Great Scott!

Sassa Goes West as NBC Edges South

Mel Completes CBS Takeover

DTV's First Wave: Ready When You Are

**********3-DIGIT 591
BC075184 AUG99 REDE 339
JOHN C JOHNSON
KTVQ-TV
265 WATERTON WAY
BILLINGS, MT 59102-7755

www.americanradiohistory.com
Now Renewed Through 2002
On These Prestigious Station Groups:
ABC O&O's, Allbritton Communications,
and Meredith Broadcasting!

New York  WABC-TV
Los Angeles  KABC-TV
Chicago  WLS-TV
Philadelphia  WPVI-TV
San Francisco  KGO-TV
Washington, DC  WJLA-TV
Phoenix  KTVK-TV

Hartford/New Haven  WFSB-TV
Raleigh/Durham  WTVD-TV
Nashville  WSMV-TV
Fresno/Visalia  KFSN-TV
Little Rock  KATV-TV
Flint  WNEM-TV
Roanoke/Lynchburg  WSET-TV

www.americanradiohistory.com
The first wave of DTV  The medium of television turned a corner last week. For when NASA launched John Glenn on his historic return trip to outer space, the television industry—after years of inventing, negotiating, regulating and infighting—launched high-definition television. / 6

Karmazin completes takeover of CBS  COO Mel Karmazin will become CBS Corp. CEO following last week’s announcement of the retirement of Chairman/CEO Michael Jordan. The move puts the former head of Infinity Broadcasting in charge of the company’s stations, broadcast and cable networks, radio, syndication and outdoor operations. / 15

For more late-breaking news, see ‘In Brief’ on pages 64-65

BROADCASTING / 22

Warner Bros. goes to court  The syndicator is developing a show featuring Detroit district court judge Greg Mathis that’s being sold for a fall 1999 launch. / 22

Sewing up off-net plans  With the annual NATPE shopping season just around the corner, the top Hollywood studios are putting the finishing touches on marketing plans for off-net sitcoms and dramas that soon will be for sale. / 22

Time Warner’s seven-year hitch  Time Warner has signed a $150 million deal with Nielsen Media Research—the largest in the rating firm’s history—covering 13 TW business units. / 26

CABLE / 35

DirecTV gets a piece of March Madness  DBS operator DirecTV’s new deal with the NCAA lets it deliver the first three rounds of the tournament on an out-of-market, pay-per-view basis to viewers who cannot receive the CBS-TV broadcasts. / 35

D.C. gets more cable competition  Starpower, a joint venture of RCN Corp. and Pepco, is the latest company to challenge TCI-owned District Cablevision. / 38

TECHNOLOGY / 43

MSG goes hi-def  Cablevision unveils a plan that includes high-definition production on its Madison Square Garden Network, program distribution over its cable infrastructure and retail displays at The Wiz consumer electronics stores. / 43

INTERNET / 46

‘Net ratings business heats up  Nielsen and NetRatings join forces and say that they will start issuing weekly Internet ratings early next year, in competition with Media Metrix. / 46
Americans spend over $10 billion a year collecting.

No wonder they want to collect objects with style.

That's why E! is introducing the first and only network devoted to the art of doing everything in style. Fashion, beauty, home design, entertaining, travel, art. Whether it's collecting vintage motorcycles or antique furniture, our programming will inspire your customers to do it all with style. To launch, call (213) 954-2606.
HDTV: Launched and Counting

Digital takes off with Glenn; pioneer stations ready for air; programming on slower track

By Paige Albinia

Godspeed, John Glenn—and Godspeed, HDTV.

John Glenn wasn’t alone when he was sent into space with a repeat of Scott Carpenter’s famous salutation last week. The medium of television, too, turned a corner last Thursday (Oct. 29) when NASA launched Glenn on his historic return trip to outer space and—after years of inventing, negotiating, regulating and infighting—the television industry launched high-definition television.

Orchestrated and paid for by Harris Corp., an estimated 24 television stations and select sites nationwide watched Glenn’s liftoff in high-definition television with CD-quality surround sound. At the Smithsonian’s Air and Space Museum in Washington, Harris gathered a group of executives, engineers and journalists to see the launch on the museum’s imax screen.

Downstairs, visitors watched space shuttle Discovery’s departure on several high-definition TV sets as the museum piped in NASA’s on-site announcer from Cape Kennedy.

The clear high-definition broadcast allowed viewers to see such details as a drag chute door falling off the craft a few seconds before liftoff. NASA officials later said that the detached door should not affect the shuttle’s landing.

Glenn’s flight is just the first of what will be a growing number of high-definition broadcasts. Sunday saw 38 stations begin their digital broadcasts.

Some 43 stations plan to come online before the end of November; 27 of them in the top 10 markets.

That should make the FCC happy. The commission had asked only 26 broadcasters in the top 10 to offer digital services by Nov. 1. Broadcasters will beat that number by one.

“We are on track with the broadcast rollout schedule, and things will continue that way,” said FCC Commissioner Susan Ness last week at the Association for Maximum Service Television’s 12th annual digital conference in Washington. “But there will be bumps along the way. The technical challenge ahead is not nearly as daunting as the advent of digital television itself.”

Broadcasters may be ready to hit the digital airwaves, but so far, they don’t have much to show. The networks have little in the way of HDTV programming yet, and most stations’ digital fare will come from upconverting their analog broadcasts.

The surprise leader in original HDTV programming is the Public Broadcasting

Digital game plans at the TV networks

ABC was scheduled to begin national HDTV broadcasts last night (Nov. 1) with a 720P feed of The Wonderful World of Disney’s “101 Dalmatians.” The network, which will air The Wonderful World of Disney each Sunday night in HDTV, also will show all its prime time theatrical films in HDTV, including “Mission Impossible” on Nov. 5 and “Forrest Gump” on Dec. 3.

NBC hasn't announced any plans for HDTV broadcasts in 1998. The network plans to begin showing The Tonight Show with Jay Leno in 1080I HDTV in the spring; it says it will show “Men in Black” in HDTV in 1999 and “Titanic” in HDTV in 2000.

CBS will air its prime time drama Chicago Hope in HDTV on Nov. 18. The network will then present three NFL games nationally in HDTV in December and January; the games also will be carried by CBS service DirecTV. In addition, this Sunday (Nov. 8) CBS will broadcast the New York Jets vs. Buffalo Bills game locally in 1080I HDTV on its WCBS-HD New York.

Fox was scheduled last night to begin a national prime time digital feed of 4:3, 480I SDTV that will be delivered seven days a week to early-DTV Fox stations. The network has announced no timetable for HDTV programming but has purchased some widescreen 480P cameras that probably will be used to start live 480P broadcasts of Fox News Sunday during the next few months.

PBS is the only broadcasting service that has announced plans to create original high-definition programming. PBS enters the digital world on Nov. 9 with HD originals Chihuly Over Venice and Digital TV: A Cringely Crash Course. On Nov. 10, PBS will air Ken Burns’ Frank Lloyd Wright in enhanced TV, broadcasting supplementary data after the program. After that, PBS plans one program per month in HDTV as well as several episodes of its news magazine, National Desk.

—Glen Dickson, Paige Albinia
Naturally, they want to put it all together with style.

That's why E! is introducing the first and only network devoted to the art of doing everything in style. Whether it's getting a new hairstyle or a new pair of shoes, our programming will inspire your customers to do it all with style.

To launch, call (213) 954-2605.
TOP OF THE WEEK

Service. “No one else is going to do [digital television] quite the way we are,” says Bob Cringley, the on-air host of PBS’s “digital week,” beginning Nov. 9. “It is very difficult to do what we are doing. To do it elegantly is almost impossible.” PBS kicked off its digital TV conversion last week with a Washington demonstration of its first two original high-definition programs, Chihuly Over Venice and Digital TV: A Cringley Crash Course.

Chihuly, a world-famous glassblower based in Seattle, spent millions of dollars to film his international glass-blowing tour in hi-def and bring that experience to PBS. During that demo, PBS also showed off the Ken Burns documentary Frank Lloyd Wright, which features enhanced TV technology it developed with Intel Corp. Intel shipped computer consoles to the homes of test viewers who could download CD-ROM-like images to learn more about Wright’s buildings as well as take a three-dimensional tour of some of his structures (including Fallingwater in Pennsylvania and the Guggenheim Museum in New York). Using the new technology, viewers can use the Intel consoles to connect to the Internet from their television after they have explored the information.

Broadcasters would like to have more high-definition programs to air, but they are more concerned about the digital must-carry rulemaking now going on at the FCC. Without digital must carry, the established system of free over-the-air broadcasting is threatened, broadcasters said at the MDTV conference last week. “If the federal government rushes toward a Babel-like system of DTV formats, no DTV must carry, and shrunk Grade B contours, the heart of localism is threatened.” said Robert Decherd, chairman of Dallas-based A.H. Belo.

“I don’t think the goal was to create 5,000 to 6,000 new television stations,” said James Goodman, president of Capitol Broadcasting, which owns the experimental WRAL-DT Raleigh, N.C. Goodman thinks Congress should have required broadcasters to air some hours of HDTV each week. The broadcast networks do not support mandatory carry, thinking that they will benefit more if they can negotiate their own carriage and leave nascent networks to fend for themselves.

The FCC’s rulemaking also contains many other issues that broadcasters, the cable industry and consumer electronics manufacturers must work out. Among them: passing through broadcasters’ high-definition signals without degrading their quality; hammering out a standard so that digital TV sets will arrive cable-ready; maintaining the exclusivity of syndicated programming and sports, and including copyright protection in broadcasts of digitally distributed movies (because digital—and especially crystal-clear HDTV—will make it easy to make millions of perfect copies). One issue about which broadcasters have put aside their worry—at least for the moment—is that of dividing their 6 MHz of spectrum into several standard-definition channels and multicasting. Just last year, ABC executive Preston Padden made waves in Washington when he suggested that ABC would multicast and might not offer any high-definition programming. Now, no broadcaster has immediate plans to multicast. Dividing the programming divides the audience, which broadcasters see as a money-loser.

ABC seems to have come full circle. With two months a week scheduled to air in HDTV, it now has plans for more HD programming than any of the Big Four commercial networks. CBS has plans to broadcast three live football games in HDTV and at least one episode of Chicago Hope.

But NBC has practically no plans to air HDTV for several months. “Unless there are TV sets we can look at [HDTV] on, we are wasting our time,” says Peter Smith, NBC’s vice president of technology.
Here's to the leaders of the digital television revolution.

From individual stations to groups such as Cox Broadcasting, Fox Television Stations, Imes Communications, Scripps-Howard, and Tribune Broadcasting, NDS salutes the leaders in the digital revolution. Leaders, because they've chosen an ATSC solution designed to help keep them on top well into the next century.

Whether it's high definition encoding or multicasting, network splicing or ad insertion, full system control or traffic interfaces, NDS has the solutions today for every digital resolution.

Over the last decade NDS has pioneered the development of end-to-end MPEG DVB and ATSC solutions. But our success depends on customers like these, who are looking to the future and making the right choices today. To them we say, "Thanks," and to you we say, "Join the revolution!"

NDS Americas Inc.
3501 Jamboree Road Suite 200, Newport Beach, CA 92660
949.725.2542 www.ndsworld.com

©1998 NDS America Inc. NDS is a trademark of NDS. All other trademarks are the property of their respective owners. All rights reserved.
NBC: Must-change TV

Network reshuffles management; Sassa takes over from Littlefield with the anticipation that he will succeed Ohlmeyer

COVER STORY

By Steve McClellan and Michael Stroud

It's transition time at NBC-TV, in more ways than one. A confluence of unanticipated events has left the still-number-one but less-dominant network more vulnerable to decline than at any time in the past five years. With program development more critical than ever, the network last week announced a management transition plan to transfer power, over time, from current West Coast operations chief Don Ohlmeyer to incoming network entertainment president Scott Sassa.

The plan is designed to give heir apparent Sassa (who's developed lots of cable programming but no broadcast network programming) 14 months of on-the-job training before he succeeds Ohlmeyer. Ohlmeyer said last week that he misses "getting my hands dirty producing and directing TV shows." NBC President Robert Wright said last week that he wants to sign Ohlmeyer to a production deal with the network.

NBC-TV entered this season without Seinfeld, for years the anchor of its dominant Thursday prime time lineup. Season to date, NBC's Thursday night is down 16% in households, to an average 16.6 Nielsen rating/27 share, and down 12% among adults 18-49, to a 12.8, but still the leader by a wide margin. Second place in households is CBS, with an 8.5/14, while Fox is second in the 18-49 demo with a 3.6. However, Ohlmeyer said last week that so far NBC-TV is down only "one or two percent" below ratings guarantees to advertisers.

Also this season, for the first time in a generation, NBC is without NFL football, perceived as one of the most effective promotional platforms for reaching young adult males.

Add to the mix the quadrupling of the license fee for NBC Thursday night juggernaut ER, as well as increases for Mad About You and the NBA, and the result will be a double-digit profit decline for NBC-TV this year and next. NBC President Wright says this year's drop is not a major hit and that the company expects to be able to offset declines at the network (both this year and next) with gains at other company units, such as CNBC and the owned TV stations. If the company is able to meet that objective, companywide operating profits for 1998 will be $1 billion—$1.1 billion, in line with last year. (The company also announced a staff reduction of up to 300 employees to help reduce costs.)

As to the broadcast network, Wright says, "we have been and are the leader. We have the best demographic package of any of the networks, and that isn't going to change anytime soon. Scott's challenge is to continue that strength relative to our competitors."

Jessica Reif Cohen, Merrill Lynch's top entertainment analyst, says that NBC's operating profit may drop to the $400 million range by the end of fiscal 1999 (from about $500 million in 1997), but she believes that the network will continue to make far more than any of the other Big Four networks. She says that bringing in Sassa is a good move: "He thinks differently and should be a breath of fresh air. It's time for a change."

Earlier this year, Ohlmeyer, who oversaw NBC's climb back to first place in prime time and other dayparts, told Wright that he would be leaving at the end of his current contract, which expires at the end of 1999. Last week the network announced a plan for what it hopes will be a smooth transition of power from Ohlmeyer to Sassa, the former Turner Entertainment Networks chief who joined NBC a year ago as head of NBC Stations Inc. (see story, page 14).

Sassa replaced Warren Littlefield last week as president of the network's entertainment division (see box, page 11). The network said that Sassa would...
step up to Ohlmeyer's post at the end of next year. Last week, Sassa said he would find a new entertainment division chief to run NBC Entertainment's day-to-day operations when he ascends to Ohlmeyer's post.

Sassa said he strongly endorsed NBC's current entertainment division structure, in which the top programmer reports to a West Coast chief: "Obviously you need someone focusing 100 percent on picking shows. But it's also good to have someone with a little bit different perspective, a little distance from those decisions," signing off on matters as well. "Nobody really wants to make these huge decisions totally on their own."

Meanwhile, another major issue is looming over NBC Entertainment—the ongoing struggle with key Hollywood program suppliers over changes in programming license terms that NBC says it needs to retain a fair shot at remaining profitable.

Sassa wouldn't discuss the issue last week, saying that he won't negotiate in the press. Ohlmeyer says that more had been made of the issue than it probably deserves. "What we're saying is we need a longer-term understanding of license fees that is predicated on the fact that shows don't become hits as quickly as they did in the past. We're just not comfortable going forward with the old [rule of thumb] that the network makes money on shows in the first four years," while the studios make money later in the network run and by syndicating the programs. One high-level studio executive interpreted NBC's position on the issue as demanding some form of "perpetual" right to a show once an initial agreement to license it had been made.

Despite the issues confronting NBC, agency executives and analysts say that all the networks face a common and major problem—the shortage of talent to produce high-quality content for the growing multitude of outlets. "Somebody's got to feed the machine, and there are not enough writers, producers, actors and directors for the amount of hours that need to be programmed," says Jon Mandel, senior vice president, Grey Advertising.

Ohlmeyer acknowledges the difficulties facing the network business, which he attributes in part to the fact that "there's been more change in the past five years than in the previous 50 years in this business." Competition has clearly intensified, he says: "It's Antietam every day out here." At the same time, he decries the "aura of negativity" that seems to pervade coverage of the Big Four. "Yes, there are problems and issues that need to be addressed. It's not as easy as it was 10 years ago, and it gets more difficult every day. But there are some companies that are making adjustments, and there are some companies

<table>
<thead>
<tr>
<th>Season</th>
<th>HH rtg</th>
<th>HH shr</th>
<th>Adult 18-49 Rtg</th>
<th>Adult 18-49 Shr</th>
</tr>
</thead>
<tbody>
<tr>
<td>'98/'99</td>
<td>9.3</td>
<td>16</td>
<td>5.6</td>
<td>16</td>
</tr>
<tr>
<td>'97/'98</td>
<td>11.6</td>
<td>20</td>
<td>7.2</td>
<td>20</td>
</tr>
<tr>
<td>% change</td>
<td>-20%</td>
<td>-20%</td>
<td>-22%</td>
<td>-20%</td>
</tr>
</tbody>
</table>

**Littlefield: From scheduler to producer**

In his 20 years at NBC, Warren Littlefield has had plenty of producers argue for sweet spots on the network's prime time schedule. Now he's going to find out what it feels like to be in their shoes. After one of the longest stints as a top programming executive in network history, Littlefield called it quits last week, entering into a joint venture agreement that gives the network a first look at everything he produces for TV. With the clock already ticking for next September, the 46-year-old is mulling ideas for comedies, which are quicker to turn around than movies or dramas. "Ohlmeyer keeps telling me in the press he'll be disappointed if I don't have something on the fall schedule," Littlefield says.

Littlefield has been synonymous with NBC programming during Ohlmeyer's reign, particularly prominent for the role he played in helping the network reclaim late-night dominance with Jay Leno. He's helped develop and build NBC's most successful prime time franchises, from *Seinfeld* to *Frasier* to *ER*.

The executive had been thinking about leaving his position for many months, although in the end, he said, "the exact timing was not my decision. When I said good-bye, I had a choice to be completely cut off from NBC. ... Instead, Bob [Wright] and Don [Ohlmeyer] said, 'here's the opportunity' to manage his own company.

Littlefield prefers to leave questions about whether he was seriously considered for Ohlmeyer's position to Bob Wright. For his part, Littlefield says he has no regrets about not moving up to Ohlmeyer's position, even though he predates Ohlmeyer at NBC. "My strength and my success has been developing successful programs," he says. "My choice is to be closer to the product." —Michael Stroud

**That Sinking Feeling at NBC**

Five weeks into the new television season, NBC was on top, ahead of second-place ABC in adults 18-49 and just ahead of CBS in households, according to Nielsen Media Research. Still, compared with last season, its ratings had slipped significantly more than those of ABC, CBS and Fox as it adjusted to the loss of *Seinfeld* and NFL football and the rotation of the World Series to Fox (NBC had the series last year).
An Unforgettable Magical Story,

ALLIANCE ATLANTIS
table Hero, An Epic Series.

BEASTMASTER
THE LEGEND CONTINUES

- Excellent Brand Recognition - Proven Performance In Syndication
- Premium Production Values
- From The Producers Of Earth: Final Conflict And NightMan
- Sold In All 19 Tribune Markets/36% of U.S.

New York  Boston  Seattle  Indianapolis  Sacramento
Los Angeles  Dallas  Miami  San Diego  Grand Rapids
Chicago  Atlanta  Denver  New Orleans  Washington, D.C.
Philadelphia  Houston  Hartford  Harrisburg

www.americanradiohistory.com
Wallace heads peacock brood

New station head says he'll add more outlets 'if the deals are right'

By Dan Trigoboff

At Wallace sounded understandably upbeat following his appointment last week as president of NBC's TV Stations Division. He predicted positive things for the group but revealed little on the immediate horizon—except that his first order of business will be to replace himself as general manager at WCAU(TV) Philadelphia.

Observers agree with Wallace that in moving from running an NBC station to running NBC's 13-station group, he inherits a solid performer that ranks among the company's key assets. NBC's O&Os typically run number one or a strong number two in their respective markets. The business is strong enough for some possible additions to the station roster, Wallace said, "if the deals are right." NBC, which reaches about 27% of U.S. TV households, has some room to grow before it reaches the 35% cap on coverage.

Not that there are no problem spots. WNCN(TV), NBC's Raleigh, N.C., O&O, is obviously in need of attention, he said. And WMAQ-TV, the O&O in Chicago, is still recovering from the 1997 decision to put Jerry Springer's commentaries on the evening news.

Wallace said that WNCN, which NBC has owned for three years, is doing well in a difficult situation, "virtually a startup." And WMAQ-TV, which Wallace ran before going to Philadelphia, "is making an amazing recovery" following the departures, bad publicity and other fallout from the Springer debacle. "They still have a lot of work to do," he said, "but the station is in very good hands, and a plan is in place."

NBC President Bob Wright, to whom Wallace will report, praised Wallace's work in Philadelphia. "In the past three years, he has done an outstanding job," Wright said, "taking a station that had just changed affiliations and making it competitive in a very tough marketplace." Wallace, who has put in 20 years with NBC in management positions, including stints in New York and Burbank, was briefly CEO of TV3 in New Zealand.

The well-regarded Wallace, 52, replaces Scott Sassa, who becomes NBC Entertainment chief. In addition to overseeing NBC's stations, Wallace will be responsible for developing programming for NBC's stations and for syndication.

The network has an ownership interest in Access Hollywood. That show is competitive—particularly on NBC's stations—but can't match the performance of perennial access powerhouse Jeopardy! and Wheel of Fortune, which give a prime time boost to many ABC stations. Wallace said that in Philadelphia, "we promoted the hell out of Access Hollywood," and the show's ratings rose some 50% from the year before.

ABC's stations also have done well with long-running daytime favorites Regis & Kathy Lee and Oprah, the latter particularly powerful as a lead-in to local news. NBC's stations, meanwhile, are heavily committed to Roseanne, the highest-rated among new daytime talkers but still averaging only a 1.7 rating, according to the latest national Nielsen Media Research numbers.

There has been speculation that NBC would bring in a new production/syndication executive, possibly recently departed Studios USA Chairman Greg Meidel. Meidel, said Wallace, "is one of my favorite people in the business. But don't read anything into that."
Mel tops out at CBS

Infinity Broadcasting Corp.'s takeover is now complete with Jordan's retirement

By John M. Higgins

Less than two years after CBS acquired Mel Karmazin's Infinity radio operations for $4.9 billion, CBS Chairman/CEO Michael Jordan has decided to clean out his desk and let the former Infinity chairman take the top slot. That completes a cycle in which Karmazin gobbled up responsibility for more and more of the combined companies' operations: first radio, then TV stations, then the core broadcast network—and now, everything.

Karmazin's ascent leaves CBS with a highly regarded, decisive and often brusque leader who has to grapple with the unfamiliar turf of television stations and the broadcast network, which account for 71% of CBS revenue and are in need of major repairs. While Wall Street and affiliates are cheering the CBS network's initial performance so far this season, fueled in part by the broadcaster's pricey $4 billion NFL rights deal, even Karmazin acknowledges that the TV division remains a laggard and is far from turned around.

"We have a long way to go on our TV stations," Karmazin says, "We've improved our share every quarter for a year. We're getting better. The NFL has legitimately helped us with our younger male demos."

Still, last week brought good news on an earnings front, with third-quarter cash flow rising 57%, to $336 million, and revenue up 23%, to $1.5 billion. Fueled largely by acquisitions, the results were slightly better than analysts' expectations.

Under a new policy, the results for the three TV operations—the CBS network, TV stations and cable networks—now are reported as a single unit, clouding the performance of the broadcasting operations.

But Karmazin says that replacing Jordan as CEO on Jan. 1 shouldn't trigger any major changes that aren't already under way, either further executive shuffling or significant layoffs beyond recent cutbacks at CBS News. "In my opinion, not very much at all will change," he adds. "All of the company's operating units had been reporting to me for some time."

But Wall Street executives expect plenty of changes in attitude and tactics. "For 13 years this company has been run by financial engineers," says Merrill Lynch & Co. media analyst Jessica Reif Cohen, referring both to Jordan and to previous chairman Larry Tisch. "Now there's a broadcaster running this. The goal is not going to be simply cut costs, cut costs, but to build."

Karmazin is considered a strong operations executive who makes tough decisions relatively quickly—from restructuring the CBS station sales operations to firing employees in the face of the heavy cost of NFL games this fall. Ever the salesman, rooted in an early job at CBS's flagship radio station 20 years ago, Karmazin is always direct and leans toward hyperbole. For example, he told securities analysts last week that with recent ratings gains, Everybody Loves Raymond is "maybe the next Seinfeld."

Jordan's departure is far from startling, given the speed at which Karmazin was amassing turf: becoming chairman of the combined radio group when Infinity was first acquired, adding the TV stations four months later and becoming president/COO of the whole company last April.

But the timing was a surprise. Under contract until age 65, the 61-year-old Jordan had been expected to stick around a bit longer. Insiders say that many senior executives didn't know about the Jordan resignation until after a Wednesday board meeting in New York just a few hours before the move was announced. "I expected it more like sometime next year," says one executive. Still, it was clear that "Mel's been making all the significant decisions for months. It just wasn't Mike anymore."

CBS executives insisted that Jordan was not being pushed out the door by Karmazin or the board. "You guys have these Machiavellian thoughts: I certainly don't," Karmazin said, adding, "I'm too spiritual for that."

Jordan agrees that he is not being pushed out. With the dismantling of the old Westinghouse industrial complex expected to be completed by the end of the year, the job of transforming CBS/Westinghouse into a pure media play is nearly complete. Asked why he didn't stick around to enjoy the fruits of his labors or simply become chairman and let Karmazin become CEO, Jordan said that "I get my kicks out of changing things. [I'm] the kid who takes apart the alarm clock and makes things out of it."

A senior CBS executive disagrees with the characterization that Infinity has taken over. "This isn't the first time a CEO brought in his successor," he says, adding that Karmazin hasn't simply swept out former CBS or Westinghouse executives to replace them with loyalists from Infinity.

While Jordan has been outshone by Karmazin when it comes to operations, his restructuring of the old Westinghouse stands as an enormous accomplishment. Serving in a variety of posts
THE #1 NEW TALK SHOW TAKES A BITE OUT OF

Week Of Nov. 16 From New York:

- Bill Cosby
- John Goodman -- "Roseanne" Reunion
- Julio Iglesias
- Ed Koch
- Rosie O'Donnell
- Isabella Rossellini
- Martin Short
- Donald Trump
- Plus Many More Surprise Guests!

Provided In Association With

PRODUCED AND DISTRIBUTED BY
KING WORLD

Incidents Anne Pagel Du...i JNla n Mowoe Mandell

www.americanradiohistory.com
HOW OF THE SEASON OF THE BIG APPLE!

The ROSE ANNE Show
at PepsiCo over 18 years until he left in 1992, Jordan arrived at Westinghouse a year later to take over a mess. An old-line conglomerate, Westinghouse was saddled with industrial units that were low-growth if they were lucky. He moved to shed military electronics, power plants, electrical equipment and refrigeration, winning fewer fans in Westinghouse’s hometown of Pittsburgh than on Wall Street.

Starting with a base of TV stations and minor cable network interests, he then turned the company to concentrate on media, buying CBS in 1995 and bulking up since with more radio and TV stations and billboard acquisitions. He also bought longtime collaborator Gaylord Entertainment Corp.'s interests in two cable networks.

“We are very well-positioned in the best parts of the media industry,” Jordan says. “There's good earnings momentum in those.”

A big threat that could derail everything is the economy. Asian currency devaluations are fueling imports and hammering exports. Surveys show that consumer confidence is beginning to slide. Wall Street has been gripped with fear of a recession, with TV and radio station stocks among the worst performers. Despite a rebound in recent days, TV station stocks remain off 49% over the past six months, ranking third from the bottom of industry groups tracked by Telescan. Radio is off 20%; following the recession scenario, cigarette and cable stocks are among the best.

That fear is not necessarily shared by broadcasters. Five out of six broadcast executives appearing at Bear, Stearns & Co.'s annual media investment conference in Palm Springs, Calif., last week said they didn't expect a bad economic downturn.

Jordan says his anxiety level is moderate. And Karmazin says "we're well-positioned because of our bet on radio and outdoor," which, he contends, are less vulnerable than TV stations and networks. Also, because CBS is starting so low in the ratings, the company has more opportunities for ratings growth than other networks. "If the large media companies get hurt, we'll get hurt less," he insisted.

Jordan, 61, said he didn't have any immediate plans after his departure: "Maybe I'll find another challenge out there." Securities and Exchange Commission filings show that Jordan personally owns stock and options worth about $17 million.

---

DENVER

Ergen gets inside scoop

How bad is the blood between Ted Turner and Rupert Murdoch? Bad enough that Turner was apparently the first to let EchoStar's Charlie Ergen know that Murdoch had approached some of the Primestar Partners when he was still publicly working toward a billion-dollar merger with EchoStar. According to an Ergen affidavit in EchoStar's $5 billion lawsuit against News Corp., Turner clued in Ergen late in April 1997, telling him that Murdoch "was having discussions with representatives of several Primestar Partners," including Time Warner Chairman Gerald Levin, about a possible Primestar/ASKyB deal. Further, Turner, a top-notch sailor, told Ergen that "Rupert is throwing you overboard" and asked Ergen if he'd be interested in a deal with Time Warner that excluded Murdoch and News Corp. Ergen told Turner he couldn't even discuss a deal with Time Warner because EchoStar had a binding contract with News Corp. Turner acknowledged EchoStar's obligation, but said that given Murdoch's intention, "his [Turner's] lines were always open."

On-the-job training

Entertainment lawyer Peter Dekom maintains that it's no accident NBC President Robert Wright and NBC West Coast President Don Oehmeyer sent Scott Sassa to the network's station side for a while before naming him president of NBC Entertainment last week (see story, page 10). Negotiating new affiliation terms is "going to be a key area of concern for the network going forward," Dekom says. "The network model doesn't work any more. You can't pay affiliates and make money."

WASHINGTON

Tough crowd

House Commerce Committee Chairman Tom Bliley (R-Va.) doesn't appear too concerned about staying on the Media Institute's list of speakers. Delivering the keynote speech at the First Amendment organization's annual black-tie fete, Bliley defended a law passed last month that requires commercial Internet porn providers to screen customers. It's the kind of law that constituents expect their members to vote for and that the First Amendment community expects to sue over, which the American Civil Liberties Union promptly did. The Media Institute's gathering of constitutional lawyers as well as broadcast and cable lobbyists probably was not the best audience for Bliley's message, however—most were shifting uncomfortably during the speech, and several quietly complained afterwards.
Shapiro lashes out
Consumer Electronics Manufacturers Association head Gary Shapiro last week suggested that the motion picture industry is colluding to keep high-definition movies from digital broadcasters and pay-per-view providers until a copyright protection standard can be found.

"There's a concern that the [Motion Picture Association of America] is instructing its members not to put out products until this issue is resolved," Shapiro said at the Association for Maximum Service Television's digital TV conference in Washington. "I think that's an issue that [Justice Department antitrust chief] Joel Klein would be interested in."

Shapiro drew his conclusions from discussions with the MPAA and a letter MPAA head Jack Valenti sent to him last August. "Copy management technology does not exist for use on analog high-definition transmissions, and to my knowledge there are no prospects for such technology in the near future. Therefore, content providers cannot permit high-value programming that requires copy management to travel over these paths," Valenti wrote.

But Valenti said last week that the industry had not worked together to make a decision to withhold programming. "We provide information to our members of ongoing discussions on this and many other matters, so that the companies can make up their own minds about marketing strategies. Any contrary suggestion by Mr. Shapiro or anyone else is simply false," Valenti said in a statement.

Full steam ahead, says MSTV to FCC
The Association for Maximum Service Television (MSTV) has asked the FCC to pick up the pace on determining the rules for digital cable carriage, filing a petition last week that asks the Commission not to allow any more delays. FCC staffers, however, do not seem to believe that the petition is necessary. Aides to Commissioner William Kennard, Commissioner Susan Ness and Commissioner Harold Furchtgott-Roth said that they expect the Commission to wrap up the rulemaking on digital must carry by the first or second quarter of next year. The remarks came at MSTV's 12th annual conference on digital TV in Washington.

Free local TV in danger, Decherd says
A.H. Belo Chairman Robert Decherd last week said that Congress and the FCC have started broadcasters down a path that will destroy localism. During his keynote speech at MSTV's conference on digital TV, Decherd said: "I fear that Congress, in its understandable determination to embrace the telecommunications revolution—and ensure price competition among huge conglomerates—may lose sight of the millions of Americans who still choose or must depend on free over-the-air television." Decherd is concerned that there are no established industry standards for DTV formats, no

Shapiro lashed out

Full steam ahead, says MSTV to FCC

Fox to leave

FCC says yes to SNET

TIP WEEK

NOVEMBER 2, 1999 / BROADCASTING & CABLE
Sold to 60% of the U.S.

CLEARED IN 25 OF THE TOP 30 MARKETS.

Beginning in January, Martha Stewart Living expands to an hour.

INCLUDING STATIONS
FROM THE FOLLOWING GROUPS:

A.H. Belo
Allbritton
CBS O&O’s
Clear Channel
Freedom Broadcasting
Journal Broadcasting
Lee Enterprises

McKinnon Broadcasting
Media General
Meredith
NBC O&O’s
New York Times
Scripps-Howard
Young Broadcasting

RENEWED THROUGH SEPTEMBER 2000!

Martha Stewart Living

One hour. Five days a week. It’s a Good Thing.
Warner Bros. goes to court
Syndicator is developing show with Detroit judge

By Joe Schlosser

Get ready for Judge Greg. Warner Bros. Domestic Television executives have developed a new syndicated court series and are currently out selling the show, which features Detroit district court judge Greg Mathis. Sources say the show is being sold for a fall 1999 launch.

With Twentieth Television’s announced plans for a remake of Divorce Court for next fall and Warner Bros.’ new entry, there are six syndicated court series on the air or currently in development. The four series on the air (Judge Judy, Judge Joe Brown, Judge Mills Lane and The People’s Court) have all fared well in the ratings so far this season.

Sources say Warner Bros., the studio that originally brought The People’s Court to syndication in the early ‘80s and has the program back on stations again, already has developed a pilot with Mathis. The syndicator put Mathis in front of the cameras this past summer, using the set of Animal Planet’s new court show, Animal Court. Warner Bros. executives, saying they have a policy of not talking about shows in development, failed to comment on the new court show.

Sources say the Mathis court series is being developed as a half-hour, stand-alone series rather than as a companion to its People’s Court, which is a full hour. The People’s Court, renewed on a number of stations for next season as an hourlong series, averaged a 2.5 rating nationally in the latest Nielsen Media Research figures.

“If I were Warner Bros., I would take this opportunity to shorten People’s Court to a half-hour and pair the two together,” says Dick Kurlander, vice president and director of programming at Petry Television. “An hour is too long. I would encourage them to package them together.”

Mathis, who grew up in the inner-city area of Detroit, is said to be a streetwise judge with a no-nonsense style.

Sewing up off-net plans
Syndicators prepare newest round of comedies, dramas

By Joe Schlosser

With the annual NATPE shopping season just around the corner, the top Hollywood studios are putting the final touches on marketing plans for a number of off-net sitcoms and dramas that will soon be making their way into the syndication marketplace.

There may not be a Seinfeld or X-Files in the group, but there is plenty for broadcast stations to chose from.

Top sitcoms on the verge of cracking the syndication marketplace include Dharma & Greg, Everybody Loves Raymond, Just Shoot Me and Cosby. Not one of these shows have been officially entered into the syndication sweepstakes, but their distributors are currently testing the waters for the right time and place to bring them out.

In the drama department, Ally McBeal, Early Edition and The Practice are being prepped for station consideration for air beyond 2000. “It’s a multithreaded off-network market this year,” says Bill Carroll, vice president and director of programming at Katz Television Group. “There are some shows that would fall into the more all-purpose category, the blue chip category, and then there is another grouping of specific usage shows, like programs geared at teens and kids and others at a more ethnic market.”

A number of top sitcoms are returning for second attempts in syndication, programs like Home Improvement and Married With...Children. And there are others just hoping to get a chance at the riches that off-network sales can bring to producers, talent and studios.

Here’s a look at what some of the top Hollywood studios will be showcasing in New Orleans come next January.

Twentieth Television

The Fox syndication unit has one of the top selections of potential off-net sitcoms and dramas. Twentieth executives are currently working on off-network plans for Ally McBeal, The Practice, Millennium, Dharma & Greg, The Pretender and possibly Two Guys, A Girl and a Pizza Place. King of the Hill and Buffy, the Vampire Slayer are already on the market.

The animated sitcom King of the Hill is cleared in more than 150 markets representing 90% of the country for an off-network debut in fall 2001. Sources say the series will likely bring in close to $3 million an episode when barter and other elements are factored in.

Cult hit Buffy, the Vampire Slayer will air five days a week on Fox-owned cable outlet FX starting in fall 2001. It also has been licensed to the 22 Fox owned-and-operated stations for weekend double runs and is being sold to other stations across the country for similar weekend runs.

Dharma & Greg is still being considered for either the 2001 or 2002 broadcast season, and sources say Twentieth executives will likely begin rolling it out right after NATPE (Jan. 25-28). Cable and broadcast play are being considered.

The Pretender and Millennium will likely be available for fall 2000, while Twentieth executives are still trying to
decide when to bring out the sophomore Fox hit Ally McBeal. The series will likely debut in syndication in the fall of 2001 and may wind up in the same situation as Buffy. A number of top cable networks, such as Lifetime, Turner’s cable networks and others, have expressed interest in Ally. The Practice will hit syndication in the fall of 2002. Twentieth executives have another cable, syndication or both-of-the-above situations on their hands.

**Eyemark Entertainment**

With Everybody Loves Raymond enjoying a solid third season on CBS this fall, Eyemark executives are preparing to bring the Ray Romano sitcom to market. Sources say the sitcom will likely be sold to stations for the first three years with a potential cable deal after three years in syndication. Everybody Loves Raymond will be available in the fall of 2000, and Eyemark is expected to start sales on the sitcom right before NATPE or during the conference. Sources say Eyemark executives are expecting to bring in $2 million-$3 million an episode for the series when barter is factored in.

Eyemark is currently finishing up sales of the sitcom Caroline in the City, having already licensed it in nearly 80% of the country for a fall 1999 launch. The first three years of Caroline will be available on broadcast stations only; it will then become Lifetime Television’s exclusive series in fall 2002 for four seasons.

Third-year drama series Early Edition will likely wind up on a cable network when it is released into syndication. Cable networks such as Lifetime, TNN and TNT are said to have expressed interest. Pax TV is also said to be weighing the hour series. Pax TV has already taken Touched by an Angel, Dave’s World and Promised Land from Eyemark for top prices.

**Warner Bros.**

Warner Bros. executives are finishing up sales on The Jamie Foxx Show, which hits stations in fall 2000. Foxx is currently cleared on 72 stations, covering 75% of the country. Sales of Suddenly Susan are also ongoing: the sitcom is already cleared in more than 80% of the country for fall 2000. Suddenly Susan has been licensed on the 16 Tribune-owned broadcast stations, including WGN Superstation. In 2003, Lifetime Television will take over the cable rights from WGN, while stations will continue to air Suddenly Susan in syndication five days a week. Warner Bros. executives are preparing to bring Veronica’s Closet into off-net play for a fall 2001 launch. It is unclear how the sitcom will be taken out. Warner Bros. executives would not comment.

**Carsey-Werner**

The studio is just finishing up sales on 3rd Rock From the Sun, which hits stations next fall, and it is gearing up for sales of CBS sitcom Cosby. Carsey-Werner executives say they are looking at the market and will likely bring the show to market after NATPE. Cosby will be available for fall 2000. Several cable and station groups are said to have shown an interest in the show.

**Buena Vista Television**

The Disney syndication unit is currently selling WB series Unhappily Ever After and a second cycle of Home Improvement. Unhappily Ever After, which comes to syndication next fall, is already sold on 120 stations covering 80% of the nation. Tim Allen’s long-running ABC sitcom, Home Improvement, is now cleared on 115 stations covering 64% of the country for a fall 2002 restart.

**Paramount**

Last month Paramount executives announced they had made the first deals on Sabrina, The Teenage Witch and Clueless, selling both series in the top three markets to Tribune Broadcasting stations. Paramount executives say more deals are soon on the way for both and that sales will continue through NATPE. Sabrina and Clueless debut in syndication in fall 2000. Three Paramount dramas (JAG, Viper and The Sentinel) have been sold to USA Network for a fall 2001 debut and will not be sold for weekend syndication. Paramount executives say, and the syndicator is handling the distribution of DreamWorks sitcom Spin City, which is now cleared in 88% of the country for fall 2000.

**Columbia TriStar**

Last month CTTD executives announced the first sales for the second off-net cycle of Married...With Children. So far, the former Fox sitcom has been cleared in more than 35% of the country through the 2002-2003 season. Just Shoot Me will come to syndication in 2001. The WB’s hot teen drama, Dawson’s Creek, also a Columbia TriStar product, won’t hit syndication until 2002. CTTD executives have not yet decided when to bring either show to the market. Malcolm and Eddie and The Steve Harvey Show will likely be on the sales floor at NATPE, with both shows available in either the 2000 or 2001 broadcast season. And last week, HBO locked up three years of The Larry Sanders Show in syndication that will start in 1999. A broadcast syndication sale that will start in 2002 is expected.

**Worldvision**

The Spelling-owned syndication outlet is currently selling Moesha and 7th Heaven for the year 2000. Moesha is cleared in 61% of the country, while 7th Heaven currently stands at 72%.
PRODUCED, DISTRIBUTED
AND MEDIA SALES BY

KING WORLD

©1998 King World. All Rights Reserved.
VISION'S ABOUT TO GET SOME CHARACTER!

Premieres Fall '99!
**TW's seven-year hitch**

**By Steve McClellan**

Nielsen Media Research has signed the biggest contract in its history—worth more than $150 million over seven years—with Time Warner, covering 13 separate business units. The units include all of the Turner Broadcasting System cable networks and superstation WTBS; Time Warner Cable: HBO; Cinemax; Court TV; The WB; Warner Bros. Television, and Warner Bros. Domestic Television Distribution.

The deal was signed Friday, Oct. 23, and announced last week, just a week after the ratings company announced it had signed CBS and ABC to new four-year contracts. Those contracts, in turn, largely mirror a new agreement signed by NBC and NMR in August (B&C, Oct. 26).

Time Warner and Nielsen had been working toward a comprehensive agreement—which includes agreements to jointly research a myriad of issues and applications for the digital TV age—for nearly three years, a Nielsen executive said.

The two sides have agreed to share research and jointly test and roll out Nielsen’s digital-age peoplemeter, known as the active/passive meter, on Time Warner’s cable systems. They also have agreed to jointly research new ways of measuring local media.

Nielsen Media Research president and CEO; Susan Whiting, general manager, national services, NMR; Dr. Scott McDonald, executive VP, research and planning, Time Warner; Richard Bressler, CFO, Time Warner.

**Toasting their record deal are (l-r) John Dimling, Nielsen Media Research president and CEO; Susan Whiting, general manager, national services, NMR; Dr. Scott McDonald, executive VP, research and planning, Time Warner; Richard Bressler, CFO, Time Warner.**

“hands-on involvement” in shaping future audience measurement tools with Nielsen.

NMR President John Dimling said the deal with Time Warner takes the relationship between the two companies to a “new level. This is a real advance in how we work with customers to share information and develop new approaches to audience measurement and data delivery.”

**Political ads outnumber election stories, study finds**

Survey shows local newscasts average 5.5 political ads to 1.3 election news items

**By Dan Triguboff**

Paid political ads during local news broadcasts greatly outnumber political news stories, according to a public interest group that monitors TV news.

“Local TV newscasts are filled with political advertising but contain little meaningful election news,” says the Rocky Mountain Media Watch, a frequent critic of TV news. According to the Denver-based group, local newscasts are four times more likely to run a political ad than a political story.

News broadcasts, the study finds, average 5.5 political ads but just 1.3 election news items. Using 140 volunteers, the group says it monitored 128 evening broadcasts last week in 25 states. "They [newscasts] might do a story once or twice, but that can’t compete with the repetitive ads," says Paul Klite, RMMW director. Acknowledging that news directors often react to public apathy, he says that "stations have to rethink how they cover elections. It’s easy to do fires and murders. To cover government and politics requires more creativity." The lack of meaningful coverage is partly to blame for voter apathy and decreasing voter turnouts, Klite says.

Among improvements cited by RMMW were minidebates and other free airtime made available by several stations, many of which are cooperating with the Washington-based Alliance for Better Campaigns. Klite also pointed to WRIC-TV Madison, Wis., which has run political ads during 6 p.m. or 11 p.m. newscasts for more than 20 years.

Cy Porter, director of the Radio & Television News Directors Foundation’s Political Coverage and Civic Journalism project, says he isn’t surprised by RMMW’s findings. “I’m under the impression that we need to do more meaningful election coverage. Most stations just do horse-race polls or the bickering over ads. I’d like to see more issue-oriented news, more town meetings, more minidebates.”

Klite says his survey report is not complete, but preliminary findings were released Oct. 27 because “we wanted to do something before the elections to see if we couldn’t improve the coverage in the last week.”
GOT AN AT&T, MCI OR SPRINT CALLING CARD? 
GET RID OF IT.

HERE'S WHY:

Five Million VoiceNet Cardholders Already Save Like This.

<table>
<thead>
<tr>
<th>Minutes</th>
<th>VoiceNet</th>
<th>AT&amp;T</th>
<th>Sprint</th>
<th>MCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Domestic</td>
<td>17.5¢</td>
<td>$1.35</td>
<td>$1.35</td>
<td>$1.44</td>
</tr>
<tr>
<td>3½ Domestic</td>
<td>62¢</td>
<td>$2.55</td>
<td>$2.55</td>
<td>$2.79</td>
</tr>
<tr>
<td>3½ UK to US</td>
<td>97¢</td>
<td>$11.12</td>
<td>$9.60</td>
<td>$10.60</td>
</tr>
<tr>
<td>3½ US to Japan</td>
<td>$1.72</td>
<td>$13.82</td>
<td>$10.76</td>
<td>$12.16</td>
</tr>
</tbody>
</table>

1. Only VoiceNet gives you one low 17.5¢ anytime-rate for all 50 states.
2. Super-low international rates.
3. No 95¢-per-call surcharges, no prepayment and no monthly fees like other guys charge.
4. No rounding-up-to-the-next-minute-after-you’ve-hung-up like the Big Three do. (VoiceNet only charges you six seconds at a time.)
5. “By far, our best choice is the VoiceNet card.” —The Wall Street Journal Report, 12/7/97

Call Now And Sign Up—
24 Hours A Day
1-800-690-7376
Visit us at www.voicenetcard.com/2990973

The Best Calling Card In America
Call Now 1-800-690-7376

Step 1  Dial 1-800-500-9029, wait for prompt
Step 2  Enter code (your own phone number plus 4 digits you choose when you order your card)
Step 3  1+(area code)+phone number

Take your temporary VoiceNet Card.
(This temporary card activates at 6 pm EST the next business day)
On a clear day, you can see our call letters

A news helicopter leased by WPXI(TV) Pittsburgh, and meant exclusively for station use, was hired out by its owner for political use. The chopper flew over the home of Democratic Rep. Ron Klink in an attempt by his election opponent, Mike Turzai, to make Klink's elegant home a campaign issue.

The effort may have backfired, embarrassing both Turzai and the station, which apparently was a mere bystander. The attempt to shoot some footage of Klink's home drew complaints from Klink and his family. Although Turzai told WTAI-TV Pittsburgh that he never got the footage he wanted, one of Klink's children managed to shoot some tape of the chopper, which was broadcast on WTAI-TV in a story about the incident.

"When I heard about it," says WPNX Vice President and General Manager John Howell. "I said 'that can't be my helicopter. They're not allowed to do that. We've got our call letters on that helicopter! That's why it's not supposed to fly for anyone else.'"

Howell says Klink was in his office the next day and seemed to accept the station's innocence in the matter, although he's nonetheless made an issue of the overhead flight. Howell also says he's looking into legal action—but it's not that easy to break the contract, nor does he want to be without a news chopper going into the November sweeps.

Definitely not a flight of fancy

An New York, WWRN-TV will interrupt the continuing election night coverage of the D'Amato/Schumer Senate race for an investigative report on the safety of pet travel by air. I-Team producer Allison Gilbert and a reporter were barred by FAA regulations from using digital cameras. So instead of a hidden camera they put temperature and humidity sensors in the cage of a dog volunteered by the mother of a station staffer to take a flight. The animal not only was exposed to scorching levels of heat and humidity, Gilbert said, but was bleeding when the plane landed. Moreover, the report finds animal travel falls through the regulatory enforcement gap between the Transportation and Agriculture departments, and that better records are kept for lost luggage than lost or injured animals.

Homecoming

Sportscaster Mike Adamle has become Larry Wert's latest acquisition for WMAQ-TV Chicago. The well-known former pro football player and network sports reporter will be the station's lead sports anchor. Adamle, who has worked for NBC, ABC, ESPN and on syndicated shows, including American Gladiators, should be familiar with his surroundings. He played college ball at Northwestern and finished his pro career with the Bears. Adamle also worked as an anchor/reporter at WLS-TV Chicago from 1983 to 1989, when his current boss, Wert, was in sales there. "I'm not a stick guy," Adamle says. "I don't plan a weekly staple of blooper clips. I know the people here in Chicago love their sports." Among his first challenges will be to fill newscasts, usually dominated by highlights from Michael Jordan and the Bulls, during the NBA lockout. "It will make the sportscasts less scintillating, but the NBA will be in the news anyway," Adamle says, referring to ongoing negotiations that could eventually start the season. "I'd like to see them playing ball. But it should be settled by January, and in the minds of people, the basketball season doesn't really begin until January."

Under FCC regulations covering federal candidates, says Molly Pauker, VP for corporate and legal affairs at Fox Television Stations, "we can't censor. We'd like to charge more, but we don't have a lot of leeway, except to say, 'Please put one ID on it.'"

Give him the 'steal' sign

Baseball has not been very, very good to WLS-TV Chicago sports reporter Paul Meincke, who had to negotiate his return from the Dominican Republic through the U.S. State Department. The reason: His passport was stolen while he was covering Cubs slugger Sammy Sosa's homecoming celebration.

As Sosa was being paraded down a main street, Meincke got next to him and put a mike up for a couple of questions. "I felt hands going into every pocket," he says. "I had to get the interview, but I felt my billfold being lifted." After conducting the interview with his right hand in the air holding a mike and the left trying to protect his wallet, he realized that the pouch in which he carried his billfold was missing. "We ran back to our van, and a bunch of people followed us. I think they wanted another shot at us," says Meincke.

All news is local. Contact Dan Trigoboff at (202) 463-3710, fax (202) 429-0651, or e-mail to d.trig@cahners.com.
Hurricanes Frances and Georges

AccuWeather clients knew it first!

AccuWeather's forecasted storm paths and local forecasts were significantly more accurate than government forecasts.

From Tropical Storm Agnes in 1972 to Hurricane Georges in 1998, from hurricanes to blizzards - whenever weather is in the news, there is no better source for accurate forecasts than AccuWeather.

Get the AccuWeather advantage! Call 800-566-6606

The World's Weather Authority™
385 Science Park Road, State College, PA 16803
Call 800-566-6606 • Fax 814-235-8609 • E-mail sales@accuwx.com
Visit our Internet site at: http://www.accuweather.com

© 1998 AccuWeather, Inc.
CBS airs Glenn launch in HDTV

CBS broadcast Sen. John Glenn’s Oct. 29 space shuttle launch in HDTV, beating the voluntary government deadline for broadcast HDTV telecasts. The transmission, underwritten by Harris Corp., was available only to HDTV TV set owners in the coverage areas of eight CBS stations: WCBS-TV New York; KCBS-TV Los Angeles; WUSA-TV Washington; KHOU-TV Houston; WKRC-TV Cincinnati; WBNs-TV Columbus, Ohio; WBTv-TV Charlotte, N.C.; and WRAL-TV Raleigh, N.C.

Paramount signs Ackerman

Television director Andy Ackerman has signed a five-year pact with Paramount Television Group’s television division. Ackerman, who directed and produced pilot episodes of Becker for CBS and LateLine for NBC, will continue to direct pilots and episodes for Paramount and will help the studio develop new series.

CBS adds episodes of ‘Law’, ‘Queens’

CBS has picked up freshman drama Martial Law and freshman comedy The King of Queens for a full-season run. Martial Law, produced by Carlton Cuse Productions in association with CBS and 20th Century Fox Television, is averaging 11.2 million viewers averaging a 3.0 national rating. The Pamela Anderson Lee series was up 7% from the 2.8 it scored for the week ending Oct. 11. MGM’s Stargate SG-1 improved 12%, to a 2.8, while Polygram’s The Crown: Stairway to Heaven was up 4%, to a 2.5. Eyemark’s The Howard Stern Radio Show was off 12%, averaging a 1.5.

‘King of Queens’
on Saturday night, making it the most-watched new drama of the season. The King of Queens, produced by Hanley Productions in association with CBS and Columbia TriStar Television, has been a top performer for CBS on Monday evenings.

‘Mortal Kombat’
on the move

Warner Bros.’s new weekly syndicated Mortal Kombat Conquest has improved its national rating by 107%, according to the latest Nielsen Media Research figures. The action hour, based on the successful movie franchise, scored a 3.1 rating for the week ending Oct. 18. The syndicated series’ ratings received an added boost from a repeat performance on cable’s TNT. In addition to the weekend play on broadcast stations, TNT will air Mortal Kombat on Monday nights two weeks after each episode debuts in syndication. Placing a close second in the first-run weekly syndication division was Columbia TriStar’s VIP.

‘JAG’ scores

CBS drama JAG scored its highest household ratings to date last Tuesday night (Oct. 27), winning the 9-10 p.m. slot for the first time this season. The drama outscored competitors (such as Mad About You and Home Improvement) among households, although it was second among 18-49-year-olds (behind ABC) for the hour. For the evening, CBS was second in households behind ABC, and fourth among 18-49s, behind ABC, NBC and Fox.

More ‘Malcolm’ during sweeps

UPN will air two original episodes of its comedy, Malcolm & Eddie, each week starting today (Nov. 2), through the November sweeps as the network seeks to maximize the ratings from one of its more popular series. Malcolm & Eddie, now airing at 9 p.m., will get an additional run at 8. Guys Like Us, currently at 8, will move to 8:30, pushing DiResta back to 9:30. The controversial Secret Diary of Desmond Pfeiffer, which was recently moved to 9 p.m., is on hiatus for the month.

NBC goes fourth

For the week of Oct. 19-25, NBC occupied an unaccustomed fourth place in households, behind Fox, CBS and ABC, as Fox’s World Series coverage dominated the week. NBC ended the week with an 8.2 Nielsen rating/14 share, compared with Fox’s 9.2/15 share.

New developments at New Line

New Line Television has signed producers David Manson and Arla Sorkin Manson to a two-year development and production deal. The husband-wife duo is developing four network pilots, including two one-hour dramas. New Line also has signed actor John Larroquette to host Lost in Space Forever, a one-hour syndicated special cleared in 90% of the country for November. The special, which pays tribute to the CBS Lost in Space series of the 1960s, will reunite the original cast.
Overcoming challenges requires ingenuity. The right approach. Precise execution.

SG Cowen draws upon these strengths to help you expand your potential and attain your goals. We're a proven firm that focuses on the needs of companies in such select growth industries as technology, healthcare, communications, and media and entertainment. Our research excellence enables us to fully understand the trends and dynamics that affect your bottom line.

With expertise in equity and debt capital raising, M&A, leveraged, project and structured finance, we'll provide you with not just a solution—but the solution.

SG Cowen. Our focus helps you overcome obstacles.

understand

overcome

SG Cowen
Despite the lowest TV ratings ever, Games 3 and 4 of the World Series won Tuesday and Wednesday—and the week—for Fox.

**Week of October 19-25**

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30</td>
<td>8:30</td>
<td>8:00</td>
<td>8:00</td>
<td>9:00</td>
<td>9:00</td>
<td>9:00</td>
<td>9:00</td>
</tr>
<tr>
<td>9:00</td>
<td>9:00</td>
<td>8:30</td>
<td>9:30</td>
<td>10:00</td>
<td>9:00</td>
<td>8:00</td>
<td>8:30</td>
</tr>
<tr>
<td>10:00</td>
<td>10:00</td>
<td>9:00</td>
<td>8:00</td>
<td>8:00</td>
<td>9:00</td>
<td>9:00</td>
<td>9:00</td>
</tr>
</tbody>
</table>

**KEY: RANKING/TITLE/PROGRAM RATING/SHARE**
- Top ten shows of the week are numbered in red.
- Television universe estimated at 99.4 million households. One ratings point is equal to 994,000 TV homes. Yellow tint is winner of time slot. (NR) = Not ranked. Rating/share estimated for period shown. **= Premiere. Sources: Nielsen Media Research, CBS Research. Graphic by Kenneth Ray.**

**PEOPLE'S CHOICE**

Despite the lowest TV ratings ever, Games 3 and 4 of the World Series won Tuesday and Wednesday—and the week—for Fox.
Cumulus likes small towns in a big way

Company has bought 207 stations in markets 76, smaller

By Rich Kirchen, B&C correspondent

smaller is better in the wisdom of Cumulus Media Inc., which by buying radio stations only in small markets has turned itself into the nation's ninth-largest radio group (as measured by revenue).

In just 17 months of dealmaking, Cumulus has acquired 207 stations in 33 Arbitron-ranked and 16 unranked markets, with 1998 estimated revenue totaling $167.2 million (B&C, Oct. 12).

In the process, the Milwaukee-based company has shaken small-market radio to its local roots and created the nation's first small-market-only radio conglomerate.

"The company has put together great clusters," says Tim Wallace of Lehman Bros., who along with three other analysts has rated Cumulus stock a "buy." Wallace predicts Cumulus will improve cash flow as it consolidates its large portfolio of stations and applies sophisticated operating and sales strategies in the small markets where it is gobbling up stations.

Victor Miller of Bear Stearns agrees. "Cumulus's ability to drive revenue...is already becoming evident," Miller wrote in a recent research report. "The company's ability to drive the top line...has been impressive."

Third-quarter numbers, released last Monday, bear this up. Pro-forma revenue rose nearly 14%, to $31.1 million, while broadcast cash flow was up 21.8% to $9.5 million. Cumulus's financials are not historically comparable because the company opened up shop in May 1997.

Stock price rebounds

And Cumulus's stock price should improve as operating results show the company's strategy is working, Wallace says. First offered at $14 per share in July, the price fell to a 52-week low of just under $5 on Oct. 9. The stock since has rebounded somewhat, closing at $10.50 last Thursday, Ultimate-

ly, Cumulus could fetch as much as $30 per share from a larger consolidator, Wallace predicts.

But some industry observers wonder whether Cumulus can succeed in the long term with its think-big-in-small-markets strategy. And small-market operators complain that the company is ruining their media turf.

One Midwestern radio executive who asked not to be identified refers to the company as "Cumu-less." The anti-Cumulus crowd questions whether the company overpaid for its acquisitions and whether it will achieve the cash flow growth necessary to cover its debt load of $422 million.

"I look at a guy overpaying to buy the top stations in a market where the upside potential is not that great," says Brad Leggett, owner, general manager and morning-show host at KSTR-FM Grand Junction, Colo., the nation's 248th-largest market and home of six Cumulus stations or stations-to-be.

The critics are just jealous, says Cumulus Executive Chairman Richard W. Weening: "When you assemble a couple hundred radio stations as fast as we have, you're bound to get people who are suffering from a combination of skepticism or envy."

Cumulus executives say they try to pay no more than 10 times current pro-forma cash flow for acquisitions, much less than other consolidators pay in larger markets. Other radio executives and radio brokers say that if that's true, even 10 times may be too much, considering the size of the markets Cumulus is in.

Cumulus concentrates on markets ranked 75th and under. Its biggest market is Toledo, Ohio (76), followed by Greenville/New Bern/Jacksonville, N.C. (80). Its next largest is Chattanooga (101).

Full complement required

Its markets must have $1 billion in retail sales, and Cumulus looks to acquire a full complement of stations—usually four FM and two AMs—in each, vice chairman Lewis W. Dickey Jr. says. It prefers to buy two of the top four performers in a market and two of the next four, all with mainstream formats like top 40, urban or country.

Each station has its own program director and sales manager. Sales performance is monitored daily; if a station is slipping, it immediately gets a call from the regional sales director, Dickey says.

Dickey, a former Atlanta radio consultant and radio station owner, and Weening, a former Milwaukee radio consultant, formed their company after meeting while Dickey was consulting for radio stations that Weening owned in the Caribbean.

They say they looked at the deregulation encouraged by the Telecommunications Act of 1996 and saw opportunity beyond the top 100 markets. Weening attracted an impressive list of private investors—including the State of Wisconsin Investment Board, Northwestern Mutual Life and NationsBank Equity Capital—who agreed and gave Cumulus $250 million with which to start shopping. After 14 months, Cumulus went public this past July 1 with an initial public offering that raised $109.4 million.

Dickey and Weening's view is that small-market radio has always been the domain of mom-and-pop owners who draw almost no national ad dollars and only a small percentage of the available local advertising revenue.

As Cumulus consolidates its stations and improves on-air quality and sales, it believes it can attract national advertisers who traditionally have avoided small markets.

"The inefficient mom-and-pop stations we acquire have significantly underdeveloped operating profit margins," typically in the high teens and low 20s, Weening says. But Cumulus propped up operating margins between the second quarter and the third quarter by 20%, to 30.6%, the company

Richard Weening (l) and Lewis Dickey are buying big in small radio markets.
The outlook continues to be positive for steady revenue and cash-flow growth in each of our markets, where we are usually the leading media company and always have considerable room for internal growth,” Weening says.

But many in the radio industry question Cumulus’s assertion that it can aggressively grow national advertising. Its markets never have drawn national advertisers, and they’re not going to do so now, they say.

“The question becomes, ‘How much business will there ever be in New Ulm, Minnesota?’” one radio broker asks.

While acknowledging that Cumulus’s markets are “much less reliant on ..., national dollars ... these are very robust economies,” Dickey says. That should be helpful should the country enter a recession, as some pundits are forecasting, he says.

Contrary to Act?

“My strong objection to what all these big companies are doing is it’s contrary to what the Communications Act was all about—licenses for the community interest,” says Paul Hemmer, owner/president/GM of KGRR(FM) Dubuque, Iowa, where Cumulus owns five stations.

Hemmer filed an antitrust complaint against Cumulus with the Justice Department that Justice declined to pursue.

Cumulus is engaged in an “ongoing dialogue about certain markets” with federal agencies, Weening says. So far, neither the FCC nor the Justice Department has ordered Cumulus to divest any stations, he says. But Justice has asked for more information about deals in Grand Junction: Montgomery, Ala., and Florence, S.C.

As for Cumulus killing small-market radio traditions, Weening says the company has replaced satellite-fed or automated programming and spent money to hire live local on-air staff in many markets. Cumulus can afford to present better-quality local radio than the local operators could, he says.

“This isn’t a slash-and-burn strategy,” Dickey says. “We like to think we’re doing better radio in these markets.” Radio will lose touch with its listeners if the product becomes too generic, he warns.

The anti-Cumulus crowd should reserve judgment until the company can demonstrate its ability to meet its objectives, Weening says.

While it has about 40 deals in the pipeline, the company’s acquisition pace will slow for now while it digests new properties and waits for the stock market to improve, Dickey says.

—Elizabeth A. Rathbun contributed to this story.

Dr. Laura—naked?

A federal judge today (Nov. 2) will decide whether to allow an Internet provider to re-post what it says are 12 nude shots of caustic talk-show host Laura Schlessinger, taken when she was in her 20s. Schlessinger, 51, was granted a temporary restraining order on Oct. 23 by Judge Dean D. Pregerson of the U.S. District Court for the Central District of California. The order came through about 10 hours after Internet Entertainment Group posted the photos. IEG spokeswoman Heather Dalton says. Schlessinger’s lawyers cited copyright violations and said that the pictures violated her right to privacy and publicity, according to the Los Angeles Times. In the short time the photos were up, IEG’s site was even busier than it was when it ran the infamous video of Pamela Anderson and Tommy Lee having sex, Dalton says. She declined to give numbers.

IEG paid “tens of thousands” of dollars to Bill Ballance for the pictures of Schlessinger, Dalton says. Ballance, now 80, gave Schlessinger her start in radio in Los Angeles in 1976 and had what he has said was a torrid two and a half year affair with her. Ballance told IEG that he took the pictures during their affair at Schlessinger’s request. Schlessinger, who was married at the time, frequently rates her listeners for their moral failings, including adultery. In an Oct. 19 interview with the Orange County Register about her new book, “The Ten Commandments: The Significance of God’s Laws in Everyday Life,” Schlessinger said, “We all [break] all of them—me, you, everybody.” A spokesperson for Schlessinger did not return telephone calls.

He’s baaaack

The on-again, off-again tenure of paranormal-oriented talk-show host Art Bell is on again. Bell, in a recorded announcement on Oct. 23, told listeners to his overnight show, Coast to Coast AM, that he would be back the following Wednesday (Oct. 28), according to his official Website. Family difficulties that forced him to leave the air on Oct. 13 have “improved to some degree,” Bell said in his announcement. He reiterated that “this was not any kind of hoax or stunt; it was not a contract ploy nor a negotiation tactic for more money.” That issue has been raised since Bell’s boss, Jacor Communications Inc. (via Premiere Radio Networks), recently was acquired by Clear Channel Communications Inc. “Not so much as one dot on an ‘i’ or cross on a ‘t’ has changed in my contract. This was and is a family crisis, period,” Bell said.

The price of buying

Clear Channel Communications Inc.,’s net income fell 38% in the third quarter because of non-cash expenses associated with business deals completed in the fourth quarter of 1997 and the year to date, the company says. Those include $148.9 million worth of acquisitions in this past third quarter alone, including the purchase of eight radio networks, one radio network and more than 21,000 outdoor display faces in 17 markets. Meanwhile, the third quarter was Clear Channel’s most successful quarter ever in terms of after-tax cash flow, which grew 117%, to $119 million. Net revenue grew nearly 110%, to $385.9 million, compared with the third quarter of 1997, the company says.
DirecTV gets piece of March Madness

Will carry first three rounds on pay-per-view basis

By Price Colman

DirecTV, reinforcing its relationship with CBS, has signed another potential recruit to its growing sports roster: The NCAA men’s basketball tournament.

Terms of the deal call for DirecTV to deliver March Madness games up to the Final Four—that is, the first three rounds of the tournament—on an out-of-market, pay-per-view basis to viewers who cannot receive the CBS broadcast. CBS has exclusive rights to the tournament through 2002, and a network spokesperson says the satellite deal will not affect its coverage of the tournament.

The principals declined to discuss specifics on financials. They acknowledged, however, that DirecTV will pay an up-front guarantee and that any revenue generated would be divided among the NCAA, CBS Sports and DirecTV. CBS Sports President Sean McManus says that CBS affiliates will not share in the revenue.

"The primary concern of affiliates was to make sure the game in their market was not provided to DirecTV," McManus says. "I think the affiliates and the NCAA are taking the long-range goal: Keep the tournament on network TV in the future and not cable."

DirecTV President Eddy Hartenstein deferred discussion of how the offering will be packaged and priced. He did say that the programming package likely will be tied to a DirecTV sales promotion.

The deal was no slam dunk, says C.M. Newton, chair of the NCAA Division I men’s basketball committee. "One obstacle is the men’s basketball committee," he says. "We’re conservative by nature. There were a lot of questions about this whole approach. But we were convinced we could be more service-oriented in this case because of the chance that their affiliates wouldn’t revolt. I think there is a chance some of their affiliates will revolt—not bolt, but revolt."

Signing up the college basketball tournament—what Hartenstein calls "one of sports’ most coveted and highly anticipated events"—adds to a sports programming lineup that’s the strongest among DBS players. Meanwhile, DirecTV is seeking more spectrum—which, if obtained, would arm it to command the DBS-delivered sports arena.

There may be potential for that to raise eyebrows in Washington. Schaeffler says, "Do more of these deals, make more of this programming available only to high-end consumers, pretty soon you have the NAB involved. Congress involved—and pretty soon you have programming that’s no longer free."

The flip side is that the DirecTV/CBS relationship has the makings of a natural fit. CBS hasn’t been wildly successful in its cable programming forays, although its acquisition of the Gaylord Entertainment properties has helped. Thus, a deal with a top-four multichannel video provider, even if it’s not cable, makes sense. There are pluses for DirecTV, too, Schaeffler says.

"DirecTV has long coveted involvement with another type of signal provider. They look at Rupert, see him intently involved with content and delivery where it makes sense. They see him building out his production a worldwide basis. Yet, for the last four years DirecTV has been primarily a system operator. They know they need to step out into that larger field."
The Box Music Network is the state-of-the-art music entertainment source that turns your viewers' living rooms into music heaven.

How do we create music euphoria? Simple—we let them tell us what they want through the modern miracle of interactivity: Viewers can call and order the videos they want to see, preview videos online, enjoy custom music mixes and actually program the network. Music heaven. It's closer than you think.

The Box Music Network. We can take you there.

NYC: 212.253.1720 x24
LA: 310.441.8425 x233
MIAMI: 305.674.5000
in music history

where

DENVER: 303.267.6285  CHICAGO: 773.594.1826

music network
www.thebox.com
D.C. gets more cable competition

RCN/utility partnership to provide cable/phone/Internet

By Paige Albinia

Long-suffering residents of Washington are getting some choice in multichannel programming. Cable competitors are filing in to the number-seven market to display their wares before Congress and the FCC.

And the arrival of competitors is a welcome sight for the cable industry, which wants to prove to lawmakers and regulators that competition is around the corner.

"Clearly this is yet another indication that the marketplace is becoming increasingly competitive," says Scott Broyles, a spokesman for the National Cable Television Association.

District citizens are reaping the benefits of new multichannel services introduced, in part, to impress the city's political residents. Complaints have been long and loud that the local cable system—District Cablevision, which is owned by Tele-Communications Inc.—is inadequate because of its TCI-dominated program fare, slow installation and customer service, frequent outages and cost.

The newest competition to that service is Starpower, a joint venture between Boston-based RCN Corp. and mid-Atlantic utility company Pepco. Over the next three years, Starpower says it will lay some 1,200 miles of fiber-optic cable to provide the metro D.C. area and Baltimore with local and long distance telephone service, cable service and high-speed Internet access.

The service rolls out first to Southeast Washington, where fiber-optic lines already are available, says Anthony Peduto, Starpower's local general manager. Gaithersburg, Md., a D.C. suburb, will begin receiving the service in first quarter 1999.

Starpower's 94-channel basic analog package costs $31.95 per month. Subscribers get a 5%-per-month discount if they also take Starpower's local and long distance phone service. Starpower's local phone service is 5% less than regional phone provider Bell Atlantic's; its long distance fees are 9.9 cents per minute. High-speed Internet access, provided by regional service Erol's Internet, will cost $39.95 per month, but will drop to $34.95 per month if purchased as part of a bundle. Internet access over phone lines will cost as little as $13.95 per month.

In the D.C. race for cable customers, Starpower joins EchoStar Communications Corp., which started offering residents local TV via satellite and rooftop antennas last spring.

EchoStar is selling customers in Washington their local signals for an additional $4.99 per month for the four major networks and a national PBS feed. Only customers who cannot get clear broadcast signals over the air with a rooftop antenna can legally receive the signals via satellite, but EchoStar will provide such an antenna for customers who live in areas where they can receive strong broadcast signals.

EchoStar also offers similar packages in Atlanta, Boston, Chicago, Dallas, Denver, Los Angeles, Miami, Minneapolis, New York, Phoenix, Pittsburgh, Salt Lake City, San Francisco and Seattle. It will soon add Las Vegas; Minneapolis; Portland, Ore.; Sacramento; San Diego, and St. Louis.

DirectTV/USSB/Bell Atlantic also are providing satellite TV services in the Washington area. DirectTV/USSB provides the programming; Bell Atlantic comes out to the home, installs the equipment and handles the customer service and billing.

FX wants a few good men

Penn & Teller series attracts 18-34s

By Donna Petrozzello

FX is betting that young men will tune in to watch actress Teri Garr's tongue be slammed in a mousetrap.

That stunt and others are typical fare for upcoming episodes of FX's original comedy/variety series, Penn & Teller's Sin City Spectacular, which airs Sunday nights at 10 p.m. ET/PT and stars comics Penn Jillette and Teller. The series averages a 1.4 rating/32,000 homes, according to FX based on Nielsen data.

More important, men ages 18-34 have accounted for 80% of the show's audience since its debut Aug. 10. That's good news for network programmers such as FX President Peter Liguori, who are seeking ways to attract the dwindling numbers of young males in the TV audience.

"I'm more interested in continuing the branding of FX with its original series than the ratings shows produce, but Penn and Teller gives us the best of both worlds," says Liguori.

"Young male viewers, especially men ages 18-34, are leaving TV in droves, even leaving sports programming," says Liguori. "They feel disenfranchised. When I see that Penn and Teller skeweds decidedly male, it encourages me that the positioning of FX is going to fill a need that's out there. And it is a lot easier to fill a need than to create one."

FX has ordered eight additional episodes of the series, bringing FX's commitment to the show to 24 episodes in its first season.
RE: NEW PRIME TIME PROGRAMMING

Starting December 1, 1998, a reinvigorated COURT TV will launch a renewed prime time programming schedule. With compelling, provocative and emotionally riveting entertainment, COURT TV will introduce a new prime time lineup. At 10pm, COURT TV will present reality shows that are useful and important, faster paced and less highbrow. Cable operators recognize the differentiated value of COURT TV's distinctive programming that entertains and informs. This is a firm commitment to the future of COURT TV.

600 Third Avenue, New York, NY 10016
Phone (212) 973-3348 • Fax (212) 692-7880

Full Disclosure
December 1-4 The Western Show

www.americanradiohistory.com
Hindery decries gender pay gap
Tells WICT audience that closing gap makes good business sense

By John M. Higgins

Tel-Communications Inc. President Leo Hindery has condemned cable industry employment practices that tend to disfavor women, encouraging operators and networks to conduct salary reviews to close the pay gap between male and female employees.

Speaking at the annual Women in Cable and Telecommunications Foundation fund-raising dinner in Washington Oct. 27, Hindery focused on an industry pay survey that showed women in technical positions earn 12% less than men with comparable qualifications in comparable jobs. The study is the latest of a series of WICT surveys aimed at demonstrating the gender earnings gap in the industry.

Hindery said that the review is not only a question of fairness but also of business sense: Women make up a majority of cable’s audience and increasingly control the decision whether to purchase basic and pay cable services. The industry’s treatment of its employees will ultimately affect the product, something evident in the 20-plus sports and other networks aimed at men and the three or four tailored to women’s interests. “We have a contract to fulfill to our employees, our colleagues and our children,” Hindery said.

This year’s dinner honored AMC president Kate McEnroe, who created women-targeted Romance Classics and recruited a number of Hollywood stars to come to the event, including Rita Moreno, Shirley Jones and Debbie Reynolds. The dinner raised $150,000 for the WICT foundation.

Fun with digital Dick & Jane
Fox Family says it will launch Boyz and Girlz channels

By Donna Petrozzello

Fox Family Channel last week said it plans to launch The Boyz Channel and The Girlz Channel as full-time digital networks next year.

“With all these niche cable channels out there, no one has done a channel for just boys or just girls,” Fox Family Channel President Rich Cronin said last week in announcing the roll out. “There are some shows boys like and some shows girls like. We think the more choices kids have, the better,” he said.

Though they’ve set no firm debut date, Fox Family Channel says The Boyz Channel and The Girlz Channel will be full-time, ad-supported networks with gender-specific children’s programs by day—until 9 p.m.—and programs about child rearing targeted to parents at night. Cronin says the networks will concentrate on ages 9-12, but will also program to ages 2-14.

The channels will blend entertainment, education and prosocial programs, including shows about coping with bullies, parents and siblings. Most of the programming will come from the Fox Family Worldwide library, complemented by some original fare.

Cronin says the channels “won’t have shows like Dawson’s Creek that deal with sex and relationships. These channels are for kids who are watching Nickelodeon, Cartoon Network or Fox Family Channel.”

Cronin deflates criticism that the

Antec makes $50 million collect call to AT&T

Antec Corp. has signed a $50 million cable telephony equipment contract with AT&T that Antec executives project eventually will generate $900 million in sales.

If the deal fulfills that prediction, it will be by far the largest cable telephony equipment contract for Antec, which is 21% owned by TCI Ventures Group.

Terms call for Antec to act as the exclusive sales channel to AT&T, initially providing it with Arris Interactive–made Cornerstone systems to serve up to 2 million TCI homes passed. Antec officials say they expect that once AT&T consummates its acquisition of TCI, AT&T will expand the order to encompass at least 17 million TCI homes passed.

Antec CEO John Egan characterizes the $50 million, which will come from sales in the first three quarters of 1999, as a “hard” number. He says that the remaining $850 million, which would come over three years, is “predicated on market success,” including the completion of the AT&T/TCI merger.

Arris is owned by Antec (25%) and Canada’s Nortel Networks (75%). Antec officials say the company’s gross profit margin from the Arris joint venture is 15%-16%.

News of the AT&T contract comes at a good time for Antec (Nasdaq: ANTC), whose stock had dropped well off its 52-week high of $25. Antec recently reported strongly improved third-quarter earnings that nonetheless disappointed investors, and the stock fell to near its 52-week low of $10.375. The AT&T contract was announced after the close of trading last Wednesday (Oct. 28), but shares jumped more than $5 at one point during early trading Thursday.

Once the TCI Ventures/Liberty Media merger is effectuated, Antec will become one of the portfolio holdings in Liberty, which itself will become an AT&T tracking stock.

Antec also will supply the hybrid fiber/coax infrastructure to deliver the powered cable telephony as well as various support services. Powered telephony means phones continue to work even if electricity is cut off.

It’s an interesting move for AT&T to pursue a traditional cable telephony strategy over TCI’s network, since it stressed plans to offer IP (Internet protocol) telephony when the merger was announced. But Guy Gill, president of Arris, said widespread launch of IP telephony is unlikely for two to four years, and the Cornerstone technology will permit migration to IP telephony service.

—Price Colman
networks will encourage gender stereotyping: "There are camps for boys and camps for girls, and magazines for girls and so on. The reality is boys and girls are different. Besides, it's okay for women to have their own cable TV network," he points out.

Cronin says that while Fox Family Channel is "fairly conservative" about the growth potential for digital TV, Fox is launching the new channels to help operators sell consumers on the product. Although Fox Family Channel is positioning the channels for digital and satellite distribution, the network will make each available for basic analog carriage as well.

Cronin says the Fox-branded channels will give Fox Kids Worldwide "a number of different networks" covering digital, broadcast and cable TV "so we keep our combined market share solid." Fox Family Channel also plans to launch companion Websites to the channels.

Although he did not disclose Fox's budget to launch the digital channels, Cronin says it is in addition to Fox's $500 million commitment over two years to launch Fox Family Channel, which debuted Aug. 15.

---

'Sanders' continues on HBO

HBO will continue to air The Larry Sanders Show in reruns. The cable channel last week signed an exclusive deal with the show's producer, Columbia TriStar, to retain the series for three years starting in fall 1999. The series, which stars Garry Shandling, ran for six seasons on HBO, winding up its original production last spring. HBO, which earlier in the week announced it was renewing Sex in the City for a second season, also has renewed Arli$$. for a fourth season and Oz for a third, sources say. HBO executives would not comment on the Arli$$ or Oz renewals.

Rodgers has plans for Eye

Discovery Networks President Johnathan Rodgers says he wants to keep newly acquired cable network Eye on People in New York and to retain the network's president, Geoffrey Darby. He tried to hire Darby three years ago to run the Discovery Kids Network. Rodgers says that Eye on People likely will be renamed Discovery People—but he's open to other suggestions—and that the network will become more of a "people channel" and less of a CBS News channel. The network will continue to use CBS News personalities and features, but to "a lesser degree," Rodgers says. He adds that the network will rely on a combination of analog and digital distribution to reach 30 million homes over the next three years. Eye on People is distributed in 10 million analog homes.

Parsons calls labor suit baseless

Time Warner President Richard Parsons has lambasted the Labor Department for a lawsuit that claims the media giant misclassified a number of employees as independent contractors and thus avoided paying them certain benefits. Parsons says the suit, filed last week, "has no basis in law or in fact and is beyond the scope of its authority." Time Warner will seek dismissal of the suit, Parsons says. At issue is the often-blurred line between independent contract and employee. The lawsuit focuses primarily on Time Warner subsidiary Time Inc. and its magazine operations. The company's cable operations were not named in the suit, a Time Warner representative says.

BBC America launches on DISH

EchoStar Communications Corp. subsidiary Dish Network is launching BBC America, featuring the best of British television. Dish plans to launch the BBC America service on ch. 135 as part of its America's Top 100 CD package at no additional cost. The deal marks the first satellite carriage of the channel, a joint venture between the BBC and Discovery Networks. Programming includes dramas, comedies, documentaries and world news.

GI reports record results

General Instrument, reporting third-quarter results last week, said it hit record levels in key categories of orders, revenue, operating margin and earnings per share. GI attributed the gains to sales of interactive digital cable TV systems, which overcame expected weaknesses in analog system and international sales. GI said third-quarter net income was $39 million, up 24% from pro-forma net income of $25 million in the third quarter of 1997. Earnings per share rose 29.4%. The cable equipment vendor said operating income rose nearly 65%, to $61 million, while the operating margin increased 3.8 percentage points, to 11.7%. Results came on revenue of $518 million, up 11.4%.

Peak subs get net access

Online System Services (OSS) and Denver-based Peak Cablevision have signed a five-year agreement to launch high-speed Internet access and Web services to several Peak systems.

Financial terms of the deal weren't disclosed, although OSS acknowledges that it is selling its i2u software to Peak and that the two companies will share revenue from the venture. Peak, which has some 114,000 subscribers in the Midwest and Rocky Mountain regions, plans to launch service in Enid, Okla., where it has about 14,500 subscribers. Peak has tapped two additional Oklahoma markets for subsequent launches.
USSB takes HBO HDTV

Satellite broadcaster will carry East Coast feed

By Donna Petrozello

U.S. Satellite Broadcasting is the first, and so far the only, affiliate of HBO that has committed to carrying the premium network in HDTV. HBO last week announced plans to begin transmitting HDTV East and West Coast feeds starting March 6, 1999. HBO, which will debut new theatrical and original movies starting next March, hopes to transmit up to 60% of its movies in HDTV by the end of 1999.

USSB has committed to carrying only HBO’s East Coast feed so far. HBO’s HDTV feeds will be delivered in 10801 format. Meanwhile, HBO is in carriage discussions with various cable operators and other satellite providers about carrying its HDTV product.

Time Warner Cable spokesman Mike Loughman says the MSO is “seriously considering” carrying HBO in high-definition.

“Pending our working out the details, we want to make HBO’s HDTV feed available, and we are seriously considering putting it on the Athena feed,” says Loughman.

Athena TV is Time Warner’s digital TV feed, undergoing a market test on the MSO’s Austin, Texas, system. TW says it expects 70% of its systems to be able to transmit HDTV signals by the end of 1998.

A Tele-Communications Inc. spokesperson says the MSO will begin transmitting HDTV signals by the end of 1998 in certain markets where TCI has reached retransmission consent agreements with broadcasters.

An HBO spokesperson said the premium network is hoping that affiliates will offer its HDTV feed at no extra charge to consumers.

Channel changes

Network executives in the midst of overhauls expressed pleasure in initial moves to fix or expand their operations but said it is still too early to judge how successful they’ll be.

In an International Radio and Television Society panel titled “The Art of Channel Makeovers” in New York last week, executives from Lifetime, Pax TV, Fox Family Channel and Court TV were upbeat.

Fox Family Channel President Rich Cronin cited ratings gains over last year’s fall schedule. Pax Net President Jeff Sagansky said that prime time ratings are within striking distance of the average network believes it needs to become profitable.

But the impediments can be daunting. Sagansky said that when he started at Pax TV (then called Pax Net) last May, he summoned a meeting of the promotions department (a critical element of other broadcast networks) and found it barely existed. “There was no marketing, no promotion; trafficking was in a beta test; no one was going out to the stations,” Sagansky said.

New Court TV CEO Henry Schleiff said that his biggest challenge is overcoming the network’s history of quibbling partners—Time Warner, TCI and the now-exited NBC—and programming often chosen with an eye toward the law rather than the audience.

One danger is that while an overhaul is in progress, new or established rivals may try to overrun the niche. Fox Family and Pax TV have similar missions—family-oriented programming—although their approaches contrast starkly: Fox Family tries to be edgy and Pax TV more moderate. Lifetime faces an entry by Oxygen Media, headed by former ABC executive Gerry Laybourne. She once sat on Lifetime’s board, knows all its numbers and plans to start a talk-oriented woman’s network. Lifetime senior vice president of programming and production, Dawn Tarnofsky, said she was not concerned. “We’ve had many different networks come out that said they were going to go after women,” she said, citing E! and HGT. “Our ratings keep getting stronger.” —John M. Higgins
MSG goes hi-def

Will telecast Rangers, Knicks and Yankees in new format

By Glen Dickson

Cablevision last week unveiled an ambitious end-to-end HDTV strategy that will leverage its holdings in sports teams, cable systems and consumer electronics stores to spur HDTV's consumer rollout.


The Cablevision announcement came at a press event at Madison Square Garden last Tuesday, where MSG Network shot the Rangers/Buffalo Sabres hockey contest in HDTV and telecast it on HDTV monitors in the Garden's lobby and Play-by-Play restaurant. The live telecast also was transmitted over Cablevision fiber-optic cable to The Wiz store in Carle Place, Long Island, for display on HDTV consumer receivers. Cablevision plans to roll out further HDTV telecasts of Rangers and Knicks games (pending the NBA lockout) to all 39 The Wiz stores in New York, New Jersey and Connecticut.

"This is the beginning of our synergy paying off," said Wilt Hildebrand, Cablevision senior vice president of engineering and technology. "We'll be producing the games and transporting over our fiber to The Wiz. ... It's a pretty unique package at the end of the day."

Hildebrand didn't give any definite schedule for Cablevision delivery of HDTV programming to its cable subscribers, saying that the MSG will let consumer demand drive that decision. But he said that Cablevision could quickly create a new HD channel in its rebuilt systems, which represent about 40% of its cable infrastructure. "We wouldn't have done this without putting it on the system," he said.

HDTV technology is still "pretty edgy," Hildebrand said, something that Cablevision discovered in trial runs of transmitting footage to The Wiz stores. Because no HDTV set-top solution is available yet, Cablevision is using broadcasters' 8-VSB modulation scheme instead of cable's QAM digital modulation to distribute the HDTV Rangers telecasts to The Wiz stores.

Hildebrand, who says that Cablevision has had some "less than excellent performance" with HDTV encoders, adds that some HDTV consumer sets have problems tuning the 8-VSB signal because they're not mapped to cable's frequency plan. That requires allocating two channels for one HDTV feed, which is "pretty offensive" in terms of its bandwidth efficiency, he says. But Hildebrand indicated that Cablevision would use 8-VSB modulation to roll out HDTV service to early HDTV set buyers.

To produce the Rangers game in HDTV, MSG Network used a 53-foot production truck owned by National Mobile Television and outfitted with Sony HDTV gear (the same truck will be used by CBS to produce NFL games in HDTV this year). MSG Network has signed a five-year contract to lease the $9 million truck, under which it will use the truck to produce 200 games per year, says Dave Shaw, MSG Network vice president of technical operations. MSG Network also has created an HDTV master control and edit suite to complement the truck, which produces both a 16:9 HDTV feed and a 4:3 480i feed to support MSG Network's existing NTSC service.

"We use the same cameras and the..."
same tape machines to produce two outputs,” says Shaw, who wouldn’t disclose the terms of his lease with NMT but said that renting the hi-def truck was almost twice as expensive as renting a standard digital truck.

The NMT truck, equipped with both 16:9 and 4:3 production switchers and effects units, has Leitch upconverters that allow MSG Network to upconvert archive footage for use in the HDTV feed. Archive NTSC footage remains in the 4:3 format, although MSG Network adds graphics to the side panels to fill out the HDTV picture. For now, commercials are also shown in the 4:3 mode within MSG’s HDTV telecast.

### Tape House taps Sierra, Panasonic for HD

**By Karen Anderson**

The networks aren’t the only ones prepping feverishly for HDTV; post-production houses like New York’s Tape House Editorial also are gearing up, buying new equipment to create high-def programming.

Tape House, which is completing high-definition programming for PBS and HBO, has added a Sierra Design Labs HD1.5Plus uncompressed videotape recorder. At the facility for less than a month, the recorder already has become an integral part of the editing process and is used in addition to Sony HDCAM and Panasonic D-5 tape machines.

The HD1.5Plus is designed to handle SDI 4:2:2 resolution video and all DTV formats. It is linked to a Silicon Graphics Onyx workstation and is controlled by an Accom Axial non-linear editor.

“It makes things easier in the linear room, but it makes things possible in other areas,” says Peter Heady, Tape House senior editor, hi-definition and data services. “Right now it’s the only gateway into and out of an Onyx.”

Tape House uses two Panasonic digital switchers, including a new prototype three-input Millennium model. Since it has just three outputs, the editors also use the Sierra as a cache machine to hold information while they are working on complex projects or doing layered effects, such as mattes, fills or dissolve layers.

“The switcher is small compared to traditional standard-definition switchers,” Heady says. “The [high-definition] image it puts out ... is gorgeous, but a lot of the tool sets we’ve gotten used to working with as editors in standard-definition aren’t quite ready in the linear high-definition environment.”

Tape House is awaiting delivery of a Millennium AV-HS3100 10-input 1080i switcher that began shipping last week. “What we’re really waiting for,” Heady adds, “is a 20-input switcher, which I imagine [Panasonic] will demo at NAB.”

### HDTV employs Cinebase asset-management software

Home & Garden Television (HGTV) is taking a first step toward automation with its acquisition of a Cinebase Digital Media Management System (DMMS) that will manage its growing video library.

Cinebase DMMS will handle HGTV’s 10,000 hours of audio and video and 20,000 still images, plus an unlimited amount of new content. The system also will support programming for two additional Scripps-owned cable networks, The Food Network and the newly announced DIY (Do-It-Yourself) Network.

The DMMS system will allow HGTV to reuse and repurpose its video across the networks, reducing acquisition and production costs for Scripps and its networks.

The system, which will run on a Silicon Graphics Octane, is configured with a “modest” 144 Gb hard drive and a redundant RAID 3 Array to ensure that the network won’t lose media in the event of a hard-drive failure, says Bryan Fails, HGTV post-production vice president.

Michael Abrams, Cinebase COO, says that the network is exploring how it can use the software to maximize its investment: “They’re taking baby steps to understand the best way to use this system.”

In the initial system setup, users of Cinebase DMMS can find an image based on a keyword search and then view the image in low-resolution, proxy form on the desktop.

“As the cost of online or near-line storage becomes comparable with videotape, then we will commit to capturing full-resolution media into the system,” Fails says.

HGTV plans eventually to interface Cinebase to its Philips MediaPool video server system to route full-resolution media to its edit bay and then to air. Fails says. This also will facilitate video streaming on the Internet.

A lower-end Cinebase DMMS system with software and CPU, like this one, costs about $20,000; the price increases with capacity.

—Karen Anderson
**MSNBC turns to AccuWeather**

MSNBC is now using AccuWeather Inc. as its exclusive weather provider under a five-year contract. AccuWeather is supplying the 24-hour cable news network (which previously got its weather product from WSI) with hourly reports. The reports include graphics and animation created on AccuWeather's Ultra-Graphix ULTRA weather system and voiceovers by AccuWeather meteorologists. AccuWeather also is providing MSNBC with live video reports about major weather events on an as-requested basis from the operations room of its new global headquarters in State College, Pa., a feature MSNBC used last week in its coverage of Hurricane Mitch. MSNBC is also using its signal's vertical blanking interval to send local weather information from AccuWeather to Time Warner Cable customers in New York via graphic inserters installed in Time Warner Cable head-ends; MSNBC may roll out this local weather feature to other MSOs in the future, says Mel Weidner, MSNBC vice president of technical operations. Weidner, who says that he is impressed with the AccuWeather service's high level of automation, adds that MSNBC is happy to be using the same weather provider as its companion Website, MSNBC.com. "It’s important to maintain synergies with the Website," he says.

**Tribune taps AP for newsrooms**

Tribune Broadcasting has selected AP's Electronic News Production System (ENPS) as its new newsroom computer system and will deploy the ENPS system at Tribune's TV stations, radio news operations, a cable news channel and its Washington news bureau. ENPS also will be available to Tribune's major newspapers. ENPS installations will begin this month at WMMI(TV) Grand Rapids, Mich., and KDAF(TV) Dallas/Fort Worth and will follow at other Tribune stations over the next three years. ENPS workstations will also immediately be deployed in Tribune TV, radio and print locations, where they will be connected via a corporate network to support cross-media capabilities.

**Panasonic leads DV race**

Panasonic says it is leading the race in DV format equipment sales, with 55,000 DVCPRO units sold worldwide and 25,000 units sold in North America since January 1996. Sony reports that it has sold more than 50,000 units of its competing DVCAM gear since November 1996. In addition, Sony has sold 12,000 units of Betacam SX gear. Panasonic estimates that worldwide DVCAM sales will reach 65,000 worldwide and 30,000 in North America by December. Sony says it does not project sales numbers.

**Mitsubishi ships complete HDTV receivers**

Mitsubishi Consumer Electronics says it has begun volume shipments of complete HDTV receiver systems (50-inch displays and DTV set-top decoders) to dealers nationwide. The Mitsubishi announcement follows Panasonic’s Oct. 22 declaration that it had begun shipping DTV set-tops to go with the Hi-def displays it began selling last summer.

**Utah broadcasters to build joint tower**

Eight Utah television stations will build a joint digital transmitter site atop Farnsworth Peak in the Oquirrh Mountains on the outskirts of Salt Lake City. The eight broadcasters will feed signals from their individual transmitters through a shared antenna. The DTV-Utah tower, located at 9,000 feet above sea level, will accommodate CBS O&O KUTV; NBC affiliate KSL-TV; ABC affiliate KTVX; independent KIIZ-TV; WB affiliate KUWB, and PBS affiliates KBYU-TV, KUED and KULC. The project will cost about $7 million. Engineers have not yet settled on an antenna. Weather permitting, tower construction will begin once the stations choose a construction company.

**WMFD-TV to go DTV with Acrodyne**

 Mansfield, Ohio, independent WMFD-TV has ordered an Acrodyne solid-state TRH-DTV/1000 transmitter that is scheduled to arrive at its co-located tower site on Nov. 27. "We’re faithful believers in Acrodyne," says Gordon Meisse, WMFD-TV president/GM. "We already have three of their transmitters, and they have been extremely supportive." The station will simulcast its NTSC programming in digital, sending a 700 w digital signal through a Radio Frequency Systems DTV antenna. "The antennas and transmission lines are already here; we’re just waiting for the transmitter," Meisse says. "It will take three days to tune it up." The initial equipment, including a General Instrument DigiCipher encoding system and Panasonic set-top converter boxes, cost about $1 million. WMFD-TV plans to spend an additional $1 million on HDTV acquisition and studio equipment but will wait to buy until prices drop in a year or two.
’Net ratings business heats up

Nielsen, NetRatings link; will release weekly report in 1999

By Richard Tedesco

In an apparent response to the recent Media Metrix/Relevant Knowledge merger, Nielsen Media Research partnered with NetRatings last week, promising to start issuing weekly Internet ratings early next year.

Nielsen reports that it's starting to roll out the software it will send PC users to enable tracking of the Web and banner ads, activities, according to Maneesh Batia, Nielsen director of Internet research. The initial sample base, expected to be in place by early December, will comprise 5,000-6,000 PC users who will be recruited by a random national phone survey.

The TV ratings company has taken a minority stake in Milpitas, Calif.-based NetRatings, sparked by Nielsen's interest in NetRatings' BannerTrack technology, according to Batia. “We don't think the marketplace has good-quality research,” he says, adding that the deal was “the fastest route to the best technology and the best measurement system.”

Nielsen holds an option to increase its stake in NetRatings.

With Nielsen's growing involvement, things could get interesting very quickly in the Web ratings race. The new, improved Media Metrix plans to start publishing weekly online ratings reports later this year, according to Mary Ann Packo, Media Metrix president. Packo professes not to be concerned about Nielsen, since the threat of competing ‘Net ratings reports from the TV ratings giant has been imminent for some time.

"From our perspective, it’s no change really," she says.

But it could be a major shift in an industry that wants more precise gauges for Website traffic. "There's no consistency in measurement," says Mark Hardie, senior analyst at Forrester Research. "The Media Metrixes and NetRatings of the world are a source of legitimate data, but they can be wrong. And they know they can be."

ESPN, CNN, Warner Bros., and other major media powers with online outlets have consistently claimed that their traffic numbers are underreported.

The pressure will be on both entities to produce more accurate reports that advertisers will find more reliable, according to Hardie, who says measurement techniques remain suspect because of the disparate ways that sites calculate hits and track PC users: they may inadvertently inflate hit counts by bouncing users around sites when they try to exit.

Media Metrix uses a technology that effectively wires PCs to track Web activity, in much the same way that Nielsen's new approach will do. Relevant Knowledge, Media Metrix's new partner, adds a system that requires PC users to mail in disks that track all software and AOL use, in addition to Web visits.

Those companies also have a sample base of 40,000-80,000 PC users in place and a client list that already includes all the major advertising agencies, according to Packo, who also cites the companies' experience: "We think we have a tremendous amount of expertise in measuring the digital medium. We think we have a tremendous advantage there."

Mark Hardie agrees that Media Metrix/Relevant Knowledge has an immediate advantage as the established service in what figures to remain a two-horse race, but notes, "Their lead
is not insurmountable.’’
Nielsen will use its client base of
broadcast and cable networks and ad
agencies as leverage against Media
Metrix, according to Batio, who says that
marketing effort is underway. Nielsen
plans to make its ‘‘Net numbers available
as an ancillary service to its TV clients.

Election ’98 well-covered online

By Richard Tedesco

Off-year election apathy may be
rampant among the general pub-
lic, but PC users who want to
play plugged into the political process
have plenty of opportunity to do
so on network news sites.

CNN, ABC News, MSNBC
and Fox News all plan to offer real-
time election-night coverage, provid-
ing up-to-the-minute results for voters
who want to track races down to the
county level. ‘‘People are using this as
an alternative to what they see on tele-
vision,’’ says Scott Woelfel, vice presi-
dent and editor in chief of CNN Inter-
active.

ABCNews.com features a new sec-
tion, Political Nation, that will con-
tinue to maintain after the Nov. 3 elec-
tion. It includes Washington stories
filed by two of its regular correspon-
dents, along with pieces contributed by
network reporters. ‘‘We definitely are
very focused on politics,’’ says Cath-
eryn Dillon, vice president of ABC
Interactive.

CNN.com offers a remote navigator
that makes it easy to access information
about specific races in any state, along
with exit polling data related to
those races designed with the
political junkie in mind, according
to Woelfel. The

CNN site includes

Playboy to push ‘Net access, Web PPV

Playboy Online, which expects to introduce online pay per view next year,
last week struck a deal to co-brand an Internet access service with Mind-
Spring Enterprises.

Playboy and MindSpring plan to launch the co-branded ‘‘Net access service
on Dec. 1 for $19.95 per month. A subscription comes with two free months of
access to Playboy Cyber Club, a premium section of its Website that offers
exclusive Webcasts, chats and unpublished images. Playboy currently claims
nearly 30,000 subscribers for its Cyber Club at $6.95 a month.

Christie Hefner, Playboy Enterprises chairman, declined to discuss
financial details but says that MindSpring is paying upfront for its Playboy
connection. She endorses using MindSpring’s marketing to promote Play-
boy’s online brand.

The deal is part of Playboy’s strategy to boost its online business with pay features. Pay-per-view content online delivered via high-speed Internet
services is in the picture for sometime next year, according to Hefner, and
Playboy is in discussions with @Home and WebTV about PPV services.
“We certainly will be an early staker of ground for that,’’ she says.

Next on the agenda is production of an interactive version of its Play-
boy TV Sexcetera cable show for the Web, according to Hefner, who sees
Playboy’s financial future hanging on the success of its electronic media
ventures.

—Richard Tedesco
**PROPOSED STATION TRADES**

**TO THE RIGHT**

**ADJACENT TO THE PROPOSED TRADES TABLE**

**FEATURED STATION TRADES**

**CHANGING HANDS**

**The week's tabulation of station sales**

---

**KXL-AM-FM** Portland, Ore.

**Price:** $55 million

**Buyer:** Rose City Radio Corp., Bellevue, Wash. (Paul Allen, owner); no other broadcast interests

**Seller:** Alexander Broadcasting Company, Bellevue (Lesker M. Smith, president); no other broadcast interests

**Facilities:** AM: 750 khz, 50 kw day, 20 kw night; FM: 95.5 mhz, 100 kw, ant. 990 ft.

**Formats:** AM: news/talk; FM: hot AC

**KBKO(AM)** Santa Barbara and **KSPE (FM)** Ellwood, both Calif.

**Price:** $4.6 million

**Buyer:** Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division); owns/is buying one TV, 149 FMs and 84 AMs

**Seller:** Spectacular Broadcast Inc., Santa Barbara, Calif. (Richard C. Marsh, CEO); no other broadcast interests

**Facilities:** AM: 1490 khz, 1 kw; FM: 94.5 mhz, 81 kw, ant. 2.949 ft.

**Formats:** Both Spanish

**Broker:** Jorgensen Broadcast Brokerage

**WKSQ(AM)** Orangeburg and **WKWQ (FM)** Batesburg, both S.C.

**Price:** $3,412,500

**Buyer:** Rainbow Radio LLC, Fort Lauderdale, Fla. (Cara Ebert Cameron, Barry Smith and John Bloomfield, principals); Cameron also owns 8% of KKCO(FM) Grand Junction, Colo., and 1% of three FMs; Bloomfield owns WAOO(FM) Albertville, Va.

**Seller:** Columbia Christian Radio Inc., Norfolk, Va. (Bishop L.E. Willis, president); Willis also owns 20 AMs

**Facilities:** WKSQ: 103.9 mhz, 3 kw, ant. 299 ft.; WKKO: 93.1 mhz, 6 kw, ant. 400 ft.

**Formats:** WKSQ: gospel; WKKO: urban AC

**WTTF-AM-FM** Tiffin, Ohio

**Price:** $2.4 million

**Buyer:** Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division); owns/is buying one TV, 149 FMs and 84 AMs

**Seller:** WTTF Inc., Tiffin, Ohio

(Richard Wright, president); no other broadcast interests

**Facilities:** AM: 1600 khz, 500 w day, 20 kw night; FM: 103.7 mhz, 50 kw, ant. 492 ft.

**Formats:** Both AC

**Broker:** Jorgensen Broadcast Brokerage

**KRJ-AM-FM** Bowie, Tex.

**Price:** $1,866,607 for stock

**Buyer:** Sunburst Media Corp., Dallas (John M. Bonders, president); also owns nine AMs. 21 FMs and one TV

**Seller:** Billy J. Etter, Bowie; no other broadcast interests

**Facilities:** AM: 1410 khz, 500 w; FM: 100.7 mhz, 3.1 kw, ant. 459 ft.

**Formats:** Both country

51% of **KWWY-AM-FM** Winner, S.D.

**Price:** $475,000.00 for stock

**Buyer:** Scott E. Schramm and Jeffrey L. Schramm, Winner; no other broadcast interests

**Seller:** Steve R. Clark, Winner; no other broadcast interests

**Facilities:** AM: 1260 khz, 5 kw day, 146 w night; FM: 93.7 mhz, 100 kw, ant. 560 ft.

**Formats:** AM: country; FM: AC

**KAKJ-AM-FM** Ferndale, Calif.

**Price:** $10

**Buyer:** Miller Broadcasting Co., Eureka, Calif. (Ronald W. Miller, chairman); also owns KXGO-AM

Arcata, Calif.

**Seller:** M. Keith Allgood, Ferndale, Calif.; no other broadcast interests

**Facilities:** AM: 1090 khz, 10 kw; FM: 99.1 mhz, 6 kw, ant. 1,715 ft.

**Formats:** Both AC

**WWBR(AM)** Mount Clemens, Mich.

**Price:** $27 million

**Buyer:** Radio One Inc., Lanham, Md. (Alfred Liggins III, president); also owns/is buying eight AMs and six FMs

**Seller:** Allur Detroit Inc., (Herb Wilkins Sr., president); no other broadcast interests

**Facilities:** 102.7 mhz, 50 kw, ant. 499 ft.

**Format:** Classic rock

**KWY(AM)** Phoenix

**Price:** $22 million

**Buyer:** Z Spanish Media Corp., Sacramento, Calif. (Amadore Bustos, president); also owns 15 AMs and 15 FMs

**Seller:** OwensMAC Radio LLC, Phoenix (Michael Owens, managing partner); also owns KESZ(FM) Phoenix; Owens also owns KNIX-FM and KCW (AM), both Phoenix, and KUZZ-AM-FM Bakersfield, Calif.

**Facilities:** 103.5 mhz, 62 kw, ant. 2,428 ft.

**Formats:** MOR

**Broker:** Blackburn & Co.

**WJFX(AM)** New Haven, Ind.

**Price:** $1.3 million

**Buyer:** Fort Wayne Radio Corp., Coral Gables, Fla. (Russ Oasis, president); no other broadcast interests

**Seller:** Allen County Broadcasting Inc., Fort Wayne, Ind. (Louis Dinwiddie, president); no other broadcast interests

**Facilities:** 107.9 mhz, 3 kw, ant. 57 ft.

**Format:** Urban contemporary

**WAVV(AM)** Sylacauga, Ala.

**Price:** $207,000

**Buyer:** W.O. Powers, Florence, S.C.; no other broadcast interests

**Seller:** Alabama Broadcasting Corp., Sylacauga (Bruce C. Carr, president); also owns WFEB(AM) Sylacauga

**Facilities:** 98.3 mhz, 5 kw, ant. 502 ft.

**Format:** AC

**WSSG(AM)** Sturgeon Bay, Wis.

**Price:** $200,000

**Buyer:** Magnum Broadcasting Inc., Tomah, Wis. (David Magnus, president); Magnum and his wife, Lynn Magnus, also own/are buying two AMs and six FMs

**Seller:** Fleet Broadcasting Inc.,
Incline Village, Nev. (Timothy D. Martz, principal); Martz also owns three AMs and 11 FMs
Facilities: 97.7 mhz, 2 kw, ant. 400 ft.
Format: AC

WRIC(FM) Richlands, Va.
Price: $160,000
Buyer: Peggy Sue Broadcasting, Princeton, W.Va. (Henry G. Beam, president); no other broadcast interests
Seller: Clinch Valley Broadcasting Inc., Richlands (Mary Lawson, president); no other broadcast interests
Facilities: 100.7 mhz, 1.3 kw. ant. 705 ft.
Format: Classic rock

KPXA(FM) Sisters, Ore.
Price: $160,000
Buyer: Thunderegg Wireless LLC, Seattle (George Kriste, Lance Anderson, Ernie Hopseker and Robery Case, managers); also owns three FMs and one AM; Kriste also owns 50% of WUTR-TV Ulica, N.H.
Seller: Schuyler H. Martin, Washington, no other broadcast interests
Facilities: 104.1 mhz, 1.3 kw. ant. 709 ft.
Format: Dark

BY THE NUMBERS

BROADCAST STATIONS

<table>
<thead>
<tr>
<th>Service</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,734</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>5,639</td>
</tr>
<tr>
<td>Educational FM</td>
<td>2,000</td>
</tr>
<tr>
<td><strong>Total Radio</strong></td>
<td><strong>12,373</strong></td>
</tr>
<tr>
<td>VHF LPTV</td>
<td>556</td>
</tr>
<tr>
<td>UHF LPTV</td>
<td>1,545</td>
</tr>
<tr>
<td><strong>Total LPTV</strong></td>
<td><strong>2,101</strong></td>
</tr>
<tr>
<td>FM translators &amp; boosters</td>
<td>3,133</td>
</tr>
<tr>
<td>VHF translators</td>
<td>2,168</td>
</tr>
<tr>
<td>UHF translators</td>
<td>2,750</td>
</tr>
<tr>
<td><strong>Total Translators</strong></td>
<td><strong>11,069</strong></td>
</tr>
<tr>
<td>Commercial VHF TV</td>
<td>559</td>
</tr>
<tr>
<td>Commercial UHF TV</td>
<td>656</td>
</tr>
<tr>
<td>Educational VHF TV</td>
<td>125</td>
</tr>
<tr>
<td>Educational UHF TV</td>
<td>243</td>
</tr>
<tr>
<td><strong>Total TV</strong></td>
<td><strong>1,863</strong></td>
</tr>
</tbody>
</table>

CABLE

<table>
<thead>
<tr>
<th>Service</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total systems</td>
<td>11,517</td>
</tr>
<tr>
<td>Basic subscribers</td>
<td>65,864,090</td>
</tr>
<tr>
<td>Homes passed</td>
<td>94,850,000</td>
</tr>
<tr>
<td>Basic penetration</td>
<td>66.3%</td>
</tr>
</tbody>
</table>

*Based on TV household universe of 99.4 million
Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

PAXSON COMMUNICATIONS CORPORATION
Lowell “Bud” Paxson, Chairman and CEO
has agreed to acquire

**KPXO-TV**
Kaneohe (Honolulu), Hawaii

for

$6,900,000

from

DOVE BROADCASTING COMPANY
Paul A. Tennyson, President

Patrick Communications was proud to serve as the broker in this transaction.

PATRICK COMMUNICATIONS
(410) 740-0250, www.patcomm.com

NOVEMBER 2, 1998 / BROADCASTING & CABLE 49
CHANGING HANDS

WFIS(AM) Fountain Inn, S.C.
Price: $195.000 for stock
Buyer: Joseph E. LaStringer. Thomas M. LaStringer and Joyce E. LaStringer. Columbia, Mo.: no other broadcast interests
Seller: Steve and Thelma Blair. Fountain Inn. S.C.: no other broadcast interests
Facilities: 1600 khz. 1 kw day. 29 w night
Format: Country

WKGF(AM) Arcadia, Fla.
Price: $150.000
Seller: Hall Communications Inc. Norwich, Conn. (Arthur J. Rowbotham. president): also owns/is buying seven AMs and 10 FMs
Facilities: 1480 khz. 1 kw
Formats: news/talk

WROM(AM) Rome, Ga.
Price: $150.000

Amplification
The sale of KAMC(TV) Lubbock. Tex. for $23.5 million (B&C. Oct. 9) was brokered by Gammon Media Brokers Inc.

Buyer: LGV Broadcasting Inc.. Rockmart. Ga. (Christopher Lumpkin. president): no other broadcast interests
Facilities: 710 khz. 1 kw
Format: Gospel

WBAW(AM) Barnwell. S.C.
Price: $117.000
Buyer: Jacor Communications Inc.. Cincinnati. (Samuel Zell. chairman: Randy Michaels. CEO: Zell/Chilmark Fund LP. 30% owner; David H. Crowl. president. Radio Division): also owns/is buying one TV. 149 FMs and 84 AMs
Seller: Radio WBAW Inc.. Barnwell. S.C. (Drew Wilder. president): no other broadcast interests
Facilities: 1400 khz. 1kw
Format: Spanish

—Compiled by Alisa Holmes

Upcoming Technology
Special Reports

WEATHER SYSTEMS

DIGITAL FACILITIES
Issue Date: January 11, 1999 Ad Close: December 31, 1998

BROADCAST GRAPHICS
Issue Date: February 1, 1999 Ad Close: January 22, 1999

CALL TO ADVERTISE:
New York
212-337-7026

CALL TO ADVERTISE:
Western Technology / Cable
925-253-1955
Radio

HELP WANTED TECHNICAL

Chief Engineer

Christian Radio Network

Chief Engineer position available for quality Kansas City-based Christian Radio Network/Group. Position requires strong background in construction, installation, and maintenance of studios, AM/FM transmitters, STL’s, digital audio, DCS computer automation, satellite networks, and translators. Min. 5 years exp. desired. FCC General Class license or SBE Certification a plus. Excellent character and professional references expected. Some travel involved. Excellent compensation with full benefits. Please send cover letter, resume, salary history and references to:

Personnel Director
Bott Radio Network
10550 Barkley
Overland Park, KS 66212
Fax: 913-642-1318

Bott Radio Network is an Equal Opportunity Employer

Situations Wanted Management

Recently completed successful turnaround in competitive market as a “stand-alone” against duopolies and triopolies. 30+ years experience including: Group Management, National Sales Management, Combo General Manager, Sales Manager, Group Programming, and Promotional Director. Highly creative. Will design promotion to increase your revenues, ratings and visibility. Excellent sales person with proven sales systems and training ability. Check my references and most recent Miller-Kaplan. Prefer medium market stations/stations in quality environment. Larry Swikard 281-485-2510.

Programming Services


Television

HELP WANTED MANAGEMENT

Small market TV station looking for Station Manager or Station Manager candidate with strong background in local sales and local sales management. Reply to Box 01434 EOE.

Fax your classified ad to Broadcasting & Cable.
(212)206-8327

Classifieds

Director of Broadcasting/Station Manager, WVIZ-TV, Cleveland, Ohio. WVIZ-TV, Cleveland’s public television station, seeks qualified candidates for the position of Director of Broadcasting/Station Manager. This executive level position reports directly to the President and CEO and serves on the senior management team. The position has responsibility for Programming, Production and Engineering activities. Duties include: determine program development strategy and guide production management; lead technical facility planning activities to determine short and long term technical requirements; assure compliance with all government regulations regarding broadcast operations; keep abreast of current political/social trends, technological innovations and industry directions. Qualified candidates will bring more than five years of senior level media management experience. Public Television management experience in one or more on the disciplines to be supervised is highly desirable. A minimum of a bachelors degree is required with a major in Communications or a related field and a masters degree is a plus. Competitive compensation and benefits. Please submit cover letter, resume, salary history and references to Dan Novinc, HR Director, WVIZ-TV, 4300 Brookpark Road, Cleveland, Ohio 44134. Email to dnovinc@wviz.org or fax to 216-749-2560. Equal Opportunity Employer.

HELP WANTED SALES

KGO-TV/ABC7 is seeking an outstanding Local Sales Manager with a minimum of 5 years of broadcast sales experience and the ability to hire, train, motivate and manage sales personnel. Must have successful experience in inventory control, sales promotions and new business development. A thorough knowledge of allOnsale tools is mandatory. Application deadline is November 20, 1998. Please send resume and cover letter to:

KGO-TV
900 Front Street
San Francisco, CA
94111

KGO-TV is an Equal Opportunity Employer

Natural Reg SM: Experience required Excellent communication skills. Strong negotiating skills preferred. Positive attitude a must. Experience w/TVWORKS and Bias a plus. Send salary requirements and resume to: KECI-TV, General Manager, Box 5268, Missoula, MT 59806. No calls please. EOE.

KXIT-TV 38, home of the Texas Rangers has an immediate opening for LSM. Position requires an individual with excellent leadership ability, strong research and organization skills and a proven ability to train and motivate a sales force. A leader, whose goal is to out perform the competition! Must have a minimum of 3 years television management experience. No phone calls, send cover letter and resume to Carla Smith. Personnel, KXIT-TV 39, 3900 Harry Hines Blvd., Dallas, TX 75219.

WVL TV Volunteer TV has an opening for National Sales Manager. Qualified candidates should have 3 or more years of television sales experience with an emphasis on negotiations, research, and service. Experience working with or for a rep firm also helpful. Work in a great city for a station with a positive and progressive environment. Send resume to: Human Resources, 6316 Papermill Drive, Knoxville, TN 37919. EEO.

Account Executive, Opening for a sales account detail oriented individual with a minimum 3-5 years experience negotiating rates and ratings as related to broadcast sales. The ideal candidate will be responsible for maintaining existing regional accounts and developing new regional business. He or she must be professional, computer literate, experienced with NSI Advantage, MS Office, TVScan, and Columbia. Good compensation and benefits package. WNCT is an Equal Opportunity Employer, M/F. drug testing required. Fax resume to 919-355-8568 or write: Human Resources, 751C, PO Box 898, Greenville, NC 27834.

MINERAL SPINGLER JUNIOR

Account Executive. WKMG, the CBS Post-NewswEEK station in Orlando. Ft seeks an AE 3+ years prior media sales experience preferred. Must be computer literate. Working knowledge of Nielsen ratings, TV Scan and Scarborough a plus. Excellent written and verbal skills a must. Send resume to Local Sales Manager (no phone calls please) WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. EOE

Account Executive. Cleveland Television Station is seeking an aggressive sales person to handle existing local accounts and to develop new business. 1-2 years media sales experience preferred. Must have strong communication, computer and time management skills. No Telephone Calls. Send resume to: John N. Tamhane, General Sales Manager, WEWS 3001 Euclid Avenue, Cleveland, Ohio 44115. WEWS is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

ASC
A LEITCH COMPANY

OPEN POSITIONS

Systems Engineer,
Video Engineer,
NT Networking Specialist

ASC, headquartered in Burbank, CA, is seeking experienced engineers for their Broadcast Video File Server Division who desire a challenging, fast paced environment working with the newest broadcasting technology.

Experience with automation systems, video, networking, and NT a plus. 2+ years broadcast experience and travel required.

Resume & salary Requirements to: ASCE-SE, 4400 Venowen Street, Burbank, California 91505. Fax 818-525-2588, or E-Mail to hr@ascovideo.com

Telemundo/KSTS-TV, San Jose, California, is seeking a qualified Video Maintenance Engineer. 3 years minimum experience in installation and maintenance of broadcast equipment. Responsibilities include diagnosis, analysis, repair and preventative maintenance for studio and News Department. Strong computer skills desired. Competitive salary and excellent benefits. Submit detailed resume to Robert Amoroso, KSTS-TV, 2349 Bering Drive, San Jose, CA 95131. EOE.

Maintenance Engineer. WATF is seeking a maintenance engineer to perform maintenance on tele- vision broadcast equipment and computers. Must be proficient in troubleshooting techniques to repair to the component level. Applicant must be skilled in computer operations. SBE certification or General Class License is a plus. 1-3 years in a related field preferred. Send resume, references and salary requirements to: WATF-TV, Human Resources, P.O. Box 59496, Birmingham, AL 35259. EEO: M/F: Pre-employment drug testing required. No phone calls please.

Chief Engineer - KBTV. Duties include: VHF transmitter maintenance and repair, microwave and studio maintenance and repair, good working knowledge of computers and automated broadcast systems. Apply to: KBTV, Box 7277, Bismarck, ND 85070. Call 701-223-1700. Equal Opportunity Employer supports a drug free workplace.

Chief Engineer. Chief Engineer needed for VHF television facility in the beautiful Northwest. Position will be an integral part of a growing and dynamic group. Qualified individuals will possess a minimum of 5 years related experience. Send resume, reference and salary requirements to: WATF-TV, Human Resources, P.O. Box 59496, Birmingham, AL 35259. EEO: M/F: Pre-employment drug testing required. No phone calls please.

Chief Engineer. WKMG, the CBS Post-NewswEEK station in Orlando. Ft seeks an AE 3+ years prior media sales experience preferred. Must be computer literate. Working knowledge of Nielsen ratings, TV Scan and Scarborough a plus. Excellent written and verbal skills a must. Send resume to Local Sales Manager (no phone calls please) WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. EOE

Account Executive. Cleveland Television Station is seeking an aggressive sales person to handle existing local accounts and to develop new business. 1-2 years media sales experience preferred. Must have strong communication, computer and time management skills. No Telephone Calls. Send resume to: John N. Tamhane, General Sales Manager, WEWS 3001 Euclid Avenue, Cleveland, Ohio 44115. WEWS is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

ASC
A LEITCH COMPANY

OPEN POSITIONS

Systems Engineer,
Video Engineer,
NT Networking Specialist

ASC, headquartered in Burbank, CA, is seeking experienced engineers for their Broadcast Video File Server Division who desire a challenging, fast paced environment working with the newest broadcasting technology.

Experience with automation systems, video, networking, and NT a plus. 2+ years broadcast experience and travel required.

Resume & salary Requirements to: ASCE-SE, 4400 Venowen Street, Burbank, California 91505. Fax 818-525-2588, or E-Mail to hr@ascovideo.com

Telemundo/KSTS-TV, San Jose, California, is seeking a qualified Video Maintenance Engineer. 3 years minimum experience in installation and maintenance of broadcast equipment. Responsibilities include diagnosis, analysis, repair and preventative maintenance for studio and News Department. Strong computer skills desired. Competitive salary and excellent benefits. Submit detailed resume to Robert Amoroso, KSTS-TV, 2349 Bering Drive, San Jose, CA 95131. EOE.

Maintenance Engineer. WATF is seeking a maintenance engineer to perform maintenance on tele- vision broadcast equipment and computers. Must be proficient in troubleshooting techniques to repair to the component level. Applicant must be skilled in computer operations. SBE certification or General Class License is a plus. 1-3 years in a related field preferred. Send resume, references and salary requirements to: WATF-TV, Human Resources, P.O. Box 59496, Birmingham, AL 35259. EEO: M/F: Pre-employment drug testing required. No phone calls please.

Chief Engineer - KBTV. Duties include: VHF transmitter maintenance and repair, microwave and studio maintenance and repair, good working knowledge of computers and automated broadcast systems. Apply to: KBTV, Box 7277, Bismarck, ND 85070. Call 701-223-1700. Equal Opportunity Employer supports a drug free workplace.

Chief Engineer. Chief Engineer needed for VHF television facility in the beautiful Northwest. Position will be an integral part of a growing and dynamic group. Qualified individuals will possess a minimum of 5 years related experience. Send resume, reference and salary requirements to: WATF-TV, Human Resources, P.O. Box 59496, Birmingham, AL 35259. EEO: M/F: Pre-employment drug testing required. No phone calls please.

Chief Engineer. WKMG, the CBS Post-NewswEEK station in Orlando. Ft seeks an AE 3+ years prior media sales experience preferred. Must be computer literate. Working knowledge of Nielsen ratings, TV Scan and Scarborough a plus. Excellent written and verbal skills a must. Send resume to Local Sales Manager (no phone calls please) WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. EOE

Account Executive. Cleveland Television Station is seeking an aggressive sales person to handle existing local accounts and to develop new business. 1-2 years media sales experience preferred. Must have strong communication, computer and time management skills. No Telephone Calls. Send resume to: John N. Tamhane, General Sales Manager, WEWS 3001 Euclid Avenue, Cleveland, Ohio 44115. WEWS is an Equal Opportunity Employer.
KGO Television, the ABC owned station in the fifth largest market has two excellent opportunities for the right candidate.

MANAGING EDITOR:
Oversees reporters and assignment editors and is responsible for the editorial content of reporter packages. Supervises day-to-day news gathering logistics as well as planning for major event coverage. Works closely with Executive Producers to ensure all ABC 7 newscasts are competitive, aggressive, strategic and relevant. Must have passion for enterprise journalism and have the ability to craft a compelling story under extreme pressure. Must embrace diversity and understand how to motivate a large staff spread among a central newsroom and several bureaus. Major market television news management experience is required. Internet and computer-assisted reporting skills are preferred. Knowledge of the Bay Area is a plus.

EXECUTIVE PRODUCER:
Responsible for overall editorial content and production of newscasts. Supervises writers and writers. Ensures all scripts are accurate, balanced and conversational. Works with producers, graphic artists and production crews to create compelling, relevant and engaging newscasts. Must have solid understanding of audience flow, demographic targeting and metered-market strategy. Must have an excellent knowledge of contemporary production techniques and be able to enterprise stories in a highly competitive market. Major market producing and management experience is required.

Please send resume and cover letter to:
KGO-TV
900 Front Street
San Francisco, CA 94111

KGO-TV is an Equal Opportunity Employer

Television Director: The International Broadcasting Bureau am international TV/Radio service of the U.S. government, is seeking candidates for full-time employment as a TV Production Specialist at WORLDNET TV & Film Service in Washington D.C. Extensive experience as a director of news and information programs in a major television commercial market is required. Starting salaries range from $55,969 to $72,758. Candidates must be fluent in English and Mandarin. Call 202-619-3117 for a complete listing of the qualifications requirements, including special rating factors that must be addressed and instructions on how to apply. Send a complete application and a non-returnable aircheck with directors track by the close of business or postmarked by December 4, 1998 to: International Broadcasting Bureau, Office of Personnel, Room 1543, Attn: Susan King, 339 Independence Ave., SW, Washington D.C. 20547.

Producer: A newly created position with a successful television company which is growing. You must be a leader with strong ideas for fresh programming, excellent writing skills and most important- a creative flair and the know-how to see your visions executed. Includes working side by side with Executive Producers in the creation of existing programs and development of a wide range of new programming. Essential you have the personality and experience to guide reporters, as well as to write and take charge of a daily half-hour nationally syndicated program. Current programs originate from a state-of-the-art production facility in South Bend, Indiana and once a week from the floor of the Chicago board of Trade. Send letter and resume to Brian Conardy, P.O. Box 1062, South Bend, IN 46624.

Producers: Top 10 Network affiliate is recruiting newscast producers for anticipated future openings. Successful candidates will be outstanding writers with at least 4 years program producing experience. If you are now producing a show which each day creates truly memorable moments, please send your tape and resume to Box 01450 EO:

News Promotion Writer/Producer. If you can handle rapid-fire deadlines, translate research into compelling promotional copy and take pride in production values, we want to see your reel! We need an experienced pro who thrives on the pulse of a newsroom and is ready for the FOX O&O in the nation's news capital! Rush your tape and resume today. 3-5 years news marketing experience preferably in a metered market is required. No beginners. Experienced candidates are encouraged to call. Send tape, resume and a page on your philosophy of morning news to: Mike Cavender, VP/News, WUSA, 4100 Wisconsin Ave., Washington, DC 20016, EO:

Assignment Editor. We need an aggressive leader who can gather story ideas, sort through the maze of news releases for pearls, handle the public with diplomacy, direct headstrong crews, scour the sky for satellite time, find microwave paths when none exist, run the morning meeting, fit 12 hours of coverage into an 8 hour day, establish local contacts, and quickly learn the political and social history of Western Michigan. The successful candidate will be a part of the management team for the Number 1 news organization in the 37th mar-et. We're looking for a journalist who wants more than "the street" can offer. Send your resume, statement of news philosophy and references to: Jim Loy, News Director, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer.

FOX News in the Fort Myers/Naples market seeks a Co-Anchor for its established and award-winning newscast. Minimum five years anchor experience preferred. Accomplished reporter a plus. Send non-returnable tape and resume to: FOX NEWS TV, Attn: M. P. Cavender, 621 SW Pine Island Road, Cape Coral, FL 33991. WFTX-TV is an Equal Opportunity Employer.

News Co-Anchor, For Noon and 5 o'clock newscasts. At least three years experience full-time news reporting and/or anchoring required. Good writing, personable on-air manner, and community involvement are all important in this newscast. Send non-returnable VHS tape and resume to: Personnel, WWSB-TV, 5725 Lawton Drive, Sarasota, FL 34233. EO. No phone calls please!

Growing Top 30's television station looking for a "can-do" Newscast Director, aspiring to advance into management. Minimum of 5 years directing or technical experience required. The production staff is part of the news department. Please send your resume and tape to Box 01449 EO.

Number One ranked NBC affiliate in Rochester, MN has an opening for a full time weather anchor. The winning candidate plays team ball, wants to lead the pack, and knows how to boil it down to info people need to know. Thorough knowledge of weather science important. This is one year prev. exp. experience. Please send a VHS tape and resume to News Director, KTTV, 601 First Avenue SW, Rochester, MN 55902. EO.

Executive Producer Creative Services. We need an experienced writer/producer to join our team. If you can write and produce hard-hitting news series and compelling image marketing, rush your tape and resume today. 3-5 years news marketing experience preferably in a metered market is required. No beginners. Experienced candidates are encouraged to call. Tape and resume to: Roxann Nelson, Creative Services Director, WSCC-TV, 25155, 1901 Tryon Street, Charlotte, NC 28206, EO M/F.

Executive Producer: WUSA in Washington, DC is recruiting for an Executive Producer for its three hour block of morning news. Supervise a large staff which produces this highly-rated hard news broadcast. Previous morning producing and/or EP experience a real plus. Send tape, resume and a page on your philosophy of morning news to: Mike Cavender, VP/News, WUSA, 4100 Wisconsin Ave., Washington, DC 20016, EO:

November 2, 1998 / Broadcasting & Cable 53

www.americanradiohistory.com
HELP WANTED ADMINISTRATION

Terrific entry-level opportunity for someone interested in publishing or sales!

BROADCASTING & CABLE has an immediate opening for a well rounded individual with excellent interpersonal and organizational skills. Seeking self-starters with ability to handle multiple tasks. Must be proficient in MS Word, PowerPoint & Excel plus. Publishing exp. a bonus.

For immediate consideration, send your resume with salary requirements to:

Human Resources Department
Cablevision Enterprises
20 E 46th St., 30th floor
New York, NY 10017
Fax: 212-463-6455
EOE M/F/H/V/D

HELP WANTED FINANCIAL & ACCOUNTING

Staff Accountant: Newschannel 10, a Media General station and NBC affiliate, is looking for a well organized, detail-oriented individual to be the staff accountant who will be responsible for the GL, AP and payroll. Position reports to the Station Business Manager. Qualifications required are a degree in Accounting or related field with 1-2 years experience and strong computer skills (Excel and Word). Send resumes to Newshannel 10, PO Box 10, Roanoke, VA 24022-0010 or fax to 804-981-9709. Attn: Human Resources. Newshannel 10 is an Equal Opportunity Employer. MF Pre-employment drug screening required.

HELP WANTED PROMOTION

WB affiliate in top 50 Rocky Mountain market seeking a Creative Director to oversee Promotion and Production. Must have extensive television promotion experience, independent background preferred, radio background a plus, and Kids’ Club experience a necessity. Looking for extensive managerial experience, strong organizational skills, work well with clients and computer literate (Media 100 background a plus). We are an EEO employer, minorities, women, and Vietnam Vets are encouraged to apply. Send resume and tape to: Human Resources, 6135 South Strater Street, Murray, UT 84107. No phone calls please.

Promotion Producer. We’re FOX43. WVBW-TV, Norfolk, VA with a slot for an energetic writer/producer/editor to add to our dynamic team. AVID experience a must! Duties will include writing news, image and station promotion. Wow me with your tape and resume! Send info to Judy Triska, Promo Director, WAVY Broadcasting Inc., 200 Wavve Street, Portsmouth, VA 23704. No phone calls. Equal Opportunity Employer.

Promotion Manager, WTVM-TV, the #1 station in Columbus, GA, has an immediate opening for a creative, dynamic person to lead the promotion efforts of the station. Candidate must possess strong writing and producing skills along with the ability to work under pressure, must be able to implement and schedule News and station program promotions to increase viewers. Please send resume to Human Resources Dept., WTVM-TV, PO Box 1848, Columbus, GA 31902-1848.

HELP WANTED MISCELLANEOUS

SKY Career Opportunities
DTH Techno Partners

A Direct-To-Home TV satellite broadcasting company in MIAMI LAKES, Florida, is currently searching for management professionals in the technical field of TV Broadcasting, to work out of our new state-of-art, digital facility.

Together with SKY LATIN AMERICA, and in hand with NEWS Corp., TELEVISIA, GLOBO and TCI, we seek trained professionals who have specific working knowledge in the latest technological advances, in digital TV Broadcasting. Work with an excellent staff of professionals, who enjoy working together and appreciate the new environment that is DTH Techno Partners.

Director of Engineering

The qualified candidate will have 7-10 years background in TV Technical Management-B.S.E.E., similar technical degree or comparable experience. Expertise in high-powered Satellite Uplinks, TVRO, Operations, Computers, LANs, Video Servers and other high end broadcast systems. Responsibilities include the day-to-day technical operation and maintenance of a world class multi-channel TV satellite broadcast facility.

Traffic Manager

Candidates must be highly organized and detail oriented, familiar with an IT based traffic system and hardware, and possess strong planning skills coupled with detailed understanding of the functional operation within a TV broadcast facility. Must work well under pressure and be able to work closely with other departments. Knowledge of SUNUP Design or Columbine Traffic System a plus.

Responsibilities include preparing air-time schedules/play lists for 200+ play-out channels, including live events, play through channels and NVOD/subscription movies. In addition, the successful candidate will assist with the integrity check and reconciliation of program broadcast logs returned from the On-Air play-out systems, ensuring that accurate and timely data is returned to the business/program billing functions. Supervision of a staff of 10, inputing information of program data and inventory maintenance are amongst the other varied duties required.

Other Career Openings:

Broadcasting Maintenance Engineer
Traffic Coordinator

Network Operating Coordinator (UNIX, Access)

For immediate consideration, mail/fax resume with salary history and requirements to: Ed Benitez, HR Manager, DTH Techno Partners, 14817 Oak Lane, Miami Lakes, FL 33016; Fax: (305) 816-5268. EdB@SKYLAK.COM. EOE M/F/H/V/DW.

HELP WANTED CREATVE SERVICES

Graphic Designer. Let’s see...Great company, great station, great market. All new equipment...no news! WGN-TV, UPN 27, a Paramount Station, is looking for an over-the-top creative type to add to our award winning team. We want someone with the right combination of computer savvy and freehand illustration capability that’s 100% proficient with Adobe Photoshop, Illustrator and Quark Express. The best candidates will also know After Effects, Cynron Liberty, and Alias/Wavefront; Power Animator or Maya. Knowledge of AVID Media Composer and Electric Image are a big plus. Two years experience in broadcast design is required. Send letter, killer demo reel (on VHS or Beta SP) and resume to: Dept. #105, WGN, 1318 Spratley St. Portsmouth, VA 23704. WGN is an Equal Opportunity Employer. No phone calls, please.

Twisted Productions

Creating TV excellence one project at a time
HELP WANTED PRODUCTION

Videographer, The Christian Broadcasting Network (CBN), headquartered in beautiful Virginia Beach, Virginia, is seeking a highly motivated and energetic Videographer. CBN, best known for its daily television show. The 700 Club, is a worldwide evangelical Christian ministry and humanitarian organization with a global impact. The successful candidate will possess the following qualifications: Experience with television production in remote locations; working knowledge of creative lighting techniques and camera operations; and ability to travel extensively and work nights and weekends. Must have a good driving record. CBN offers an excellent benefits and compensation package, including relocation. If you meet the listed criteria and share our vision and purpose, call 800-888-7894 to request an application. Forward a non-returnable resume tape with your completed application. Resumes can be faxed to 757-226-3899. Visit our website at www.cbn.org. resumes can be emailed through our site.

Post-Production Editor, KOTV, a member of the 17 station A.H. Belo group, is seeking a full-time, Post Production Editor with 1 to 2 years experience to post promos and spots. We're well equipped w/GVG 141, GVG 250, GVG Kaledoscope, Quantel Paintbox and Picturebox, Digital Betacam, Chyron MAX, and an AVID arriving next month. We're looking for great technical strength, positive attitude, and the creativity to match. Rush letter of application, resume, and non-returnable demo reel to Personnel Dept., KOTV, PO Box 6, Tulsa, OK 74101. EOE M/F.

Assistant Production Manager, KCEN-TV, Temple-Waco, Texas is seeking an Assistant Production Manager to supervise department. 3-5 years production experience, with background in News and experience in directing newscast a must. Applications accepted through November 10, 1998. Submit resume to: KCEN-TV Personnel Dept. 24, PO Box 6103, Temple, TX 76503. Equal Opportunity Employer.

HELP WANTED HUMAN RESOURCES

RAYCOM Media

CORPORATE HUMAN RESOURCES MANAGER

Raycom Media, Inc., one of the nation's fastest growing TV broadcasters, is seeking a HR generalist based in Montgomery, AL, HQ. Reporting to the VP - HR, the position will counsel 30+ TV stations re: emp. relations, hire/fire/discipline matters, pol. compliance, and emp law/FLSA requirements.

Candidates should have 3-5 years TV HR experience. Minorities and females are encouraged to apply. Send resume and salary requirements to:

RAYCOM MEDIA, INC.
Department CB
201 Monroe Street, 20th Floor
Montgomery, AL 36104
Fax: 334-206-1555

HELP WANTED SALES

REGIONAL ACCOUNT MANAGER

Lifetime Television, the dynamic cable network, has an immediate opening for a Regional Account Manager in their Affiliate Relations department. Individual must have strong credentials in sales, marketing, and negotiating for challenging Affiliate Sales Executive position.

Experience in all phases of sales territory management, including evaluation and implementation of procedures to meet sales goals. Team player with strong communication and organizational skills. BA or BS with sales/marketing focus required. Salary commensurate with experience.

Lifetime offers a competitive salary and benefits package. For consideration, please send resume with salary requirements to:
HELP WANTED RESEARCH

JOIN THE MOST DYNAMIC RESEARCH TEAM IN THE INDUSTRY!

TBS Superstation, the leader in innovative media and consumer research, welcomes qualified, creative professionals to apply for the position of:

Senior Research Project Manager
Series and Sports Programming

As manager of series and sports research you will be an active network team member, providing TBS Management, Programming, Marketing, Public Relations and Strategic Planning with information and expertise, and participating in decision making practices. Responsibilities include the analysis and interpretation of data obtained from a variety of sources, including Nielsen Media Research and syndicated studies, as well as development of primary research studies.

Qualified applicants will have 5+ years experience in cable, broadcast or syndicated television research, a solid understanding of television programming and marketing strategy, as well as advertising and affiliate sales principles. The ideal candidate will possess strong communication skills and the ability to interact comfortably and confidently with network clients.

For consideration, please send resume and salary requirements to:

Nancy Lucas, Vice President
TBS Superstation Research
1050 Techwood Dr., N.W.
Atlanta, GA 30318

Equal Opportunity Employer
Minorities and Women are Encouraged to Apply

HELP WANTED MANAGEMENT

Regional Corporate Affairs Director. Corporate Affairs Department. Comcast Cablevision, a leader in the telecommunications industry, is seeking a highly-motivated individual to join our Midwest Regional Corporate Affairs Department. The ideal candidate will possess a Bachelor's degree, 3+ years experience in the legal, government relations or communications field; strong communication and negotiation skills; and will be highly-motivated, self-directed and organized individual. Primary responsibilities will include cable franchise renewal negotiations with local municipalities, the development and coordination of grass roots government relations initiatives; local, state and federal lobbying activities related to various cable television and telecommunications issues; and region-wide franchise compliance oversight. Comcast employees enjoy excellent compensation working with a progressive, cutting-edge organization. Please forward your resume with salary requirements to: Comcast Cablevision, MW Region, PO Box 5155, Southfield, MI 48034. Fax: 215-981-7830. EOE.

HELP WANTED TECHNICAL

Broadcast Engineer

The Military Channel is the leading global provider of military-theme programming, merchandise and software. We are seeking a high potential candidate for the following Louisville, Kentucky based career opportunity.

Pursuing a challenge-driven broadcast engineer who is a team player capable of working in a demanding environment of a fast growing global network. You will be the lead technical person on the ground floor at our facilities, responsible for tactical planning regarding equipment acquisitions, new construction and maintenance.

Applicants should have experience in the maintenance of digital TV systems as well as satellite uplink technology. A two-year degree in a relevant field of study or equivalent experience is required. Five years of experience in the maintenance of production and video tape equipment and cameras, along with video and audio systems is strongly preferred.

Send resume to: Military Channel, Attn HR, 300 Distillery Commons, Suite 300, Louisville, KY 40206 or Fax to 502-584-9836.

FOR DAILY CLASSIFIED UPDATES...

VISIT BROADCASTING & CABLE ONLINE www.broadcastingcable.com
HELP WANTED ALL POSITIONS

Roller Jam, TNN's new sports action series, is looking for:

- Writers
- Segment Producers
- Associate Producers
- PA's

Must live in Orlando or work as local hire. Fax resume immediately to Andrew Meyer (310) 234-3498.

HELP WANTED TECHNICAL

Broadcast Engineer, Pima Community College, Community Campus. Starting compensation from: $39,631 - $45,292 (Depending on qualifications & experience) plus Exceptional Benefits Package. Closing Date: December 7, 1998. Pima Community College located in Tucson, Arizona is the fifth-largest multi-campus community college in the nation and opens its doors to more than 53,000 credit and non-credit students each year. Five campuses offer university transfer programs, occupational, developmental and general education and corporate training and community education courses. The Community Campus is responsible for directing and coordinating local television cablecasting and satellite-delivered training and teleconferences in accordance with rules and regulations of Federal Communications Commission; performing a variety of technical support to production team; faculty and audio/video staff in repair, maintenance, installation, construction, modification, and design of equipment; operating and monitoring multi-point system and coordinating transmission of multi-media graphics and data over computer networks. Tucson is located in a lush desert valley surrounded by four mountain ranges. A multicultural, southwestern city with more than 750,000 people in the metropolitan area, it is renowned for its rich heritage and superb weather. For application contact: Pima Community College, Human Resources, 4905-D E. Broadway Blvd. Room 102, Tucson, AZ 85709-1190, Toll-free 1-877-746-2562. Phone: (520) 206-4624 Fax: (520) 206-4662. TTY For the Hearing Impaired: (520) 206-4852. http://www.pima.edu/~humres/hrhome.html. ADA accom avail EEO/AA.

HELP WANTED MANAGEMENT

Director of Communications and Technology. The Diocese is currently in the search process for the position of Director of Communications and Technology. The Director, as a member of Diocesan Services for advancing the Mission of Jesus Christ consistent with the core purpose and Gospel values enunciated in the Diocesan Services Mission Statement. The Director is responsible for coordinating and directing all aspects of communications, information technology, and public relations for the Diocese. The Director acts as the direct link with the Bishop and Diocesan staff regarding dissemination of information and production of programming and publications for the Diocese. Other responsibilities include: developing and implementing a strategic communications plan, promoting good communications with, and among, Diocesan Services staff by providing a process to share information. Overseen and directing the acquisition and maintenance of existing communication equipment, setting of goals and objectives, supervising the operations of the Offices of Mail/Print Room, Computer, Audio/Video Center, Electronic Media, and the Catholic Spirit. Qualified persons must be in unity with the doctrine, teachings and traditions of the Roman Catholic Church, have a Masters Degree in communications, public relations, or related field with at least 5 years experience in the field of communications. Demonstrated management and administrative abilities through a progression of work activities, excellent interpersonal skills, and ability to establish goals, provide leadership and work in a team environment. Please send resume and cover letter no later than November 30, 1998 to: Mr. Michael A. Nau, Human Resources Office, Diocese of Wheeling-Charleston, PO Box 230 · 1300 Byron Street, Wheeling, WV 26003. Phone: 304-233-0880, Ext. 265. Fax: 304-233-0890. Email: mnauf@dwc.org

HELP WANTED PRODUCTION

Mobile Truck Engineer needed for Nashville based production company. Exceptional opportunity for an experienced engineer to maintain, transport, and operate state-of-the-art digital mobile television and production systems. Successful candidate will be experienced in all types of equipment used in association with remote telecast production as well as experience in driving and emergency road repairs of vehicles used to transport remote television facilities. This position will require accurate record keeping and a great deal of travel, SME certification desired. Must be willing to get CDL if not already held. Competitive salary and benefits. Please indicate position applied for and submit resume to Director of Human Resources, PVS/Spek International, 3201 Dickerson Pike, Nashville, TN 37207. FAX 616-650-6253. EOE.

HELP WANTED ALLIED

South Jersey's only 24hr religious FM seeks professional fundraisers - Call Marc at 719-836-0839.

SITUATIONS WANTED Fundraising


WANT TO RESPOND TO A BROADCAST & CABLE BLIND BOX?

Send resume/tape to:

245 West 17th St.

New York, NY 10011

CLASSIFIEDS

PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES

BROADCAST & CABLE TELEVISION DISTRIBUTORS, MOTION PICTURE, POST PRODUCTION & MORE

Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.). Published biweekly. For subscription information; (800) 335-4335

Entertainment Employment Journal™
email: info@eej.com

HELP WANTED PRODUCTION

Production Engineer. Master's Degree. 2 years experience in production department. Set up shows, monitor, direct, spot-check, and handle any video requirement. Send resume to: WNYE-FM, New York, 91.5 MHz. 20 Kw. Data/Paging Services only. Contact: Frank Sobrinio (718) 250-5829.

WANTED TO BUY EQUIPMENT

WANTED TO BUY EQUIPMENT

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call: (800) 238-4300

EMPLOYMENT SERVICES

AMERICAN RADIO HISTORY

World's leading source for radio history news, directory and transcriptions.

800-934-0888

www.americanradiohistory.com
Radio Acquisition Seminar
Learn how to get financing and buy right.
Six hours, one-on-one. Topics: 1998 industry update, search, values, negotiation, market and station due diligence and others you choose from experienced owner.
For details call Robin Martin 202-939-9090

Northeast Wisconsin, FM/AM Excellent billing cash flow, and potential. Real Estate $1,750,000.
Call Don Roberts 804-244-2666.

Missouri: AM/FM combo near St. Louis. $1.95M. Qualified Principals. 573-449-3883.

Florida: Top Keys FM, great lifestyle. Also central combo, attractive facility. Both opportunities for professional sales effort. Mayo Communications, 813-971-2061.

F.M. radio station on FLA’s. Gulf coast with approved 50 k.w. c.p. $425,000. Call Saunders Media, 713-789-4222.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Pellegrino at (212) 337-7073 or Francesca Mazzucca at (212)337-6962.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday’s issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted before 5:00pm Eastern Time on Monday.

For a complete detailed listing of inventory, directions to auction site, terms of payment, etc., contact us at our WEB SITE: www.sfauctiontime.com or email auction@sfauctiontime.com. Or call 417-839-7727 or 417-883-6666.

Steve Freeman, Auctioneer

BROADCASTING & CABLE & AUCTIONS

!AUCTION TIME!
WEDNESDAY, NOV. 18, 10:00 AM
at “Chestnut Hall” 4319 W. Chestnut Expwy, Springfield, MO.

Selling on behalf of the secured creditor, assets formerly of

BRANSON VIDEO DUPLICATION
APPROXIMATELY $500,000. OF FMV INVENTORY

Including video editor, production switcher, 2-1/2” composite studio/digital VTRs, audio mixer, recorders, monitors, 1” video tape recorders, processors, patch panel, Beta SP VTR, Vectorscope, 3/4 SP recorder/player, 2-1” video tape recorders, cameras w/ wide angle lenses & BVV5 VTRs, play back adapters, encoders, decoders, duplication equipment, audio DAs, tripods & heads, remote controls, signal DA, plus over 100 Sony VHS duplicators and much, much more!

For a complete detailed listing of inventory, directions to auction site, terms of payment, etc., contact us at our WEB SITE: www.sfauctiontime.com or email auction@sfauctiontime.com. Or call 417-839-7727 or 417-883-6666.

Steve Freeman, Auctioneer
PROFESSIONAL CARDS

John F.X. Browne & Associates
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
9049 Shady Grove Court
Gaithersburg, MD 20877
Phone: 301-921-0115
Member AFCE

COMMUNICATIONS TECHNOLOGIES, INC.
Broadcast & Telecom Consulting
Clarence M. Beverage
Laurie M. Mirosh
PO Box 113, Bartonville, IL 61510
Phone: (609) 985-0077 • Fax: (609) 985-8134

YOUR CARD HERE
Call: (202) 659-2340

AND SERVICES

Shoobred Engineers, Inc.
Towers and Antenna Structures
Robert A. Shoobred, P.E.
1040 Morrison Drive
Charleston, S.C. 29403 • (803) 577-6681

Broadcast Towers
Analog/Digital Transmitters
LaBLANC
LaBLANC Broadcast Inc.
Tel: (762) 664-1117 • Fax: (762) 664-7476

NATIONWIDE TOWER COMPANY
Electrical / Mechanical Antenna-Site Inspection
Engineering/Consulting/Compliance
P.O. Box 1829
Gaithersburg, MD 20877
Phone: 301-921-0115
Fax: 301-921-0116

USE YOUR EXISTING TOWER FOR DTV?
Let us show you how! DTV Transmitter Consulting
Tower Sale and Leases
Optimization
Our Preliminary Report Feasibility Study explores your
DTV antenna options. TOP-MOUNT IS KING!
Tinner Communications Service, Inc.
(954) 771-7180 • www.tinnercom.com

NEED AN ANTENNA FAST?
We've got one ready to go!
• Rapid Antenna Mobilization
• Emergency Antenna Service
• Coverage of 90% available
DON'T GET STUCK
WITH DEAD AIR
Call: Tower Network Services
(954) 771-7180 • www.towercon.com

Cohen, DippeI and Ewennst. PC.
Consulting Engineers
D,omestic and International Communications
Since 1937
1300 1st Street, N.W., Suite 710
Washington, DC 20005
Phone: (202) 896-0111 • Fax: (202) 886-0835
E-mail: cdepc@worldnet.att.net
Member AFCE

YOUR CARD HERE
Call: (202) 659-2340

Denny & Associates, Inc.
Consulting Engineers
P.O. Box 2426
Ft. Pierce, FL 34982
Phone: (305) 452-5630
Fax: (305) 452-5620
Email: info@denny.com

F.M. HANDEL & ASSOCIATES
517-733-7337
941 Edward Street
Henry, Illinois 61537
Phone: (217) 365-5923
Fax: (217) 365-1575

East Coast Video Systems
Consultants • Engineers • Systems Integrators
3 Mars Court
Boonton, NJ 07005
201-402-0104
Fax: 201-402-0208
www.ecvs.com

SFC Stainless, Inc.
New Towers, Antenna Structures
Engineering Studies, Modifications, Inspections, Erection, Appraisals
North Wales, PA 19454
215-699-4871 • Fax 699-5957

Tower Network Services
COMPLETE TOWER & ANTENNA SYSTEM SERVICES
• Design/Engineering
• Installation
• Site & Field Studies/FEED evaluations
• Inspection/Examination
WE DO RIGGIN RIGHT!
Call: (954) 771-7180 • DTVtrace
Nov. 9—Broadcasting & Cable '98 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Cahners Business Information, (212) 337-7158.

Dec. 1—The Western Show, conference and exhibition presented by the California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-6502.


Nov. 9—Broadcasting & Cable '98 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Cahners Business Information, (212) 337-7158.

Dec. 1—The Western Show, conference and exhibition presented by the California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-6502.


This Week


Nov. 23—Fifth annual Wireless Cable Association Technical Symposium. Grand Hyatt Hotel, Atlanta. Contact: Jenna Dahlgren, (202) 452-7823.


NOVEMBER


Nov. 15—National Association of Farm Broadcasters 54th annual convention. Westin Crown Center, Kansas City, Mo. Contact: (612) 224-0508.


Nov. 19—"Gender Differences: Leadership and Influence," seminar presented by Women in Cable & Telecommunications. Westin Tabor Center, Denver. Contact: Laurie Empen, (312) 634-2353.


Nov. 19—Institut de l'Audiovisuel et des Telecommunications en Europe international convention. Le Corum, Montpellier, France. Contact: +33 (0) 4 67 14 44 44.


Dec. 2—Exploiting Telecom Opportunities in Brazil, conference presented by IBC USA Conferences Inc. Westin Resort Miami Beach, Miami, Fla. Contact: (508) 481-6400.


Jan. 23-28—26th annual International Teleproduction Society president's retreat and management conference. Hilton Jalousie Resort and Spa, St. Lucia, W.I. Contact: (518) 319-0800.


Compiled by Kenneth Ray (ken.ray@cahners.com)
Sailing into cable’s tech future

Ask the leaders in cable television what’s special about Time Warner Cable’s Jim Chiddix and the first thing likely to come up is his advocacy of fiber optics.

Chiddix is credited with spearheading efforts at what was then Time Inc. to demonstrate that fiber, coaxial cable and digital technologies not only could but should merge. The results of that marriage have yielded what’s widely regarded as the dominant telecommunications conduit: Just ask Bill Gates, AT&T or the FCC.

“I kind of shudder to think where we would be without that,” says Tom Elliott, senior vice president of Cable Television Laboratories, the industry’s R&D arm. “Instead of being in front of the telcos in broadband deployment, we might have been on the other side of that issue.”

And to think that Chiddix, the poster boy for HFC (hybrid fiber/coax), is a guy with an aversion to corporate bureaucracy who entered the cable business on a fluke.

Fresh out of Cornell University in 1971 (his college career was interrupted by a three-year stint in the Army), Chiddix was headed for his own version of Adventures in Paradise in Hawaii. A friend had offered him a job crewing on The Seraphim, a 50-foot trimaran; Chiddix, short on cash, figured why not.

But soon after his arrival in Honolulu, the charter sailing venture foundered on finances. When Chiddix heard about a job “fixing electronics” for a small cable operator, he swapped the lure of life on the water for a regular paycheck.

“I have no regrets,” says Chiddix, who is a stoic about the 100,000-plus air miles he logs each year. “Cable has been a fantastic business to stumble into. In many ways, it’s just a rocket sled ride hurtling into the future.”

When Chiddix went to work for Cablevision Inc., a small cable system in Waianae, Oahu, he came armed with a good deal of technical knowledge of electronics but no college degree. His capabilities were clear, however, and within three years he’d worked his way up from service tech to general manager.

In 1978, he moved to Oceanic Cablevision in Honolulu, where he again rose rapidly through the ranks. “The Hawaiian island, while a wonderful place, wasn’t always totally stimulating,” he says. To counter boredom, he started an electronics manufacturing firm—CRC Electronics—to make video playback and commercial insertion systems.

Fifteen years into his island stay, and just about the time CRC was really starting to take off, Chiddix encountered one of those life-changing choices: hang in Hawaii or join ATC, the Time Inc. cable subsidiary in Denver that had purchased Oceanic.

Today, the 53-year-old Chiddix is widely considered a dean of cable technology. From his groundbreaking investigation of fiber to overseeing Time Warner’s Full Service Network trial in Orlando, Fla., to involvement with Cable Television Laboratories and the Society of Cable Telecommunications Engineers, he has been at the red-hot center of cable technology for well over a decade. In silicon years, that’s the equivalent of a few lifetimes.

But it’s not tech savvy alone that distinguishes Chiddix, colleagues say. “Jim really has been one of the most articulate spokesmen for the cable industry’s technology side,” says Tony Werner of TCI. “He tackles weighty technopolitical issues with a panache unlike anyone else. . . . His radio-quality voice, combined with a method of articulating complicated issues, helps give people a handle so they can make decisions.”

His high profile notwithstanding, Chiddix maintains strong roots in the service tech sector. linked to the men and women who work in cable’s trenches. “As often as I can, I try to get out and ride around with a service technician in one of our systems,” he says. “It’s easy to live in an ivory tower, deal with all the wonderful things Silicon Valley is going to bring us. But the service technicians are out there right on the front line, out there dealing with customers who have problems. . . . That’s a real good reminder about the real nature of the business.”

Chiddix envisions a world of à la carte offerings, sort of VOD to the max. But with the enabling technology just now emerging, Chiddix is concerned that non-technical obstacles may impede progress.

“The thing that worries me is government. Is regulation of these services?” he says. “If government were to declare tomorrow that our modem services were common carrier services, that we were just a common carrier, it would remove the incentive we have to make the investments to make this all possible.”

—Price Coleman

“In many ways, [cable is] just a rocket sled ride hurtling into the future.”

James Alan Chiddix

BROADCAST TV

Al Corroll, news director, KPIX-TV San Francisco, joins KETV(TV) Omaha as executive producer. *Life & Times Tonight.*

Ginny Lasco, director of news graphics, WTXF(TV) Philadelphia, named design director; he is responsible for the graphics presentation of each program and oversees the overall look of the station.

Kathryn Kilroy, chief of administration/associate superintendent, Arizona State Department of Education, joins KAET(TV) Phoenix and KUAT TV Tucson, both Ariz., as director of ASSET (Arizona School Services Through Educational Technology), a service offered through the stations.

Stephanie Pacheco, director, international sales, CBS Broadcast International, Miami, named managing director, international sales, Latin America and the Caribbean.

Emily Nihalik, regional account executive, WNWO-TV Toledo, Ohio, named national sales manager.

Appointments at WPLD(TV) New Orleans/Slidell, La.: Peter Uzelac, local sales manager, KXTV-TV Dallas, joins as general sales manager; John Manzi, account executive, Telerep, New York, joins as national sales manager.

Appointments at Meredith Corporation: Cary Jones, VP/GM, KPIX-TV Portland, and KFXO-LP Bend, both Ore., and Frank DeTilio, VP/GM, WSMV-TV Nashville, named VPs/group GMs, accepting management oversight responsibilities for additional stations.

Appointments at KSTP-TV Minneapolis/St. Paul: Mike Smith, production manager, named director of programming and production; Katie Bowman, support staff, creative services, named programming assistant.

Clyde Becker, promotion manager, KPHO-TV Phoenix, joins KDVR(TV) Denver as creative services director.

PROGRAMMING

Steven Kabler, associate, Hogan & Hartson law firm, Denver, joins National Geographic Channels Worldwide, Washington, as director of business and legal affairs.

Ward Bouwman, international product manager, Palladium Interactive, Los Angeles, as director, new business development.

J.R. McCabe Jr., manager of Northeastern sales, Studios USA, Universal City, Calif., named VP, Northeastern sales, Studios USA Television Distribution.


Appointments at CBS’s *60 Minutes II,* debuting in early 1999, New York: Michael Whitney, senior broadcast producer, CBS Evening News with Dan Rather, New York, named senior producer; Arthur Bloom, director, 60 Minutes, adds 60 Minutes II to his directorial responsibilities.

Jenny Lam, director of project management, Scholastic Entertainment’s *The Magic School Bus,* joins Children’s Television Workshop, New York, as senior China director, international television group.

Robert Mauro, executive VP/COO, Window to the World Communications Inc., Chicago, has resigned.


JOURNALISM

John Jones joins The Associated Press, Washington, as manager of marketing communications for The AP Broadcast News Center.

Arthur Lord, senior producer, NBC’s West Coast Bureau in Burbank, Calif., retired in October. Lord, a 31-year veteran of NBC News, started as a news writer in New York in 1967. He was a war correspondent in Vietnam in 1971-72. He opened the Houston Bureau in 1973 and became director of network news in Burbank in 1979. He had been in his present position since 1982. Lord plans to consult, teach and free-lance.

Appointments at KXTV(TV) Sacramento, Calif.: Dana Jacobson, sports reporter, named weekend sports anchor; Pat Walsh, sports anchor/reporter, KFBK(AM) Sacramento, joins as fill-in sports anchor/reporter; David Kirkland, assistant news director, KTV(TV) San Diego, joins as managing editor.

Karen Koutsy, assistant news director, WTVG(TV) Toledo, Ohio, joins WTIR(TV) Indianapolis in same capacity.


RADIO

Phil Catlett, GM of three Central Star Communications radio stations in Grand Rapids, Mich., assumes responsibility for the company’s 11 stations in Michigan and Illinois. Central Star, the Midwest region of Capstar Broadcasting Corp., is based in Cedar Rapids, Iowa.

Michael Nasser, station manager, KRNK(FM) Houston, joins Chancellor Media Corp., as director of sales for the company’s radio stations in Dallas.

CABLE

Appointments at GoodLife TV Network, Baltimore: Steve Hagedorn, promotions manager, named creative director; Stacy Hurley, marketing assistant, named marketing coordinator; Yogi Collins, associate producer, named producer; Lisa Braun, sales representative, named
sales manager: Melissa Brown, affiliate relations coordinator, named manager: Michelle D’Ginto, affiliate marketing manager, named senior manager.

Nicole Goessinger, public relations consultant, joins Conspar Communications Inc., Santa Monica, Calif., as manager of business development, domestic and international subsidiaries.

Rita Schenk, director of communications, local programming and production operations, Garden State Cable, Cherry Hill, N.J., named VP of marketing.

Heilán Lerberg, director, Fox Kids Central Europe, London, named managing director, Fox Kids Poland, and director of development, Fox Kids Central Europe.

Arthur Bell, media consultant, joins Court TV, New York, as executive VP, strategic planning.

Brian Bloodgood, advertising sales account executive, East Coast, Comedy Central, New York, named director, West Coast national advertising sales.

Susan Malfa, director, East Coast sales, Comedy Central, New York, named VP, East Coast ad sales.

Appointments to the Cable television Advertising Bureau board of directors, New York: Stephen Brenner, president, operations, USA Networks; Rich Cronin, president/CEO, Fox Family Channel/ Fox Kids Network; Bernard Gallagher, president/COO, Century Communications; Lou La Torre, president of ad sales, Fox/Liberty Networks; Johnathan Rogers, president, Discovery Networks, U.S.

Appointments at Speedvision and Outdoor Life Network’s affiliate sales division, Stamford, Conn.: Kari Wolisky, account manager, named director, Western region; Susan Watters, account manager, named senior account manager, Western region; Evan Grossman joins as account manager, Western region; Erin McGrath joins as affiliate marketing director.

ADVERTISING/MARKETING/ PUBLIC RELATIONS

Bob Sullivan, president/GM, WUSATV
Washington, joins The Broadcast Image Group, San Antonio, Tex., as executive director of consulting and strategic planning.

Anne Pedersen, television business affairs executive, International Creative Management, Los Angeles, named VP, television business affairs.

ALLIED FIELDS

Marc Nathanson, governor, Broadcasting Board of Governors, Prague, Czech Republic, named chairman, succeeding David Burke, whose three-year term ended in August.

Terrence Ward, VP/manager, syndications division, FINOVA Capital Corp., joins Back Bay Capital, Los Angeles, as VP, business development.

ASSOCIATIONS/LAW FIRMS

Tina Van Dusen, director of public affairs, Canadian Medical Association, joins Canadian Association of Broadcasters, Ottawa, as executive VP/COO.

June Travis, executive VP/COO, National Cable Television Association, Washington, will leave near the end of the year. Travis has been at NCTA since 1994.

INTERNET

Dennis Phillips, VP, finance, KCMATV
Los Angeles, joins iXL Inc., Los Angeles as executive VP, worldwide finance.

Kirk Woemer, VP, technology, 24/7 Media, joins Robocast Inc., New York, as VP, ad technology.

SATELLITE/WIRELESS

Appointments at Local TV on Satellite, Raleigh, N.C.: Teresa Artis, VP, business affairs, Turner Home Satellite Inc., joins as general counsel and VP, business affairs; Jerry Parker, VP, programming and legal affairs, Superstar/Netlink Group, Tulsa, Okla., joins as VP, DBS distribution.

James Welch, VP/area manager, Global One, joins Comsat Corp., Bethesda, Md., as president/VP, Comsat International.

—Compiled by Denise Smith
e-mail: dsmith@cahners.com

OPEN MIKE

The other side on Stern

EDITOR: Regarding your Oct. 26 “Harvest of Shame” editorial, I quote: “We have a little trouble talking about this subject.”

A little? You’ve got so much trouble talking about this subject that you can’t seem to make a coherent point.

“Several more programmers at the station level decided last week that enough was enough and dropped the show.”

You fail to mention that the owner of four of those stations is a card-carrying member of a pseudo religious front organization attempting to strong-arm advertisers into dropping support for this show. How you can ignore this under a column banner proclaiming “Committed to the First Amendment and the Fifth Estate” is beyond me. Most of those stations are in cities where the Howard Stern Show is broadcast on the radio. Were those station managers and programmers so out of touch that they really didn’t know what the Stern show was all about?

“Chasing the dollar is still important, of course, but it’s also important to set limits on what you’re willing to step in while you’re chasing it. Stern is free to shock, nauseate or be cruel for the entertainment of his audience. CBS is free to abet him and collect the money. It’s all about freedom and artistic expression and giving an audience what it wants.”

Well, you’ve covered all the bases: which one will you defend? If everyone is acting within their rights ... then what exactly is your problem? Aren’t home viewers smart enough to decide what they’d like to watch on television? Do you really think we are in need of a television programmer to be our moral compass? If this really is such an awful show, won’t free-market dynamics decide its fate?

Are you enjoying all the attention using Howard Stern’s name has brought you this week?—Mark W. Tefft (via Broadcasting & Cable Online: www.broadcastingcable.com)
Radio companies were pleased with third-quarter results that they reported last week. Jacor Communications Inc. improved on a 3Q 1997 loss of $1.4 million, turning it into earnings of $439,000 in the most recent quarter. Jacor’s 97 stations contributed $56 million to the quarter’s record revenue of $204.5 million, up 41.5%, while broadcast cash flow jumped 49%, to another record of $75.7 million. Jacor Communications Inc. is merging into Clear Channel Communications Inc., which reported earnings of $11.5 million, down 38% from third-quarter 1997. Net income fell because of an increase in non-cash expenses associated with deals completed since fourth quarter 1997. Net revenue doubled, to $385.9 million. Meanwhile, net income at Cox Radio Inc. rose more than 25%, to $69.2 million, on revenue that was up 16.6%, to $7 million. Citadel Communications Corp. had net income of $637,000, compared with a net loss of $825,000 last year, on revenue that rose 30%, to a record $35.9 million. Broadcast cash flow was up nearly 40%, to $12 million.

Despite admonishments to NBC and CBS, the Big Three broadcast networks received FCC permission last Thursday to continue preempting Saturday morning educational programs for sporting events during the 1998-99 season. In separate letters from the commission, the networks received varying grades on their preemption rates and efforts to promote educational television during the 1997-98 season. NBC was chastised the most for its high average preemption rate—10.7%—at its owned stations. CBS and ABC had preemption rates of 4.1% and 5.7%, respectively.

NBC also was criticized for airing fewer than one prime-time promotion per week for educational programming on its O&Os and for failing to make those promos available to its affiliates. CBS was reproached because nearly one-third of its O&Os failed to provide on-air preemption notifications. In renewing the preemption rights, the commission urged the networks to step up their promotion: “Aggressively promoting Saturday morning educational programming during prime time on Friday evenings will help ensure the success of children’s educational and informational programming.” The 1998-99 season marks the second year of a mandate to air at least three hours of educational children’s programming each week.

BRIEF

Industry groups last Thursday asked the FCC to condition approval of the merger of AT&T and TCI on strict requirements for retransmission of broadcasters’ digital signals. The NAB and the Consumer Electronics Manufacturers Association said the merged company should be required to carry local TV stations’ digital signals, and no signal degradation should be permitted. “It would be a shocking misuse of their monopsony status if the merged AT&T/TCI cable systems were to deny carriage to new digital television signals ... while at the same time urging the commission to rely on those same signals as competitive safeguards against monopolistic abuses,” the NAB wrote. The Media Access Project urged the commission to forbid the merger, warning that the new company would block the development of Internet video services. “TCI wants to sacrifice the Internet to protect its TV programming networks,” the public advocacy group said.

Online viewership for live streaming of the Discovery space shuttle liftoff last week demonstrated the allure and limits of “Net video; both CNN Interactive and Broadcast.com apparently set usage records but couldn’t cope with the demand. CNN claimed 494,000 hits per minute when John Glenn took off last Thursday, topping the 340,000 hits per minute recorded when CNN premiered the Starr Report on its site. But a CNN spokesperson conceded that technical problems prevented some PC users from accessing the link for the live launch video. Meanwhile, Broad-

Republican TV blitz targets Clinton

After declaring a moratorium on TV spots dredging up the White House sex scandal early on, the National Republican Congressional Committee produced three spots highlighting that issue as part of a $10 million buy in the election campaign’s climactic week.

The ads are running in 30 congressional districts around the country, with the most direct anti-Clinton attacks airing in southern markets. The most aggressive spot features video of a finger-wagging President Clinton when he denied his sexual liaison with Monica Lewinsky, with the tagline: “It’s Your Choice. Vote Republican.”

But the NRCC emphatically denies that it’s simply playing the sex scandal card with the 11th-hour ad campaign. “The ads are not about the Monica Lewinsky scandal. The ads are about something much more,” says Mary Crawford, NRCC spokeswoman. “In these ads, Bill Clinton is a symbol for everything mainstream America doesn’t like.”

While Democrats publicly declared their delight with what they viewed as a strategic gaffe by the GOP, the Democratic Party quickly drafted a TV spot criticizing the Republicans’ “top priority” of removing Clinton rather than addressing Social Security and health care issues.

Tony Marsh, a Republican consultant who produced one of the spots, acknowledges the risk: “Whenever you do something like this, you’re concerned about it.” But Crawford says Republican polling late last week indicated no voter backlash in response to its three anti-Clinton ads.

—Richard Tedesco
‘Leeza’ heads to first-run

Paramount Domestic Television executives are bringing Leeza into first-run syndication for fall 1999 after NBC executives decided late last week not to renew the talk show after a six-season network run. Sources say NBC executives are looking to add another news-oriented show in the post-Today Show time periods that have been Leeza’s domain since January, 1994. NBC executives are said to be considering an additional hour of the top-rated national news program or adding another soap opera to the network’s daytime schedule. Sources say the network is currently developing a soap opera with Days of Our Lives writer/producer Jim Reilly that is tentatively called Passions. NBC executives had no comment. Sources say the network will make a decision on filling the time slot in the next few weeks. For Paramount executives, the move gives them another talk show to add to their syndication roster, joining Montel Williams and freshman talker Howie Mandel. “Basically NBC has some questions on whether or not they want to grow another soap opera and whether or not they want to grow another hour of Today,” says Frank Kelly, Paramount Domestic Television’s co-president. “From our standpoint, we’ve always had interest in the show from the syndication marketplace, and for us, the timing is now and we’ve got to get going.” Leeza will remain on NBC through next August and will start in syndication Sept. 1, Paramount executives say.

—Joe Schlosser

IN BRIEF

cast.com estimates that 5% of the more than one million PC users who tried to watch the shuttle launch on its site couldn’t get on. Both CNN and Broadcast.com report delivering smooth streams to those who could see their online video feeds.

ESPN and ESPN2 are expanding their carriage agreement with NASCAR to become the exclusive cable networks for coverage of the NASCAR Craftsman Truck Series next year. ESPN and ESPN2 will carry a combined 12 Craftsman events this fall, culminating with the season finale, live on ESPN2 on Sunday (Nov. 8). Starting in 1999, ESPN/ESPN2 will host 21 races per year, including several in prime time. Also, ABC Sports has agreed to televise its first NASCAR Craftsman Truck Series event on March 20, 1999, marking next season’s opening, according to ESPN officials.

The FCC plans to issue a notice of proposed rulemaking next week on how to define who can receive distant network signals from satellite broadcasters, according to an FCC source. Staffers are finishing the draft and sending it to commissioners for a circulation vote early next week. Commissioners are expected to give it a thumbs-up because FCC Chairman William Kennard already has promised Congress that the commission would wrap up the rulemaking by Feb. 28, 1999. "Our goal is to find the satellite subscribers who truly can’t get network signals by putting an antenna on the roof,” said an FCC source, who admitted that the law limits what the commission can do to determine who can legally get import signals.

The FCC’s interpretation of the public interest standard to grant, renew or transfer broadcast licenses is too broad for the rapidly changing telecommunications industry, Commissioner Michael Powell said last week. "We need to reassess the commission's application of the public interest standard,” he told members of the Federal Communications Bar Association. "I believe it is imperative that we try to enunciate principles that will discipline the broad discretion we have held historically.” The standard, which is included—but not clearly defined—in the Communications Act, has allowed the FCC to extend its authority beyond its expertise, he said. One example: liquor advertising. "Who are we to judge on the health effects of liquor and teenage drinking?” he asked reporters following his speech. He also said the commission should question the propriety of geographic limits placed on cable franchisors, telephone companies and other telecommunications companies. "It is time for all of us to exercise the regulatory poltergeist that threaten the welfare of the dynamic and vibrant telecommunications world,” he said in a speech laden with Halloween imagery.
Field general

The New York Post last week reported that NBC brought in pop guru Deepak Chopra to inspire a group of programming executives who have been watching their prime time ratings fall through the first several weeks of the TV season. Nothing against Chopra, but we think it’s going to take more than New Age platitudes to keep NBC in first place. Fortunately, so does the real guru at the peacock network, Bob Wright. And that’s why he sent the well-regarded Scott Sassa to Hollywood last week. The 39-year-old station chief will have a year under the tutelage of Don Ohlmeyer to complete his education in network programming and, not incidentally, to learn the necessary survival skills ("It’s Antietam every day out here," says the veteran Ohlmeyer).

Sassa’s arrival in Burbank comes as the jobs of all the networks’ top programming executives are radically changing. Not only must they know the ancient science/art of choosing and scheduling sitcoms and dramas, but these days they must also be adept at producing shows and in extracting ownership interests in the shows they license. If any money is made after a show’s network run, the networks want to make sure they get a share. Based on Sassa’s record building TBS and TNT into cable powerhouses at Turner and his performance running the NBC stations, Wright and Ohlmeyer believe Sassa can cut it. So far, we have found few who don’t share that faith.

P.S. There’s no need here for a eulogy for Warren Littlefield, the man Sassa replaces. NBC may not believe he has the right stuff to run its programming shop, but his record at NBC proves he knows network TV. The leap from picking a winner to creating one is not that great. According to Littlefield, Ohlmeyer says he’ll be surprised if Littlefield doesn’t have a sitcom on the NBC schedule next fall. So will we.

T minus 36 years

The countdown: the catch of breath; the fingers crossed; the children gathered around TVs in their classrooms, and Walter Cronkite, shifting a model spacecraft in those now-wrinkled but familiar hands, explaining some finer point of telemetry during a last-minute hold. It was all just as it should be, the nitpickers over John Glenn’s presence notwithstanding.

The boosters for this shuttle flight numbered not two but millions, united again by television in what had been—in the 1960s—the focus of a national TV ritual filled with wonder and pride. In the intervening years, and even with the jarring reality of the Challenger disaster in 1986, space flight has seemed more ho-hum than Homeric. Last week’s coverage of the event helped remind us of how awe-inspiring it has always been.

It also reminded us of how much has changed since there were only a handful of astronauts and channels to chart their courses. This time Cronkite was anchoring for CNN, not CBS, the former having become a major force in breaking news and big-event coverage. And this time the event was available on broadcast networks and cable networks and streamed over Websites. It was even available in HDTV, which brings us to last week’s other big TV event.

The shuttle blast-off marked the beginning of another mission: broadcasting’s conversion to the digital world. The event was beamed in digital HDTV to a handful of stations as well as to monitors sharing the floor with Glenn’s original Mercury spacecraft at the Smithsonian Air and Space Museum in Washington. (For comparison, there should have been an old Admiral cabinet-model TV set to represent how far TV has come.) The fingers crossed for this latest journey belong to TV executives, particularly those in the top 10 markets who are in the vanguard of this change. Ours are crossed, too.
"In our grocery business, customer service was never an option, it was a necessity."

I grew up in the small community of Kittanning, Pennsylvania. My parents spent their life savings to rent a building and open a grocery store. As a family, we made Stewart's Market a success that lasted 35 years. My mother and brothers ran the grocery end of the business while my father and I cut meat. In our grocery business, customer service was never an option, it was a necessity. From the beginning, my father taught us the customer was always right. That philosophy helped keep the store open even as two larger chain grocery stores moved into the area.

"I started working at age ten. Though I worked most evenings, I still enjoyed participating in the marching band and school athletics. After high school, I married my wife Gay. We moved to Grove City while I attended Grove City College. I earned a B.S. in Engineering and then went to work for PPG Industries as a mechanical engineer. In 1970, I joined my wife's family business, Armstrong Cable."

"Armstrong Cable began as a single franchise. To learn the business, I went out on calls, did installations, handled service problems and even climbed a few poles. Working in the field gave me the chance to meet some of our customers. We are always anxious to have their input on questions of service. We have centered this business on customer satisfaction and continually strive to better meet the needs of our customers."

"Armstrong Cable has grown from a few thousand subscribers when I first started in the business to 200,000 today. I have seen so many changes over the years. Cable offers the opportunity for innovation, especially in education. C-SPAN is a prime example. With C-SPAN, government comes alive. Students can witness the process and politics of government; they can follow more closely the activities of their elected representatives. This is an overwhelming advantage to learning civics strictly from a book."

"As a cable operator, I am pleased to offer our customers such quality programming. It helps maintain our commitment to customer satisfaction."

William C. Stewart
Chief Executive Officer & President
Armstrong Cable Services
Member, C-SPAN Board of Directors

C-SPAN
Created by Cable.
Offered as a Public Service.
www.c-span.org
Congratulations!

NATPE is pleased to announce the 1998 Iris Awards nominees.

NATPE and the international television community recognize the steadfast efforts of the dedicated individuals who have worked diligently to produce these creative, accomplished programs for their local markets, and welcome their addition to the prestigious roster of previous IRIS AWARDS nominees from the past 30 years.

CHILDREN’S PROGRAMMING
Back to School • WISC-TV, Madison WI
centralXpress.com “True Colors” • WRAL-TV, Raleigh, NC
centralXpress.com “Brandie Has Bulimia” • WRAL-TV, Raleigh, NC
I Can Quit, No Problem • KUSA-TV, Denver CO
Whatever Show #C • KARE 11 TV, Minneapolis, MN

SPORTS PROGRAMMING
Home For The Holidays • KXAS-TV, Fort Worth, TX
Sonic’s Prime Time • Fox Sports Northwest, Bellevue, WA
From The Heart: Special Edition • WXYZ-TV, Southfield, MI
Living Their Dreams • KWTV, Oklahoma City, OK
The Dream Season • WXYZ-TV, Southfield, MI

PUBLIC SERVICE ANNOUNCEMENT
Child Abuse PSA Series • KOLN/KGIN TV, Lincoln, NE
Neediest Kids of All • WXYZ-TV, Southfield, MI
Profit In Education: Dreamer • KGTV-TV, St. Joseph, MO
Broken Promise: Restoring The Dream • WXYZ-TV, Southfield, MI
Helping Our Children Grow • CT Public TV, Hartford, CT

ON-CAMERA
Healing the Heartland: A Colorado Gift • KMGH-TV, Denver, CO
From The Heart: Special Edition • WXYZ-TV, Southfield, MI
One on One With Jane McGarry • KXAS-TV, Fort Worth, TX
When Children Kill • WORT-TV, Flint MI

WRITING/PRODUCING
centralXpress.com “True Colors” • WRAL-TV, Raleigh, NC
Weather 201 • WKRC-TV, Cincinnati, OH
Connecticut River: Journey Through Time • CT Public TV, Hartford, CT
The Hidden Story of Pirates • WJAR-TV, Cranston, RI
From The Heart: Special Edition • WXYZ-TV, Southfield, MI

CURRENT AFFAIRS
Vista L.A. “History, Culture & Tradition” • KABC-TV, Hollywood, CA
Miami Ahora Naufugas a Voluntad • WLTV-23/Univision, Miami, FL
Women of Triumph II • Maryland Public Television, Owings Mills, MD
A Peacekeepers Mission • KTVU, Oakland, CA
Faith’s Story • KTVU, Oakland, CA
Mission of Hope • KTVU, Oakland, CA

ENTERTAINMENT
Houston Industries Power of Houston ’97 • KTRK, Houston, TX
Almost Live! • KING-TV, Seattle, WA
Almost Live!: There Goes the Neighborhood • KING-TV, Seattle, WA
The Inside Story - Monterey Bay Aquarium • KTVU, Oakland, CA
Salute to Symphony • WCVB-TV, Needham, MA

2425 Olympic Blvd. Suite 550E
Santa Monica, CA 90404
Tel: 310-453-44440 Fax: 310-453-5258
Internet: www.natpe.org

NATPE’s IRIS AWARDS, the industry’s only national award honoring local programming excellence, will be presented Tuesday, December 8, during a special luncheon, open to the industry, and held on the Paramount Studios lot in Los Angeles. Call 310-453-4440 for details