touched by an Angel 1.5/2		113. Buffy the Vampire Slayer 1.9/3
9:30	52. Geena Davis 7.1/11		28. Just Shoot Me 9.4/15				
10:00	61. Once and Again 6.4/11	19. Judging Amy 10.9/19	59. Dateline NBC 6.5/11		119. Diagnosis Murder 1.2/2		
10:30							
	9.7/15	7.0/11	10.2/16	6.3/10	1.0/2	3.0/5	3.4/5
8:00	3. Who Wants to Be a Millionaire? 13.9/22	48. Bette 7.5/12	74. Titans 5.8/9	42. The Simpsons 8.0/13	132. Twice in a Lifetime 0.7/1	104. 7 Days 2.6/4	91. Dawson's Creek 3.8/6
8:30		76. Welcome/NY 5.6/9		45. Normal, Ohio* 7.8/12			
9:00	23. Drew Carey 9.7/15	51. CBS Wednesday Night—Children of Fortune 7.2/11	8. The West Wing 12.7/19	83. The Street* 4.8/7	119. Touched by an Angel 1.2/2	93. Star Trek: Voyager 3.4/5	100. Felicity 3.0/5
9:30	41. Spin City 8.2/13						
10:00	68. Gideon's Crossing 6.2/11		12. Law & Order 12.2/21		119. Diagnosis Murder 1.2/2		
10:30							
	8.7/14	6.1/10	14.7/23	6.5/10	1.0/2	5.0/8	3.3/5
8:00	76. Whose Line Is It 5.6/9	61. 48 Hours 6.4/10	2. Friends 15.2/24	59. Surprise Wedding 6.5/10	124. It's a Miracle 1.0/2	82. WWF Smackdown! 4.7/7	102. Gilmore Girls 2.7/4
8:30	56. Whose Line 6.7/10		13. Cursed 12.0/18				
9:00	15. Who Wants to Be a Millionaire? 11.8/17	78. City of Angels 5.5/8	6. Will & Grace 13.0/19		126. Touched by an Angel 0.9/2		89. Charmed 3.9/6
9:30			14. Just Shoot Me 11.9/18				
10:00	40. Primetime 8.3/13	61. Diagnosis Murder 6.4/10	1. ER 18.1/29		124. Diagnosis Murder 1.0/2		
10:30							
	5.8/10	8.1/14	9.4/17	4.3/7	0.8/1	1.6/3	2.8/5
8:00	86. Two Guys a Girl 4.6/8	61. The Fugitive 6.4/11	28. Providence 9.4/17	78. Police Videos 2.2/4	132. Encounters With the Unexplained 0.7/1	115. Freedom 1.7/3	100. Sabrina/Witch 3.0/5
8:30	89. Trouble/Normal 3.9/7						93. Sabrina/Witch 3.4/6
9:00	86. Norm 4.6/8	20. C.S.I. 10.1/17	32. Dateline NBC 9.2/16	97. Freakylinks 3.1/5	130. Touched by an Angel 0.8/1	117. Level 9 1.5/3	107. Popular 2.4/4
9:30	86. Madigan Men 4.6/8						
10:00	38. 20/20 8.5/15	45. Nash Bridges 7.8/14	23. Law & Order: Special Victims Unit 9.7/17		126. Diagnosis Murder 0.9/2		
10:30							
	3.4/6	7.3/13	6.4/11	6.4/11	0.5/1	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 • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • S-T-D = SEASON TO DATE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH	
8:00		80. That's Life 5.2/9	74. Cops 5.8/10	134. Miracle Pets 0.6/1			
8:30			61. Cops 6.4/11				
9:00	93. 2000 Radio Music Awards 3.4/6	49. Walker, Texas Ranger 7.3/13	61. NBC Saturday Night Movies—Crimson Tide 6.4/11	56. AMW: America Fights Back 6.7/12	136. Twice in a Lifetime 0.5/1		
9:30		26. The District 9.5/17			138. Mysterious Ways 0.4/1		
10:00							
10:30							
	10.8/16	9.9/15	8.3/13	8.0/12	0.9/1	110. Jamie Foxx 2.1/3 112. The PJs 2.0/3 106. Steve Harvey 2.5/4 110. Hype 2.1/3 109. Nikki 2.2/3 113. Grosse Pointe 1.9/3	
7:00		(nr) NFL Game 2 13.8/23	67. Dateline NBC 6.3/10	86. Futurama 4.4/7	130. Encounters With the Unexplained 0.8/1		
7:30	32. Wonderful World of Disney—The Growing Pains Movie 9.2/14	17. 60 Minutes 11.4/17		58. King of the Hill 6.6/10			
8:00			53. Ed 6.9/10	32. The Simpsons 9.2/14	126. It's a Miracle 0.9/1		
8:30		28. Touched by an Angel 9.4/13		36. Malcolm/Middl 9.0/13			
9:00	9. Who Wants to Be a Millionaire? 12.5/18			26. The X-Files 9.5/13			
9:30		42. CBS Sunday Movie—Jackie Kennedy Onassis, Part 1 8.0/13	21. SNL Presidential Bash 9.9/15		126. Pax Big Event—The Story of Esther 0.9/1		
10:00	9. The Practice 12.5/20						
10:30							
WEEK	8.5/14	8.4/14	9.0/14	6.7/11	0.9/1		
S-T-D	8.8/14	8.8/14	8.5/14	7.1/11	0.9/1	2.9/5	2.9/5

CableWatch

OCT. 30-NOV. 5 Cable programming ratings according to Nielsen Media Research

C A B L E ' S T O P 2 0

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. Sources: Nielsen Media Research, Turner

Rank	Program	Network	Day	Time	Duration	Ratings		HHs (000)	Cable Share
						Cable	U.S.		
1	NFL/Panthers/Rams	ESPN	Sun	8:28P	193	7.2	5.8	5784	11.0
2	WWF Entertainment	TNN	Mon	10:00P	71	5.3	4.2	4152	8.6
3	WWF Entertainment	TNN	Mon	9:00P	60	4.6	3.6	3608	6.4
4	m/"Murder at 1600"	TBS	Sun	8:00P	135	4.2	3.4	3353	5.9
4	NFL/Primetime	ESPN	Sun	7:30P	58	4.2	3.3	3320	6.4
6	NCAA Ftbl/Clemson/Fla. State	ESPN	Sat	7:30P	215	3.4	2.7	2695	5.8
6	Rugrats	NICK	Wed	7:30P	30	3.4	2.7	2693	5.6
8	Rugrats	NICK	Fri	7:30P	30	3.3	2.6	2632	5.9
8	Rugrats	NICK	Sat	9:30A	30	3.3	2.6	2621	9.7
8	Rugrats	NICK	Sun	9:30A	30	3.3	2.6	2609	9.2
11	Hey Arnold	NICK	Fri	7:00P	30	3.2	2.5	2531	5.9
11	Spongebob	NICK	Sun	10:00A	30	3.2	2.5	2523	8.5
11	Rugrats	NICK	Thu	7:30P	30	3.2	2.5	2508	5.2
14	Rugrats	NICK	Mon	7:30P	30	3.1	2.5	2470	4.9
14	Rugrats	NICK	Sat	9:00A	30	3.1	2.5	2469	9.4
16	Hey Arnold	NICK	Wed	7:00P	30	3.0	2.4	2405	5.2
16	Rugrats	NICK	Sun	9:00A	30	3.0	2.4	2394	9.0
16	Spongebob	NICK	Sat	10:00A	30	3.0	2.4	2366	8.8
16	m/"Dark Prince: True Story of Dracula"	USA	Tue	9:00P	120	3.0	2.4	2355	4.7
16	Hey Arnold	NICK	Thu	7:00P	30	3.0	2.3	2343	5.1
16	Dragon Ball Z	TOON	Thu	5:00P	30	3.0	2.0	2038	7.2
16	Dragon Ball Z	TOON	Wed	5:00P	30	3.0	2.0	2032	7.2
16	Dragon Ball Z	TOON	Fri	5:00P	30	3.0	2.0	2029	7.1

D E M O T R A C K E R : P E O P L E 1 8 - 3 4

Following are the top 10 basic cable programs by demographic, ranked by ratings. Source: Fox Family Channel.

Rank	Program	Network	Day	Time	Duration	Ratings		HHs (000)	Cable Share
						Cable	U.S.		
1	WWF Entertainment	TNN	Mon	10:00P	71	5.6	4.4	2659	15.1
2	NFL Regular Season	ESPN	Sun	8:28P	193	4.8	3.8	2310	12.1
3	WWF Entertainment	TNN	Mon	9:00P	60	4.7	3.7	2234	11.3
4	NFL Primetime	ESPN	Sun	7:30P	58	2.9	2.3	1394	7.9
4	Jackass	MTV	Sun	9:00P	30	2.9	2.2	1358	6.4
6	m/"Murder at 1600"	TBS	Sun	8:00P	135	2.6	2.1	1249	6.2
7	NFL Sportscenter	ESPN	Sun	11:41P	60	2.5	1.9	1177	9.7
8	Jackass	MTV	Sun	9:30P	30	2.3	1.8	1073	5.1
9	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	2.2	1.7	1058	6.1
10	Real World IX	MTV	Tue	10:00P	30	2.1	1.6	994	6.6
10	m/"Dark Prince: True Story of Dracula"	USA	Tue	9:00P	120	2.1	1.6	994	6.3
10	m/"Spawn"	TBS	Sun	10:00P	120	2	1.6	928	4.9

broadcastingcable
.COM

Get with the programs.

Networks' bad-news season

Fox posts \$31M loss; ABC puts make-good spots in 'Millionaire,' sees soft ad market

By Steve McClellan

Weak reruns and a soft ad market meant bad news from two major networks last week. Fox Television Network posted a \$31 million operating loss for its first fiscal quarter (ended Sept. 30), in contrast to a \$20 million operating profit in the year-ago quarter. Meanwhile, ABC is in make-good mode for *Who Wants to Be a Millionaire?* and foresees softness in the market for the remainder of the year.

Scatter prices in the current quarter are below upfront rates, Disney president Robert Iger told analysts Thursday. Last season, scatter prices were up 25% or more over 1999 upfront prices. He also confirmed that network advertisers are not picking up options for first-quarter upfront inventory at the rate ABC had expected. "Option pickups for [the January-March quarter] are running slightly behind what we expected," he said. "But it's not large enough to be overly concerned at this point."

As for the make-goods in *Millionaire*, Iger said the show is sold out at lower levels than most of ABC's other programs so there is room within the program to fit the make-good spots.

Fox officials attributed the network's profit decline to weak rerun programming and ratings in the quarter and to higher promotion and marketing costs for launching the new fall season.

Fox also said it will show a loss of \$70 million on post-season baseball in the next reporting period (fiscal second quarter, October-December). News Corp. President Peter Chernin attributed the loss to playoff series and World Series that went only five games and to post-Olympics sports "fatigue" for both advertisers and viewers.

Exacerbating the bad baseball picture was the late premiere of the new season, which kept viewers away.

Nevertheless, Chernin considers the 2000 baseball post season an "aberration" and believes that Fox's new six-year Major League Baseball rights package will break even financially and be a huge promotional platform. In the future, he said, Fox will get rebates from MLB for post-season series that do not go to at least six games.

Despite the relative weakness of the post-season package this year, it still provided a "great launch pad" for the new season, Chernin said. "Our network ratings are up over 18%" in households and among viewers 18 to 49 for the first five weeks of the season, he said, adding that Fox is the only network among the Big Four to show growth in that core demographic.

According to Chief Financial Officer David Devoe, Fox expects its television segment to generate operating profits "slightly below last year's operating results" for fiscal year 2001. He projected that the owned TV stations will show 3% to 7% profit growth for the full year but qualified that projection, saying it's "dependent on the post-January advertising environment."

Growth rates for cable-operating profit should exceed 100%, Devoe said. Total operating profit at Fox Entertainment Group is expected to be \$1.150 billion to \$1.275 billion for the year, "based on cur-

rent market conditions." That would be up at least 75% from fiscal 2000.

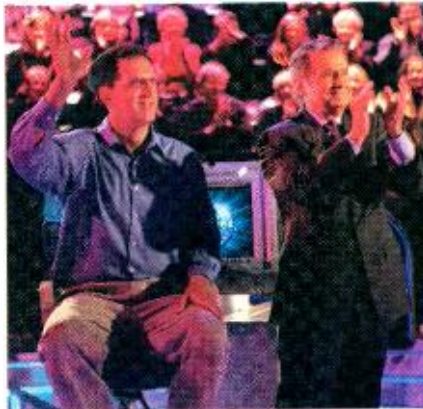
Meanwhile, Iger and Disney President Michael Eisner tried to put a positive spin on the ad market, saying they believe it will bounce back after the first of the year.

Eisner said he is puzzled by "the-sky-is-falling comments about advertising by some of our competitors. I think that's a little premature." The softness, he said, is "totally explainable" and, Disney believes, short term: "We don't see this dismal-looking future beyond this momentary softness."

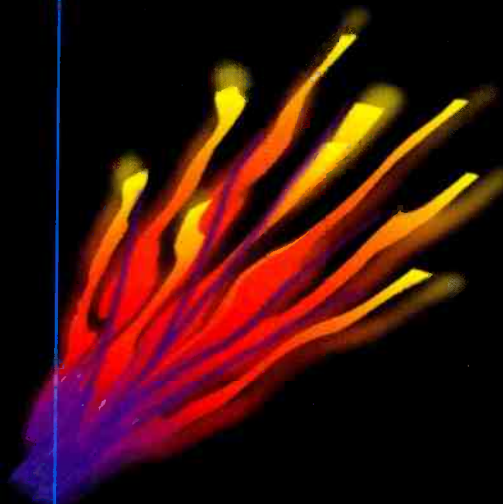
Iger believes that advertisers simply shifted more of their budgets into the upfront so as not to get burned by huge scatter-price increases the way they did last year. And if more advertisers cancel their first-quarter options to buy time, that could work to ABC's advantage—if, as he believes, ad spending surges early next year. If things break that way, ABC could be in a position to benefit from a rising scatter market, Iger said.

He also said the network is implementing plans to do some "smart stunting" with *Millionaire*, creating special events like another celebrity week and other theme weeks to boost ratings and return the show to "appointment viewing."

Reporting earnings results for its fiscal year 2000 (ended Sept. 30), Disney said its broadcasting and cable division posted record revenues and profits for both the fiscal year and the fourth quarter. ■



ABC says it can fit make-good ads into *Millionaire*, because the show is sold out at lower levels.



*10*th ANNUAL
BROADCASTING CABLE

Hall of Fame
AWARDS

XXXXXX, November, 13, 2000

The New York Marriott Marquis

**Hubbard Broadcasting
is pleased and proud
to congratulate our
good friend and associate,
Herb Schlosser,
industry leader.**



Hubbard Broadcasting

BROADCASTING CABLE

Hall of Fame
2000

William J. Bresnan

Gabriel Heatter

Martin F. Malarkey

Sheila Nevins

Charles Osgood

Regis Philbin

Gene Rayburn

Cokie Roberts

Herbert S. Schlosser

Jean Shepherd

Barry Thurston

Vincent T. Wasilewski

David L. Wolper



Welcome to the Tenth Annual BROADCASTING & CABLE Hall of Fame Honoring Excellence in the Fifth Estate

From Ace (Goodman) to Ziv (Frederic). Two hundred individuals chosen over 10 years now make up our Honor Roll of the Fifth Estate, begun to honor excellence, creativity and leadership among broadcasters, cable operators, visionaries, statesmen, engineers, entrepreneurs, journalists, programmers, entertainers and others who have made the media better for their being there.

The Hall of Fame was inaugurated in 1991 on this magazine's 60th anniversary with the selection of 60 people who, we wrote then, "form the first rank in a long line of broadcasting/cable men and women who gave their best to those media." And this year's class of 13 honorees follows in their footsteps; they are outstanding achievers from the programming, news and business sides of radio, television and cable.

This industry is fortunate to have no shortage of people to choose from as the editors compile their list of new inductees each year. And that roster of potential names grows ever larger as the Fifth Estate expands to embrace new technologies just over the ever-widening digital horizon. As television and cable expanded a business that began as radio, so too are the Internet and broadband enlarging present-day opportunities for innovation and success.

Our congratulations to this year's honorees. This baker's dozen adds luster to an already shining group of stars, a constellation that grows brighter as each year passes.

Television for Women

*Lifetime salutes the
2000 Broadcasting and Cable Hall of Fame
and congratulates the honorees:*

William J. Bresnan

Gabriel Heatter

Martin F. Malarkey

Sheila Nevins

Charles Osgood

Regis Philbin

Gene Rayburn

Cokie Roberts

Herbert S. Schlosser

Jean Shepherd

Barry Thurston

Vincent T. Wasilewski

David L. Wolper



BROADCASTING CABLE *Hall of Fame*

The Evening

New York Marriott Marquis

Monday, November 13, 2000

COCKTAIL RECEPTION 6:00 PM

PROGRAM 7:00 PM

Welcome by William G. McGorry
Group Vice President, Cahners Television Group

"The First 200 / The First 10 Years"

A Presentation by Donald V. West
Editor-in-Chief, Broadcasting & Cable Magazine

Posthumous Awards presented by Sam Donaldson
ABC News

DINNER

*Music by
The Kit McClure Band*

Awards Presentation

Honor Roll of the Fifth Estate

Produced by DAVID O. GLAZER

Graphic and Projection Design by ROBIN TICHO

Video Editing by IRA EPSTEIN

Lighting by BETSY ADAMS

**Congratulations Charles
and tonight's other honorees.**

**We are proud to support
Broadcasting & Cable on their
10th annual Hall of Fame Awards.**

VIACOM





BROADCASTING CABLE *Hall of Fame*

HONORARY CHAIRMEN

Nickolas Davatzes
Edward O. Fritts
Ward L. Huey Jr.
Robert W. Pittman
Frances W. Preston
Bernard Shaw
Dick Wolf

HONORARY VICE CHAIRMEN

Roone Arledge
David Barrett
Ralph M. Baruch
Jeff Bewkes
Carole Black
Edward Bleier
Thomas F. Burchill
Ave Butensky
Dick Clark
Barbara Cochran
Stephen H. Coltrin
Peggy Conlon
W. Don Cornwell
Michael Eigner
Jerry Feniger
Joseph A. Flaherty
Gary Fries

Kathie Lee Gifford
James L. Greenwald
James M. Griffin
Ralph Guild
Paul Harvey
Gordon H. Hastings
John S. Hendricks
Stanley S. Hubbard
Robert A. Iger
Robert L. Johnson
Tom Johnson
Glenn R. Jones
Mel Karmazin
Casey Kasem
Gerald Levin
Stanley H. Moger

Agnes E. Nixon
Joseph W. Ostrow
Jane Pauley
Ward L. Quaal
Ralph Roberts
Diane Sawyer
Henry Schleiff
Alfred C. Sikes
Frank Stanton
Sir Howard Stringer
Anne M. Sweeney
Joyce M. Tudryn
Mike Wallace
Margrita White
Bob Wright

With Thanks to Our Sponsors

ABC, Inc.
Adelphia Communications
Belo Corporation
Broadcast Music, Inc.
Bresnan Communications
Broadcasters' Foundation
Cableready
Clear Channel Communications
Coltrin & Associates Inc.
Columbia TriStar Television Distribution
Daniels & Associates
David L. Wolper Productions
Discovery Networks
Hearst Entertainment & Syndication, Inc.
Hearst-Argyle Television, Inc.

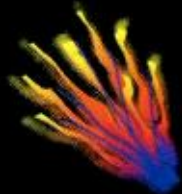
HBO
Hubbard Broadcasting, Inc.
Interop Radio, Inc.
National Association of Broadcasters
National Broadcasting Co., Inc.
Primedia
Salomon Smith Barney
Service Electric Company
SiTV/NG&A
The Ward L. Quaal Company
Tribune Television
Viacom
Westwood One, Inc.
William Morris Agency, Inc.

**Cristina and John McLaughlin
congratulate
the
2000
Broadcasting
and Cable
Hall of Fame
Honorees**

John McLaughlin's



The
McLaughlin
GROUP



William J. Bresnan

BILL BRESNAN'S CAREER in cable television stretches back to the industry's early days and parallels its evolution from merely a TV signal delivery service to today's innovative broadband provider of a cornucopia of original channels, interactive services and Internet access. As founder and CEO of Bresnan Communications Inc., he remains committed to using advances in technology to deliver high-quality products and services.

In 1958—at age 25—he designed and built a cable system for a group of local investors in Rochester, Minn. His interest in things electrical goes back even further. He earned pocket money while a teenager by repairing radios in his home. And in high school in his native Mankato, Minn., he worked servicing radio and TV sets at a local shop. This hands-on experience was followed up with classes at Mankato Technical School, Mankato Commercial College and Winona (Minn.) State College. His education, which combined engineering with accounting and finance courses, prepared him for his later climb up the corporate ladder.

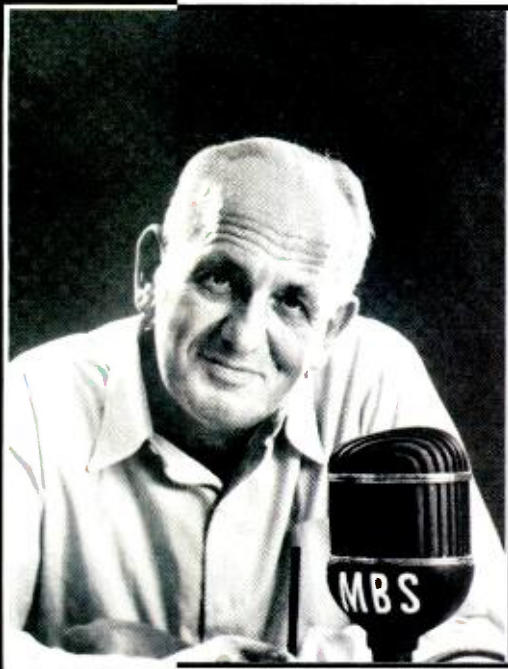
The first rung of that ladder came in 1965 when that Rochester cable system was acquired by Jack Kent Cooke and Bresnan was named executive vice president. Later, Cooke's operations were merged with those of Teleprompter Corp., then the country's largest cable company, and in 1974 Bresnan was named president of the cable television division.

In 1981 Teleprompter was purchased by Westinghouse Electric Corp. and Bresnan became chairman and CEO of the new company, Group W Cable. In 1984 he founded Bresnan Communications, a broadband telecommunications company based in White Plains, N.Y., which operated cable systems with, eventually, more than 660,000 subscribers in Michigan, Minnesota, Nebraska, Wisconsin, Kansas and Illinois. In addition, it also had cable operations in Chile and Poland, ultimately serving more than a million customers in 1999.

Last year, Bresnan sold its international operations and then agreed to sell its U.S. cable interests to Charter Communications Inc. for \$3.1 billion. That deal closed on Feb. 14, 2000. Bresnan Communications now is pursuing new broadband ventures. The company maintains the authority to provide telecommunications services in the state of Minnesota, and its current investment considerations include new partnerships and other strategic and financial relationships, both in the United States and abroad.

Throughout his career, Bresnan has been involved in more than just his company. He has been a board member of the National Cable Television Association for 30 years and a member of its executive committee for 15. His "Profile" in *Broadcasting* magazine's June 18, 1973, issue focused on this commitment to the industry: "Hard work and heavy responsibilities are not alien to Mr. Bresnan. He estimates that he has spent one day every two weeks in Washington working on NCTA business. Mr. Bresnan has pressed for more active participation in NCTA affairs by smaller and medium-sized companies."

**This assessment from
1973 still holds true:
"Hard work and
heavy responsibilities
are not alien to
Mr. Bresnan."**



Gabriel Heatter

ONE OF RADIO'S FIRST wave of influential newscasters/commentators, the late Gabriel Heatter was a contradiction. While known for his serious tone (he was nicknamed "the voice of doom"), his daily search for a silver lining during the dark days of World War II led to his trademark opening line: "Ah, there's good news tonight!"

Heatter was born in New York in 1890. Working for the unsuccessful mayoral campaign of William Randolph Hearst in 1906 aroused an interest in journalism and after high school he got a job as a reporter for a weekly Brooklyn paper and then, Hearst's *New York Evening Journal*. An article he wrote in 1931 for *The Nation* magazine challenging the Socialist Party of the United States prompted WMCA New York to offer him the chance to debate socialist Norman Thomas on the air. When Thomas failed to show up, Heatter had the time to himself and expanded on his article. The listeners and the station were impressed and he was given a nightly commentary spot. Rival WOR, a Mutual Broadcasting System affiliate, soon lured him away with more money (\$150 for two broadcasts a week).

His jump from local newsman/commentator to the national stage was made in 1935 when Mutual asked him to cover—and comment on—what was being called "the trial of the century," that of Bruno Hauptmann, accused of kidnapping the baby of Charles Lindbergh in 1932. He did three 15-minute reports a day and became nationally famous. His reputation grew even more after his coverage of Hauptmann's execution in 1936. He went on the air after being told by officials that the execution was five minutes away. There was a delay and he ended up speaking extemporaneously for almost an hour.

His Hauptmann coverage put Heatter among the top ranks of radio. He was on Mutual seven days a week and was earning \$3,500 a week. He also hosted *We, the People*, a weekly program on CBS from 1935-41, that featured him interviewing people from all walks of life.

Not everyone appreciated his solemn and emotional style. The author Irwin Edman penned this verse: "Disaster has no warmer greeter, than gleeful, gloating Gabriel Heatter." During World War II, he attempted to find a least one piece of good news among the depressing reports from overseas. *The New York Times* wrote of Heatter: "At times, he extended his hopes into predictions that, happily, seemed to work out—he confidently let his audience know that Britain would survive the Luftwaffe assault and that Stalingrad would hold." His strong support of England also had a professional benefit—frequent news tips from the British Embassy.

Heatter was also known for his love of human interest stories: "News of heroism—either of men or dogs—and of people holding to their faith, these are Heatter stories!" he told the *Times*.

In 1946, his weekday evening broadcasts (done from a studio Mutual built at his home in Freeport, Long Island) reached an audience estimated at 7 million. And his *A Brighter Tomorrow* show on Sunday evening, which reenacted events in the lives of ordinary people, was carried on almost 400 Mutual affiliates.

Heatter's search for the uplifting continued throughout his radio career. He left Mutual in 1961 and moved to Miami where he had a show on WPST-TV (now WPLG) until 1965. He died in 1972.

"Ah, there's good news tonight!"

Congratulations

• William Bresnan

Sheila Nevins

Charles Osgood

Regis Philbin

Cookie Roberts

Herbert Schlosser

Barry Thurston

David Wolper

**on your induction into the
Broadcasting & Cable Hall of Fame.**

Adelphia



Martin F. Malarkey

NOT ONLY WAS the late Martin Malarkey instrumental in shaping the cable television industry in its early days, he was responsible, in large part, for the industry's major trade association.

Born in 1918 in Pottsville, Pa., Malarkey graduated from Philadelphia's LaSalle College in 1939, studying accounting and law. After serving in the U.S. Navy during World War II, he returned to Pottsville to work in the family business, his father's music store. Malarkey's Inc. was having trouble selling television sets in 1949 because of the poor reception caused by the eastern Pennsylvania town's mountainous terrain. Malarkey found the solution (and the start of a new career) on a visit to New York when he noticed that the picture on the TV in his hotel room was the best he'd ever seen. The hotel engineer explained how a master antenna on the roof was linked by cable to sets in all the hotel rooms.

Malarkey went back home and, working with RCA engineers, installed a similar system, with an antenna on the highest mountain in Pottsville (where it could pick up the signals of Philadelphia TV sta-

tions) and a wire carrying them a couple of miles to the appliance store where potential customers could see the results. Not only did those customers want to buy sets, they wanted to be connected to the wire as well. Within a year he had 1,000 homes signed up (at a connection charge of \$135 each and a monthly fee of \$3.75). Always on the lookout for entrepreneurial opportunities, when others heard of what he was doing in Pottsville and came to see for themselves, Malarkey started conducting tours of his system—for a fee—the beginnings of what would later become another career, that of consultant.

He soon was building more systems and realized that this new business needed a trade organization. So in 1952 he started one with 18 other members—the Pennsylvania Antenna Association. Almost immediately it was decided to rename it the National Community Television Association (later the National Cable Television Association) after Malarkey persuaded his colleagues that cable TV would expand so rapidly that a national association would be needed. He was the NCTA's first president, holding that position for the association's first five years, and was an officer or director for many years after that.

Malarkey expanded his cable business into other communities in Pennsylvania as well as municipalities in Maryland, Virginia and North Carolina. Later, he added radio stations to his portfolio.

After selling most of his systems in the 1960s, he started the consulting firm of Malarkey & Associates in Washington. Engineer Archer Taylor joined him to form Malarkey-Taylor Associates which became a major consultant during the land rush of cable franchising in the 1960s and '70s.

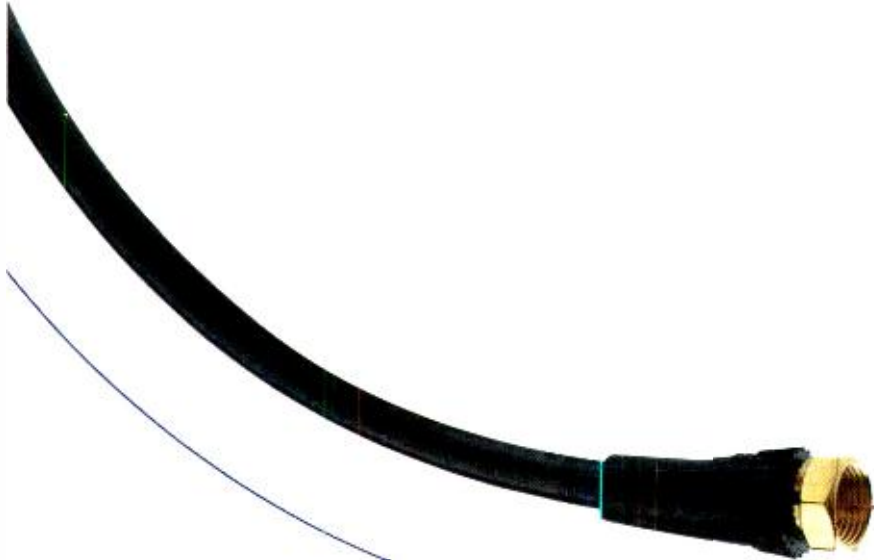
In 1987 Malarkey-Taylor Associates purchased Economic and Management Consultants International to develop synergies between cable and the emerging wireless industry. Later the firm was renamed The Strategis Group and Malarkey remained a consultant until his death in 1997.

He was the NCTA's first president, serving for the association's first five years, and was an officer or director for many years after that.

CONGRATULATIONS

**Willam J. Bresnan,
Martin F. Malarkey,**

and all of the
Broadcasting & Cable
Hall of Fame Honorees



National Cable Television Association



Sheila Nevins

IT'S A SIGN OF HOW FAR cable television has come that HBO's Sheila Nevins is being honored for overseeing programming—not produced by a broadcast network—that comprises award-winning documentaries, innovative reality shows and highly-praised family programming. Her work spans the big issues and the small stories: from women's rights, children's welfare and public education, to the bedtime stories parents everywhere share with their children.

As HBO's executive vice president, original programming since April 1999, Nevins oversees the development and production of all documentaries and family programming for HBO, Cinemax and their multiplex channels. HBO produces 12 original documentaries a year, reality series *Taxicab Confessions* and *America Undercover*, while Cinemax produces 12 original shows a year.

Nevins joined HBO in 1979 as director of documentary programming. In her four years in that job she supervised the production of more than 150 shows, winning 35 CableAce awards from the National

Cable Television Association in addition to the first Peabody Award presented to a cable program, *She's Nobody's Baby*, in 1981. Her next steps at the cable channel came in 1986 when she was named vice president of documentary programming and then in 1995 when she was promoted to senior vice president of original programming.

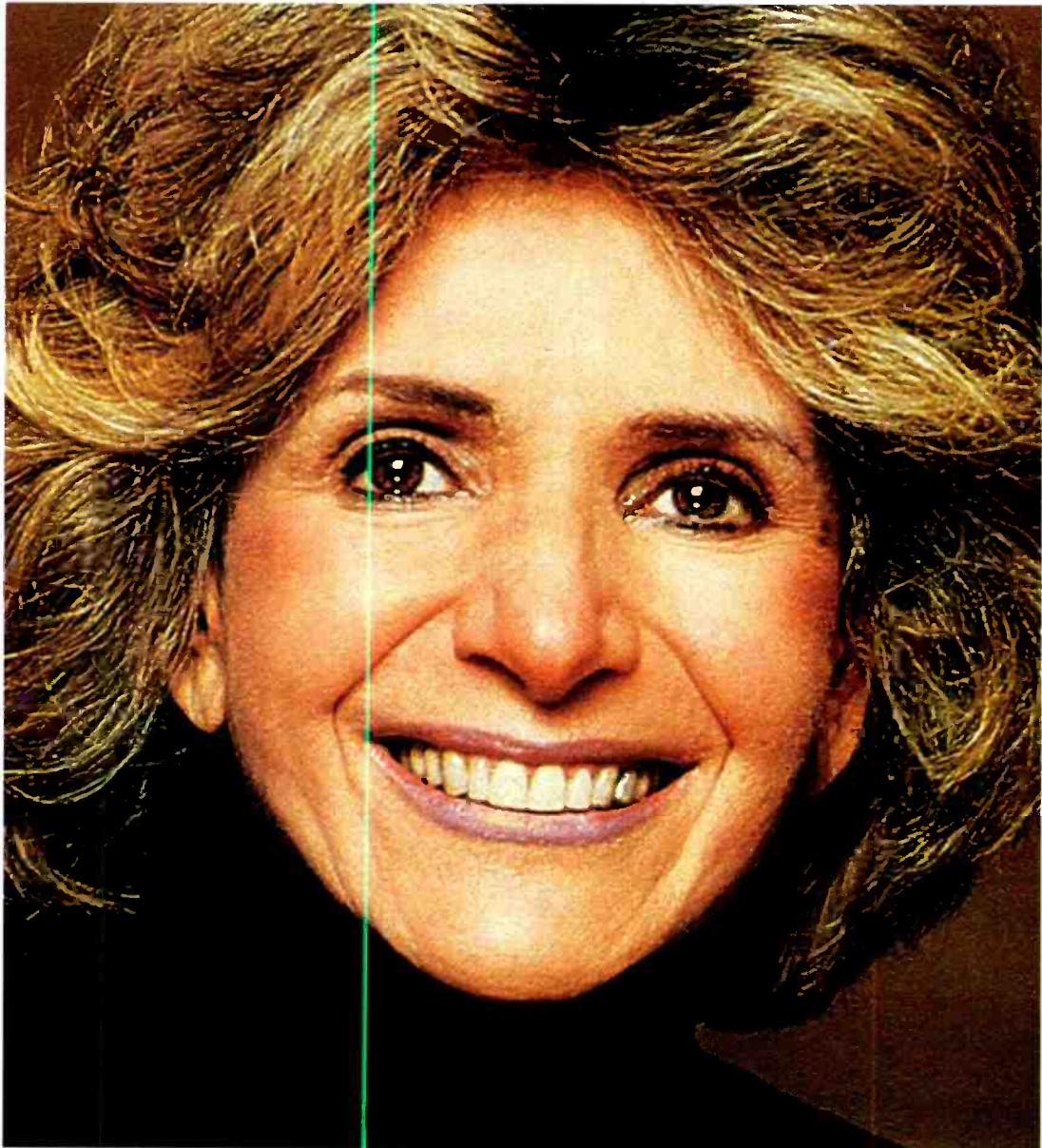
Her experiences before coming to HBO provided her with a solid grounding in quality television: a B.A. from Barnard College; an M.F.A. from Yale University School of Drama; producer for National Educational Television's *Great American Dream Machine* (1971-73); producer for ABC's *The Reasoner Report* (1973); producer/writer for the Children's Television Workshop's *Feeling Good* (1975-76); and producer with Don Hewitt on CBS' *Who's Who* (1977-78). During her tenure at HBO, the network's documentaries and family programs have won an impressive number of awards, including 26 Emmys, 13 Peabodys and nine Academy Awards, including one for *King Gimp*, the 1999 short film winner.

Earlier this year Nevins was honored with a personal Peabody Award for being "one of the true independent spirits in television today, whose passion and vision consistently create excellence. In an age when much television programming seems to be seeking a lower and lower common denominator, Ms. Nevins aims high and is typically on target."

Indeed, when the climate of television threatened to make the documentary extinct, she remains a steadfast supporter of the form and has made HBO the first choice of many producers with interesting and important stories to tell.

**Her work spans the
big issues and the
small stories.**

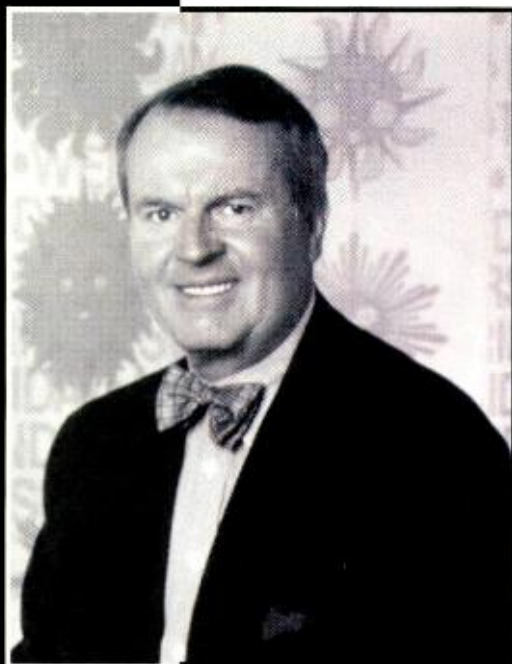
CONGRATULATIONS, SHEILA



BROADCASTING & CABLE'S
10TH ANNUAL HALL OF FAME
HONOREE

WITH LOVE FROM YOUR HBO FAMILY

HBO®



Charles Osgood

CBS' CHARLIE OSGOOD is a *rara avis*—a television and radio personality whose first love is the written word. And even *rara* still, much of what he writes is in verse. It's the power of words to conjure up images for his listeners that led to Osgood's tag line: "See you on the radio."

Dubbed "one of the last great broadcast writers" by his late CBS colleague Charles Kuralt, Osgood has anchored *CBS News Sunday Morning* since 1994, when he succeeded Kuralt as host of the innovative 90-minute broadcast. In addition, he writes and anchors his four daily *Osgood File* commentaries for the CBS Radio Network (and which also are syndicated to newspapers).

Born in New York in 1933, Osgood received his B.S. in economics from Fordham University. His introduction to radio came at Washington's WGMS-FM where he was program director and manager. He added television to his resume in 1963 when he became general manager of WHCT-TV Hartford, Conn., a pioneering pay TV station.

Osgood made the move to news (and back to New York) by joining ABC Radio News as a general assignment reporter in 1964 and then moved to WCBS(AM) New York in 1967 where he was an anchor and reporter.

In 1971, he was hired by CBS News, his home ever since. He began his tenure there as a New York correspondent and handled a variety of assignments, including regular contributor to *Up To The Minute*, *Sunday Morning* and the *CBS Evening News With Dan Rather*; principal reporter for *Walter Cronkite's Universe*; commentator for *CBS This Morning*; co-anchor of the *CBS Morning News*; and from 1981 to 1987, anchor of the *CBS Sunday Night News*.

His daily *Osgood File* pieces for CBS Radio give him the opportunity to share his sense of wonder, dismay or amusement at the day's events. These reports, often delivered in verse, have drawn one of the largest audiences of any network radio feature and led to Osgood's being dubbed CBS News' "poet-in-residence." He explains: "The news of the day is so goofy at times, it just seems to fit into couplets and rhymes."

And it's not just his listeners who appreciate Osgood's way with words, his peers do as well, as evidenced by the many awards and honors he's received: three Peabodys; three Emmys; five Best in the Business Awards from the *Washington Journalism Review*; a Radio Mercury Award; the Marconi Radio Award; the International Radio and Television Society Foundation's award for significant achievement; the President's Award from the American Society of Composers, Authors and Publishers; and induction into the National Association of Broadcasters Hall of Fame.

Osgood doesn't confine his writing or interests to broadcasting; he's the author of five books and an enthusiastic amateur musician (piano and banjo). In fact, he has performed with the New York Pops, the Boston Pops and the Mormon Tabernacle Choir.

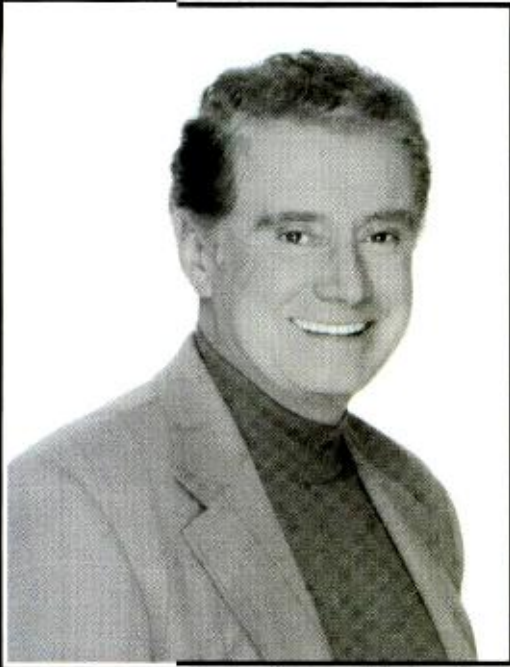
"The news of the day is so goofy at times, it just seems to fit into couplets and rhymes."

HE'S THE ONE
WHOSE WORDS ARE SPUN
WITH WIT BOTH RICH AND DRY.
BUT FOR HONORS SUCH
THAT MEAN SO MUCH,
IT'S GOTTA BE THE TIE.



CBS CONGRATULATES
CHARLES OSGOOD ON HIS INDUCTION INTO
THE BROADCASTING & CABLE HALL OF FAME.
SEE YOU ON THE RADIO.

CBS
NEWS



Regis Philbin

CALL HIM MR. UBIQUITY, attracting winning television audiences in both daytime and prime time. He's contributed a catch phrase to the English language and set new sartorial standards for men.

Regis Philbin's 36-year television career (especially the last 15 years as co-host of an extremely popular syndicated daytime talk show) was pretty impressive, but then came *Who Wants to Be a Millionaire?* and Reege zoomed to another level. The ABC game show became a phenomenon shortly after its August 1999 debut. It boosted the network's ratings and revenues and was given credit by one industry trade group for the 13% boost in *total* prime time ad revenue during the fourth quarter of 1999.

This fall, the show has been averaging more than 20 million viewers a night, and considering it's now slotted on four evenings a week, there are an awful lot of ABC viewers waiting for those "final answers." The show's success last year meant that ABC had to launch only four new shows this season and ABC's competitors waited with their

schedules to see on which nights it would appear.

Philbin is a native New Yorker, born there in 1934. After graduating from Notre Dame, he served in the Navy, was a page on the *Tonight Show*, a reporter at KSON(AM) San Diego and a news and sports writer at KCOP(TV) Los Angeles. In the early 1960s he did stints as a news anchor and sportscaster at KGTV(TV) San Diego and hosted his first talk show, *The Regis Philbin Show*, where he developed the routine that would become his trademark, "host chat," and which continues today on his syndicated *Live! With Regis*. He then became host of *Philbin's People*, a weekly show on KHJ-TV Los Angeles and later was the host of *Tempo*, the station's three-hour morning show, for three years.

His first national exposure came when he replaced Steve Allen on Westinghouse's syndicated late-night talk show. He then became Joey Bishop's sidekick on *The Joey Bishop Show* in 1967. He returned to Los Angeles to host *A.M. Los Angeles* on KHJ-TV where he took the show to the top of the ratings and kept it there for seven years.

Millionaire isn't Philbin's first game show for ABC; he hosted *The Neighbors* and was a field producer on *Almost Anything Goes*. In addition, he was the host of *Regis Philbin Lifestyles*, a magazine show on the Lifetime cable network.

In 1983 Philbin returned to New York to team with Cindy Garvey on *The Morning Show* on WABC-TV. In 1985, Kathie Lee Gifford replaced Garvey and the low-rated show began to take off as viewers reacted to the chemistry between the Philbin and Gifford. Buena Vista Television took *Live! With Regis and Kathie Lee* into syndication in 1988 and it became the fastest-growing national talk show (Philbin has been nominated for Emmy Awards seven times as co-host). The pairing lasted 15 years, until Gifford left this summer. But the continually high-rated show goes on ... and so does Philbin; he signed a new multiyear contract in March with ABC and Buena Vista to continue his hosting chores on *Live With Regis*. Post-Gifford numbers continue to be strong with a steady stream of guest co-hosts sitting next to Philbin.

**"Is that your
final answer?"**

*Congratulations
Regis*



on your entry into the

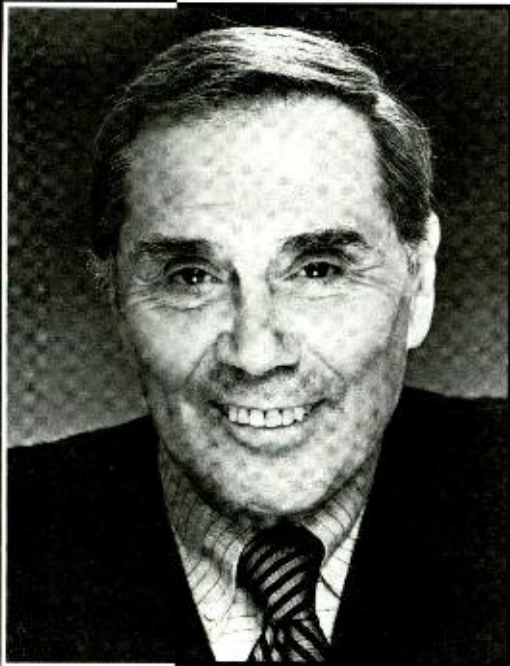
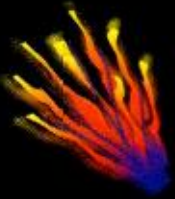
Broadcasting and Cable
Hall of Fame

from your family
of 17 years



WABC-TV
NEW YORK





Gene Rayburn

WITH TODAY'S RENAISSANCE of game shows, it's only fitting that the host of one of the longest-running such programs be inducted into the Hall of Fame. The late Gene Rayburn, after all, hosted *The Match Game* in various incarnations from 1962 through 1984. And that wasn't his only show either, he hosted at least nine other game shows during his career.

Born in Christopher, Ill., in 1917, he went to New York after college in the late 1930s with plans to become an opera singer (unfortunately, he couldn't afford the \$4 an hour for singing lessons). His first job was as a page at NBC and an usher for the NBC Symphony conducted by Arturo Toscani. After taking announcing classes at NBC, he landed jobs at various New York stations.

After returning home from World War II and the Air Corps, he began working at WNEW(AM) New York, where with partner Dee Finch on the *Rayburn & Finch Show*, they helped popularize the programming concept of morning drive time. He moved to WNBC(AM) New York in 1952

and two years later broke into television as the first announcer for the *Tonight Show* with Steve Allen.

His first experience with game shows came in 1953 as a panelist on ABC's *The Name's the Same*. His first hosting assignment came two years later on Mark Goodson-Bill Todman's panel show, *Make the Connection*. Next came a variety of hosting jobs (children's game show *Choose Up Sides*, *Play Your Hunch*, NBC's *Dough Re Mi*, and substitute host on *Tic Tac Dough*) as well as performing on Broadway in a number of productions, including 1960's *Bye Bye Birdie* (he would continue to be a success on Broadway throughout his career.)

In 1962 the stars aligned and Rayburn was hired by Mark Goodson to host a new show, *The Match Game*. Known for his double entendres and the trademark long, skinny microphone he wielded (Rayburn's own invention), he parlayed jokes and humorous interplay with the celebrity contestants into a ratings success. The show ran every weekday on NBC until 1969. Four years later, a new incarnation ran from 1973 to 1982, first on CBS and later in syndication. Rayburn also briefly presided over a revival of *The Match Game* for the 1983-84 season as part of *The Match Game/Hollywood Squares Hour*. Plans to host another revival of the show fell through in 1990. Rayburn earned five Daytime Emmy nominations for his work on *The Match Game*.

His last hosting job came in 1989-90 when the American Movie Classics cable network hired him for *The Movie Masters* in which a panel was shown a still photo and had to guess the classic film it was from. He died on Nov. 29, 1999.

Known for his double entendres and the trademark long, skinny microphone he wielded, he parlayed jokes and humorous interplay with the celebrity contestants into a ratings success.

Congratulations Regis



“The World’s Greatest TV Announcer”

Loyal, Respectful, Kind,
Considerate, Professional...

NICE GUYS CAN FINISH FIRST!

From Your Friend, Ed Walson



Founded in 1948 By John Walson Sr.
The Inventor of Cable TV & Hall of Fame Recipient



Cokie Roberts

COKIE ROBERTS, like fellow inductee Charles Osgood, lives in three journalistic worlds—those of radio, television and print.

On the TV side, she's the chief congressional analyst at ABC News and co-anchor of that network's *This Week With Sam Donaldson & Cokie Roberts*. She covers politics, Congress and public policy for *World News Tonight* and other ABC News broadcasts and often fills in for Ted Koppel as substitute anchor on *Nightline*. She won an Emmy in 1991 for her contribution to the ABC News special, *Who is Ross Perot?*

Radio listeners are treated to her news analysis on National Public Radio. Earlier, she was NPR's congressional correspondent for more than 10 years, winning the Edward R. Murrow Award, public radio's highest honor, as well as the Everett McKinley Dirksen Award for coverage of Congress (she was the first broadcast journalist to receive it).

Her resume of the written word includes *We Are Our Mother's Daughters*, a best seller, and more recently *From This Day Forward*, which she co-wrote with her husband, journalist and college professor

Steve Roberts, with whom she also writes a weekly newspaper column that is syndicated by United Media. Her op-ed columns have appeared in *The New York Times* and *The Washington Post* and she also has written for *The Atlantic* and *The New York Times Magazine*.

Her interest in the workings of the government is not surprising. Mary Martha Corinne Morrison Cleveland Boggs Roberts (Cokie is a childhood nickname) is the daughter of the late Hale Boggs, the former House majority leader and a congressman from Louisiana for almost 30 years, and Lindy Boggs, the current U.S. ambassador to the Vatican.

Early in her career (after receiving her degree in political science from Wellesley College in 1964), Roberts produced and hosted a public affairs program on WRC-TV Washington and was a reporter and editor at Cowles Communications in New York (1972-74). She expanded her journalistic horizons as a foreign correspondent for CBS News in Athens, Greece (1974-77). Public broadcasting was next, she joined NPR as a correspondent in 1977 and then from 1981 to 1984, in addition to her work at NPR, she co-hosted *The Lawmakers*, a weekly public television program about Congress. From 1984 to 1988 she was a contributor to PBS' *MacNeil/Lehrer NewsHour* and her Iran/Contra coverage for that program won her the Weintal Award in 1987.

In 1988, Roberts joined ABC News and became a regular panelist on *This Week with David Brinkley*. Following David Brinkley's retirement, she was named co-anchor with Sam Donaldson in 1996.

She offered an observation on the relationship between politics and journalism (having a close and longstanding relationship with both) at her Theodore White Lecture at Harvard in 1994: "Our interests are different and our mission is different. [Politicians] want us around when it's to their advantage, and not when it's not. A lot of the time they just hate it that we are there." But she adds, "It's also not our role to make problems worse."

**"It's also not our
role to make
problems worse."**

THANKS FOR KEEPING US

informed
entertained
enlightened
inspired

RAINBOW SALUTES
THIS YEAR'S INDUCTEES INTO
BROADCASTING & CABLE'S
HALL OF FAME



AMERICAN MOVIE CLASSICS • BRAVO • THE INDEPENDENT FILM CHANNEL • MADISON SQUARE GARDEN NETWORK
METROCHANNELS • MUCHMUSIC • NEWS 12 NETWORKS • RAINBOW SPORTS • ROMANCE CLASSICS • RAINBOW AD SALES



Herbert S. Schlosser

HERB SCHLOSSER'S 30-YEAR career at NBC and RCA had him involved in business and programming projects that ranged from the production of *Bonanza* to the head of video disc programming to co-founding cable's Arts & Entertainment Network.

His adeptness at bridging the dissimilar worlds of commerce and creativity was evident early in his career. A graduate of Princeton (1948) and Yale Law School (1951), Schlosser worked at New York law firms before joining NBC in 1957 as counsel for California National Productions, a subsidiary of NBC that produced and distributed television film series through its NBC Films Division. He moved quickly, becoming vice president and then general manager two years later. After a year as director of talent and program administration, he was moved from New York to Los Angeles to be NBC's vice president of talent and program administration where he oversaw the acquisition and negotiation of the network's programs and talent in entertainment, news and sports, including NBC's agreements with Major

League Baseball, the National Football League and the Olympics. In 1963 he negotiated the first production deal for made-for-TV movies (between NBC and Universal Pictures).

Schlosser's ability to bridge those two worlds mentioned earlier was rewarded in 1966 when he became the network's top programming executive on the West Coast as vice president, programs. His "Profile" in *Broadcasting* magazine's Aug. 12, 1968, issue pointed out that "he has the lawyer's keenness and precision of where and what and how will snap a dangling conversation sharply back in the direction he wants it to go. He's careful and correct." And it continued: "The legal background could have been a hang-up. Instead, with Herb Schlosser drawing on his experience but not dependent on it, the legal thing helped him in dealing with a lot of different people. A programming job is a business of relationships. It's here that Herb Schlosser feels most at home."

Through 1972 he was involved in the development of programs that included such ratings successes as *Laugh-In*, *Flip Wilson*, *Ironsides*, *Name of the Game*, *Sanford and Son*, *Columbo*, *McCloud* and *McMillian and Wife* as well as many of NBC's made-for-TV movies broadcast under the *World Premiere* banner.

He became president of the network in 1973 and president of NBC the following year, with the TV and radio networks and the owned TV and radio stations reporting to him.

In 1978 Schlosser was named executive vice president of NBC's parent, RCA. Reporting to him also were RCA Records and its software operations that included video cassettes, video discs and cable TV. It was during this time that Schlosser directed RCA's participation in RCA/Columbia Home Video and then, in 1984 (with Herb Granath of Capital Cities/ABC and Raymond Joslin of Hearst Corp.), co-founded A&E, which is still jointly owned by ABC Inc., Hearst and NBC.

Schlosser returned to his Wall Street roots after leaving NBC in 1985 by becoming senior adviser and consultant to the global entertainment operations of Salomon Smith Barney Inc.

"The legal thing helped him in dealing with a lot of different people. A programming job is a business of relationships."

WE PROUDLY HONOR
HERB SCHLOSSER.

PART OF YOUR
HALL OF FAME
AND OURS.



NBC



Jean Shepherd

MEDIA CRITIC Marshall McLuhan wrote that the late Jean Shepherd "regards radio as a new medium for a new kind of novel that he writes nightly."

The humorist, whose nightly broadcasts on WOR(AM) New York attracted a huge following for 21 years, was born in 1921 in Hammond, Ind., a town of steel mills and oil refineries outside Chicago. Shepherd drew upon his childhood experiences in the 1930s and '40s for many of the characters and stories he spun, seemingly ad libbed, over the airwaves in the 1950s, '60s and '70s.

After serving in the Signal Corps during World War II, he began his radio career, working at stations in Cincinnati and Philadelphia before joining WOR in 1956. The combination of WOR's 50,000-watt, clear channel signal and his late night time slots meant that he was heard over a large portion of the U.S. (the station's nighttime signal covered 27 states and roamed as far north as Canada and as far south as Bermuda). He attracted a large and incredibly loyal base of fans he

called the "Night People." (In the mid-1970s his audience was estimated at about 260,000 each night). His shows were more than nostalgia, he talked of all the things that interested him. That was a broad canvas and he would roam from commenting on a particularly ridiculous news story of the moment to reading the poems of Robert Service, all in a voice that was as expressive as an entire cast of actors.

Shepherd was a master at playing to his listeners' imaginations and it was that talent, coupled with his seemingly limitless interests, that led Charles Strum of *The New Yorker* to describe Shepherd's broadcasts as "part Kabuki, part commedia dell'arte, part Uncle Remus. In his flat, nasal Indiana twang, playing all the parts and the occasional kazoo, he oozed into the darkened bedrooms of East Coast America on the battery power of cheap Japanese transistor radios."

He broke into television early in his career, a show on WLW-TV Cincinnati called *Rear Bumper* was seen by the original *Tonight Show* host Steve Allen, who recommended Shepherd as his replacement. That didn't work out but he got the job at WOR instead. In the 1970s, he hosted two PBS shows, *Jean Shepherd's America* and *Shepherd's Pie*. Later, he wrote and narrated four teleplays for PBS's *American Playhouse*. Also in the '70s, his radio show was picked up by public radio, extending his audience even further. He left WOR in 1977, but continued to do specials and commentaries for NPR through 1984. (Shepherd can still be heard on the airwaves of New York. Max Schmid airs a Shepherd show as part of his *Mass Backwards* program every Tuesday on WBAI-FM.)

Many of the tales he told were written later as short stories for a variety of magazines, with some collected into books. He adapted some chapters of his best-selling 1966 book, *In God We Trust, All Others Pay Cash*, into the screenplay of *A Christmas Story* and the 1983 film (which he narrated and had a small part as a snarling adult) has become a holiday classic.

Shepherd died in October 1999.

Shepherd was a master at playing to his listeners' imaginations.

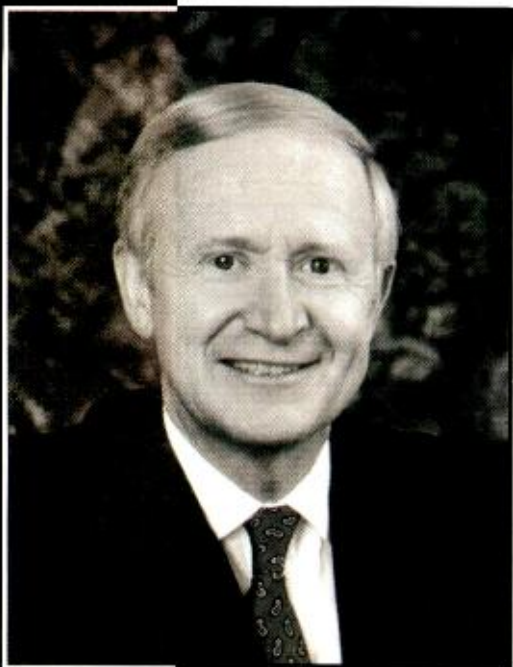


SALUTES
THESE PIONEERS OF
TELEVISION,
BROADCASTING AND
TECHNOLOGY
AS THEY ARE INDUCTED INTO
BROADCASTING & CABLE'S
10TH ANNUAL HALL OF FAME

THANK YOU ALL FOR YOUR TREMENDOUS
CONTRIBUTIONS TO OUR INDUSTRY.

THE ALLIANCE OF MEDIA CONTENT PROFESSIONALS
2425 OLYMPIC BOULEVARD, SUITE 600E • SANTA MONICA, CALIFORNIA 90404
Phone: 310-453-4440 • Fax: 310-453-5258 • Internet: www.natpe.org





Barry Thurston

FOR SOMEONE WHO STARTED his broadcasting career by sweeping floors, Barry Thurston has done pretty well for himself. That occupation of sweeping turned into a preoccupation with the sweeps as the former president of Columbia TriStar Television Distribution spent years bringing some of the biggest hits in television history to syndication.

He was responsible for the launch of *Seinfeld* as the highest-grossing off-network series ever (it's expected to make more than \$2 billion in its first two syndication cycles), a feat he nearly equaled with *Mad About You*, which became the highest-rated new strip in syndication, and then again with *Just Shoot Me*.

But back to the sweeping. One of Thurston's summer jobs in high school was doing odd jobs at Sports Network Inc., a small New York company that produced sporting events for TV stations and networks. On his fourth day on the job one of the cameramen got sick and after a quick course in camera basics, Thurston was pressed into service.

He continued to work for Sports Network in the summers and on weekends while he studied economics at Lehigh University and upon graduation in 1962 signed on full time. In 1965 he joined Kaiser Broadcasting (later Field Communications), the country's first UHF independent group with seven stations in the top 10 markets. He was the first program manager at WKGS-TV Philadelphia and a year later held the same title at Kaiser's WKBD-TV Detroit. In 1968 he was promoted to station manager and then in 1970 became director of programming for all the Field stations and vice president of programming in 1971.

Field sold its stations and in 1983 Thurston moved to Embassy Communications as vice president of domestic syndication, the first time, he says, that a broadcasting executive jumped from the buying side to the selling side. Embassy's syndication launches during his watch included *The Facts of Life*, *Archie Bunker's Place*, *Sliver Spoons* and various film packages.

In 1985 Embassy was purchased by the Coca-Cola Co. and the next year Thurston was named president of domestic syndication of the renamed Columbia Pictures Television and then, in 1989, Columbia TriStar Television Distribution after its purchase by Sony.

Named president in 1992, Thurston aggressively pursued new markets for CTTD such as first-run syndication, first-run production for cable and advertising sales. In 1993 he created Columbia TriStar Advertiser Sales, a global marketing company that sells advertising inventory in CTTD programs and other ventures including cable's Game Show Network, DirecTV and publishing.

In July, Thurston left CTTD, saying: "It is my time, my time, to move on. My stay here was filled with certain goals and strategies that I think we have helped accomplish. My career has been a lot about timing, and I believe that, for me, this is the right time for a new challenge."

He was responsible for the launch of *Seinfeld* as the highest-grossing off-network series ever.

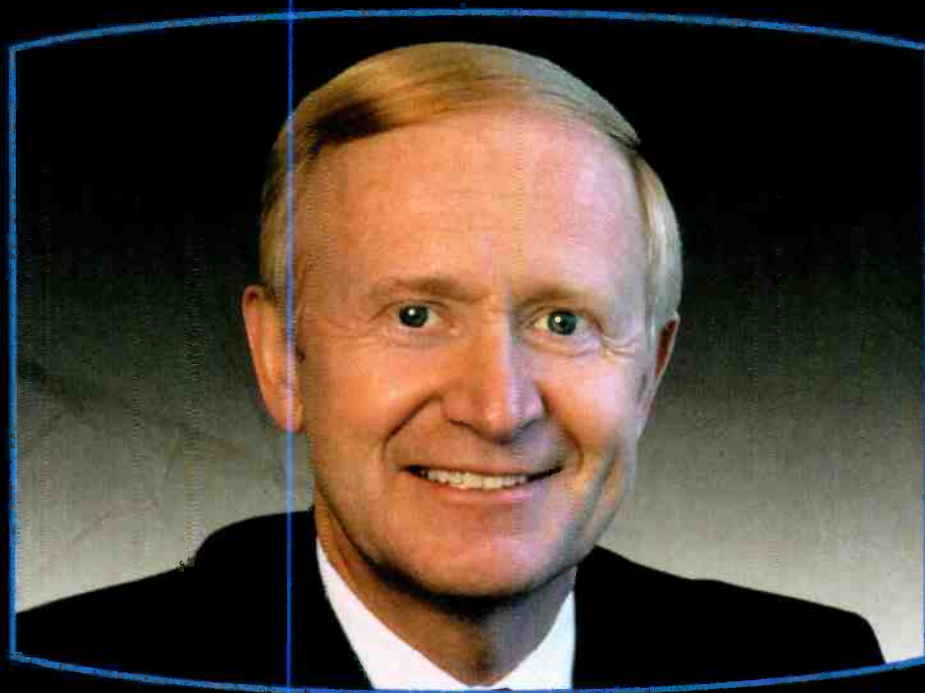
*A Career of Firsts...
and Lasting Contributions.*

Columbia TriStar Television Distribution

Joins In Honoring Our Esteemed Colleague

Barry Thurston

for His Incomparable Dedication to the Industry.



COLUMBIA TRISTAR



TELEVISION
DISTRIBUTION

A SON PICTURES ENTERTAINMENT COMPANY

The Leader In Young Adult Programming.

©2000 Columbia TriStar Television Distribution. All Rights Reserved.



Vincent T. Wasilewski

THE NATIONAL ASSOCIATION OF BROADCASTERS was the late Vince Wasilewski's life work.

Born in Athens, Ill., in 1922, his engineering studies at the University of Illinois were interrupted by World War II. He joined the Air Force in 1942 and as a technical sergeant, flew B-29s in the China-Burma-India theatre for which he was awarded the Distinguished Flying Cross. After his discharge in 1945 Wasilewski returned to school where he was graduated cum laude in 1948 with his degree in political science. He received a J.D. in 1949.

The dean of the Illinois law school recommended him to then NAB President Justin Miller and Wasilewski began work in the association's legal department in 1949. He was promoted to general counsel in 1953, named manager of government affairs in 1955, vice president of government affairs in 1960, executive vice president in 1961 and then president in 1965.

"Respect" and "admiration" are two words often mentioned both now and during Wasilewski's career. In his 1963 "Profile" in *Broadcasting* magazine, one broadcaster summed him up: "His qualifications for the job are outstanding and he has an unerring ability to see the overall picture and understand the implications involved [in a problem]. But perhaps the thing that makes him stand out is his ability to operate and produce under pressure."

Indeed, that ability to produce under pressure coupled with his people skills calmed the political waters within and outside the NAB. (His staff included a future chairman of the FCC, Bill Kennard.)

After 17 years as its president, Wasilewski left the NAB in 1982 at which point *Broadcasting* editorialized on his 33 years of service to the association: "There are a good many reasons for his survival, not the least of them his unfailing cheerfulness and genuine compassion for mankind. Beyond those qualities, Wasilewski has a knowledge of the association and its members that others have lacked. He was there to observe the emergence of television, the changes in radio, the arrival of rival electronic delivery schemes. Of more importance to the organization, he has known when it could act effectively and when it could not."

After leaving the NAB, Wasilewski moved across the street to the Washington law firm of Dow, Lohnes & Albertson (from which he retired in 1989). NAB presented him with the group's highest honor, the Distinguished Service Award, in 1982.

Following his death in September 1999, Rep. John Dingell (D-Mich.), said of Wasilewski: "Vince was a good friend, an honest and decent man and a voice for good in broadcasting." That sentiment was seconded on *Broadcasting & Cable's* editorial page: "When he died at the age of 76, he was even more famous for who he was than for what he did. Vince Wasilewski was a consummately nice person, an exceptional human being and a friend to all who crossed his path. That for so long, and so loyally, he led his industry safely through the Washington flak was—in the end—not a footnote, but somehow less the measure of the man."

"Vince was a good friend, an honest and decent man and a voice for good in broadcasting."

IN TRIBUTE TO

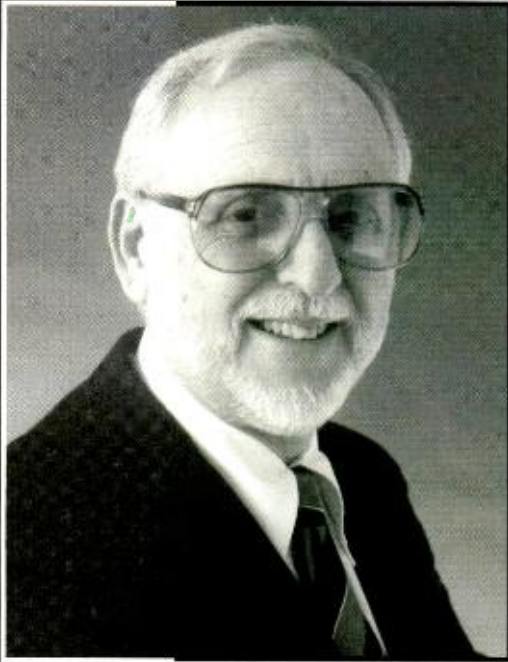
VINCENT T. WASILEWSKI

A tireless champion for local broadcasters



The National Association of Broadcasters honors the memory of Vince Wasilewski.

National Association of
NAB
BROADCASTERS®



David L. Wolper

SINGLE WORDS describing David Wolper don't do him justice; you need hyphens. TV-film-documentarian-producer is just a start. And don't forget to add -legend on as well. His career has spanned 50 years and he's come full circle from having his first documentary turned down by the television networks to his current status as one of the medium's most prolific—and honored—innovators.

Born in New York in 1928, Wolper's introduction to television came in the summer of 1948. Home from college after his sophomore year, he and a friend tried to earn some money by selling to TV stations some short films his friend's father was going to market to the home movie field. Before the summer was over, the films were on every TV station then operating, 15. They expanded by getting the TV rights to more shorts, cartoons, serials and full-length feature films. Whenever a new station went on the air, he was there. "I attended 58 inaugurations," he says, modestly omitting to add that when the festivities ended all 58 stations were showing films he had sold them.

The move from sales to producer came in 1958 when he formed Wolper Productions and produced the first of his many documentaries, the hour-long *The Race for Space*, recounting the U.S.-USSR rivalry in outer space (and narrated by Mike Wallace, still a good friend). Both governments provided footage, but when Wolper tried to get it on the air, ABC, CBS and NBC all turned him down, saying it would violate their policies not to broadcast any public affairs programs they hadn't produced themselves. He used his contacts at TV stations to set up a "fourth network" of 150 stations to carry the show in April 1960. It was rebroadcast a few weeks later and again the following year. *The Race for Space* was the first TV program to be nominated for an Academy Award. (He's since won two Oscars, 50 Emmys, seven Golden Globes and five Peabodys among myriad other awards and honors.)

His next project took all his powers of persuasion. He wanted to produce a history of the movies for television. It took numerous talks with studio heads and the board of the Motion Picture Producers Association to get approval. The resulting hour-long *Hollywood: The Golden Years* chiseled the first crack in the wall of network resistance against outside documentaries when it was given a prime time slot on NBC. Two more installments followed, and Wolper's productions for television haven't slowed down since.

Space does not permit a complete list of his works, but certainly a highlight must be 1977's *Roots* on ABC. Not only was it innovative and inaugurate a new genre—the miniseries—it also was a huge hit, winning nine Emmy Awards and remains one of the most-watched shows in the history of television. Then there were *The Thorn Birds*; more than 10 years worth of *National Geographic Specials* and *Jacques Cousteau Specials*; *The Making of the President*; *The Rise and Fall of the Third Reich*; producing the opening ceremonies of the 1984 Los Angeles Olympic Games; and serving as executive producer of Liberty Weekend, celebrating the 100th anniversary of the Statue of Liberty.

And he continues. His *Great People of the 20th Century* was shown on the Discovery cable network last year. Wolper is excited about the opportunities the burgeoning cable universe offers: "It's been tough for independent documentary filmmakers. Here comes cable, and the whole world opens. I am jealous; I wish I was starting now."

**"I wish I was
starting now."**

BROADCASTING CABLE

salutes

Sam Donaldson

for his continued support of

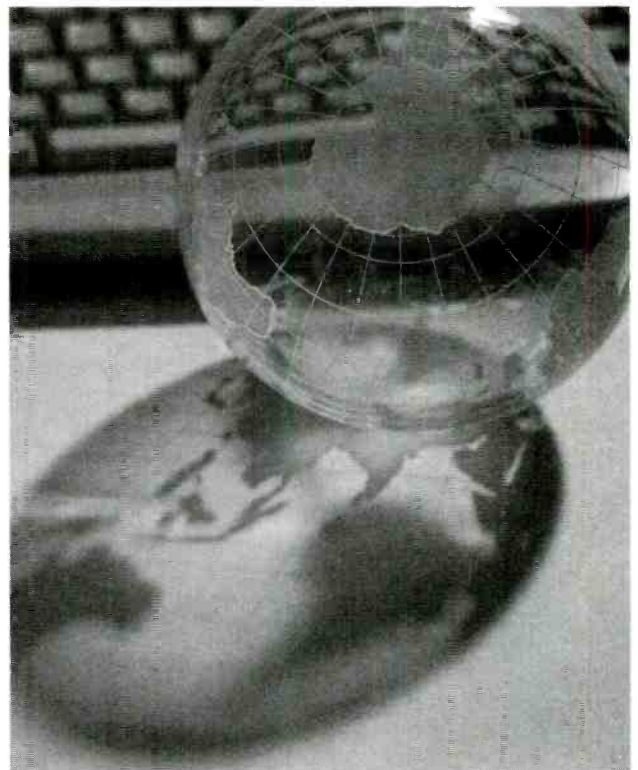
The Hall of Fame Awards

Bill,
Your outstanding and
consistent leadership is
appropriately recognized
with this award.
You are the greatest!

Glenn R. Jones
and your friends at

JONES
knowledge.com™

Online Learning. Simplified.





Honor Roll of the Fifth Estate

Goodman Ace	Dick Clark	Peter Goldmark
David C. Adams	Imogene Coca	Mark Goodson
Fred Allen	Fred Coe	Merv Griffin
Gracie Allen	Joseph J. Collins	Ralph Guild
Earle C. Anthony	Frank Conrad	Jack Harris
Roone Arledge	William Conrad	Mary Hart
Edwin H. Armstrong	Joan Ganz Cooney	Paul Harvey
Gene Autry	Don Cornelius	Carl Haverlin
Merlin Aylesworth	Howard Cosell	Gabriel Heatter
Lucille Ball	Walter Cronkite	John Hendricks
Red Barber	Bing Crosby	Ragan Henry
Julius Barnathan	Bill Daniels	Jim Henson
Ralph Baruch	Nickolas Davatzes	Don Hewitt
Robert M. Bennett	Lee DeForest	C. E. Hooper
Jack Benny	John DeWitt	Bob Hope
Edgar Bergen	Barry Diller	Amos Hostetter
Milton Berle	Charles Dolan	Harold Verne Hough
James Blackburn Sr.	Phil Donahue	Stanley E. Hubbard
John Blair	Sam Donaldson	Stanley S. Hubbard
Martin Block	Jim Dowdle	Ward L. Huey Jr.
Steven Bochco	Hugh Downs	Chet Huntley
William J. Bresnan	Allen DuMont	Robert Hyland
David Brinkley	Jimmy Durante	Peter Jennings
Tom Brokaw	John Fetzer	Bob Johnson
Dean Burch	Joe Flaherty	Glenn Jones
Dan Burke	Fred Friendly	H. V. Kaltenborn
George Burns	Edward O. Fritts	Mel Karmazin
Raymond Burr	Michael Fuchs	Casey Kasem
Sid Caesar	John Gambling	Gene Katz
Louis G. Caldwell	Jackie Gleason	David E. Kelley
Marcy Carsey	Arthur Godfrey	Larry King
Johnny Carson	Gary David Goldberg	Michael King
John Chancellor	Leonard Goldenson	Roger King

BROADCASTING CABLE

proudly celebrates

the

10th Anniversary

of the

Hall of Fame Awards

and

warmly congratulates

this years inductees into

The First 200



Honor Roll of the Fifth Estate

Robert Kintner	Charles Osgood	Frank Smith
John Kluge	William S. Paley	Bill Smullin
Kay Koplovitz	Dennis Patrick	Aaron Spelling
Ernie Kovacs	Jane Pauley	Lesley Stahl
Charles Kuralt	Edward Petry	Susan Stamberg
Brian Lamb	Regis Philbin	Frank Stanton
Michael Landon	Irna Phillips	George Storer
Geraldine Laybourne	Robert W. Pittman	Todd Storz
Norman Lear	Frances W. Preston	Howard Stringer
Terry Lee	Ward Quaal	Ed Sullivan
Bill Leonard	James Quello	David Suskind
Sheldon Leonard	Gilda Radner	Sol Taishoff
Gerald Levin	Dan Rather	Brandon Tartikoff
Fulton Lewis Jr.	Gene Rayburn	Danny Thomas
Shari Lewis	Ronald Reagan	Lowell Thomas
Phillips H. Lord	Sumner Redstone	Marlo Thomas
Peter Lund	J. Leonard Reinsch	Barry Thurston
Robert Magness	John Rigas	Grant Tinker
Martin F. Malarkey	Brian Roberts	Ted Turner
John Malone	Cokie Roberts	Mike Wallace
Guglielmo Marconi	Ralph Roberts	John Walson
E. G. Marshall	Gene Roddenberry	Barbara Walters
Garry Marshall	Robert Rosencrans	Vincent T. Wasilewski
Dean Martin	Elton Rule	Pat Weaver
Al Masini	Dick Salant	Lawrence Welk
Lowry Mays	Lucie Salhany	Orson Welles
Don McGannon	David Sarnoff	Tom Werner
Gordon McLendon	Diane Sawyer	Paul White
Akio Morita	Herbert Schlosser	Richard E. Wiley
Bruce Morrow	Rod Serling	Dick Wolf
Tom Murphy	Eric Sevareid	David L. Wolper
Edward R. Murrow	Bernard Shaw	Bob Wright
Sheila Nevins	Jean Shepherd	Frederic Ziv
Agnes Nixon	Dinah Shore	



A&E Television Networks
 Congratulates

Broadcasting & Cable's 10th Anniversary Hall of Fame

Honorees

William J. Bresnan
 Sheila Nevins
 Charles Osgood

Regis Philbin
 Cokie Roberts

Herbert S. Schlosser
 Barry Thurston
 David L. Wolper

Posthumous Honorees

Gabriel Heatter

Jean Shepherd

Martin F. Malarkey

Vince T. Wasilewski

Gene Rayburn



Rainbow reversal

Cablevision stalls tracking stock, considers sale

By John M. Higgins

After five years of studying the plan, Cablevision Systems has suddenly hesitated in its move to create a tracking stock tied to its Rainbow Media, saying it wants to reconsider its options, including selling off all or part of the division.

The MSO had scheduled a shareholder meeting at its headquarters for last Friday morning but abruptly announced a 30-day delay. Although such delays are not uncommon, the company said this one is to allow Cablevision to "evaluate all of its options and alternatives related to the assets."

Vice Chairman Bill Bell wouldn't elaborate on the company's statement. But Wall

Street executives said Cablevision's action was spurred by the strong price that Black Entertainment Television is getting from Viacom Inc. With BET selling for \$3 billion,

\$54 per sub and 20 times cash flow, should Rainbow simply sell the networks?

Barry Diller's USA Networks, for example, has coveted Bravo and Independent Film Channel. Struggling studio MGM has repeatedly approached Cablevision about Rainbow, but those conversations are "cold," said one industry executive.

Morgan Stanley Dean Witter analyst Richard Bilotti estimates Rainbow's value at about \$3.9 billion.

When Cablevision Chairman Charles Dolan "finalized" the tracking-stock plan in

With BET selling for \$3 billion, \$54 per sub and 20 times cash flow, should Rainbow simply sell the networks?

August, it was the most conservative route Cablevision had been studying. It had rejected a sale or an IPO, which could have had a greater financial impact on the company. Rainbow was to have traded separately from Cablevision but would remain fully under the cable operator's control, with the board responsible primarily to Cablevision shareholders.

Cablevision was planning to issue a simple stock dividend, giving investors half a share of what will now be called Rainbow Media Group for each Cablevision share they own. The underlying assets included American Movie Classics and Bravo but not Cablevision's sports networks, Madison Square Garden and Radio City Music Hall.

Cablevision also posted mixed third-quarter results. For the three months ended September, its cable systems increased revenues just 7%, to \$448 million—not much top-line growth given the company's push into high-speed Internet service. Recurring cash flow, however, was stronger, rising 10%, to \$205 million, to boost cash-flow margin and cross that double-digit-growth threshold all operators seek. ■

WWF slams back with lawsuit

Blasts conservative critic Bozell over ad boycott

By Deborah McAdams

World Wrestling Federation Entertainment is suing conservative TV critic L. Brent Bozell III, claiming that his campaign against advertisers on WWFE shows has defamed the network and interfered with its ad relationships.

The suit, filed Thursday in U.S. District Court in Manhattan, claims Bozell and his Parents' Television Council have "threatened, coerced and intimidated" advertisers into dropping their contracts for ads on *WWF Smackdown!*, which runs on UPN. The suit also claims that the PTC has falsely accused the WWF of being responsible for "four murders of young children."

The WWF's attorney, Jerry S. McDevitt, partner in Kirkpatrick & Lockhart, said the company will seek damages "in the many millions of dollars. We will be seeking to recover all the monies he has cost the WWF—money he crows about." McDevitt said Bozell and the PTC claim to have persuaded nearly 40 companies to pull their ads. "Twenty-five of those advertisers have never advertised with us," a WWF spokesman said. "But we know that's been a factor in other corporations' pulling out."

Proctor & Gamble, for example, is frequently cited by the PTC as having shut out the WWF on its recommenda-

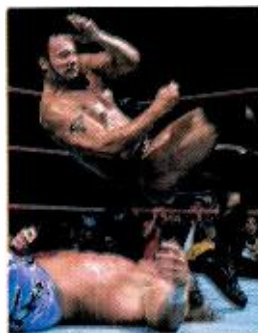
tion but has never been a WWF advertiser, a P&G spokeswoman said.

"He inflates the number but has in fact caused advertisers to not buy WWF," McDevitt said. "He creates an atmosphere where he makes advertisers fear continuing to advertise."

McDevitt said the WWF is not looking for a settlement. "We're gonna take this guy to court."

Bozell, through a PTC spokeswoman, said, "Not having seen a copy of the pleading, we can have no comment.

Based on the press release issued by the WWFE, I can say the allegations are completely without merit." ■



WWF claims advertisers have been "coerced" into dropping their contracts.

Changing Hands

COMBOS

KTPI(FM) Tehachapi/Palmdale, KOSS(FM) Rosamond/Lancaster/Palmdale and KVOY(AM) (formerly KAVC) Mojave/Palmdale, Calif.

Price: \$13.5 million

Buyer: Concord Media Group Inc., Odessa, Fla. (Mark W. Jorgenson, president/owner); owns/is buying five other FMs and six other AMs; has TBAs with two other FMs and one other AM. Jorgenson owns two Florida AMs

Seller: Regent Communications Inc., Covington, Ky. (Terry Jacobs, chairman); owns/is buying 31 other FMs and 13 other AMs. Note: Regent was to swap these stations and others to Clear Channel Communications Inc. for three Grand Rapids, Mich., FMs and four FMs and two AMs in or near Albany, N.Y. (Changing Hands, April 17)

Facilities: KTPI: 103.1 MHz, 6 kW, ant. 580 ft.; KOSS: 105.5 MHz, 3 kW, ant. 328 ft.; KVOY: 1340 kHz, 1 kW

Formats: KTPI: country; KOSS: AC; KVOY: religion

KDGO(AM)-KPTE(FM) Durango, Colo.; KENN(AM)-KRWN(FM) and KNNT(AM) Farmington, N.M., and KISZ-FM Cortez, Colo./Farmington

Price: \$4.9 million cash

Buyer: Winton Road Broadcasting Co. LLC, Bakersfield, Calif. (Anthony S. Brandon, partners/66.8% owner).

Brandon and his brother L. Rogers own 14 FMs and six AMs, and each owns 25% of AGM Nevada LLC, which owns/is buying eight FMs and four AMs and is selling

Station Trades	
By dollar volume and number of sales; does not include mergers or acquisitions involving substantial non-station assets	
THIS WEEK	
TV/Radio	\$0 □ 0
TVs	\$0 □ 0
Combos	\$18,400,000 □ 2
FMs	\$262,560,000 □ 6
AMs	\$6,050,000 □ 3
Total	\$287,010,000 □ 11
SO FAR IN 2000	
TV/Radio	\$2,133,450 □ 1
TVs	\$559,480,139 □ 17
Combos	\$3,457,300,717 □ 78
FMs	\$789,527,568 □ 117
AMs	\$146,057,885 □ 84
Total	\$4,954,499,759 □ 297

KCDA(FM) Couer d'Alene, Idaho, to seller
Seller: Clear Channel Communications Inc., San Antonio, Texas (L. Lowry Mays, chairman; Randy Michaels, chairman, Clear Channel Radio); owns/is buying 19 TVs and at least 1,111 other radio stations, including KDAG(FM) and KTRA(FM) Farmington, KCQL(AM) Aztec/Farmington and KKFG(FM) Bloomfield/Farmington, N.M., and items below. Note: Clear Channel bought stations as part of group deal with Roberts Radio LLC (Changing Hands, June 19)

Facilities: KDGO: 1240 kHz, 1 kW; KPTE:

99.7 MHz, 9.2 kW, ant. 1,128 ft.; KENN: 1390 kHz, 5 kW day, 1.3 kW night; KRWN: 92.9 MHz, 30 kW, ant. 430 ft.; KNNT: 1620 kHz, 10 kW day, 1 kW night; KISZ-FM: 97.9 MHz, 100 kW, ant. 1,360 ft.

Formats: KDGO: oldies; KPTE: hot AC; KENN: news/talk, sports; KRWN: classic rock; KNNT: dark; KISZ-FM: hot country
Broker: Media Venture Partners (seller)

FMs

KFSG(FM) Los Angeles

Price: \$250 million cash

Buyer: Spanish Broadcasting System Inc., Miami (Raul Alarcon Jr., chairman/president); owns/is buying 23 other FMs, including KLAX-FM Long Beach/Los Angeles, KREA(FM) Ontario/Los Angeles, KFOX(FM) Redondo Beach/Los Angeles, Calif., and two AMs

Seller: International Church of the Foursquare Gospel, Los Angeles (Paul C. Risser, president); no other broadcast interests

Facilities: 96.3 MHz, 54 kW, ant. 479 ft.

Format: Christian; to be Hispanic

WYAI(FM) Bowdon, Ga. (near Atlanta)

Price: At least \$7 million

Buyer: Clear Channel (see item, above); owns/is buying WGST(AM)-WPCH(FM) and WKLS(FM) Atlanta and the following Atlanta-area stations: WJYZ(AM)-WJIZ-FM and WOBB(FM) Albany; WMGR-AM-FM Bainbridge, WGST-FM Canton; WGSE(AM) (formerly WMXY) and WMAX(FM) (formerly WZLG) Hogansville, and WCOH(AM) Newnan/Atlanta; is selling WFOX(FM) Gainesville/Atlanta to Cox Radio Inc. Note: If Clear Channel upgrades and sells WYAI within three years for net profit of \$10 million-\$30 million, purchase price will increase 10%; if station goes for net profit of more than \$30 million, price will increase 25%

Seller: Steven L. Gradick, Carrollton, Ga.; owns WCKS(FM) Fruithurst/Carrollton, Ala., and WKNG(AM) Tallapoosa, Ga.

Facilities: 105.5 MHz, 1.55 kW, ant. 630 ft.

Format: Country

WOWF(FM) Crossville, Tenn. (between Knoxville and Nashville, Tenn.)

Price: \$2.5 million (includes three-year noncompete agreement)

Buyer: Plateau Communications Inc., Crossville (Jeffrey H. Shaw, president, and John T. Crunk Jr., vice president, each


Media Brokers Appraisers Consultants

Ron Swanson, V.P.






570/563-0900
SwansonRon@AOL.com



ON AIR

Everywhere!

Simple, Secure Streaming

- T.V.  You've got the content. We've got the network. Together we can reach the world. Our secure broadcast network lets you stream high-quality, full-screen media content, embedded with advertising and merchandising to audiences around the world.
- Radio  It's simple. It's safe. It delivers superior results. You provide the entertainment – we'll supply the global arena.
- Sport  To sample the competitive benefits of streaming rich content, or to get your free "Commercial Guide to Rich Content", visit:
- Events 
- Pure Play 

www.madgeweb.com/bcw

The leading light in rich content delivery.

madge
 **web**

rich content, rich rewards

Changing Hands

50% owner); no other broadcast interests
Seller: CommSouth Radio Inc., S. Daytona, Fla. (Kirk A. Tollett, president); no other broadcast interests

Facilities: 102.5 MHz, 25 kW, ant. 308 ft.
Format: Country

Swap of WYAK-FM Surfside Beach/ Myrtle Beach, S.C., for WQSL(FM) and WXQR(FM) Jacksonville, N.C.

Value: At least \$2 million (being paid by swapper of WQSL and WXQR; \$100,000 kill fee required of either company that might cancel deal)

Swapper, WYAK-FM: Out of trust for NextMedia Investors LLC, Englewood, Colo. (Carl E. Hirsch, executive chairman; Steven Dinetz, president; Samuel Weller, president/co-COO, Radio Division; Jeffrey Dinetz, executive vice president/co-COO, Radio Division); owns/is buying 27 FMs and 18 AMs, including WKOQ(FM) Jacksonville and WANG-AM-FM Havelock/ Jacksonville, N.C., WYR(FM) and WKZQ-AM-FM Myrtle Beach, the following Myrtle Beach-area stations: WYAV(FM) Conway and WMYB(FM) Socastee, N.C., and construction permit for WAZG(AM) Myrtle Beach; also is selling WYEZ(FM) (formerly WRNN) Murrell's Inlet/Myrtle Beach, S.C., out of trust. Note: Members of NextMedia Investors LLC include Thomas Weisel Capital Partners (44.6% member) and Alta Communications (15.6% member)

Swapper, WQSL, WXQR: Cumulus Media Inc., Atlanta (Lewis W. Dickey Jr., president/ 75% owner of one of Cumulus' three attributable shareholders; brother John W. Dickey, executive vice president); owns/is buying 218 other FMs and 92 AMs. Note: Another attributable shareholder of Cumulus, Quaestus Management Corp., is 66.7% owned by Cumulus Executive Chairman Richard W. Weening

Facilities: WYAK-FM: 103.1 MHz, 12.5 kW, ant. 325 ft.; WQSL: 92.3 MHz, 35 kW, ant. 236 ft.; WXQR: 105.5 MHz, 19 kW, ant. 794 ft.

Formats: WYAK-FM: country; WQSL: Christian; WXQR: AOR

Broker: Media Services Group Inc. (buyer and seller)

WHLF-FM South Boston and WJLC(FM) Clarksville/South Boston, Va.

Price: \$1 million

Buyer: JBS Broadcasting Inc., Apex, N.C. (A. Thomas Joyner, principal); owns WAZR FM Woodstock, Va.

Seller: JLC Properties Inc., South Boston (John L. Cole III, president); no other broadcast interests

Facilities: WHLF-FM: 95.3 MHz, 6 kW, ant. 246 ft.; WJLC: 98.3 MHz, 17.5 kW, ant. 394 ft.

Format: WHLF-FM: AC; WJLC: country

Broker: Patrick Communications

KKYZ(FM) Sierra Vista, Ariz.

Price: \$500,000

Buyer: Cochise Broadcasting LLC, Tucson (Ted Tucker, managing member)

Seller: Ana L. Zumuanano, Sierra Vista; no other broadcast interests

Facilities: 101.7 MHz, 3 kW, ant. 328 ft.

Format: Oldies

Broker: Explorer Communications Inc.

Construction permits to build

KBAP(FM) King City and another non-commercial FM in Hollister, both Calif.

Price: \$60,000 (\$30,000 each)

Buyer: Educational Media Foundation, Sacramento, Calif. (Richard Jenkins, president); owns 23 FMs and two AMs, 11 in California

Seller: Central Coast Educational Broadcasters, Deerfield Beach, Fla. (Carl J. Auel, 50% owner). Auel also owns 50.1% of KKMx(AM) Gonzales, Calif., 50% of three FMs and two other AMs and 33.3% of one TV, three FMs and two more AMs

Facilities: KBAP: 91.3 MHz, 930 W, ant. 36 ft.; other FM: 90.7 MHz

AMs

WILD Boston

Price: \$5 million (in cash and stock; merger)

Buyer: Radio One Inc., Lanham, Md. (Alfred C. Liggins III, president); owns/is buying 39 other FMs, including WCAV(FM) Brockton/Boston, Mass., and 12 AMs

Seller: Nash Communications Corp., Boston (Bernadine Nash, president); no other broadcast interests

Facilities: 1090 kHz, 5 kW day

Format: Urban contemporary

KVEC San Luis Obispo, Calif.

Price: \$950,000 (includes five-year non-compete agreement)

Buyer: Clear Channel (see items above); owns/is buying KSLY-FM San Luis Obispo, KURQ(FM) (formerly KQJZ) Grover Beach/ San Luis Obispo, KSTT-FM Los Osos/ Baywood Park/San Luis Obispo, KSMA(AM)-KSN1-FM and KXFM(FM) Santa Maria/San Luis Obispo and construction permit for KSMY(FM) (formerly KAKV) Lompoc/San Luis Obispo, Calif.

Seller: Chorro Communications Inc., San Luis Obispo (Frank Sheahan, president); no other broadcast interests

Facilities: 920 kHz, 1 kW day, 500 w night

Format: News/talk, sports

Broker: Jorgenson Broadcast Brokerage (buyer)

66.7% of WJZM Clarksville, Tenn.

Price: \$100,000 (\$50,000 to each seller; for stock)

Buyer: Henry B. Bonecutter Jr., Clarksville; currently 33.3% owner

Sellers: Jerry N. Baldwin and William M. Parchman (each 33.3% owners), Clarksville; no other broadcast interests

Facilities: 1400 kHz, 1 kW

Format: News/talk, sports

—Compiled by Elizabeth A. Rathbun

Ricki Rocks Sacr

RICKI Is UP Over The Rosie O'Donnell Lead-In!

RICKI Is #1 In The 3:00pm Time Period!

3.6
Rosie

2:00pm

4.2

Ricki

3:00pm

+17%

What am I bid for Bagel Bites?

H.J. Heinz holds online 'auction' of scatter ads for snack-food brand

By Steve McClellan

In the upfront advertising market, the networks frequently try to play advertisers against one another in the hope that they'll pay a premium to avoid being locked out of "must-have" programs.

Late last month, one advertiser, H.J. Heinz, tried to turn the tables, inviting networks to bid—in an online "reverse auction"—for a piece of its second-quarter scatter advertising budget for its Bagel Bites snack-food brand.

Did it succeed? Heinz Media Director Chuck Lanphear says, unequivocally, yes. Calling it a "successful experiment," he says Heinz will consider extending it to other brands and he hopes it will become a regular way of doing business.

Not everyone who was invited to participate did so. Both NBC and the Turner Networks group declined to take part. Heinz wouldn't say which sellers did participate. The Discovery Channel is said to be one of them but declines to comment.

It wasn't the first time advertising time has been sold in online auction. Networks and other TV programmers have done it, usually for spots they can't get rid of, sources say.

The WB tried it for the 100-plus group of affiliates that air primarily on local cable channels. Sales Vice President Jed Petrick says he won't do it again: "We sold some inventory, but we've had far more success selling it in the traditional way."

But the Heinz auction (conducted by Pittsburgh-based Freemarkets.com) was the first advertiser-initiated auction in which the buyer solicited cost-per-thousand price quotes for a time buy, Lanphear says. The actual scope of each deal, in terms of gross rating points purchased and total dollar volume, was negotiated post-auction.

According to Lanphear, five cable programmers participated in the Oct. 20 auction, and Heinz decided to split the multi-million-dollar piece of business among three of them.

Lanphear calculates that the company saved 15% buying the time on auction compared with negotiating deals in the normal scatter market.

That goes directly to the point to which some nonparticipants objected: that the auction process "commoditizes" advertising

sales. Which is to say it takes away the seller's ability to pitch the unique value of one distributor over another and milk the deal for extra dough.

Says Jay Linden, NBC senior vice president, sales development and marketing, "We think the online process for sales is about data exchange and adding value. We felt this was a commoditization of the process. We're not looking for people to come between us and our customers."

Lanphear counters that at least some portion of advertising budget for most products is simply about "eyeballs. It is a commodity." There's also a portion that goes beyond mere eyeballs to "value-added" aspects, such as product placement, sponsorships and contests. But the auction, he says, was used to address the commodity portion of the Bagel Bites budget only. "We had value-added deals already placed well in advance."

Still, he recognizes that he has to convince the nonbelievers that the auction process can be beneficial. He has scheduled meetings with those who declined to be involved, "to find out what they might like to see changed about the system, so that we might modify it for their benefit." ■



amento!

RICKI Is UP vs. Year Ago Performance!

3.6
Ricki

Oct. '99

4.2
Ricki

Oct. '00

+17%

the **5** pm **franchise** **Ricki Lake**

www.ricki.com



The Leader in Young Adult Programming.™

Strike up the band for cable ops—now

Terayon's BandLeader delivery platform allows for integration of voice over IP into current infrastructure

By Ken Kerschbaumer

Debuting at the Western Cable Show, Terayon's BandLeader broadband telephony delivery platform promises to help remove the either/or decision of cable operators looking to offer carrier-class voice over Internet Protocol (VoIP). The system will allow the company to offer VoIP without having to replace its carrier-class (CC) backbone infrastructure.

Says Golan Manor, Terayon vice president, technical marketing, broadband voice, "Cable operators have been deliberating between CC and VoIP because they don't know how long it will take for VoIP to mature. With this system, they can decide when and if they want to switch over to VoIP."

Much has been made of the role that IP technology will play in cable's future, but it's still seen in some camps as being too immature a technology for deployment.

The potential market for cable operators offering phone service is huge, with analyst firms such as Forrester Research predicting that 25% of U.S. cable subscribers will have cable phone service by 2005.

The issue facing cable operators is how to make that service possible. "[BandLeader] clearly offers migration from Class 5 switching to the soft-switch architecture," says Jim Lawrence, analyst with Pittsburgh-based Stratecast Partners, a research firm specializing in telephony service. "And with respect to developing a coherent overall voice architecture, [Terayon has] a more complete story than anyone else in the space at the moment."

The idea behind Terayon's BandLeader is to place a VoIP Access Gateway interface (serving as many as 2,000 simultaneous calls) and a media terminal (with two to four phone lines per terminal) between the circuit voice backbone and the con-

'With this system, they can decide when and if they want to switch over to VoIP.'

—Golan Manor, Terayon



The BandLeader AG3000 Access Gateway can handle up to 2,000 simultaneous phone calls.

sumer. Manor says all services delivered in the CC world will be delivered transparently to subscribers, allowing the cable operator to leverage current billing and other systems.

The circuit- and packet-switch-compatible system will be available in first quarter 2001, according to Manor. Pricing of the Gateway AG3000 interface, he says, will range from \$100,000 to \$500,000 depending on the number of calls the system can handle. Each of the media-terminal adapters will cost \$300 and will replace the cable modem in the customer's home or business.

Manor also notes that that competitive local phone-exchange carriers (CLECs) will be able to sign deals with the cable operator to offer their service through the cable system. ■



The Games Ju
Mixed Signals Technologies
Wheel Of Fortune and
Truly Interactive Every Night

Intro to digital 101

StarBand launches high-speed, satellite-based Internet service

By Paige Albinak

StarBand Communications Inc. is doing its part to close the digital divide. In September, the McLean, Va.-based company loaded satellite equipment and computers on the backs of mules and sent them 8 miles down to the bottom of the Grand Canyon to hook up the Havasupai Indian tribe that lives there to its two-way, high-speed, always-on, satellite-based Internet service.

StarBand, which officially launched its service last week, worked with Northern Arizona University and the Southwest Navajo Nation Virtual Alliance to link 120 Navajo, Hopi and Havasupai reservations to its service.

"The tribe's remote location made it difficult to access technology, which made it hard to get college degrees," said Sally Tilousi, director of the tribe's Head Start school.

The Havasupai tribe is just one of the remote groups that StarBand will be able to reach with super-fast Internet service. With uplinks to satellites whose signals blanket the nation, StarBand can reach mountains in Montana and deserts in California, places no cable operator has chosen to lay fiber.

A subsidiary of Israeli satellite company Gilat Satellite Networks, the company was

formerly named Gilat-to-Home. It launched last week with the slogan "Just Look Up" because anyone with a southern view will be able to have broadband Internet access, said StarBand President David Trachtenberg.

The service is fast. StarBand says users will be able to download data at speeds up to 500 kb/s, 10 times faster than a 56K modem. Upload speeds average 150 kb/s. A single dish can service five to 10 computers, but too many computers on the line degrade the speed, according to StarBand Founder Zur Feldman.

StarBand's partners are EchoStar Communications Corp., Microsoft and ING Furman Selz Investors. EchoStar and Microsoft have invested \$50 million each.

A StarBand subscription starts at \$69.99 per month. The StarBand Model 180 is \$399; installation, \$199.

EchoStar will offer the service through its 23,000 dealers. StarBand has 7,000 stores lined up to sell the service.

Microsoft will offer the service through Radio Shack. Customers will be able to buy a Compaq PC with installed cards that will allow access to satellite Internet service. Subscription cost for the service is \$59.95 per month, with a \$199.95 installation fee (which is waived during the initial offer). ■

The service can reach mountains in Montana and deserts in California, places no cable operator has chosen to lay fiber.

GENDER OF VISITORS TO TOP TV-NEWS SITES

September 2000

Ranked according to number of unique visitors

SITE	Composition (%)	
	Males 18+	Females 18+
1 MSNBC.com	55.8	38.8
2 CNN.com	59.6	33.6
3 CBS.com sites*	62.7	43.2
4 ABC News*	53.2	41.3
5 FoxNews.com	63.4	33.6
6 CNNFN.com*	71.2	25.3
7 CNBC.com	68.0	26.5
8 Bloomberg.com	67.7	29.5
9 CBSNews.com
10 WebFN.com
Total WWW	40.4	40.6

Source: Media Metrix

... = Statistically insignificant traffic

GENDER OF VISITORS TO TOP CABLE AND BROADCAST SITES

September 2000

Ranked according to number of unique visitors

SITE	Composition (%)	
	Males 18+	Females 18+
1 NBCi*	50.0	39.6
2 MSNBC.com	55.8	38.8
3 Weather.com	52.8	41.2
4 ESPN*	63.0	28.1
5 CNN.com	59.6	33.6
6 CBS.com sites*	52.7	43.2
7 EOnline.com	49.3	44.9
8 MTV.com	40.4	31.8
9 ABC*	39.7	51.1
10 Discovery.com	41.3	49.4
11 CartoonNetwork.com	29.7	33.3
12 PBS.org	37.5	48.7
13 FoxNews.com	63.4	33.6
14 CNBC.com	68.0	26.5
15 FoodTV.com	45.4	50.8
Total WWW	40.4	40.6

Source: Media Metrix

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

Media Metrix definitions:

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

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

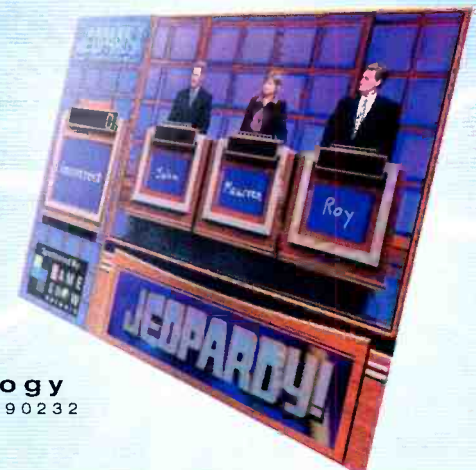
Composition: The percentage of a Web site's visitors that belong to a specific age/gender grouping.

st Got Better!

makes Jeopardy of the week!



intelligent tv technology
8671 hayden place culver city, ca 90232
310.838.4353
www.mixedsignals.com



Too hot to handle

What Florida Web sites did on the wild election night

In many ways, covering as topsy-turvy a drama as last week's presidential election was the ultimate test of the ability of news-oriented Web sites, especially in Florida. I don't have to remind you of what happened in the wee hours of last Wednesday morning, when most major news organizations rescinded their election-cinching call in Florida.

Depending on your time zone, the race tightened during a time that few news organizations would have anticipated—falling within or near that three-hour gulf between 1 a.m. and 4 a.m. when the election-eve contingent clocked out and the morning wrap-up crew punched in.

Was your Web site ready? With my computer mouse in one hand and my TiVo remote control in the other, I went back and forth from site to site for some 12 hours. While there were a few glitches, I am happy to report that most online news organizations had reason to be proud. Why? Generally, sites were well

prepared to deal with the currents and eddies of a news cycle that will go down in the history books.

Florida, of course, was where the action was. Dave Rodrick, regional managing editor for Internet Broadcasting Systems—an Internet company whose responsibilities include editorial guidance and Web-site services for WJXT-TV Jacksonville, WPLG-TV Miami, WESH-TV Orlando and WPBF-TV West Palm Beach.

In short, IBS was at ground zero, and those Web sites, as later analysis revealed, had 10 times as many visitors as they do on average news days.

From the beginning of the election-night-coverage plan-

ning process, "we knew people would be coming to [our sites] from [watching] our on-air broadcast, looking at our site for updates on local races," a sleep-deprived Rodrick told me late last Wednesday.

Rodrick had just returned to Internet Broadcasting Systems' Minneapolis-area offices from a hard day's night at IBS affiliate WPLG-TV in Miami.

"We assumed we would have heavy traffic until midnight or 1 a.m., scale back from 1 a.m. to 4 a.m., and then bring in people to ensure that we have complete results posted by 6 a.m."

Rodrick, of course, is referring to that second, third, or even fourth wind that on-air

and online reporters get when unexpected news events erupt, and plans must be rearranged to adapt.

Stationed for the evening at the coverage's nerve center, IBS Director of News Beth Pearlman saw early on that this was going to be one crazy news cycle—crazy even for presidential-election coverage.

For on-air and online veteran Pearlman, the first whiff that something extraordinary was up started just after the major national news networks started making their initial "Gore wins Florida" calls in mid-evening. Bear in mind that, although the first Florida call was seen as a very influential factor in the Electoral College math, the ultimate understanding of the Sunshine State's leanings were still hours away.

Pearlman told me that most news organizations first called Gore the Florida victor when about 25% of the vote was in from that state. "Even though we called it, we started to feel that 'something is not right. We don't believe some of this,'" she explained.

Pearlman and colleagues had crunched some numbers that indicated that the apparent pattern of regional statistical results that led to the call

for Gore was premature at best.

"There was kind of a group epiphany: 'This is getting too close to call,'" she added.

"As the night wore on," Rodrick said, the atmosphere at each Florida station was "pure adrenaline. No one wanted to leave." And few, if any, Web staffers did.

As you well know, sometimes "pure adrenaline" does not serve efficiency very well. I noticed that, throughout the evening, many Web sites that otherwise did an excellent job seemed to have a time lag between the posting of Electoral College math-altering state calls and the updating of their color-coded state maps and charts to reflect the new numbers.

This wasn't a problem on the IBS sites. At headquarters, the decision was made in advance to move Arah Bahn, art director for all IBS sites, up from her first-floor lair to the second-floor national content area.

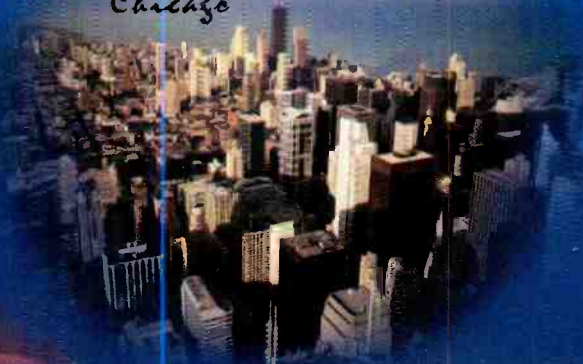
"When we got the decision to call a state," explained Pearlman, "we yelled it out. She was able change the [Electoral College] map in about two minutes."

And, wow, there were many more changes than anyone had anticipated. ■

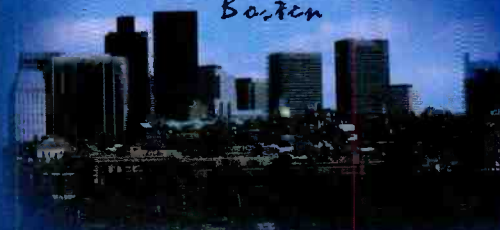
Russell Shaw's column about Internet and interactive issues appears regularly. He can be reached at russellshaw@delpbi.com.

The Most Demanding Markets

Chicago



Boston



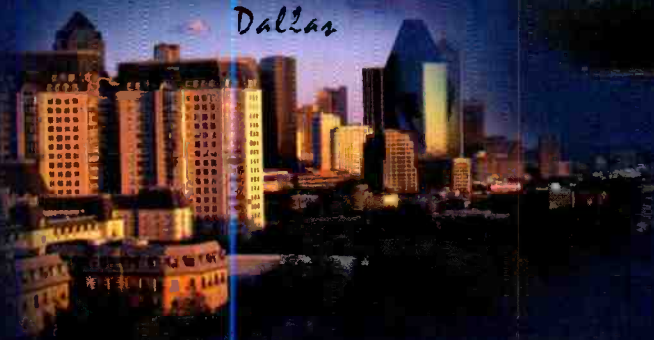
Los Angeles



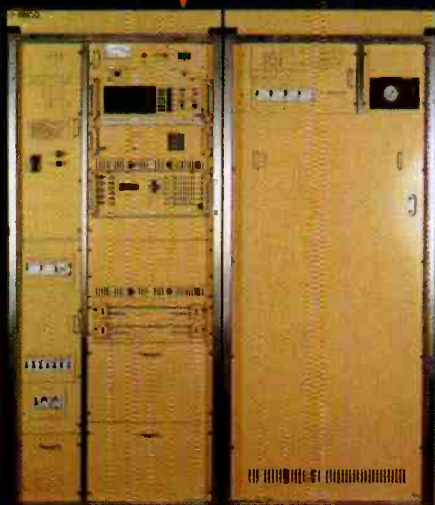
New York



Dallas



Demand Itelco



Across the country and around the world, the most trusted name in transmitters is Itelco. Whether you're replacing an existing analog plant, fulfilling the requirements of the DTV mandate—or both—you can count on Itelco's complete transmission solutions. Engineered excellence means reliable operation year after year. Stringent design specifications guarantee unrivaled on-air performance. Our unique Itelco Supervisory System provides single-point monitoring and control of multiple transmission sites. No wonder Itelco's been the choice for more than 14,000 installations since 1961.



7575 West 103rd Avenue, Suite 110
Westminster, CO 80020
Tel: (303) 464-8000 Fax: (303) 464-5770
E-mail: tvsales@itelco-usa.com
www.itelco-usa.com

Intellicast, DTV Plus partner on datacasting

Digital weather updates to home PCs to be tested in N.C.

By Glen Dickson

DTV Plus, the datacasting venture run by Capitol Broadcasting, has found a new content partner to participate in its DTV-to-PC trials in the Raleigh, N.C., market. DTV Plus has teamed with WSI Corp.'s leading Internet weather site Intellicast.com to deliver digital weather updates to home PCs through the digital television spectrum.

The trial at Capitol station WRAL-DT will broadcast weather-related lifestyle features on travel, golf and sailing, as well as health indexes, such as UV levels, to PCs equipped with DTV receiver cards. DTV Plus has been testing such datacasting capability since April, working with technology partners Triveni Digital, Intel and Wavexpress. Currently, 200 homes are participating in the test. The company's long-term goal is to offer datacasting services to local broadcasters, using the satellite uplinking capability and satel-

lite capacity of Capitol subsidiary Microspace Communications.

The regionalized weather content for DTV Plus is similar to the Intellicast content that WSI has developed for some 70 broadcast stations to use on their Web sites. Intellicast.com Director of Content Management Mark Miller calls DTV datacasting "a logical extension of the program." Billerica, Mass.-based WSI, he says, has also had preliminary discussions with datacasting firm Geocast about providing content.

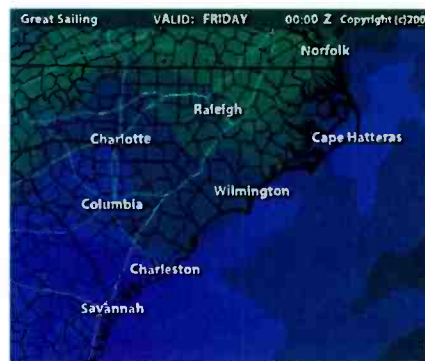
Intellicast.com will also develop richer content for DTV Plus' robust DTV platform, similar to the broadband weather con-

tent it is currently developing for cable operators. "Datacasting is a really good medium," says Miller. "I could see delivering broadband content directly to the desktop using this platform."

Although some 300 stations use WSI's weather-graphics systems within their

'I could see delivering broadband content directly to the desktop using this platform.'

—Mark Miller, Intellicast.com



Intellicast.com features, such as regional sailing forecasts, will be broadcast through WRAL-DT's spectrum.

newscasts, WRAL-DT isn't one of them. Instead, WSI became acquainted with DTV Plus through its relationship with Microspace. WSI uses Microspace to transport some of its weather data, and WSI executives started talking to DTV Plus about datacasting's possibilities in the Microspace booth at NAB 2000.

What WRAL-DT has been offering since April is a mixture of HDTV, SDTV and enhanced data, according to DTV Plus Vice President and General Manager Sam Matheny. The station always offers an HDTV stream, whether it is CBS' prime time feed or its own local programming. That takes up 13 to 14.5 Mb/s of the 19.4 Mb/s DTV stream. Then there is a 2 Mb/s standard-definition channel, either an upconverted simulcast of CBS' non-HD programming or a local Doppler-radar loop. Finally, there's another 2 Mb/s of data, usually from Web page WRAL Online. ■

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

**Due to contractual agreements, some stations not listed.*

100 DTV station installations.* We like to think of them as letters of endorsement.

Sportvision inks NMT agreement

Sport-enhancement technology will be integrated into trucks

By Glen Dickson

Sportvision's sport-enhancement systems, such as the popular 1st & Ten virtual first-down line, will be permanently installed in National Mobile Television (NMT) production trucks.

According to NMT President Joe Heitzler, a recently signed agreement between the sports-technology supplier and the mobile truck vendor will make life easier for their mutual customers—among them Fox, ABC and ESPN—by “taking out a middle step.” Sportvision currently works on an event-by-event basis, shipping its 1st & Ten systems to individual football games, where they have to be set up and then packed away after each contest.

“It’s just going to be a matter of ordering up what you want, because it’s going to be there,” says Heitzler.

Besides 1st & Ten, Sportvision systems to be integrated into NMT trucks include virtual-signage systems and the new real-time “Premium Telestrator” technology. As part of the deal’s marketing component, the NMT trucks will carry the logo



SkyStream introduces IP router

Data-insertion-technology supplier SkyStream Networks has released its next-generation Source Media Router (SMR), a device designed to sit at a satellite uplink or cable headend and broadcast streaming video or other rich IP content to multiple locations.

The new SMR is capable of data rates up to 160 Mb/s, double the 80 Mb/s handled by the company’s previous product. That reflects the increased efficiency of new satellite-modulation schemes such as 8-PSK, says SkyStream Vice President of Marketing Clint Chao. “You need performance of above 150 Mb/s to saturate a transponder with data.”

The SMR also is only 2 rack units (RU), compared with the previous 4 RU, and has dispensed with hard-disk memory for 90 MB of flash memory. That eliminates moving parts, thus improving reliability, which is important for many SkyStream customers that install SMRs in remote locations.

The routers start with a 20 Mb/s model for about \$25,000 and scale up to 80 Mb/s and 160 Mb/s versions priced in the mid \$30,000s, says Chao. Currently in beta testing, the product goes into production at the end of the month. SkyStream will show the digital cable version, the SMR-C45, at the upcoming Western Show in Los Angeles.

—G.D.

“Sportvision Enhanced.” But Sportvision will continue to collect the per-game lease fees for using its systems.

Heitzler says NMT “fits and blends in with the Sportvision product mix very well” because the two companies basically serve the same customer base. The Sportvision deal, he adds, is just another

sign of the “paradigm shift” that has occurred in big-time sports production as networks have moved to an outsourcing model by selling their production trucks to firms like NMT. Where the networks used to create production breakthroughs, those innovations are now being created by firms like Sportvision. ■

WHSB, KABC, WGCL, KTVU, KCAL, KPIX, KCBS, WUSA, WJLA, KYW, WDIV, WWJ, WOIO, KCOP, KGW, WPXI, WCNC, WTVD, KXTV, WPLG, WLS, WKYC, KICU, WFLA, WBZ, WCCO, KSDK, WSOC, KCRA, KXLY, KTVX, WRAL, WRAX, KOIN, KLAS, WTLV, KCPQ, WRLK, WHYY, WTMJ, KLFY, WENH, WISC, KTTC, KOREAN BC,

We’re proud to announce our 100th DTV transmitter installation--at WFTV in Orlando, Florida. It not only highlights Harris’ industry leadership in both UHF and VHF digital transmitters but also our end-to-end solutions--including monitoring equipment, DTV studio products and complete customer support. We deliver the whole package, and our customers’ letters confirm it.

HARRIS

CuttingEdge

BY GLEN DICKSON

DOTCAST GETS \$50M AND NEW BACKERS

Dotcast, the Palo Alto, Calif.-based company that plans to transmit digital data through the analog television spectrum, has received roughly \$50 million in new funding from The Walt Disney Co., GE Equity, disk-drive manufacturer Quantum Corp. and venture-capital firm Worldview Technology Partners. Returning investors in Dotcast's second financing round include Intel Capital and Angel Investors LP. Dotcast, which has raised more than \$80 million overall and also counts Tribune Ventures, Pacific Century Cyberworks and Softnet Systems as backers, plans to launch its service by late 2001 using the broadcast towers of PBS member stations.

UNC-TV NETS DTV FUNDING

UNC-TV, North Carolina's statewide public-television network, is armed for its digital conversion with more than \$60 million in new state funding, after North Carolina voters last week approved a \$3.1 billion bond issue to cover improvements for the 16-campus University of North Carolina system. UNC-TV, which has been seeking state funding for its DTV conversion since early 1999, receives \$65.9 million as part of the

bond issue.

The new funds will cover the conversion of UNC-TV's 11 transmitters, master-control, studios, post-production equipment, field-production equipment and a digital remote truck.



Viewers can now get DirectTV and the TiVo service in one integrated box.

TIVO/DIRECTV BOXES HIT THE STREETS

The much-vaunted combination TiVo/DirectTV set-top boxes, first announced at the Consumer Electronics Show in January 1999, are finally available. The "DirectTV Receiver with TiVo Service," which combines the functionality of TiVo's personal video recording (PVR) technology with DirectTV's more than 225 digital channels, is being manufac-

tured by both Philips Electronics and Sony Electronics. Both are capable of recording up to 35 hours of video on their hard drive and feature a new electronic-program guide from DirectTV with 14-day program listings.

The Philips box, the DSR6000, will sell for \$399; the Sony unit, the SAT-T60, will sell for \$449. The TiVo service is still priced at \$199 for a lifetime subscription or \$9.95 a month.

WSCV-TV DOES DUET WITH CHYRON

Telemundo station WSCV-TV Miami has installed a Chyron Duet video graphics system to enhance its broadcast graphics. The Duet combines the Window NT operating system with a video-bus architecture that supports 56 simultaneous video streams and an object-oriented 2-D/3-D graphics-processing system.

"We've been able to enhance the look of our rolls and crawls and our support for break-in news supers," says WSCV-TV Director of Engineering Luis Duarte.

CEA RELEASES ROSY DTV FIGURES

According to the Consumer Electronics Association, 368,947 "digital-television displays" were shipped to dealers during the first nine months of 2000, an almost seven-fold improvement over the comparable period in



CEA head Gary Shapiro (l) presents CBS' Martin Franks with DTV Pioneer Award for Best DTV Network.


1999. Included in the figures are stand-alone monitors that require an additional set-top to view DTV, as well as sets with an integrated DTV tuner. CEA forecasts DTV display sales to reach 425,000 by the end of this year. As for stand-alone set-tops that receive DTV signals, CEA says that only 25,855 units have been sold to dealers since January.

The trade association has also instituted its Academy of Digital Television Pioneers awards, the first of which were presented in New York on Nov. 2 as part of its conference "Delivering on the DTV Promise." Winners were CBS (Best DTV Network), Capitol Broadcasting's WRAL-DT (Best Local DTV Broadcaster), Time Warner Cable (Best DTV Cable System), DirectTV (Best DTV Satellite Provider), *ABC Monday Night Football* (Best DTV Sporting Event) and *Over America* (Best Original DTV Material).

DTV Leadership Awards were also presented to FCC Commissioner Susan Ness and to Dick Wiley, former FCC chairman and former chair of the Advisory Committee on Advanced Television Service.

STREAMING MEDIA

THE NEXT WAVE



At Broadcasting & Cable, we consider it our personal responsibility to keep the industry informed and up-to-date on the thriving developments in the deployment, successes, and opportunities with Streaming Media.

Our upcoming supplement in Broadcasting & Cable is devoted to this booming technological innovation. Written by our editors, this supplement is packed with essential coverage on the latest hot topics in Streaming Media, including an analysis on the battle of media streaming formats— Real, Microsoft, and Apple; applications being adopted by entertainment companies; and Streaming Technology service and equipment providers.

Broadcasting & Cable readers are prominent content and distribution stakeholders in this emerging business and include key executives in the Broadcast, Cable, Satellite, DBS, Networks, Advertising Agencies and New Media segments. Reserve your space today and reach over 36,000 industry decision-makers influencing the growth of these market-changing services.

Issue Date:

December 11, 2000

Ad Closing

Friday, December 1

Materials Closing

Monday, December 4

BONUS DISTRIBUTION AT

STREAMING MEDIA WEST
SAN JOSE, CA

BROADCASTING & CABLE

Chuck Eolkow: 775-852-1290 • Marcia Orloff: 323-543-4114 • Yvonne Pettus: 212-337-6945
Rob Payne: 212-337-7022 • Michael Farina: 212-337-6941 • Classified Advertising & Marketplace Advertising: 800-258-1075

VISIT OUR WEB SITE: www.broadcastingcable.com



All eyes on the

ISSUE	ISSUE DATE	SPACE CLOSING DATE	MATERIALS DUE
Western Pre-Show Issue	Mon., November 20	Fri., November 10	Tues., November 14
Western Show Issue	Mon., November 27	Fri., November 17	Tues., November 21
Western Show Daily #1	Wed., November 29	Fri., November 17	Tues., November 21
Western Show Daily #2	Thurs., November 30	Fri., November 17	Tues., November 21
Post Western Show	Mon., December 4	Wed., November 22	Tues., November 28

Note these special features:

In the **Western Pre-Show:**

- *Financial Report Card on Cable MSO's*
- *Local Cable Advertising Outlook - (Special Advertising Supplement)*

In the **Western Show Issue:**

- *Top 25 Television Networks*

BROADCASTINGCABLE

Chuck Bolkcom: 775-852-1290 • Marcia Orcutt: 323-549-4114 • Yvonne Pettus: 212-337-6945
Rob Payne: 212-337-7022 • Michael Farina: 212-337-6941 • Classified Advertising & Marketplace Advertising: 866-258-1075
VISIT OUR WEB SITE: www.broadcastingcable.com



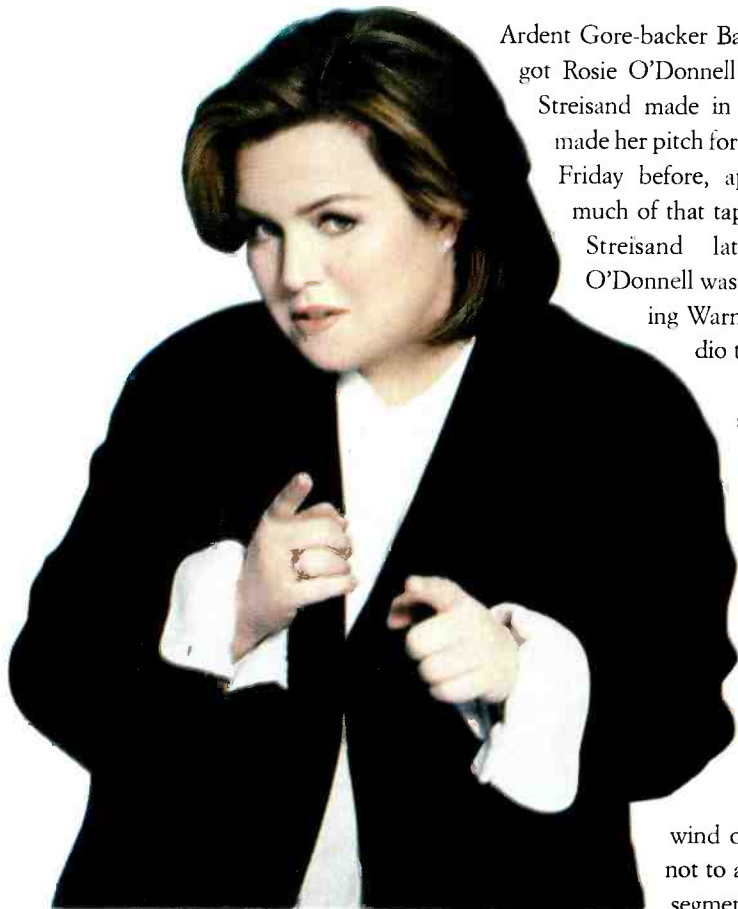
Western Show

With Western Show news breaking every moment, you need eyes in back of your head to stay on top of it all.

Broadcasting & Cable's will eyeball every detail to keep you apprised of everything that happens when it happens. From our show issue to tabloid sized dailies, our unparalleled coverage will give you up-to-the-minute news and information as events unfold to provide you with a complete and accurate view of the show.

With extensive in-room and show distribution, you'll be exposed to all top level industry and MSO executives. Call your **Broadcasting & Cable** representative today to reserve space and plan to have all eyes on you.

Rosie helps her Babs

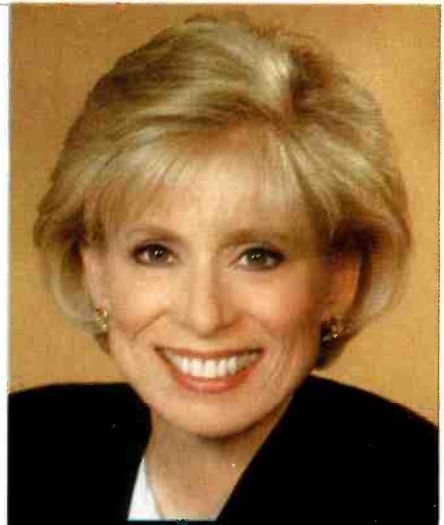


Ardent Gore-backer Barbra Streisand last Monday got Rosie O'Donnell to air part of a videotape Streisand made in August in which the diva made her pitch for the vice president. ABC, the Friday before, apparently balked at airing much of that tape in a *20/20* interview, and Streisand later told C-SPAN that O'Donnell was a "brave little girl for bucking Warner Bros.," implying the studio tried to stop O'Donnell.

Not so, they say. But the syndicator did warn stations of the Streisand utterances, fearful that they might run afoul of equal-time rules.

"Warner Bros. and Telepictures have, and always will, support Rosie in her desire to voice her opinion on her show," and that apparently goes for her guests, too.

Warner Bros. hasn't gotten wind of any stations that decided not to air the show because of that segment.



Doctor on critical list

The CBS O&Os have downgraded *Dr. Laura* from afternoon time periods to 2 a.m. slots, intensifying speculation that the strip won't be around for a second season. Effective Nov. 13, stations bumping *Dr. Laura* are WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, KQW-TV Philadelphia, KPIX-TV San Francisco, KTVT-TV Dallas and KEYE-TV Austin.

While some stations haven't nailed down their new schedules yet, shows looking to gain from *Dr. Laura's* loss are CBS Enterprises/King World syndicated strips *Curtis Court* and *Martha Stewart Living*.

More bad news: *Dr. Laura* also got whacked to bad time periods at WKMG-TV Orlando, KUSI-TV San Diego and WAGA-TV Atlanta. For the week ended Oct. 22, *Dr. Laura* posted a 1.4 household rating, placing her near the bottom of all talk efforts.

B A C K S T O R Y



The 1960 presidential election established TV's role in politics and turned into the closest election of the modern era—until last week.

John F. Kennedy knew that television would have a profound effect on his presidential bid. As reported in the Nov. 14, 1960, issue of *BROADCASTING*, after winning the nomination, JFK asked J. Leonard Reinsch, a former Cox television executive (at left, with JFK), to coordinate his television strategy. Kennedy told him: "Television may be the most important part of the campaign. It may decide the election."

On election night, the three networks covered the returns into the wee hours of the

morning, totaling 36 hours of coverage. The networks gave odds, much like a Las Vegas bookmaker. At some points during the long night, *BROADCASTING* reported, the networks reported that Kennedy's odds of being elected fluctuated between 6½ to 1 to 333 to 1.

Helping with the numbers were the networks' new computers. CBS used the IBM 7090, and ABC used a Univac, and both at first projected—early in the evening—that Nixon would win, before getting it right much later. NBC's RCA 501 had it right from the start, when the network projected JFK's popular vote at 51.1%. —Liza Rodriguez

Television's Casting a New Shadow

SPECIAL REPORT ON

TELEVISION COMMERCE

Broadcasting & Cable Magazine concludes the year by analyzing the most intriguing question that faces media executives: How to turn convergence, interactivity and digital technology advances into new revenue streams?

In our closing issue, we're showcasing a customized supplement focusing on the rising emergence of Television Commerce. This special report is loaded with vital information for industry leaders, including a year-end analysis of the top moneymakers, current applications and their projected advancement, and how the media industry plans to turn the latest opportunities into new profitable strategies.

Broadcasting & Cable's special report on Television Commerce will reach thousands of decision-makers who are cashing in on this technological breakthrough, including key executives in the Broadcast, Cable, Satellite, DBS, Networks, Advertising Agencies and New Media segments.

Reserve your space and reach over 36,000 industry leaders with your message on how your company is capitalizing on this groundbreaking venture.

Issue Date • Dec. 18, 2000

Ad Close • Tuesday, Dec. 5

Materials Close • Monday, Dec. 11

Note - Early close dates



BROADCASTING & CABLE

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

Rob Payne: 212-337-7022 • Michael Farina: 212-337-6941 • Classified Advertising & Marketplace Advertising: 866-258-1075

VISIT OUR WEB SITE: www.broadcastingcable.com

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

Cable

Miles McNamee, division VP, division sales, Starz Encore Group LLC, Englewood, Colo., named VP, business development, new media.

Broadcasting

Terrance F. Hurley, senior VP, Benedek Broadcasting, Rockford, Ill., joins Cordillera Communications, Chicago, as president.

Susan Howarth, executive director, Arkansas Educational Television Network, Conway, Ark., joins WCET(TV) Cincinnati, as president and CEO.

Cathy Card Sterling, director of development, Alexandria Country Day School, Va., appointed VP of Development, WETA-TV and WETA(FM), Arlington, Va.

Appointments at Maine Public Broadcasting: **Gordon Lutz**, music and motion picture marketing consultant, joins as underwriting representative, Bangor, Maine; **Ned Lightner**, director of community programming, Adelpia, Portland, Maine,

joins as studio coordinator.

Donna Bryan, director of business affairs and development, NBC Olympics, New York, named VP, negotiations, NBC Sports.

John Heffron, director of affiliate sales and marketing, Fox Sports Network Northwest, New York, joins Univision Communications, New York, as VP, affiliate relations, Eastern region.

John Allison, director, creative services and marketing, KTLA-TV Los Angeles, joins Tribune Co., Chicago, as executive producer, corporate relations department.

Lennie Philyaw, sales executive, WHNS-TV Asheville, N.C., joins WSPA-TV Spartanburg, S.C., as local sales manager

Radio

Tom Holiday, GM, Tulsa stations, Cox Communications, Tulsa, Okla., joins WNNX(FM) Atlanta as GM.

Ken Benson, senior VP, programming, AMFM, Portland, Ore., joins Citadel Communications, Las Vegas,

as executive VP, programming.

Programming

Jonathan Katz, VP, marketing, CNN Newsource Sales Inc., Atlanta, named senior VP, worldwide program planning and acquisitions, Turner Entertainment Group, Atlanta.

Kenneth Bettsteller, president, satellite distribution and business development, News Corp., Los Angeles, joins E! Networks, Los Angeles, as chief operating officer.

Debby Beece, consultant, Oxygen Media, New York, named president, programming.

Appointments at Twentieth Television, Los Angeles:

Patrice Callahan, VP, Fox Channels Group, Los Angeles, joins as VP, business and legal affairs; **Todd Rodriguez**, counsel, business and legal affairs, Fox Cable Networks Group, Los Angeles, joins in the same capacity.

Gary Thorne, senior VP, business development, U.S.

Satellite Broadcasting, St. Paul, Minn., joins Moviewatch, Los Angeles, as president and chief operating officer.

Shawn Blake, director of publicity, Touchstone Television, Los Angeles, named VP, media relations.

Appointments at ESPN, New York: **Maureen Murray Quinn**, VP, marketing Trump Org. New York, joins as executive director, ESPY Awards; **Maura Mandt**, producer, special projects, named director, event and program development, ESPY Awards; **Rachel Mack**, promotion director, named director of marketing, ESPY Awards.

Rob Jacobson, senior VP, distribution and product development, iN DEMAND, New York, named executive VP.

Jocelyn Brandeis, publicist, trade and media relations, Showtime Networks Inc., New York, joins iNEXTV Corp., New York, as manager, corporate communications.



Miles McNamee



Jonathan Katz



Gary Thorne



Shawn Blake

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

Internet

Scott Robinson, CFO, CareerPath.com, Los Angeles, joins Consumer Broadcast Group, Los Angeles, as president and CEO.

Appointments at AFN Communications, Tulsa, Okla.: **Gordon Martin**, president of carrier services, Williams Communications, Tulsa, Okla., joins as CEO; **Gary Watson**, VP, service delivery and assurance, Williams Communications, named chief operating officer; **Bunker Sessions**, VP, technology, Williams Communications, named chief technology officer; **Bill Hampton**, VP, carrier sales, and officer, Williams Communications, joins as executive VP, sales and marketing.

Advertising/Marketing/PR

Vince Manze, executive VP and creative director, NBC Agency, Los Angeles, named co-president of the agency.

Carole Post, partner, chief scientific officer, Empiric Medical Advertising, New

York, joins NCI Network, New York, as executive VP, chief scientific communications officer.

Kelly Hopwood, assistant planner/buyer, MayoSeitz Media, Blue Bell, Pa., named media planner/buyer.

Appointments at Studio City, Los Angeles: **Eric Stolz**, freelance digital editor, studio music recordings and films, joins as sound designer/mixer; **Chris Lin**, freelance editor, joins as finishing editor.

Journalism

Michael Morken, producer and co-anchor, KXJB-TV Fargo, N.D., also named news director.

Brandon Sherer, executive producer, WMC-TV Memphis, joins KFVS-TV Cape Girardeau, Mo., as news director.

Naomi Schalit, half-time radio news producer, Maine Public Radio, Lewiston, Maine, named full-time radio news producer.

Technology

Ron Bernard, president, NFL

Enterprises, New York, joins Sekani, New York, as CEO.

James H. Moore, president and chief operating officer, Crossroad Systems, Austin, Texas, joins BOXX Technologies, Austin, Texas, as chairman.

Marty Morgan, central and eastern regional sales manager, Sigma Electronics, Chicago and Columbus, Ohio, joins Vela, Salt Lake City, as Midwest regional sales manager.

Scott Bosen, senior product manager, Philips Broadcast, Salt Lake City, joins Utah Scientific, Salt Lake City, as director of marketing.

Associations/Law Firms

Rob Stoddard, senior VP, public relations, AT&T Broadband, Denver, also named president, board of directors, Cable Positive, New York.

Michelle Lynn Marsala, who recently received a degree from Syracuse University, Syracuse, N.Y., joins the International Radio and Television Society

Foundation, New York, as manager of press relations and events.

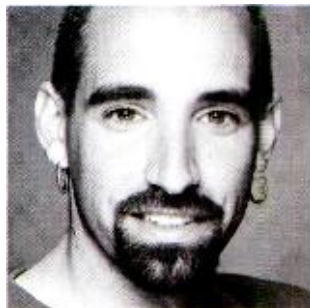
Ginny Nagle, account executive, writer and publicist, Alavre Associates Inc., Wayne, Pa., joins The Society of Cable Telecommunications Engineers, Exton, Pa., as manager, marketing communications.

Allied Fields

Caitlin Hill, licensing administrator, Megatrax Production Music, North Hollywood, Calif., named licensing director, network/promo.

Appointments at Sportvision Inc.: **Steven F. Roberts**, GM of global operations and development, Sony Sports Entertainment, San Francisco, joins as executive VP, product management, Mountain View, Calif.; **Russell Quy**, director of new media development, New York, named executive producer and VP, media production, there.

—Compiled by Beth Shapouri
212/337-7147



Eric Stolz



Kelly Hopwood



Scott Bosen



Caitlin Hill

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

From both sides now

The new head of AFTRA, Hessinger used to negotiate for CBS

Immediately after marathon negotiations produced an agreement that would eventually end the 5½-month strike by Screen Actors Guild and American Federation of Television and Radio Artists commercial actors, AFTRA opened negotiations with the Big Three networks over a contract for news correspondents. It was Greg Hessinger's birthday.

"That's not a lot of downtime," said Hessinger, who became AFTRA's national executive director in June after two years with the union.

But he may have a built-in advantage in preparing to face TV management across the bargaining table: He knows the other side. He used to *be* the other side—as assistant director of labor relations for CBS.

"When I first decided to become a labor lawyer, I felt I would be more comfortable working on the labor side," he said. "I've found that it's easier to make the arguments on the labor side of the

table—and harder to achieve the objectives. Both of those flow from the fact that management is holding the purse.

"I never try to lower my own goals, but, ultimately, during the course of negotiations, you have to manage expectations. You have to recognize what is achievable. ... It's a very rare day you come out with exactly what you wanted or even what you expected."

The latest showdown over commercials, he noted, is "a good illustration of how what is achievable is tied to what members of the union are prepared to fight for. And the end result was very positive. But that's not to say that every time you're prepared to hold out for that long you're going to get what you want."

Given their sometimes famous members and perceived glamour of the professions they represent, entertainment unions have a naturally high profile. "It's a double-edged sword," he pointed out. "Many of our members are well known, and the public is interested in matters that concern those people. But the public is not always ready to sympathize with those people perceived as being very well compensated."

That equation clearly favors commercial actors over TV reporters and anchors, who are far less likely to be waiting tables or tending bar to make ends meet. And sometimes, Hessinger observed, a well-placed word to a Mel Karmazin by an Ed Bradley or a



Gregory James Hessinger
*National Executive Director,
American Federation of
Television and Radio Artists*

B. Oct. 24, 1965, Whitehall, Pa.; B.A., Lebanon Valley College, Annville, Pa., 1987; J.D., St. Johns University School of Law, New York, 1990; associate, Skadden, Arps, Slate, Meagher & Flom, New York and Los Angeles, 1990-94; assistant director of labor relations, Westinghouse Broadcasting (later CBS), New York, 1994-98; assistant national executive director for news and broadcast, AFTRA, New York, 1998-2000; current position since June; m. Paula Walgren, Nov. 23, 1991, child: Sierra, 2.

Dan Rather might have more effect than a lot of people with picket signs.

Hessinger had come to CBS through Westinghouse, where he had gone from mega law firm Skadden, Arps, Slate, Meagher & Flom. Although

Westinghouse had been a stagnant company that had been through some tough times, Hessinger recalled, "I knew it was an industry that interested me." And as luck would have it, the company was about to experience tremendous growth and complete some tremendous deals.

Later, after four years negotiating contracts with AFTRA and other unions, Hessinger was approached by AFTRA National Executive Director Bruce York about a job in the news and broadcast divisions of the union.

"There was a bit of tension when I first got here: Bruce had gone outside the organization to hire someone—from management, of all places. But he knew a lot about me, mostly from AFTRA negotiations I'd participated in. We wrapped it up very quickly."

Said Day Krolik, vice president of talent negotiations and labor relations for NBC, "There's no question that having worked for CBS helps him understand the company point of view, and that makes him effective at representing the union point of view.

"He's a tough, good negotiator," Krolik continued. "He's clearly an intelligent person with a good, basic understanding of the industry and the issues. The industry's going through a transitional phase, with cable, online and convergence. The unions are trying to respond to that."

—Dan Trigoboff

save the date
save the date
save the date
save the date
save the date
save the date
save the date
save the date
save the date
save the date

11TH ANNUAL



APRIL 3, 2001

The Changing Media Landscape

GRAND HYATT HOTEL, NEW YORK CITY

You won't want to miss this! All the top movers and shakers at one conference sharing their ideas, strategies, and future plans in the media industry—mark your calendar now!

<http://www.thebigpic.com>

SALOMON SMITH BARNEY

A member of citigroup

BROADCASTING CABLE

PART OF  **Cahners**
TELEVISION GROUP

BROADCASTING CABLE

HOW TO ADVERTISE IN THE CLASSIFIEDS

Classified/Help Wanted Rates:

BASIC LINE ad - \$2.75 per word net (20 word minimum),
BOXED DISPLAY classified ad - \$240 per column inch
gross w/ art.

*Please note: Cable advertisers receive rate of \$163 per
column inch gross w/ art.*

Column inch is equivalent to 2³/₁₆" wide X 1" deep.

1 column width = 2³/₁₆"

2 column width = 4⁵/₁₆"

3 column width = 7¹/₁₆"

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

Situations Wanted Rates:

BASIC LINE ad - \$1.49 per word (20 word minimum);
BOXED DISPLAY classified ad - \$163 per column inch
gross w/ art.

Professional Cards Page Rates:

13X contract = \$115 per issue,

26X contract = \$110 per issue,

or 51X contract = \$80 per issue.

Size = 1¹⁰/₁₆" wide X 1" deep

ONLINE BONUS:

*Maximize your print ad! For an extra \$50.00 flat
charge, we will post your ad on our website for 7
days. Get exposure before the print issue comes
out. Our web site is updated hourly.*

www.broadcastingcable.com

We have a new issue every Monday!

Deadlines:

SPACE AND MATERIALS DUE: Tuesday by 5:00 pm EST
prior to the following Monday's issue date.

Payment: You may pay with a credit card, or we can bill
you per issue.

For more information please call

Kristin Parker (Account Executive)

kbparker@cahners.com

Neil Andrews (Account Executive)

nandrews@cahners.com

Phone: **617-558-4532 or 617-558-4481**

Fax: **617-630-3955**

ORDER BLANK

Check Enclosed

Please Bill me

CREDIT CARD PAYMENT: American Express Visa Mastercard

Cardmember Name: _____

Credit Card Number: _____

Card Number Expires: _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____

Please indicate your preferences:

Industry Category:

Television

Radio

Allied Fields

Interactive
Media

Job Category:

Sales

Management

Marketing

Technical

News

Programming

Production

Research

Finance &
Accounting

Other

Online:

1 Week

2 Weeks

Please attach a type written copy of your ad to this order form and mail or fax to:

Broadcasting & Cable, 275 Washington St., 4th Fl., Newton, MA 02458 Attention: Kristin Parker or Neil Andrews

Fax Number: 617-630-3955 • kbparker@cahners.com • nandrews@cahners.com

Classifieds

Television

FOR SALE STATIONS

EXECUTIVE communications

Thinking of selling your TV or radio station? We will increase the value of your station before you sell it. Call for details of our exciting, innovative plan. For our current station listings, check out:

www.executivecomm.com

478-477-5931 FAX 478-477-0747

MARKETING CAREERS

VICE PRESIDENT MARKETING

CMT: Country Music Television, a service of MTV Networks, seeks an experienced marketing professional to direct the entire marketing operation for CMT. Responsibilities include the supervision and direction of local and remote staff and operations as well as the creating and implementing internal and external marketing and communications strategies. Additionally, candidates would be required to provide direction and oversight for all external consumer marketing and media objectives, managing outside advertising, free-lance sources, and working with in house creative groups on consumer marketing issues including, but not limited to, branded products and services such as television network, web site, and magazine. Qualified candidate will have a bachelor's degree in marketing, communication, advertising, or public relations. MBA with emphasis in marketing is strongly preferred. Position requires minimum of 7 years of marketing and branding experience in consumer, television, and cable with strong managerial, creative and presentation skills. For complete job description, visit our web site at www.cbsnashvillejobs.com. Send resume with cover letter, including salary requirements to:

CMT: Country Music Television
ATTN: SCW
2806 Opryland Drive
Nashville, TN, 37214
Fax: (615) 457-9660
Equal Opportunity Employer

PROMOTION CAREERS

WRITER/PRODUCER

INTERVIEWING IMMEDIATELY We are searching for an energetic promo guru to bring innovative ideas to our CBS table. Write great copy? Enjoy news promotion? Love a challenge? WMBD wants you! Bring your degree and Avid experience to our accomplished station! Send resume and tape to: Julie Snell WMBD TV, 3131 University, Peoria, IL 61604.

CAPTION SERVICES



Digital Captioning
and Subtitling
800-822-3566
CAPTIONMAX

CREATIVE SERVICES

PFOMOTION WRITER/PRODUCER

KHWB, Tribune Broadcasting's WB39, has an opportunity for a highly creative promotion Writer/Producer in our Creative Services department. Candidate should have a college degree or 3+ years television experience writing, producing, and editing effective news and programming promotional spots. Non-linear editing experience, strong creative writing and excellent organizational skills are required. EOE, Drug Free Workplace. Please send resume and non-returnable tape to: KHWB, Human Resources, 7700 Westpark Drive, Houston, TX., 77063.

SATELLITE MISCELLANEOUS

SATELLITE TIME FOR SALE

Full C-Band transponder
in the clear for a very low fixed price
for four years.

817-858-9955

SITUATIONS WANTED

SITUATION WANTED

Want to be an integral player as part of a creative and progressive organization in the media, entertainment or new media industries. Since graduating college in 1978, I have successfully run two television stations for a major media company in major markets, held sales management and major account executive positions including top rep firm in NYC. After taking some personal time off it is time to get back to work! I have expanded my abilities by writing a best selling book on leadership skills called MAKE IT SO, worked on program development with the late Brandon Tartikoff and new media projects with a major newspaper. Specific positions considered would include but not exclusively Television GM, Television Group Corporate, Syndication, new media and ownership position in above or related field. Great references. Contact Bill Ross at billrwgno@aol.com or call 303-221-3338 for further information.

MANAGEMENT CAREERS

CN-AIR PROMOTIONS MANAGER

Looking for creative freedom? With no news, just entertainment! Then send us your reel. KTVD 20 is an independently owned UPN affiliate looking for a top-notch On-Air Promotions Manager who can write and produce award-winning spots for on-air; radio and cable while managing the daily on-air activities of our department.

Strong communication and writing skills a must. Working knowledge of broadcast production, hands-on experience with linear and non-linear editing system. Working knowledge of Chyron, videotape machines, DVE, still store, Adobe After Effects and Photoshop. Prior managerial and administrative experience preferred. Competitive salary and benefits package and creative freedom. Send your reel, resume and persuasive letter to Personnel, KTVD-TV, 11203 East Peakview Avenue, Englewood, CO 80111. EOE/M/F.

MANAGEMENT CAREERS

PUBLIC RELATIONS MANAGER

TechTV seeks a manager of public relations to facilitate all public-relations, including developing and implementing the strategic communications plan, and acting as support to the director of PR, the primary spokesperson for the company.

Responsibilities include: assisting in the development of the strategic PR plan to support the TechTV brand; assigning messaging by key audience: consumers, cable MSOs, advertisers, and media; facilitating all public relations efforts including press releases, media events, talent appearances, and executive speaking engagements.

Work to obtain favorable and timely press coverage for TechTV in select media publications. Be primary spokesperson for the company and act as key contact for journalists; develop talking points on all major issues affecting the company's business interests so that management stays "on message;" work closely with the programming department to promote our content and talent on an ongoing basis.

Ensure that all PR communications support the overall marketing strategy by working in close collaboration with our consumer marketing, affiliate marketing, research, and events departments. The ideal candidate will have 5 years PR experience; solid management and leadership abilities to effectively motivate and develop growing PR team; and ability to meet tight deadlines in a fast-paced environment.

Great Salary and comprehensive benefits package commensurate with experience. To apply for this position, please send your resume and writing samples to TechTV, Human Resources, michael_dorame@techtvcorp.com, or fax: 415.355.4670

GENERAL MANAGER/ GENERAL SALES MANAGER

KECY-TV, Fox 9, El Centro/Yuma needs a GM with strong sales experience. Great opportunity for a small market GSM ready to move up. Resume and references to: Bob Allen, Executive Vice President, Gulf-California Broadcast Co., 42-650 Melanie Place, Palm Desert, CA, 92211. E.O.E.

STATION MANAGER, KVCR-TV

This is an opportunity to run the oldest public television station in Southern California, a station on the verge of explosive growth. Duties include coordinating, directing and supervising the activities of the broadcasting operations of the District's television station including programming, production, publicity, fundraising and engineering. Minimum qualifications: Bachelor's degree in telecommunications, journalism, English, or a related field; AND Four years experience in supervision of television broadcasting operations and programming. Additional experience may be substituted for the educational requirement (see application). Salary: \$72,276 to \$78,382 per year plus family medical and dental benefits and employee life insurance and vision coverage. For more information about KVCR-TV/FM check www.kvcr.org. Completed official applications must be received in the Department of Human Resources by Monday, November 27, 2000. To receive your application packet contact: Department of Human Resources, KVCR-TV/San Bernardino Community College District, 441 West Eighth Street, San Bernardino, CA 92401-1007, 909/884-2533. EOE.

Classifieds

Television

MANAGEMENT CAREERS

ASSISTANT GENERAL MANAGER

DO YOU HAVE THE ABILITY AND DESIRE TO MANAGE A TOP CREATIVE BUSINESS? WOULD YOU LIKE TO WORK WITH SOME OF OUR INDUSTRY'S MOST AMBITIOUS AND TALENTED PEOPLE?

Minnesota Public Radio's Marketplace Productions is seeking an Assistant General Manager to run the business end of the Los Angeles-based production company. Responsible for supervising human resources, budget and financial activities, back office operations and all administrative and support functions. Relates to appropriate departments at MPR headquarters. A good team player able to collaborate with other sr managers. Meticulous, persistent, reliable and organized with extensive management skills and experience, including at least 5 yrs in progressively more responsible positions. Very good salary and excellent benefits. Full job description available online: www.marketplace.org/jobs. Send cover letter and resume detailing relevant management exp to: Marketplace Productions c/o MPR, HR (265), 444 Cedar Street, Suite 1900, St. Paul, MN 55101. AA/EEO

BUSINESS MANAGER

WKJG-TV, the NBC affiliate, has an immediate opening for the new position of Business Manager. Responsibilities include accounting and record keeping and preparation of monthly financial statements as well as management of a two person staff. The ability to communicate clearly to station staff, vendors and customers is important. Responsibilities include review and control of accounts payable, accounts receivable, cash forecasting and participation in the budget process. A strong grasp of internal controls is required along with a minimum of five years financial management experience. CPA certification, prior experience in the broadcast environment and knowledge of Columbine Systems is preferred. For consideration please submit a cover letter, resume and references to: Joseph A. Cloutier, President, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. E.O.E.

NEWSCAREERS

TRAFFIC MANAGER

KOAT-TV, a Hearst-Argyle station, is looking for an excellent Traffic Manager. This person is responsible for all traffic functions: programming, formats, log preparations, inventory management, set up, maintain and generate reports within the traffic system. Also, set up and maintain excel spreadsheets, adhere to stringent deadlines, work closely with General Sales Manager and all departments, as well as effectively manage the Traffic Department. This person must be flexible and accommodating with the Sales Department in order to help achieve revenue goals. Knowledge of the BIAS traffic system is a plus. Resume along with a cover letter stating where you found out about this job to: General Sales Manager, KOAT-TV, PO Box 25982, Albuquerque, NM 87107 KOAT-TV, A Division of Hearst-Argyle Television, is an equal opportunity employer.

NEWSCAREERS

NEWS DIRECTOR

News Director to lead experienced and successful news team to next level in market #23. Successful candidate will be a News Director with a positive track record of leadership, viewer focus, and strategic thinking. You will join one of the best news and station teams in the industry with the challenge of developing additional audience for our highly competitive newscasts. When you have a moment to spare you'll enjoy the great outdoor lifestyle of the spectacular Pacific Northwest. Send letter and resume to KOIN-TV, News Director Search, 222 SW Columbia St., Portland, Oregon, 97201. KOIN-TV is a CBS affiliate owned by Emmis Communications Corporation, an Equal Opportunity Employer.

ASSIGNMENT EDITOR

WIFR, the market leader in Rockford Illinois is looking for a person with strong news judgment and leadership skills to run our Assignment Desk. This is not a position for newsroom rookies! Applicant should have at least one years experience as an Assignment Editor or desk assistant. This person is responsible for the research and development of news stories, as well as coordinating crew placement and coverage. If you think you can help our station continue its winning ways, then we want to hear from you! Send cover letter with your news philosophy and a resume to Mark Vittorio, WIFR-TV, P.O. Box 123, Rockford, IL 61105. WIFR-TV is an equal opportunity employer.

5PM PRODUCER

Aggressive, organized, great writer for a main evening newscast. Able to combine the words and pictures to put together a newscast that stands apart from the competition. Minimum two years experience. Rush tape and resume to Gene Ross, News Director, KLAS-TV 3228 Channel 8 Drive, Las Vegas, NV 89109. Equal Opportunity Employer.

PHOTOJOURNALIST

The Belo owned station in Austin, Texas has career opportunities for visual storytellers seeking a creative and challenging environment. You will work with award winning photographers and reporters at the Texas AP's Best Photojournalism station.

This position requires experience shooting and editing television news, including some experience with live shots. We need a photographer who knows sequencing, natural sound and lighting. We are looking for someone who is creative and aggressive, yet easy to get along with. The candidate with the edge will be bilingual in Spanish and English. Applicants with a college degree are also preferred.

Send tape and resume with references to Chief Photojournalist, Scott Guest, KVUE, 3201 Steck Avenue, Austin, TX 78757. No phone calls please. We will contact you if we are interested in interviewing you.

It is KVUE policy to conduct pre-employment drug testing. EOE

Sylvia Sedillo, Newsroom Administrator
KVUE 24 News...Where the News Comes First.
P.O. Box 9927
Austin, TX 78766
512-459-2064
512-459-6538 Fax

TRANSMISSION OPERATIONS MGR.

PMTV is a TV Production and Webcasting Company seeking experienced individual to oversee growing satellite/fiber/webcasting services division. Candidate should have 1-3 years experience dealing in satellite, transmission and/or TV Operations work. Salary negotiable. Contact: Carol Healey, Via Fax: (610) 768-1773 or chealey@pmtv.com

PRIMARY CO-ANCHOR

Primary Co-anchor for the 6 & 10 PM newscast to complement our Male anchor. Successful applicant will report on a daily basis, and perform other duties as assigned. We need a personable communicator who can deliver no-nonsense news coverage in a pleasant and inviting style. This is NOT an entry-level position. Applicants must have excellent writing skills, sound news judgment, and be able to work well with all other areas of the News Department; must be a self-starter who follows news, comes armed with story ideas each day and be willing to pitch in where needed. Please send resume and tape to: KMID-TV, 3200 LaForce Blvd., Midland, Texas 79711, Attn: Jerry Vazquez, News Director. E.O.E.

ASSISTANT PROGRAM DIRECTOR/LEHIGH VALLEY PBS/WLVT.

We're digital! And soon we will be programming four channels instead of one. We are looking for a programming professional to assist in screening, purchasing and scheduling programs for air. This organized individual will also make sure feeds are scheduled, tapes are assigned and programs are in place. This position includes working closely with the Promotions Producer to creatively schedule elegant station breaks that promote our programs and our mission. Competitive salary, good benefits and a creative work environment. Knowledge of public television is preferred. The Lehigh Valley is located in a beautiful part of PA with access to NYC, Philadelphia, the Poconos and the beach. Please send resume to WLVT, APD Search, 123 Sesame Street, Bethlehem, PA 18015. EOE.

NEWS ANCHOR/REPORTER

KESQ, the southern California desert's news powerhouse, is looking for an experienced news reporter for our main shows.

Candidates must be exceptional news writers and presenters.

Significant field/live experience and a teamplayer attitude a must. Good storytellers will stand out! If you want to join the winning news team in our market, rush tape, resume, and references to:

GULF CALIFORNIA BROADCAST COMPANY
42-650 Melanie Place
Palm Desert, CA 92211
ATT: Human Resources
No phone calls, please. EOE

HEAD OF AD SALES

Leading On-line Entertainment Network seeks head of Ad Sales for major male-oriented brands & entertainment. Must have experience in selling this demographic to newspapers, print, radio, TV, and all other media. Los Angeles based. Please respond to: Broadcasting and Cable Magazine, Box 1106, 275 Washington St., Newton MA 02458.

Classifieds

Television

NEWS CAREERS

METEOROLOGIST

KESQ News Channel 3, the news powerhouse in the Southern California desert, has immediate opening on the First Alert Weather Team. Candidates must have a college degree or equivalent in Meteorology, Atmospheric Science or related field and must have an expert understanding of meteorological principles. Reporting skills are a plus but a great team player attitude is what will set you apart. If you can tell a clear, concise and interesting weather story, send tape and resume to:

Gulf-California Broadcast Company
Human Resources
42-650 Melanie Place
Palm Desert, CA 92211
EOE. No phone calls please.

NEWS PHOTOGRAPHER/EDITOR

WJLA-TV, ABC7 is looking for a news photographer/editor. Must be a great story-teller with a camera. Should have good news judgement, along with good people skills. Should be a good editor as well as live truck operator. Should thrive on success and winning. Please send a resume and tape to Steven D. Hammel, Vice President, News, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008. EOE

SALES CAREERS

NEW BUSINESS ACCOUNT EXECUTIVE (JOB #200JL)

WBNS-TV, located in Columbus, Ohio is looking for that seasoned professional who has a passion for new business development. We have all the sales tools and resources in order for you to succeed. Must have a track record of developing and selling marketing concepts to new advertisers. Applicants must be proficient in proposal writing, strong organizational skills, and adequate computer skills including Microsoft Word and Power Point, and capacity to prospect creatively on a local and regional level. Salary plus commission. Equivalent combinations of education and experience will be considered. Qualified candidates should submit a resume and cover letter to: Dispatch Broadcast Group, Human Resources Department, Job #200JL, 770 Twin Rivers Drive, Columbus, OH 43215. Dispatch Broadcast Group is an equal opportunity employer and offers a smoke- and drug-free workplace. Please view all our job openings at WWW.WBNS10TV.COM.

STATION SALES TRAINING MANAGER - WORLDNOW

WorldNow is the leading force in the rapidly emerging field of converging the broadcast and online. WorldNow builds, delivers and supports a complete Internet solution that enables television stations to establish superior web businesses.

Responsibilities: WorldNow is looking for a Station Sales Training Manager based in NYC to train our affiliate partner's Internet sales representatives in sales activities, use of sales software and assist with the general development of the station's Internet sales strategy.

General Requirements: A minimum of 5 years television and/or Internet sales experience; Strong training skills; Strong client management and relationship building skills; extensive travel required.

Excellent compensation package includes competitive salary/bonus, company paid benefits, stock options. Please forward all resumes to bfein@worldnow.com. EOE.

SALES CAREERS

ACCOUNT EXECUTIVE

Wanted: A highly qualified Ad Sales Account Executive with mainstream experience.

Call **The Filipino Channel**
650-652-6654
or go to our website, www.tfc-na.com

NATIONAL SALES MANAGER OPENING

WRBW-TV/UPN 65 is the fastest growing station in the beautiful city of Orlando, Florida. Now, we're looking for that special person who can match that growth, and, has the vision to maximize it.

- This person must have a minimum of 3 years experience as a National rep or Sales Manager.
- Experience in Local is considered a major plus.
- Creativity and the desire to achieve nothing short of "the win" is key.
- The ability to manage inventory and people in a positive way is required.
- Experience in selling UPN, Sports, and Cause-Related Marketing are also a plus.

Are you that special person? Are you sure? If so, please send your resume to

Alan Sawyer
General Sales Manager
WRBW-TV/UPN 65
2000 Universal Studios Plaza, Suite 200
Orlando, Florida 32819
Fax: (407) 248-6504
No Phone Calls Please
Confidentiality will be honored

SOUTHWEST REGIONAL SALES MANAGER - WORLDNOW

WorldNow is the leading force in the rapidly emerging field of converging broadcast and online. WorldNow builds, delivers and supports a complete Internet solution that enables television stations to establish superior web businesses.

Responsibilities: WorldNow is looking for a Regional Sales Manager to direct and manage our sales the station sales operation for Southwest Region. RSM will act as primary contact with television station management for WorldNow partnership; Develop general Internet sales strategy for each market, and establish and oversee training procedures for station sales force.

General Requirements: 5-7 years of sales experience - On-line and/or Broadcast; At least 3 years success in sales management & leadership; Strong client management and relationship building skills; Working knowledge of the TV industry. Base Location: Southwestern US; extensive travel required.

Excellent compensation package includes competitive salary/bonus, company paid benefits, stock options. Please forward all resumes to lwhite@worldnow.com EOE.

SALES ACCOUNT EXECUTIVES

Telemundo/KSTS-TV, San Francisco/San José, California, seeks qualified applicants for Local Sales Account Executive positions in the #4 Hispanic market. Responsible for selling and servicing direct and agency clients with an emphasis on new business development, candidates must possess strong presentation, organizational and communications skills and be able to think strategically and position creatively. Familiarity with TVScan, CMR, Leigh Stowell is preferred. Bi-lingual, Spanish/English, a plus, but not required. If you recognize opportunity when you see it and possess the necessary skills and motivation - we would like to hear from you.

Telemundo offers a competitive salary and excellent benefits. Submit detailed resume to: Brian Canady, GSM, Telemundo of Northern California, Inc., 2349 Bering Drive, San Jose, CA 95131. Fax (408) 435-7808. Telemundo is an Equal Opportunity Employer.

NATIONAL/LOCAL SALES MANAGER

Looking for motivated individual at WEYI-TV in Flint/Saginaw/Bay City, the 64th market. Responsibilities will be increasing our share of national, managing several local account executives, and co-managing the general sales efforts with the local sales manager. Should have 3-5 years experience in broadcast or rep side. Only resume received by November 17 with code (NSM 1031) will be applied toward this position. Send resume and references to: EEO Officer, reference code (NSM1031), WEYI-TV NBC25, 2225 West Willard Road, Clio, MI. 48420. E-mail: squackenbush@nbc25.net, Fax: 810-687-8989, EOE. M/F. Women and minorities encouraged to apply.

ACCOUNT EXECUTIVE

Boston's NBC affiliate seeks experienced TV sales professional to join the #1 station in the 6th market. 3-5 years proven results including developing new business and growth of current accounts. Send resume to: Human Resources BC1113, WHDH-TV, 7 Bulfinch Place, Boston, MA 02114 or Fax to (617) 248-0653. An EOE, M/F/D/V.

SALES PROFESSIONAL

PMTV is a TV Production and Webcasting Company seeking Sales Professional for Live TV Production business. NFL, NHL, etc. Visit www.pmtv.com to review the product and services we provide to the Broadcasting and Corporate industries. A very unique and exciting career opportunity. Base Salary + Commission. Full Benefits. Contact: Carol Healey, Via Fax: (610) 768-1773 or chealey@pmtv.com

"I found a great career opportunity, increased my income by over \$20,000 and got to live in a city I always wanted to live in."

"I found my future at

www.MediaRecruiter.com

Over 200 Jobs Available • Over 75 Cities • Over 80 Companies • Free Service to Candidates Employers Post Your Job Opening—Only \$295 • Over 21,000 Media Pros Visit Our Site Monthly

Classifieds

Television

TECHNICAL CAREERS

DIRECTOR, TECHNICAL SERVICES

DIRECTV is the first entertainment service to deliver multi-channel TV programming to an 18-inch satellite dish. In our first two years, DIRECTV became the fastest selling consumer electronics product introduction in U.S. history, surpassing product launch sales of the VCR and CD player. Now with 9 million customers, we're planning our next stop on the digital frontier and with your skill and ideas, there's no limit to how far we can go.

In this critical assignment, you will direct employees engaged in technical support, including the installation, maintenance and modification of electronics equipment and LANs/WANs used in the transmission of data and signals. We'll rely on you to organize, control, plan and staff tech support activities; establish/monitor ongoing projects and techniques; direct procurement and monitoring of electronics and computer equipment, systems and services; and coordinate studies to determine current and future requirements. This opportunity demands an effective leader with an undergraduate degree and 10+ years of engineering and tech support experience. A broad grasp of administrative process, in-depth knowledge of tech support systems, equipment, procedures and techniques and a strategic understanding of broadcast operations objectives are essential. The ability to translate plans into tech support programs as well as organize and direct skilled and creative tech support technicians and professionals is also necessary.

DIRECTV offers you the opportunity to work for a high-growth company, which is delivering the future of entertainment today! Please send your resume, indicating job code 202773NB, to **DIRECTV, Inc., Attn: Human Resources, 12800 Culver Blvd., Los Angeles, CA 90066** or email (text format only, no attachments) to labc-hr@directv.com. EOE M/F/D/V

Check out our website at
www.directv.com.



DIRECTOR OF ENGINEERING

A.F. Associates, one of the world's leading systems integration and engineering firms, is seeking a motivated professional to join our team and help us manage considerable growth opportunities.

This new position will be responsible for the ongoing development and day-to-day management of AFA's design engineering team, including recruiting new staff, allocation of engineering resources, and design supervision and review.

As an integral member of the company's leadership team, you will be a key player in strategic decision-making, and work closely with high-level contacts of some of the industry's leading organizations, including broadcast and cable networks, new media companies, broadcast stations, and technology innovators. A minimum of ten years of engineering experience is required, including significant involvement with advanced digital technologies; you will have a proven track record of management and personnel development skills; be an energetic "self starter" who thrives in a fast-paced environment; and have exceptional communication and intra-personal skills. BS/EE preferred.

This position is located in AFA's headquarters, in Bergen County, New Jersey. Comprehensive benefits include 401(k) plan, medical/dental PPO plan; life and disability insurance.

We are an Equal Opportunity Employer.

Send resume to:

HR Manager, A.F. Associates, Inc.
100 Stonehurst Court, Northvale, New Jersey 07647
Email: HR@afassoc.com Fax: 201-750-3046
No phone calls please.



To place an ad in **Broadcasting & Cable's Classified Section**, email
kbparker@cahners.com or nandrews@cahners.com

Broadcast Engineers

QVC, Inc. the nation's #1 electronic retailer, has excellent opportunities available at our state-of-the-art, all digital headquarters. Working within a 24/7 live broadcast operation, you will provide live show and post production technical support in the following positions:

Maintenance Engineer - Minimum of 3 years previous experience required, along with an AS in electronics or related discipline (SBE certification or FCC license preferred). Experience with set up and maintenance of cameras, switchers, VTRs, audio equipment, component level troubleshooting, TV systems design and installation, and competence in dealing with live broadcasts. Experience with non-linear editing systems and strong computer skills a plus.

Project Engineer - 7 years recent experience in a television broadcasting environment. AS degree in electronics (SBE certification or FCC license preferred). Experience with satellite uplink/downlink equipment, CATV distribution, wireless communications, microprocessor control systems, camera robotics, and computers. Prior project management skills and ability to work independently required.

QVC offers a comprehensive benefits package, competitive salary and room for professional growth. We're located just 30 miles west of Philadelphia in a highly rated suburban area. To apply, forward your resume, noting position of interest, to: **QVC, Inc., AB/ENG, Mailcode 133, 1200 Wilson Drive at Studio Park, West Chester, PA 19380. Fax: (610) 701-1150. www.qvc.com**. EOE, Drug Free/Smoke Free Work Environment. Pre-employment drug screening required.



TELEVISION ENGINEERING

We are a leader in the design and construction of many of the most prestigious broadcast television facilities in the nation. The explosion in electronic media and the digital revolution has dramatically impacted our growth opportunities. As a result, we are seeking a number of highly-motivated people to help us grow. Opportunities exist for Senior Project Managers, Engineers, Applications/Proposal Engineer, Support Specialists, Computer System/Network Engineers with video experience, Installation Personnel and Supervisors for permanent or freelance positions. If you have experience in television engineering or a related discipline and would like to join a dynamic company, we would like to hear from you. Please send your resume and a letter describing your career interests to: Employment Manager, A.F. Associates, Inc. 100 Stonehurst Court, Northvale, NJ 07647. Fax: 201-784-8637 or e-mail: hr@afassoc.com (No attachments please). No phone calls please. We are an Equal Opportunity Employer

Classifieds

Television

TECHNICAL CAREERS

Engineering Opportunities

As a premiere provider of home entertainment services, Intertainer, Inc., is defining the convergence of entertainment and interactive technology. Intertainer is the Broadband Entertainment Network, (TM) giving you movies, music, TV shows, concerts and shopping on demand-delivered through the new high-speed broadband networks. Due to our tremendous success, we're currently offering the following exceptional opportunity:

Senior Engineer, Cable- You will be responsible for working with our partners to deploy the Intertainer entertainment on-demand services into the Cable headends and hubs. The engineer will be responsible for the physical installation of the hardware, integration into the MSO's architecture, and any troubleshooting required insuring a successful and complete installation. The engineer will serve as the lead technical contact for the MSO throughout the deployment process. The engineer will also participate in the architecture design, testing, and R & D efforts surrounding the Intertainer service, which includes maintaining internal Motorola (GI) and SA headends, running and maintaining vendor video servers, and testing cable related activities such as satellite content distribution. Some travel is required.

Must have complete understanding of CATV operations and HFC infrastructure. Previous installation and design experience digital video systems. Strong understanding and experience with Motorola (GI) and SA headend installation and design. Excellent LAN/WAN knowledge as well as experience with Windows operating systems (NT and W98). Proven track record in troubleshooting hardware, software, cabling, and network related problems in a cable environment. Strong interpersonal and communication skills required as well.

Response code BC-CE

We offer a highly attractive compensation package including medical benefits. For immediate consideration please send resume, indicating Response Code of position desired and salary history to jlax@intertainer.com or Fax (310) 202-2929.

Please visit our website www.intertainer.com. Intertainer is an Equal Opportunity Employer.



intertainer

WE PLACE ENGINEERS/TECHNICIANS

Employer Paid Fees
20 Years personalized & confidential service.
All USA States & Canada



MAIL & FAX:

KEYSTONE INT'L., INC.

Dime Bank, 49 S. Main St., Pittston, PA 18640 USA
Phone (570) 655-7143 • Fax (570) 654-5765
website: keystoneint.com

We respond to all

Employee & Employer Inquiries
ALAN CORNISH / MARK KELLY

3000

INFORMATION SYSTEMS COORDINATOR

Join a high-tech multimedia telecommunications organization with a positive, rewarding work environment. If you're a team-player looking for an IT career that's challenging, growth oriented with high positive potential on a state of the art computer network system in a fast paced telecommunication organization and you have good oral and written communications skills with a strong extensive technical background who can work independently then rush resume, salary history-requirements to ISC Search, WLVT, 123 Sesame St., Bethlehem, PA 18015 or email to iscsearch@wlv.org. Additional info at: www.wlv.org/isc, FT Position w/excellent benefits Salary DOE, EOE. Women and Minorities strongly encouraged to apply.

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.

WEB MASTER

Only team-players with a positive attitude, good oral, written, and graphical communications skills need apply for this growth oriented position in an established but high tech multimedia telecommunication organization. Applicants must have a strong HTML background. Experience in Java, Perl, CGI, Cold Fusion, FrontPage, Flash a plus. Self-starters rush resume, salary history-requirements to WM Search, WLVT, 123 Sesame St., Bethlehem, PA 18015 or email to wmsearch@wlv.org. Additional info at www.wlv.org/wm, FT Position w/excellent benefits. Salary DOE, EOE. Women and Minorities strongly encouraged to apply.



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

PRODUCER CAREERS

NEWS DIRECTOR

Upper Midwest small market station looking for a candidate to lead our News Operation. Position requires strong producing knowledge, news judgement and teaching skills. Family oriented community and lifestyle in a strong news market. We have the people and the tools to win, now we need a leader. Excellent opportunity for career growth. Salary range \$40,000 - \$50,000 based on qualifications. EOE. Send cover letter and resume to: Broadcasting and Cable Magazine, 275 Washington St., Newton MA 02458. Blind Box No.1113.

FREELANCE PRODUCTION ACCOUNTANT

MTV Commercials (NY) MTV Commercials seeks motivated and flexible Production Accountant to work with expanding area. Responsibilities include: financial tracking, issuing Purchase Orders, monthly financial reporting, payroll, petty cash, manager's checks, invoice tracking. Job Requirements: great organizational skills, Excel, Visual-Max (a+), Microsoft, JD Edwards (a+), Movie Magic. Position will work with Production Manager and report to Line Producer and Business Manager. Minimum 2 years production accounting experience required. Attn: Marci Lacenere, Fax 212-846-1793, E-mail: Marci.Lacenere@mtvstaff.com.

CALL KRISTIN PARKER

AT 617-558-4532

OR NEIL ANDREWS

AT 617-558-4481

FOR INFORMATION

ON ADVERTISING.

Classifieds

Television

PRODUCER CAREERS

CHIEF SEGMENT PRODUCER/BOOKER

Bring to Bloomberg Television your deep knowledge of business news, your fully developed rolodex with sources in the financial community, and your managerial skills. We are seeking someone to lead a team of producers in New York to create lively, information-packed television segments. You will book guests for our financial shows for inserts, and for breaking news about the financial markets.

Ideal candidates should have at least eight (8) years of experience in Broadcast or Print Journalism. You should have good interpersonal skills to be able to book high-profile guests on breaking news and enterprise ideas for original television segments. Bachelor's degree or equivalent work experience.

It is Bloomberg's policy not to interview employees of our customers without the customer's knowledge and permission. For immediate consideration, please send your resume to:

Bloomberg L.P.
Attn: J. Firstenberg, CSP-NY
499 Park Avenue
New York, NY 10022

FAX:
917-369-6163

E-MAIL:
broadcast@bloomberg.com

No phone calls, please.

Bloomberg
www.bloomberg.com

EOE M/F/D/V

News-Executive Producer Media General Broadcast Group www.mgbg.com

WCBD-TV Charleston, S.C.

We are looking for a top EP who is capable of overseeing the daily operational and investigative reporting for this NBC station. This is an excellent opportunity to work with the best first amendment attorneys in America, as well as a triple-Emmy, Columbia-duPont and Edward R. Murrow "Best small market Newscast in America" News team. You must be talented, creative and organized to get this job, but we are willing to pay for the right person. EOE M/F Drug Screen. Send resume to HR Dept. 210 W. Coleman Blvd. Mt. Pleasant, S.C. 29464

PROMOTIONS PRODUCER LEHIGH VALLEY

PBS/WLVT has an outstanding opportunity for a creative, dynamic individual who will be responsible for all station promotions. Must be a hands-on producer with the ability to write, shoot and edit. This talented individual must be able to create on-air promos that capture audiences, station image spots that tell our story, and children's material that gets kids to watch and learn. AVID non-linear editing experience preferred. Knowledge of public television a plus. Competitive salary with excellent benefits - plus a fun place to work and a great place to live. The Lehigh Valley is located in a beautiful part of PA, with access to NYC, Philadelphia, the Poconos and the beach. Please send resume and tape to WLVT, Promotions Producer Search, 123 Sesame Street, Bethlehem, PA 18015. EOE.

PRODUCER

KESQ-TV, the Southern California desert's news leader has an opening for a strong newscast producer. Candidates must be able to write interesting stories, as well as compelling teases and bumps. Some previous producer or associate producer experience is a plus, but an excellent team player attitude is what will set you apart. If you are interested in working with the leading team in the market, rush resume and reference to:

Gulf-California Broadcast Company
KESQ-TV - Human Resources
42-650 Melanie Place
Palm Desert, CA 92211
EOE. No phone calls please.

Allied Fields

EMPLOYMENT SERVICES

WSAB

Radio & TV Jobs in the Beautiful Northwest!
Washington State Association of Broadcasters
Job Bank.

Phone: 360-705-0774 Fax: 360-705-0873
www.wsab.org

Radio

FOR SALE STATIONS

AM/FM COMBO

Available in small rustic Southwest community. Well established and Profitable. Great entrepreneurial opportunity priced at \$390,000.
EXPLORER (505) 336-1231

FOR SALE EQUIPMENT

BEAT THE BUDGET.

For dubs, demos, auditions and work tapes our recycled tapes are perfect. And half the cost of new. All formats, fully guaranteed—to order

(800)238-4300



We now transfer video to true DVD
www.carpelvideo.com

An ad **HERE** could bring you
the **PERFECT** job candidate.

Contact Kristin Parker at 1-617-558-4532 or
kbparker@cahners.com

or Neil Andrews at 1-617-558-4481 or nandrews@cahners.com

Classifieds

Academic

FACULTY CAREERS

BRIGHAM YOUNG UNIVERSITY DEPARTMENT OF COMMUNICATIONS

Brigham Young University's Department of Communications is accepting applications for a faculty position in broadcast and online journalism. The ideal candidate will contribute to a professionally oriented program that emphasizes scholarship and excellent teaching. The Department has emphases in print and broadcast journalism, advertising/marketing communications, public relations, and communication studies.

Depending on the qualifications of the candidate, this tenure-track position will be at the assistant or associate professor level. Candidates should be qualified to teach courses in the mass communication core, as well as news reporting, news writing, and news production courses in the classroom and laboratory newsroom. Contribution to a growing master's program is also expected.

Candidates should have solid professional broadcast experience and academic credentials, preferably a Ph.D. or ABD. "New media" experience is a plus and candidates with previous college teaching backgrounds are preferred. Inasmuch as this department has merged some of its print and broadcast journalism programs, any print or online journalism expertise will be helpful. Research, publication, and creative activity are expected.

BYU operates an award-winning PBS station, KBYU-TV, and PRI-affiliated KBYU-FM, in addition to satellite channel, BYUTV and a community cable television channel. These outlets offer students valuable on-air production experience in a professional setting. The department serves approximately 1100 majors and pre-majors.

Adherence to high standards of ethical conduct and to rules of behavior of the sponsoring institution, The Church of Jesus Christ of Latter-day Saints, is required. BYU is an equal opportunity employer. Preference is given to LDS applicants.

Send letter of application and resume or CV to Daniel A. Stout, Search Committee Chair, Department of Communications, E-509 HFAC, Brigham Young University, Provo, UT 84602. Questions should also be addressed to Daniel Stout at 801-378-7551 or by e-mail to daniel_stout@byu.edu. Applications should be received by 16 February, 2001.

FULL-TIME BROADCAST LECTURER

California Polytechnic State University - The Journalism Department seeks a full-time broadcast lecturer for academic year 2001-2003. Teach broadcast news and production, beginner's news writing and reporting. Familiarity with new media and ability to teach related courses is highly desirable.

Broadcasting is one of three specializations offered for journalism majors. The department runs the two campus broadcast media: a year-round FM station and TV facilities with a weekly newscast.

Applicants must have a minimum of an M.A. in journalism or related field. Bachelor's acceptable with substantial recent experience in a metro broadcast market. Ph.D. is preferred. Professional experience as a reporter or anchor is required. Position starts September 2001. Salary is commensurate with qualifications and experience.

Refer to Recruitment Code #13042 and send letter of application, resume, three current letters of reference, and official transcripts to: Dr. Nishan Havandjian - Head, Journalism Department - Cal Poly State University - San Luis Obispo, CA 93407. Applications must be postmarked by January 15, 2001.

Cal Poly is strongly committed to achieving excellence through cultural diversity. The university actively encourages applications and nominations of women, persons of color, applicants with disabilities, and members of other under-represented groups. AA/EEO

**Be sure you're reaching the best & most qualified professionals
in the industry. Place your ad in Broadcasting & Cable ...
The preferred choice for decision makers.
Call 617-558-4532 or 617-558-4481**

TARGET THE AUDIENCE YOU NEED TO REACH

with

BROADCASTING & CABLE CLASSIFIEDS



In this aggressive market, it is imperative that your advertising dollars target your specific audience. This is where Broadcasting & Cable can work for you.

REACH OVER 36,000 PROFESSIONALS AT:

- Commercial TV Stations
- TV Markets & Networks
- Local News Stations
- Cable Networks

Watch for these upcoming special features in Broadcasting & Cable:

Issue Date - Special Features - Ad Closing Date

11/20 Pre-Western Show Issue	Ad Close: 11/14
11/27 Western Show Issue	Ad Close: 11/17
12/4 Post-Western Show Issue	Ad Close: 11/28

For more information on advertising, contact:

Kristin Parker at 617-558-4532 kbparker@cahners.com

Neil Andrews at 617-558-4481 nandrews@cahners.com

Fax: 617-630-3955

Classifieds

Professional Cards & Services

du Treil, Lundin & Rackley, Inc.
 Consulting Engineers
 201 Fletcher Avenue
 Sarasota, Florida 34237
 Phone: (941)329-6000
 FAX: (941)329-6030
 www.dlr.com
MEMBER AFCCE

CARL T. JONES
 CORPORATION

CONSULTING ENGINEERS
 7901 Yarnwood Court
 Springfield, Virginia 22153
 (703) 569-7704 fax (703) 569-6417
MEMBER AFCCE www.ctjc.com

LOHNES AND CULVER
CONSULTING ENGINEERS
 8309 Cherry Lane
 Laurel, MD 20707 4830
 (301) 776-4488
 locul@locul.com
 Since 1944 Member AFCCE

COHEN, DIPPELL AND EVERIST, P.C.
CONSULTING ENGINEERS
 Domestic and International Communications
 Since 1937
 1300 "L" STREET, N.W., Suite 1100
 WASHINGTON, DC 20006
 PHONE: (202) 898-0111 FAX: (202) 898-0895
 E-MAIL: cdepc@worldnet.att.net
 Member AFCCE

John F.X. Browne
 & Associates
 A Professional Corporation
 Member AFCCE
 BROADCAST/TELECOMMUNICATIONS
 Bloomfield Hills, MI Washington, DC
 248.642.6226 (TEL) 202.293.2020
 248.642.6027 (FAX) 202.293.2021
 www.jfxb.com

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
 Box 280068
 San Francisco, California 94128
 **707/996-5200**
202/396-5200
 www.h-e.com

Advertise in the **Professional Cards and Services Section**
 and get the results you need!
 Call **617-558-4532** or **617-558-4481** for more information.

TOWER/ANTENNA CONSULTANTS

CARL E. SMITH
CONSULTING ENGINEERS
 AM FM TV Engineering Consultants
 Complete Tower and Rigging Services
 "Serving the broadcast industry
 for over 60 years"
 Box 807 Bath, Ohio 44210
 (330) 659-4440

 **Denny & Associates, PC**
 Consulting Engineers
 PH 202-452-5630
 FX 202-452-5620
 Member AFCCE em.info@denny.com

NATIONWIDE TOWER COMPANY
 ERECTIONS • DISMANTLES • ANTENNA • RELAMP
 ULTRASOUND • STRUCTURAL ANALYSIS • PAINT
 INSPECTIONS • REGUY • ENGINEERING
 P.O. BOX 1828 HENDERSON, KY 42419-1829
PHONE (270) 868-9000 FAX (270) 868-9600
E-MAIL: hjohnston@nationwidetower.com
24 HOUR EMERGENCY SERVICE AVAILABLE

• Turnkey Systems • Towers • Antennas
 • Transmitters: Analog/Digital
LeBLANC Broadcast Inc.
 Ray Carnovale President
 Tel: (303) 665-5016 Fax: 665-8805


Munn-Reese, Inc.
 Broadcast Engineering Consultants
 P.O. Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

Mullaney Engineering, Inc.
 Consulting Telecommunications Engineers
 9049 Shady Grove Court
 Gaithersburg, MD 20877
 301-921-0115
 Member AFCCE

Shoolbred Engineers, Inc.
 Structural Consultants
 Towers and Antenna Structures
 Robert A. Shoolbred, P.E.
 1040 Morrison Drive
 Charleston, S.C. 29403 • (843) 577-4681

 **UNIVERSAL TOWER, Inc.**
 Manufacturer of
 Self-Supporting Towers,
 Guyed Towers and Accessories
 P.O. Box 276 • Henderson, Kentucky 42419-0276
 Tel: 270-533-5151 • 270-533-1479
 www.universaltower.com

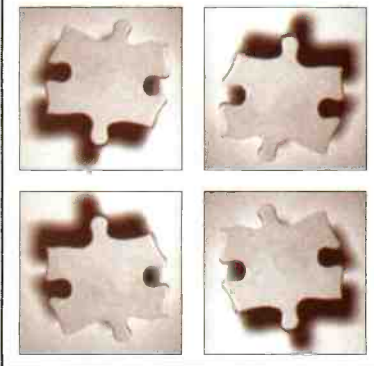
HATFIELD & DAWSON
 Consulting Engineers
 9500 Greenwood Ave., N.
 Seattle, Washington 98103
 (206) 783-9151
 Facsimile (206) 789-9834
MEMBER AFCCE

Cavell, Mertz & Davis, Inc.
 Engineering, Technology
 & Management Solutions
 10300 Eaton Place, Suite 200
 Fairfax, VA 22030
 (703) 591-0110 • (202) 332-0110
 Fax (703) 591-0115
 www.cmdconsulting.com
 www.DTVinfo.com 

**Solve Your
 Advertising
 Puzzle**

with
 Broadcasting & Cable's
**Classified Ads and
 Professional Cards & Services**

Call Classified Sales
617-558-4532 or
617-558-4481



WALLACE
 ASSOCIATES
 Dennis Wallace
 101 West Ohio St.
 20th Floor
 Indianapolis, IN
 46204
 (317) 684-6754
 wallacedtv@aol.com
**SPECIALIZING
 IN DIGITAL TELEVISION**

Contact Kristin Parker
 or Neil Andrews
 to place an ad in the
**Professional Cards and
 Services Section.**
 Call 1-866-258-1075

**ADVERTISE THE EASY WAY WITH
 YOUR BUSINESS CARD!
 CALL 617-558-4532 OR 617-558-4481**

Voices T W O C E N T S



"The truth is no longer out there: Continuing the series is primarily a business decision to prop up problem-plagued Fox."

—Orlando *Sentinel's* Hal Bocdekeron on *The X-Files*.

"And so it goes with 'The X-Files,' the only show I know of that doesn't have to make a lick of sense to be entertaining. The first two episodes of the new season certainly carry on both elements of that tradition."

—Bill Goodykoontz in *The Arizona Republic*.

"Ultimately, television is all about selling ad space. History repeatedly illustrates that the quality of a series matters less most times than the viewers it pulls in."

—Martin Renzhofer, in the *Salt Lake Tribune*.

"Hardly anyone thinks 'outside the box' today. TV is the box."

—*The San Francisco Examiner's* John Carman on why television was better in 1957.

"What I've learned this year is that entertainment and elections are now in a sense androgynous, so thoroughly Cuisinarted into a puree by the master chefs of TV that one no longer stands out from the other."

—*Los Angeles Times* columnist Howard Rosenberg on the televised presidential debates and the networks that spun them.

According to Dan Rather, the election, overall,

a. "floated like butterfly and stung like a bee"

b. "had more shocks than a Texas Prison"

c. "crackled like a hickory fire."

—A question on Modern-humorist.com's Dan Rather Simile Quiz, making fun of the reporter's colloquialisms. The correct answer is C.

"They blamed people at the top, who are smart and visionary enough to get to the top and run successful media companies but too ignorant or fearful to allow a spectrum representing American life into the media. That means the issue isn't diversity—it's how they let such stupid people run these companies in the first place."

—African-American Julius

Noflin, in the *Miami Herald*, commenting on media diversity.

"What we're hoping for is greater diversity, but I mean that with a small 'd.' We don't want this to look like something from central casting."

—*Who Wants to Be a Millionaire?* Executive Producer Michael Davies,

on changing the contestant-selection process, in the *New York Times News Service*.

"You may not like what we do. But nobody's calling this show a joke."

—*CBS Early Show's* Executive Producer Steve Friedman on the show's one-year anniversary, on *Star-tribune.com*.

Broadcasting & Cable (ISSN 0067-2028) (USPS 0066-0000) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Business Information, 245 W. 17th St., New York, NY 10011. Broadcasting & Cable copyright 2000 by Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630. All rights reserved. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post IPM Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to: Broadcasting & Cable, P.O. Box 15157, North Hollywood, CA 91615-5157. Rates for non-qualified subscriptions, including all issues: USA \$149, Canada \$219 (includes GST), Foreign Air \$350, Foreign Surface \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 U.S., \$10 foreign. Please address all subscription mail to: Broadcasting & Cable, P.O. Box 15157, North Hollywood, CA 91615-5157. Microfilm of Broadcasting & Cable is available from University Microfilms, 300 North Zeeb Rd., Ann Arbor, MI 48106 (800-521-0600). Cahners Business Information does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

Broadcasting & Cable was founded in 1931 as Broadcasting. The News Magazine of the Fifth Estate. It now incorporates Broadcasting-Teletesting,* introduced in 1945; Television,* acquired in 1961; Cablecasting,* introduced in 1972; Broadcasting/Cable, introduced in 1989; and Telemedia Week®. It was named Broadcasting & Cable in 1993. Broadcasting & Cable® is a registered trademark of Reed Publishing (Nederland) B.V., used under license. Telemedia Week® is a registered trademark of Reed Elsevier Inc. *Reg. U.S. Patent Office.

The Fifth Estate TELEVISION Broadcasting

Editorials

COMMITTED TO THE FIRST AMENDMENT

Under review

We've figured out how the Florida race got called so early. It was a plot by the slumping CNN to create the perfect programming for a 24-hour news channel: the breaking story that never ends. OK, we're obviously not serious about CNN's role. But all networks that called it early have to wonder how much their gaffe contributed to the escalation of the ensuing recount battle. Consider two scenarios. 1) Florida is too close to call, so the networks leave it in the undecided column until the wee hours of the morning, when it becomes evident an automatic recount will be required and bring the absentee ballots into play, extending the election for a week and a half. 2) Florida is called for Gore, seemingly sending him on his way to victory. Florida is snatched back by the networks and eventually given to Bush, which prompts Gore, who is watching TV just like Bush and sees all those impressive graphics of our new 43rd president, to concede and Bush to prepare to deliver his acceptance speech. Oops, too close to call again. Un-concession. Which one wrenches the gut and fires up the belly?

Journalism's first duty is to get it right. By that measure, the networks failed spectacularly. By calling the Florida race too early not once but twice, television left itself open to a barrage of criticism ranging from reckless overzealousness to influencing the outcome of the race. Hunkered and bunkered, news executives last week were all pointing fingers at their collective polling service, but they would have been better off using those fingers to remove some of the egg from their own faces.

If Wall Street media analyst and former network newsman Tom Wolzien is correct (see page 20), it may have been an avoidable mistake. Wolzien traces it to cost-cutting measures that saw networks give up their individual polling operations for a collective one in which they all hang, or are hanged, together. Perhaps it's time for the networks to invest a bit to recover some of their independence.

We see an upside to this. Exit polls have never been more than a snapshot of a moving train, and only one car of many. They are predictions; best guesses. Educated guesses, yes. Usually right, yes. But guesses just the same. And network calls are their best guesses on top of the pollsters' best guesses. This guessing gone awry should give the voters some needed skepticism and greater incentive to cast a vote no matter how the pollsters are calling a race. And in an era when the Internet was bouncing exit polls around the Web before some Washington state voters had quaffed their morning lattes, expecting broadcasters not to try and get the information out as soon as they can is unrealistic.

So, the networks now have their own Dewey Defeats Truman. We say live with it, learn from it, but don't hang your heads. We don't think the blown calls should obscure what was right about the coverage. The media found itself in the middle of what was (with apologies to Hayes and Tilden, Jackson and Adams) the most "breathhtaking, heart-stopping, jaw-dropping, nightmarish, unprecedented" political drama in American history. As such, theirs was clearly a flawed but still impressive effort. What they got exactly right were the resources they threw at the story, from the researchers and technicians behind the scenes to the anchors and commentators in front of the cameras to the reporters in Nashville and Austin and elsewhere as sleep cycles were sacrificed to news cycles. No government body had to tell them when and what to cover, and despite their mistakes (and with apologies to the grandstanding Commerce Committee Chairman hopeful Billy Tauzin), no one in government should. ■

BROADCASTING CABLE

www.broadcastingcable.com

William McGorry/Group Vice President/212-463-6543
Lawrence Oliver/Group Publisher/212-463-6544
Donald V. West/Group Editor in Chief/202-463-3701
Harry A. Jessell/Editor/212-337-6964
Denise O'Connor/Associate Publisher/212-337-6961

EDITORIAL/NEW YORK

Harry A. Jessell/Editor/212-337-6964
P.J. Bednarski/Executive Editor/212-337-6965
Stephen McClellan/Deputy Editor/212-337-7023
John M. Higgins/Deputy Editor/212-337-7024
Susan Qualtrough/Managing Editor/212-463-6432
Evette Porter/Assistant Managing Editor/212-337-7148
Glen Dickson/Associate Editor/212-337-6952
Richard Tedesco/Associate Editor/212-337-7025
Ken Kerschbaumer/Associate Editor/212-337-7011
Deborah McAdams/Staff Writer/212-337-7027
Patricia A. Carter/Senior Copy Editor/212-337-7143
Beatrice Williams-Rude/Copy Editor/212-337-7140
P. Llanor Alleyne/Editorial Assistant/212-337-7141
Liza Rodriguez/Editorial Assistant/212-337-7147
Beth Shapouri/Editorial Intern/212-337-7147

DESIGN/NEW YORK

Todd J. Gast/Art Director/212-337-7017
Miguel Romero/Assistant Art Director/212-337-7144

EDITORIAL/WASHINGTON

Donald V. West/Group Editor in Chief/202-463-3701
John S. Eggerton/Deputy Editor/202-463-3712
Dan Trigoboff/Senior Editor/301-260-0923
Elizabeth A. Rathbun/Associate Editor/202-463-3709
Paige Albinak/Assistant Editor/202-463-3708
Bill McConnell/Assistant Editor/202-463-3706
Kim McAvoy/Contributing Editor/540-341-4234
Kira Greene/Contributing Editor/703-524-7793
Rick Higgs/Systems Manager/202-463-3718
Alisa Holmes/Web Production Manager/202-463-3703
Doris Kelly/Office Manager/202-463-3711

EDITORIAL/LOS ANGELES

Joe Schlosser/Bureau Chief/323-549-4111
Susanne M. Ault/Staff Writer/323-965-5361

ADVERTISING/NEW YORK

Denise O'Connor/Associate Publisher/212-337-6961
Yvonne Pettus/Senior Account Executive/212-337-6945
Michael Fatina/Account Executive/212-337-6941
Rob Payne/Account Executive/212-337-7022
Tamika Brown/Sales Coordinator/212-337-6940
Dana Levitt/Marketing Services Director/212-463-6546
Georgina Sculco/Art Dir., Creative Services/212-337-7154

ADVERTISING/LOS ANGELES

Marcia Orcutt/Advertising Director, Syndication/323-549-4114
Eric Low/Sales Coordinator/323-549-4113
Chuck Bolkom/Director of Technology Advertising
775-852-1290; Fax 775-852-1291; email: chuckbolk@aol.com

ADVERTISING/ASIA

Yukari Media Inc./Masayuki Harihara
81-66956-1125; Fax 81-66956-5015

CLASSIFIED ADVERTISING/NEWTON, MASS

Kristin Parker/Account Executive/866-258-1075
Neil Andrews/Account Executive/866-258-1075
275 Washington St., Newton, Mass. 02458; Fax 617-630-3955

EVENTS

Steve Labunski/Director, Special Events/212-337-7158
Sandy Friedman/Special Events Coordinator/212-463-6740

PRODUCTION/NEW YORK

Luís Mendes/Production Manager/212-463-6524
Justin Torres/Production Assistant/212-463-6571

CIRCULATION/NEW YORK

John LaMarca/Circulation Manager/212-337-7080

SUBSCRIPTIONS/DELIVERY

BROADCASTING & CABLE: 800-554-5729
BROADCASTING & CABLE YEARBOOK: 800-521-8110
CABLEADY: 800-563-9056, TV FAX: 800-554-5729

OFFICES

New York: 245 W. 17th St., 10011 / 212-645-0067;
Edit Fax: 212-337-7028 or 212-463-6610; Ad Fax: 212-337 6948
Washington: 1627 K Street NW, 20006
202-463-3711; Edit Fax: 202-463-3742
Los Angeles: 5700 Wilshire Blvd., Suite 120, 90036
323-549-4100; Edit Fax: 323-937-4240; Ad Fax: 323-937-5272



CAHNERS BUSINESS INFORMATION

Marc Teren/Chief Executive Officer

Brian Nairn/Chief Operating Officer

Dan Hart/Vice President, Finance

Sol Taishoff/Founder and Editor (1904-1982)

If HDTV matters, you'd better be at CES.

With pictures so crisp, so clear, so lifelike, it's no wonder consumers are mesmerized by HDTV. Make no mistake, high-definition, digital TV is the here and now of television, and CES is the hottest showcase of monitors, receivers and integrated sets in the world.

You can miss a phone call and you can miss the playoffs. But you can't miss CES.



2001 International

CES[®]

Your Source for Workstyle
and Lifestyle TechnologySM

January 6-9, 2001 • Las Vegas, Nevada USA

Register Now! www.CESweb.org



\$675,000,000
10% Senior Notes due 2009

\$325,000,000
10.25% Senior Notes due 2010

\$532,000,000
11.75% Senior Notes due 2010

Sole Bookrunning Manager

January 2000

Seagram

has acquired

Polygram

March 2000



has acquired

MediaOne Group

June 2000



has been acquired by

Tribune

June 2000

With innovative advice, media industry leaders get the reception they deserve.

With the rapid consolidation and technological advancements in the media industry, it's more important than ever to have a financial partner with the foresight to help you identify and capitalize on emerging opportunities. That's why clients turn to Goldman Sachs. Our research strength, capital markets expertise, industry contacts and knowledge enable us to assist clients to meet their objectives. And turn ideas into realities.

**Goldman
Sachs**

UNRELENTING THINKING