

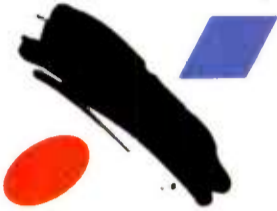
January 18, 1999

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N A T P E

SPECIAL REPORT

The Big 17

Profiles of top syndicators / 36

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Our annual survey of TV managers / 30

The Who and the What

Complete listing of exhibitors / 75

Going Once, Going Twice...

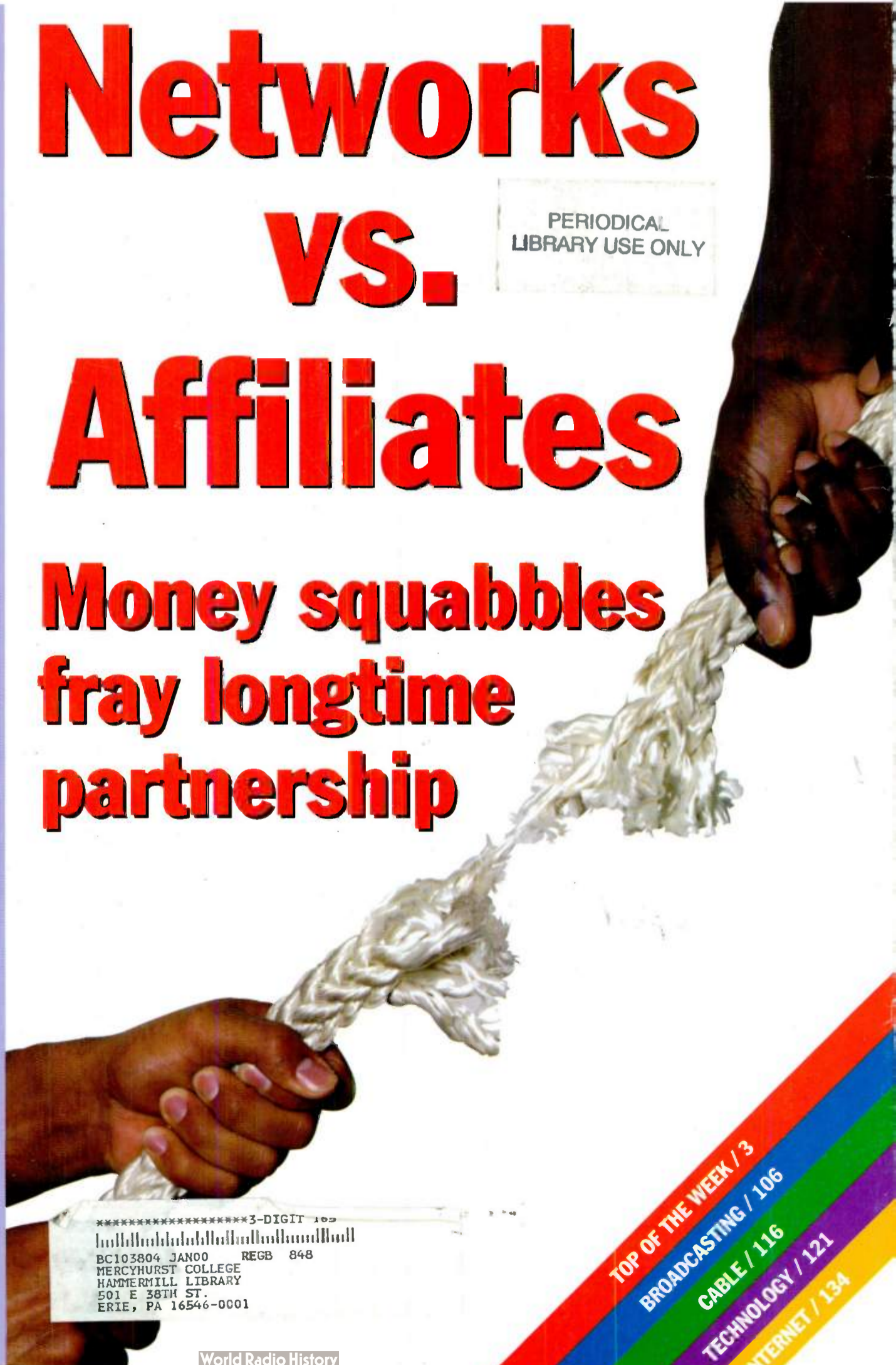
Sinclair puts time on auction block / 3

Networks vs.

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Affiliates

Money squabbles fray longtime partnership



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World Radio History

TOP OF THE WEEK / 3
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money's worth!

#1 ACROSS THE BOARD

ADULTS 18-34

FRIENDS	5.8
SEINFELD	4.2
HOME IMPROV.	3.3
FRASIER	3.1
SIMPSONS	2.6
ROSEANNE	2.1
NEWSRADIO	1.8
MAD-YOU	1.7
NANNY	1.5
MARRIED	1.5
MARTIN	1.5
SISTER	1.5
LIVING	1.4
GRACE	1.1
BOY	0.9

ADULTS 18-49

FRIENDS	4.7
SEINFELD	4.2
FRASIER	3.5
HOME IMPROV.	3.3
SIMPSONS	2.1
ROSEANNE	1.8
MAD-YOU	1.7
NEWSRADIO	1.6
NANNY	1.4
MARRIED	1.4
MARTIN	1.2
SISTER	1.2
LIVING	1.2
GRACE	1.0
BOY	0.7

ADULTS 25-54

FRIENDS	4.4
SEINFELD	4.2
FRASIER	3.7
HOME IMPROV.	3.4
SIMPSONS	1.8
ROSEANNE	1.6
MAD-YOU	1.6
NEWSRADIO	1.5
NANNY	1.3
MARRIED	1.2
MARTIN	1.1
LIVING	1.1
SISTER	1.0
GRACE	1.0
BOY	0.5

Source: NSS (Premiere to Date - 8/31/98 - 12/06/98 GAA Rating where available.)

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IN BRIEF

After almost three months of being locked out of their jobs, ABC's NABET workers will return to work today (Jan. 18).

The union signed a return to work agreement Friday, Jan. 15, under which it agreed to no more surprise strikes until a new overall agreement is ratified by the union membership. Once the new master agreement is signed, the union agrees to not strike at all. ABC's final contract offer was submitted to the union Dec. 11 and the union has now pledged to put it up to a ratification vote in two weeks. The union signed the agreement after the network made two concessions, including allowing the cases of a handful of workers fired during the lockout to be reviewed under arbitration. If the union ratifies the overall agreement, the network will gain most of what it has sought over almost two-year period since the last contract expired. One of the network's main objectives is to boost the percentage of daily hires to about 35%, which it will achieve over the course of the new contract. The network also retains jurisdiction over digital equipment. A union spokesman said NABET signed the return-to-work agreement because it was in the best interests of the membership to do so.

The Radio-Television News Directors Association joined other media groups in asking Congress to open up the full impeachment hearings to the live TV and radio coverage.

"[T]he decision to keep all proceedings open serves not only the public but also the best interests of the Senate," RTNDA President Barbara Cochran wrote Senate Majority Leader Trent Lott (R-Miss.). "It would be extremely unfortunate if, at the final outcome, the public has not had access to the full debate in order to judge whether the final verdict is fair or not."

For more "In Briefs," see pages 8 and 10

SPECIAL PRE-NATPE ISSUE

Do I hear \$1 million?

Sinclair riles syndicators with planned auction of broadcast time

By Joe Schlosser

Have the rules to the syndication game changed?

That's the question many TV programmers and station executives were asking last week after the Sinclair TV station group sent a letter to 20 Hollywood studios inviting them to bid on packages of weekend air time on their stations.

In the letter from Sinclair's top programmer, Bill Butler, the nation's 10th-largest station group asked for starting bids of just less than \$1 million on two packages of weekend time slots on 34 stations and one package on 32 stations. The stations range from WTTA-TV Tampa, Fla., the nation's 14th-largest market, to WMMT-TV Charleston, S.C., market number 120.

The Sinclair offer comes at a time when weekend time periods for expensive first-run action series like *StarGate SG-1* and off-network hours like *The X-Files* are in short supply. As a result, many studios have held back on planned production of hour-long shows.

Typically, stations pay programmers to air their programming or the stations and programmers agree to split advertising time. But programmers paying stations is nothing new. Stations in top markets like New York and Los Angeles often ask for and receive cash to deliver programs to their large audiences. Still, the Sinclair proposal did not sit well with most syndication executives.

"It's completely arrogant and obnoxious," said one top executive, who pointed out that Sinclair wants a minimum of six minutes in each hour for advertising. "How are syndicators going to make any money? If this is what it's going to take in these size markets to get cleared, it's going to inhibit any kind of first-run development in the future."

"This is the most disgusting letter I have ever read," said another irate syndication executive. "It is pure pompousness on their part."

Many of the top syndicators are divisions of major studios. Some of them threatened to pull movie advertising from Sinclair if it sticks to its demands.

"Collectively we spend tens of millions of dollars on their TV stations,"

said one executive.

"If we all got together or even individually and said, 'You know, they are not good business partners and we can find other places to spend our money,' that million dollars they are asking for weekend slots would go away in a hurry, I promise you." another executive said. "We spend a fortune on advertising with their stations. They're playing with fire because there is a lot of [expletive] that could

quickly turn against them."

Others charged that Sinclair is sitting on a monopoly because it is running two stations in 17 of its 36 markets through local marketing agreements (LMAs) and trying to take advantage of that leverage through actions like last week's letter.

According to BROADCASTING & CABLE, Baltimore-based Sinclair's 56 stations collectively cover 23.8% of

Continues on page 140

Draft bill would raise caps, lower FCC profile

Network-friendly proposal would raise national TV ownership cap from 35% to 50% coverage

by Paige Albinak

Broadcast networks would be able to own many more TV stations and the FCC would have less power over broadcasters if a draft bill being floated by Senate Commerce Committee Chairman John McCain becomes law.

The draft bill is meant to act as a "sweetener" for broadcasters to ease passage of a proposal that would allow satellite TV companies to carry local broadcast signals, said Commerce Committee staffer Pete Belvin. Last year, in an effort to introduce competition to cable and reduce rates McCain (R-Ariz.) tried to pass such legislation. But McCain could not get broadcasters and satellite TV companies to agree on terms.

One provision of the draft bill would raise the TV ownership cap to 50% from 35% of the national viewing audience—a policy change for which networks are fighting hard. But network affiliates are not supporting that effort, which will make it difficult for Congress to pass the measure.

The draft bill also would limit the FCC's authority over broadcasters by requiring the votes of four out of five FCC commissioners, or a "supermajority," to approve new broadcast regula-



McCain's measure would make it tougher for FCC to impose new broadcast regulations.

tion. It would repeal the FCC's ability to approve mass media mergers and give that authority wholly to the Justice Department. It also would take away the FCC's jurisdiction over equal employment opportunity rules for broadcasters and give it to the Equal Employment Opportunity Commission.

Broadcast lobbyists say Congress is unlikely to agree to such drastic limitations of the FCC's regulatory scope, although many Congressional leaders are clearly unhappy with the agency. Lobbyists say the draft bill's FCC provisions are specifically intended to send a "serious message" to the commission that it is not implementing the

Continues on page 141

Armstrong gets on AOL's Case

AT&T chief says online service's unbundling campaign undermines possible content deal

By John M. Higgins

AT&T Corp. chairman Michael Armstrong needed America Online Corp. chairman Steve Case over his push for Internet "unbundling" that is snagging the long-distance carrier's takeover of Tele-Communications Inc., saying that if AOL spent less time lobbying regulators the companies could work out some sort of a content deal.

Armstrong's comments came as AT&T and TCI executives took to the road to pitch the merger, which must be voted on by shareholders of both



Armstrong is open to 'commercial transaction.'

companies next month. Their first stop was a wave of appearances at Salomon Smith Barney's annual media investment conference in Scottsdale, Ariz., where 1,400 money manager and analysts for large institutional investors gathered for briefings by a host of media companies.

Wall Street executives attending the Salomon conference said Armstrong encouraged AOL executives to come back to the table. "Armstrong said that if they weren't so busy trying to worry about unbundling, he would sit down

and talk to these guys about working out a content deal," said one executive. AT&T later characterized Armstrong as positioning himself as open to "a commercial transaction". But another participant in the meeting described the AT&T chief as "annoyed".

Armstrong and TCI chairman John Malone have warned that they will scrap the merger if AOL's unbundling campaign succeeds. Case and other online service providers are trying to prod government regulators to force AT&T and TCI to open up access to the high-speed data lines TCI's cable



Malone says AOL is jeopardizing merger.

systems are establishing in a number of markets, mostly in the western U.S. TCI is currently offering high-speed Internet service @Home, which includes both transport of traffic from the Web to subscribers's home PCs and its own special content. Case, who is watching new @Home customers quickly drop their old AOL accounts,

wants to be able to offer AOL-branded high-speed service over that data network, separating @Home's data transport from its weather, news, shopping and other product. ■

Broadcasters bullish on NBA despite Jordan's retirement

Broadcasters who had already lost a good deal of the NBA season tried to keep their game faces despite the retirement of the game's—and probably all of sports'—biggest draw, Michael Jordan.

NBC, which combined with Turner Sports to pay \$2.64 billion over four years for the NBA, said it had already scheduled around Jordan's retirement. In 11 Bulls appearances scheduled for the 1998-99 season, nine of them are accompanied by regional telecasts, said Ed Markey, VP of sports press for NBC. "We did it under the assumption that Jordan might not be back, and [Bulls players Dennis] Rodman and [Scottie] Pippen might not either."

The network is hopeful that other teams will emerge in the presumed vacuum left by Jordan and the likely disbanded Bulls—who have won six of the last eight NBA titles. "In the 1989-1990 season, there were those who said we overpaid, that the NBA had peaked because [Boston Celtics star and future Indiana Pacers coach Larry] Bird and [Los Angeles Lakers star and future

talk show host] Magic [Johnson] had peaked, and there was nobody to take their place. And, of course, Jordan stepped right in," he said.

While some advertisers had sought relief during the lockout, and spent their money with CBS on the NFL, NBC says it expects its NBA advertising sales to hold firm and remain strong for Jordanless basketball, despite some ad pundits predictions to the contrary in various sports sections.

"We're in a four-year commitment," Markey said. "A lot of our advertising deals are multi-year deals. If you are an advertiser trying to reach young men during the second quarter of the year, nothing will draw young men on a nightly basis like the NBA. Given the kind of audience we can deliver, we expect sales to be pretty strong."

Similarly, on a local level, WGN-TV Chicago GM Peter Walker was optimistic about a Jordanless season. "But bear in mind, I'm a salesman. Michael has been great for the game, great for the Bulls and great for us." —Dan Trigoboff

Sassa promises kinder, gentler NBC

Says network will also cut down on gratuitous sex

By Michael Stroud

New NBC Entertainment President Scott Sassa outlined a back-to-basics broadcast strategy for the network last week that will emphasize programs with traditional families, less sex, more ethnic diversity and a greater number of shows set outside New York.

"I think there are certain things that we do too much of, and we'd like to see a little more balance in what we do," Sassa told his Television Critics Association press tour audience last week.

Sassa pointed to the scarcity of traditional families on NBC's prime time schedule, which has in the past been front-loaded with shows about 20-something singles, like *Friends*. He pointed to the success of last week's freshman drama *Providence*, which explores family relationships and is set outside New York. The show scored the network's highest rating for a drama premiere since *E.R.*'s first airing, although it fared less well with powerful TV critic Tom Shales (see In Brief).

Sassa's marching orders don't mean the network will become a Peacock version of Pax TV or stop airing shows with sexual situations. "We're not trying to create a Family Channel," he said. "I'm not saying no sex. I'm saying less sex." NBC needs to stay away from "gratuitous" sex that doesn't add to the plot line, he said, although he declined to say which shows might fall into that category.

On the subject of diversity, Sassa said the "shows we have on the air [must] accurately reflect the people

who are watching."

Sassa's appearance at the press tour comes at a time when NBC has lost its No. 1 ranking in households and total viewers to CBS and has seen its advantage over ABC among viewers 18-49 dwindle.

Seeking to rebuild Tuesday night after the move of *Frasier* to Thursday, Sassa pointed to the strength of 3rd *Rock from the Sun* (which he said will return next September) and strong numbers for *Just Shoot Me*. Still, on Monday, however, *Mad About You* and *Sud-*



Sassa: The "shows we have on the air [must] accurately reflect the people who are watching."

denly *Susan* have struggled this season.

In other programming moves, Sassa said the network will air a three-hour *Saturday Night Live* special on Sept. 26 to celebrate the show's 25th anniversary. In addition, he confirmed that the network is moving forward with development of reality shows, including two from producer Bruce Nash: *World's Most Amazing Video* and *You Asked for It*. ■

Exceptional issues

To accommodate the heavy volume of programming news and advertising that is generated around the time of the NATPE convention, BROADCASTING & CABLE is publishing in tabloid size this week and next (Jan. 25). The magazine will return to its normal size on Feb. 1.

For those attending the NATPE convention in New Orleans next week, we will publish three daily editions, Tuesday through Thursday (Jan. 26-28). Along with the regular weekly Jan. 25 issues, the dailies will be distributed to rooms in major hotels and will be available at the Ernest N. Morial Convention Center, the site of the convention.

Our new Washington home

We have moved our Washington bureau. The new address: 1627 K Street NW, 10th floor, Washington, D.C. 20006. Phone: 202-463-3700

Shooting spree rocks Salt Lake City station

Assailant enters KSL-TV, wounds 2 before arrest

By Dan Trigoboff

A woman carrying a gun and a grocery bag of bullets opened fire inside the first-floor lobby of Salt Lake City's KSL-TV Thursday, injuring one. An employee for another company was critically wounded before an office worker overpowered the assailant, police said.

The 3:15 p.m. shooting occurred at an office building that the broadcaster shares with other tenants. Station officials reported Friday that a 30-year old AT&T employee—who had just returned to work following a maternity leave—was fighting for her life after being shot in the head.

Also wounded was KSL-TV's building manager, Brent Wightman. He was hit by two shots that nicked his side, and was released after being treated at a local hospital.

The suspect was identified as De-Kieu Duy, 24. Police say she has a history of psychological problems and a criminal record that includes assault on a police officer, carrying a concealed weapon, disorderly conduct and stalking.

After firing about 25 rounds, her gun jammed and she was overpowered by one or more AT&T employees, police said. KSL-TV occupies the first floor and AT&T is on the fourth.

Police said after questioning her that she may have believed the station was harassing her.

According to station officials, Duy came into the 15-story office building looking for the newsroom. She drew a gun when told she could not go there. She appeared agitated and had attracted some attention with her profanity, at which point Wightman shouted for someone to call the police.

Wightman said that she fired first at the carpet, then at him. "I knew she was going to shoot me," he said. "I don't know why." He was shot as he turned away from her, and she then kicked him in the chest. Duy then moved toward the news reception area, where she waved a gun at another employee in an attempt to learn the location of the newsroom.

A round was fired at the staffer's feet before Duy fired several shots through the reception area's glass

door. Duy reached through the broken glass to let herself in as the employee shouted warnings to co-workers.

Ed Yeates, a reporter at the station for 26 years, said he heard the gunfire. Yeates said at least 25 people were in the newsroom, and they were all able to escape through a back door.

Duy was kept from reaching the newsroom by security doors, station officials said. "We have strange people come to the station all the time," said Yeates. "A lot of us have been complaining about the station having too many security doors, but I'll tell you, it paid off yesterday."

When Duy couldn't get into the newsroom, she went up to the second floor, said Yeates, who reported the story for the station's late news. Duy was locked out, but she proceeded by elevator to the fourth floor and shot AT&T Wireless employee Anne Sleater in the head. The station reported that Duy's gun subsequently jammed and that she was subdued. Arriving police emergency and SWAT teams took her into custody.

In the shooting's aftermath, Steve Lindsley, president of KSL's parent company, the Bonneville International TV Group, said security is being increased and that using armed guards is under consideration.

In a statement, the station said, "As journalists, we are accustomed to reporting violence and tragedy. Like most people, we are not accustomed to being caught in its path. Thursday we were reminded of the people who, by chance or mischance, find themselves on the other end of our cameras. And we have renewed respect for what they face. In the midst of Thursday's events, there was chaos."

Yeates said that many of the stories for the *Five o'Clock News* had been unfinished when the newsroom was evacuated. The station covered the story live, using anchor Bruce Lindsay inside and reporter Nadine Wimmer outside the building for most of the newscast.

But the *Six o'Clock News*, producers and editors were able to resume their regular newscast and by the late news at 10 p.m. the station had put together a package of stories on the incident, presented by Yeates. ■

Broadcasting & Cable

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Jan. 18, 1999

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100 top athletes get ESPN celebration Tennis great Chris Evert is the sports net's first volley in the 60-hour series. / 118

More house calls for AHN The fledgling health net takes on Discovery's Health Channel. / 118

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Hearst-Argyle teams with WGBH-TV 1080i broadcast should provide clear pictures of 'Muddy Waters.' / 121

Sgi opens Windows (NT) Offers two low-cost workstations based on Microsoft software with an eye on the broadcast market. / 121

Reports from CES Get the skinny on the best and the "byte-est" from the Consumer Electronics Show. / 122

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Disney, Infoseek give it a Go Using news, entertainment and commerce, fledgling portal's month-long test draws 8 million. / 134



SPECIAL REPORT

It's showtime: NATPE '99

Seven hundred eager vendors from around the globe hawk their wares at the premier syndication marketplace. This year's conference features 400,000 square feet of exhibition space, multimillion dollar booths from top syndicators and both domestic and foreign buyers with a yen to spend. / 28

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FCC's Ness looks to stay put With the White House distracted, the commissioner, whose term is up in June, will likely remain on the job. / 106

CBS, ABC meet the press Moonves rides high on network rebound; ABC guns for more 18-34s. / 110

NBC, WB team on 'Access Hollywood' The two networks will market 'Access' and 'Extra!' as a magazine block. / 110

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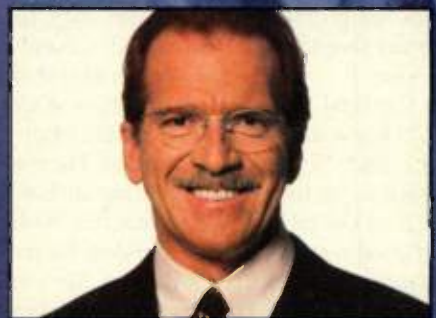
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EXTRA



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HOLLYWOOD**



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HOUSE



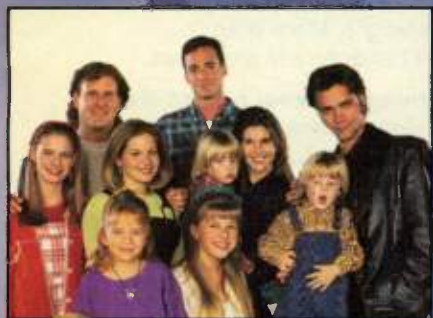
THE PARENT 'HOOD



THE FRESH PRINCE
OF BEL-AIR



THE DREW
CAREY SHOW



FULL HOUSE



LIVING SINGLE



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NECTION



CHANGE OF HEART



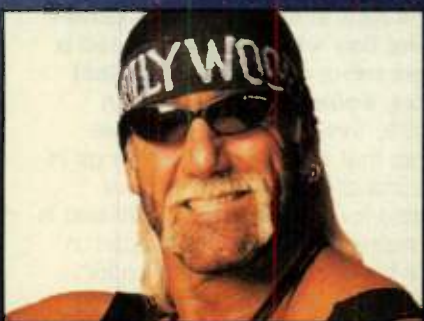
THE PEOPLE'S
COURT



THE JENNY JONES
SHOW



MORTAL KOMBAT
CONQUEST



WCW



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Eyemark Entertainment executives have cleared the off-network syndication rights of *Everybody Loves Raymond* to WGN-TV Chicago. WGN-TV is the third market cleared by Eyemark executives for the show and WGN-TV was the third-straight Tribune Broadcasting station to sign on for the sitcom. Eyemark has already cleared *Raymond* on WPIX-TV New York and KTLA-TV Los Angeles. The current CBS sitcom will join the syndication ranks in the fall of 2001.

Kaleidoscope Media Group is offering a new version of the mini-series *Shaka Zulu: The Citadel* with Grace Jones, Omar Sharif and David Hasselhoff in syndication. *Shaka Zulu* is currently shooting on location in Morocco

and will be available to stations for next season.

Cleveland-based Beau & Arrow Productions is selling its comedic game show *Quick Witz* as a daily strip for next fall. Beau & Arrow is teaming up with Unapix Syndications for its transformation from a weekly (mostly late night) show to a new half-hour daily. The strip is being sold on a barter (3.5/3.5) basis for late fringe and late nighttime periods.

Newly named Liberty Media Interactive President Lee Masters has been given the additional title of chairman of TCI Music Inc., a subsidiary of Liberty Media Interactive. Masters joined Liberty earlier this month after a nine-year

stint as head of E! Entertainment Television. TCI Music's holdings include The Box and DMX LLC.

Hearst-Argyle's reality syndicated series *Save Our Streets* is returning for a fifth season. The show is also taking on a new title, *SOS In America*, and will now focus on exposing and preventing government waste, environmental offenses and other big business abuses. The distributor is producing 22 half-hour episodes for the 1999-2000 season.

Music channel VH1 rang in 1999 on a ratings high. VH1's average prime time .5 rating/323,000 homes for fourth quarter 1998 was the network's highest-rated quarter to date, according to the network based on Nielsen data. VH1's prime time average last quarter also was up 32% over its fourth quarter 1997 average, the network said. VH1 also celebrated its highest rated week ever Dec. 28-Jan. 2, averaging a .4 household rating/262,000 homes, according to Nielsen.

Carsey-Werner Distribution will have a number of stars from its syndicated series on hand at the upcoming NATPE Conference in New Orleans. John Lithgow from *3rd Rock From the Sun* will make an appearance on Tuesday, Jan. 26, and *The Profiler's* Ally Walker and Robert Davi will be there on Wednesday, Jan. 27.

Top Senate Commerce Committee aide Kevin Joseph is leaving to become vice president of congressional and regulatory affairs for AT&T Corp. Joseph has worked for the past seven-and-a-half years as senior counsel for Senator Fritz Hollings (D-S.C.), who is the ranking member on the Senate Commerce Committee. Prior to that, Joseph spent three years working for Rep. Ed Markey (D-Mass.) as a counsel on the House Telecommunications Subcommittee. When he joins AT&T in mid-February, Joseph will focus on AT&T and TCI's new cable business and local phone competition. According to Senate rules, Joseph cannot lobby the Senate for one year after leaving. "It's always best if you can pick your time to leave and this is the best time for me," Joseph said.

FCC Chairman William Kennard Wednesday night helped Disney and ABC promote Martin Luther King Day when he introduced a screening of Disney's original film, *Selma, Lord, Selma*. In 1999, "living in a time when we reap that which was sown for us in *Selma* and even at times take these fruits for granted, television is bringing this important chapter in our history not just to our nation, but to our nation's children," Kennard said. Joining Kennard at the screening were Martin Luther King Jr.'s widow, Coretta Scott King, and his daughter, Yolanda King, who appears in the Disney movie. The film documents protest marches in

the town of Selma, Ala., from the point of view of one of the movement's youngest participants. It is based on the book of the same name. The event took place at the Smithsonian's National Museum of American History and was sponsored by Disney, ABC, the League of Women Voters and the National Conference for Community and Justice. Many high school students were in the audience as part of the outreach program.

Sony Chairman and CEO Howard Stringer will keynote NAB '99 on April 19 in Las Vegas, the NAB said last week. Prior to joining Sony in 1997, Stringer was president of Tele-TV, a joint venture between Bell Atlantic, Nynex and Pacific Telesis that planned to offer video over telephone lines. Stringer moved to Sony when that venture failed. Stringer also was president of the CBS Broadcast Group from 1988 to 1995, in charge of all Sony's broadcast activities. He was with CBS for 30 years. NAB's annual convention will be held April 17-22 in Las Vegas. More than 100,000 attendees are expected.

The Learning Channel netted its highest rated week in prime time ever, Dec. 28-Jan. 3, averaging a 1.2 rating/826,000 households, according to Nielsen data. TLC also celebrated fourth quarter, 1998 as its highest rated quarter to date, averaging a .9 rating/611,000 households, an 18% ratings gain over TLC's average in fourth quarter, 1997, based on Nielsen data. TLC's original series *Trauma: Life in the ER* also posted some of its best ratings to date, averaging a 1.8 rating in fourth quarter 1998 in all cable homes and a 1.4 rating among adults ages 25-54., according to Nielsen data.

Telco Productions is bringing back its weekly half-hour series *Animal Rescue*, and the syndicator is bringing out a new weekly series, *State Police*. The new series will feature re-enactments of various incidents encountered by state troopers in tracking down and arresting suspected criminals. Telco is also producing two one-hour specials for 1999, *The Best of Animal Rescue 2* and *Police Heroes: The Trooper of the Year Award*.

Citadel Communications Corp. is selling out of six small radio markets to pay debt and concentrate better on medium-sized markets, the company announced last Thursday. Twenty-five stations will be sold (subject to FCC and Justice Department approval) to Marathon Media LP for \$26 million cash. Involved are two stations in Johnstown, Pa., the nation's 108th largest radio market, according to Arbitron; three stations in Eugene (144); six in Medford (206), Ore.; five in Tri-Cities, Wash. (207); four in State College, Pa. (237), and five in Billings, Mont. (243). "We're excited about the opportunity to further develop these clusters to their fullest potential," Marathon Presi-

NAB is picture of fiscal fitness

The National Association of Broadcasters is beating its 1998 budget plan by 7.2%. The association now expects to garner revenue of \$48.2 million for the fiscal year ending March 31, \$1.3 million more than budgeted.

More impressive is the substantial profits the association enjoys. For fiscal 1998-99, NAB projects network income of \$10 million. Next year, it expects the figure to rise 15.5% to \$11.6 million.

The big moneymaker, as always, is the annual NAB convention. This year's show, April 19-22 in Las Vegas, is expected to net \$22.9 million on revenue of \$33 million.

NAB's corporate communications budget will get a 31.3% boost in 1999-00 from \$1.09 million to \$1.4 million. That's the largest increase of any department.

—Paige Albinak

NAB'S 1999-2000 PROPOSED BUDGET

	Projected 98/99	Proposed 99/00	%change
Revenue			
Dues, Radio	\$ 3,851,084	3,912,685	1.6%
Dues, TV	5,600,222	5,681,676	1.5
Dues, Associate Member	640,000	1,325,000	107.0
NAB Convention	31,123,108	33,016,913	6.1
Radio Show	2,863,089	2,966,785	3.6
NAB Services	1,270,237	1,342,000	5.6
Adv & Evnt Mrkting	339,500	326,500	(3.8)
Interest	1,900,396	2,500,000	31.6
Other revenue	614,037	622,584	1.4
Total revenue	48,201,673	51,694,143	7.2
Expenses			
Government relations	3,112,196	3,344,774	7.5
Legal	1,500,786	1,590,158	6.0
Human Resource Dvlpmt	236,766	248,356	4.9
Corp. Communications	1,094,708	1,437,235	31.3
NAB Services	1,389,584	1,445,406	4.0
Adv & Evnt Mrkting	291,269	313,282	7.6
Science & Technology	1,010,141	998,223	(1.2)
Research & Information	1,331,338	1,441,920	8.3
Radio	1,142,967	1,186,712	3.8
TV	1,163,399	1,170,512	0.6
Meetings & Conf.Svcs	782,402	824,787	5.4
Conventions & Expos	72,456	65,500	(9.6)
International	664,961	766,991	15.3
General & Admin.	10,638,156	11,453,224	7.7
NAB Convention	9,611,822	10,077,845	4.8
Radio show	2,077,763	2,148,824	3.4
Total expenses	36,120,715	38,513,749	6.6
Net Income	10,067,183	11,625,376	15.5

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dent Chris Devine said in a statement. Besides helping repay bank debt, the deal "underscores Citadel's intent to focus its energy on mid-sized markets, which offer the greatest return to our shareholders," Citadel Chairman Larry Wilson said. Also last week, Citadel said it is moving its corporate operations from Tempe, Ariz., to Las Vegas.

Media Access Project last week asked the FCC to impose fees on digital broadcasters' home shopping channels. The agency was wrong to exempt home shopping, infomercials and other direct marketers from a 5% fee on their revenue from ancillary digital services, the group said. Following instructions from Congress, the FCC in November ordered digital broadcasters to pay the fee when they sell extra services, such as home movies and audio signals. Home shopping was exempt, the FCC said, because the services pre-dated the rule and because viewers don't pay for the programming. But Congress also intended that programming paid for by third parties be subjected to the fee, MAP said. "Direct sales presentations . . . fit squarely under that definition," the group said.

Cox Communications says it is launching digital cable in three markets using ScientificAtlanta's Explorer 2000 digital set-tops and digital interactive networks. The three markets are Phoenix, San Diego and Oklahoma City. The launch in Phoenix, where Cox has 600,000 subscribers and faces competition from US West and wireless provider People's Choice TV, has already begun. Launches in Cox's 500,000-subscriber San Diego system and 121,000-subscriber Oklahoma City system are on tap. The contract with S-A, previously announced, allows Cox to offer interactive services such as Web access and video on demand without altering the set-tops hardware. Cox plans to launch Cox Digital TV, which adds about 100 additional video channels, first in each of the three cities.

EchoStar Communications Corp. has received tenders from holders representing essentially all of four different debt vehicles, allowing EchoStar to change conditions on that debt and smoothing the way for EchoStar to obtain new debt at lower interest rates. The four debt issues affected were 12.5% senior secured notes issued by EchoStar, 12.875% senior secured discount notes issued by EchoStar subsidiary Dish, 13.125% senior secure discount notes issued by EchoStar Satellite Broadcasting Corp. and 12.125% senior exchange notes issued by the parent EchoStar. EchoStar, with help from Donaldson, Lufkin & Jenrette

and NationsBanc Securities, is refinancing the roughly \$1.5 billion in debt at around 9%.

Moody's Investors Service assigned B2 ratings to the proposed \$1.9 billion of senior notes set to be issued by EchoStar Communications Corp. subsidiary EchoStar DBS Corp. The new debt includes \$500 million due 2006 and \$1.4 billion due 2009. The new notes will be used to refinance all of EchoStar's \$1.6 billion in subsidiary debt. EchoStar has made a tender offer for its existing debt and says it has received tenders from holders representing more than 99% of that debt. Moody's new B2 rating assumes that untendered notes will be stripped of current security interests and covenants, and rank structurally no better than the proposed new senior notes. The new rating also assumes the FCC will approve EchoStar's pending acquisition of ASkyB and that EchoStar follows through with a planned corporate reorganization that will consolidate current subsidiary Dish and EchoStar Broadcasting under EchoStar Satellite Corporation, which will be a wholly owned direct subsidiary of EchoStar DBS Corp.

Source Media, seeking to leverage its electronic publishing division, is branching out into streaming audio over the Web. Source has teamed Web broadcaster Broadcast.com to host content such as news, weather, sports, stock quotes and entertainment that Source provides. The move onto the PC platform allows Source to provide one-stop shopping for streaming interactive content, the company says. Source's IT Networks division already delivers roughly 15,000 ad-driven audio programs, primarily to yellow pages directories and daily newspapers. Insight Communications is scheduled to launch Source's Local-Source interactive cable service in Columbus, Ohio, later this year. Neither Source nor Insight has specified the launch date but the companies have missed the originally scheduled December 1998 launch. Source is marketing its streamed audio news, weather, sports, business, and entertainment content to Web developers as a Web site enhancement. Source's announcement did little to help the Nasdaq-traded stock (SRCM) which fell \$3.50 to \$20.125. Share prices have gone through wild gyrations in the past year, shooting as high as \$39 on merger rumors, then falling to around \$4 when hoped for deals failed to materialize.

RCN Corp. has contracted with Level 3 Communications to provide RCN with a cross-country fiber backbone allowing connections to major Internet servers in the U.S. The nationwide link is

intended to provide fast and reliable service to RCN's nearly 500,000 Internet subscribers and allow the company to negotiate agreements for the exchange of data traffic with other large Internet service providers. The contract with Level 3 gives RCN a fully redundant nationwide DS-3 network with a presence at two major Internet network access points and three additional connections pending.

Online System Services (OSS) has obtained \$3 million in financing from certain investors who have also committed to provide an additional \$2 million in financing, the company said. Company officials declined to provide further details but OSS Chairman-CEO Steve Adams said the financing is evidence that the company is delivering on its business plan. OSS, through its i2u division, develops Internet portals and online communities targeting high-speed access, education, enterprise and banking.

Sun Microsystems has announced support for its Java TV digital television platform from consumer electronics manufacturers Sony, Philips, Toshiba, Motorola and LG Electronics; interactive operating system supplier OpenTV, and Hongkong Telecom. Sun is offering its Java TV Application Programming Interface (API) as a way for content developers to deliver interactive content to digital TVs, digital set-tops, and digital satellite receivers, and is pushing for Java TV to be accepted as a standard interactive platform by the U.S.' Advanced Television Systems Committee (ATSC) and Europe's Digital Video Broadcasting (DVB) consortium. According to Sun executives, content creators will be able to use Java TV to create interactive content—such as enhanced data that is delivered with a television program—without having to worry about supporting different operating systems in different digital devices. While the Java TV platform will work with other operating systems, digital television hardware will have to include a Java TV "virtual engine" to be able to decode Java TV-created content.

Attorney General Janet Reno last week decided to drop an investigation of Peter Knight, a former top aide to Vice President Albert Gore. House Commerce Committee Republicans last month asked Reno to investigate \$1 million in legal fees Knight received from Portals developer Franklin Haney. House members charge that the fees actually were a contingency fee for securing the FCC's move to the Portals. Haney already has been indicted on 42 counts of making illegal donations to the 1996 Clinton-Gore campaign. The Justice Department concluded there is no evidence that the \$1 million payment was a contingency

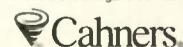
fee. House Commerce Committee Chairman Thomas Bliley (R-Va.) called Reno's decision "disturbing, but not surprising." There is "an unfortunate pattern at the Clinton Justice Department of turning a blind eye to its legal obligations," he said.

The Department of Justice last week encouraged the FCC to approve EchoStar's acquisition of News Corp. and MCI WorldCom's direct broadcast satellite assets. Approval of EchoStar's request "promises to facilitate new and potentially significant competition between DBS and cable providers, thereby benefiting consumers of [multichannel] services," Justice wrote in a filing to the commission. The FCC has to approve the transfer to EchoStar of News Corp. and MCI's 28-channel DBS slot, which covers the entire United States. EchoStar announced last December that it was purchasing from News Corp. and MCI WorldCom the satellite license at 110 degrees west longitude, two unfinished satellites and an uplink center in Gilbert, Ariz. In return, News Corp. and MCI receive \$1.2 billion in EchoStar stock or 37% of the equity. Only two organizations opposed the transfer—non-profit law firm Media Access Project and the Small Cable Business Association. Media Access Project opposes the acquisition because they said the commission has not required the transaction's parties to adhere to character and citizenship requirements included in the 1996 Telecommunications Act. SCBA says the transfer threatens local broadcasters, which in turn threatens small cable operators who make their money reselling local signals to cable subscribers.

Under a two-year agreement, GlobeCast North America is providing Cisneros Television Group full-time master control and origination of six program feeds for distribution of the Locomotion Channel and Playboy TV Latin America to Latin America and Spain. As of this week GlobeCast produces three fully integrated feeds each for Locomotion and Playboy at its digital facility in Miami. The multiplexed signals are distributed over PanAmSat's PAS V satellite for reception from Latin America to Europe.

After failing to gain distribution on basic cable systems in major Hispanic markets, Spanish-language cable network GEMS Television announced it will begin offering the channel to Low-Power TV (LPTV) stations this month.

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It's getting ugly

By Steve McClellan
and Paige Albinak

The networks and their affiliates have had their ups and downs over the years, but the level of trust between the two sides has eroded to a new low. And the tension is building to a flash point on a number of issues, including a battle over the national TV ownership cap.

That issue is really linked to the entire set of conversations between networks and their affiliates on how they can retool their relationship for the digital age.

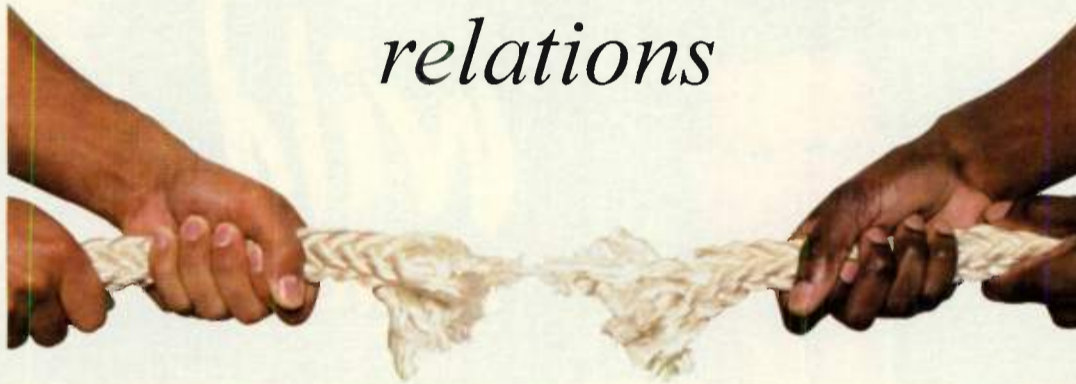
At the core of those talks is money. "Money is always at the heart of it," says Alan Bell, president of Freedom Communications broadcast division.

Compensation is critical, especially for smaller and mid-sized market stations. "Compensation is probably what's keeping a lot of those stations afloat," Bell says. "It can be half to 75% of the bottom line." Others agreed that many stations would face bankruptcy if their compensation diminishes.

Still, the networks are determined to reduce costs on the distribution side of the business—most notably the \$200 million or so each of the Big Three pays to stations for carrying the network feeds. Some affiliates are open to taking less compensation, but, in return, they want exclusivity on network programming—something the cable-minded networks are reluctant to give.

The exclusivity issue has been a particularly irksome one for ABC and NBC and their respective affiliate bodies. Both of those networks

Mounting differences over money, policy put strain on network-affiliate relations



A house divided

The network/affiliate divide on ownership caps puts the National Association of Broadcasters squarely in the middle of a fight among its members—not the place a trade association wants to be.

"It's a very tough position for the NAB," says one veteran broadcast attorney. "I think they could lose some members over this."

The NAB board last week in Naples, Fla., stood its ground against the networks, voting to reaffirm its position against relaxing the national cap on TV station ownership. The cap limits station groups to covering no more than 35% of the nation's 99.4 million TV homes.

That means the NAB staff could be forced to lobby against its network members, which want to raise the cap. And the first occasion for that clash could be in Congress, where Senate Commerce Committee Chairman John McCain (R-Ariz.) is promising legislation that would raise the cap to 50%.

Lawmakers do not want to be put in the position of choosing sides between a divided lobby. "There's a legitimate fight going on between the networks and the affiliates," says House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). "But I don't want to be influenced by that catfight."

"These guys don't want to be in the position of picking one side or the other," says one lobbyist. "It just adds another layer of political difficulty."

But other Washington sources don't expect a split to lessen the NAB's effectiveness.

"Anytime you divide your forces it can create some strategic problems for you," says Ken Johnson, spokesman for Tauzin. "But NAB, even without one or more of the networks, would continue to be one of the strongest lobbying forces on Capitol Hill. The reason is simply this: Every member of Congress has local television stations located in their district. As Tip O'Neil used to say 'All politics is local.'"

"The strength of the NAB has been in its base of station members," says one broadcast lawyer. "I don't think this makes NAB less effective at all."

This is not the first time the NAB has had to face this issue. While lobbying for the 1996 Telecommunications Act, the networks pushed to raise the cap from 25% to 50% while the affiliates voted to leave it where it was. The NAB board realized the difficulty of the situation and voted to keep the association neutral. Congress voted to increase the cap to 35%.
—Paige Albinak

have so far been loath to codify exclusivity rights in affiliate contracts. CBS and Fox have granted affiliates exclusivity for limited periods of time, in return for some help in paying the huge rights fees for the National Football League.

ABC and NBC are working hard to formulate comprehensive affiliate proposals that would address major issues including compensation, exclusivity, digital program ventures—in short, plans that would define the network affiliate relationship going forward.

The current flash point is the dispute over ownership caps. FCC rules limit any one entity from owning stations that cover more than 35% of the 99.4 million TV homes. The networks want that cap lifted to at least 50%.

Why? They say it's because their station groups are subsidizing their broadcast network services, all of which are losing money, with the exception of NBC. And analysts say NBC will make a lot less in the future than the \$500 million or so it's made the past couple of years. On the other hand, TV stations, particularly in large markets, are cash cows, with profit margins that often surpass 40%.

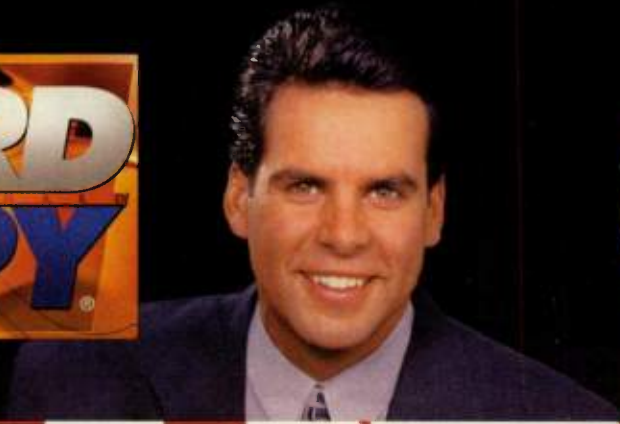
But the affiliates say the networks already have too much leverage over their economic well being, and that lifting the ownership caps would just increase that leverage.

And the networks are using that leverage, some say unfairly, to side-step affiliate contracts and reduce compensation—even as talks at the network-affiliate-board level are ongoing.

Cosmos Broadcasting recently ran afoul of ABC

Continues on page 24

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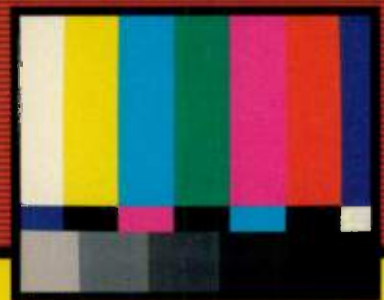


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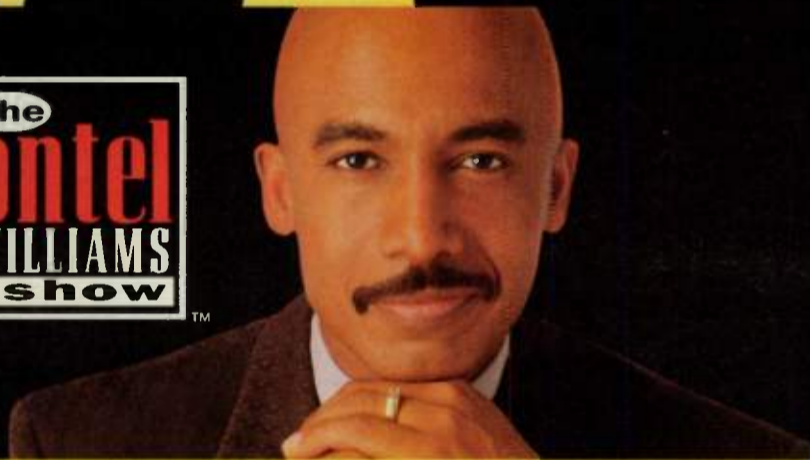
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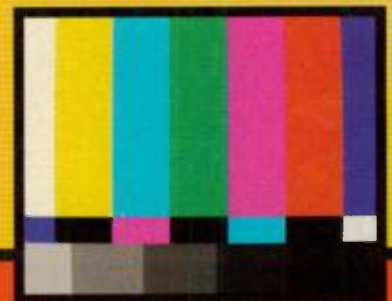


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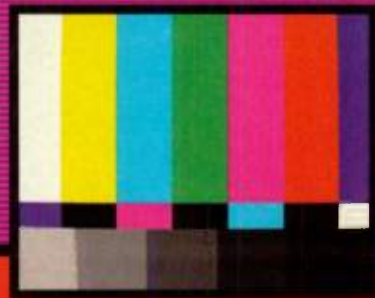
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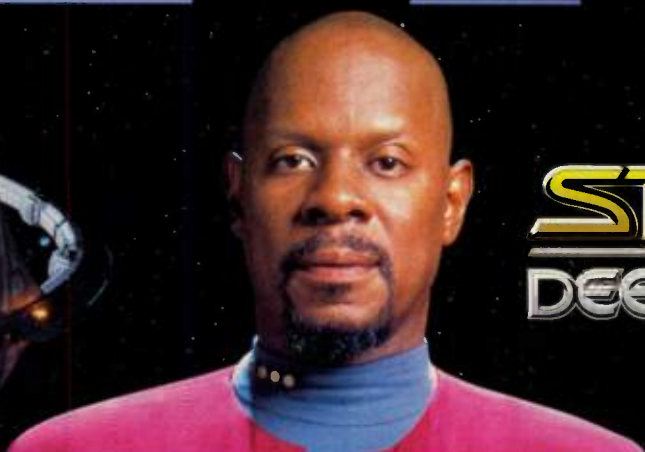
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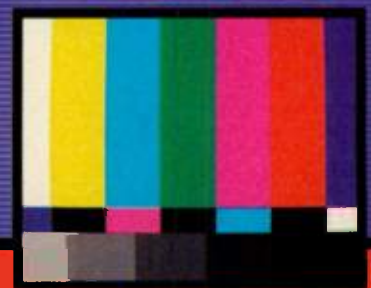
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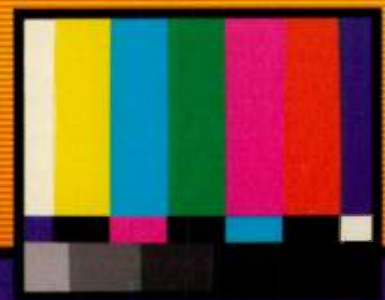
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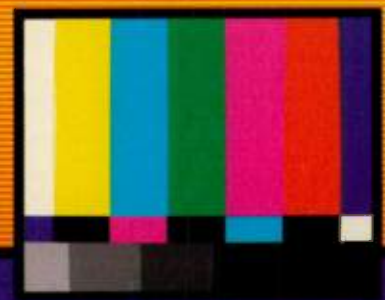
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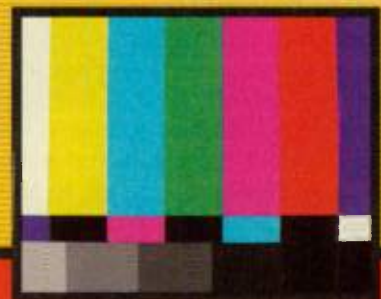
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Frustration puts cable in equation

Networks consider wired medium as distribution option in some markets

By John M. Higgins

Jamie Kellner is making other broadcast network executives jealous. They don't so much envy the WB network chairman's ability to boost his ratings when rival channels are sliding, or the WB's lucratively young demographics. What they admire is Kellner's success in creating a second, splinter network, the WeB, whose affiliates are cable systems—not broadcast stations.

Now, Kellner uses the cable systems only to fill in WB's "white" areas, small markets where there are no unaffiliated broadcast stations to carry. But NBC and ABC executives see greater possibilities by going a step further. They envision using cable systems as their affiliates in larger markets—affiliates that would be willing to pay money to the networks rather than demand cash as broadcast groups now do.

A broadcast network could try a switchout across the country—exempting its valuable owned-and-operated stations, of course. Or, it may try it out in a few markets to terrify broadcast groups into scrapping the existing compensation payment system and, as network executives dream, begin to pay license fees for programming the way cable systems do.

Such a move would be fraught with risk. TV stations, of course, would run screaming to Congress and the FCC. But financial challenges are more formidable. Since 33 million of the 99.6 million TV homes don't subscribe to cable, viewership would clearly drop, though how severely is disputed.

Worse, a shift would unquestionably weaken Big Three networks' leading justification for high ad rates: reach.

Competition from cable and start-up broadcasters has pounded Big Three prime time Nielsen ratings

from the mid-teens to 7-8s. Broadcasters have successfully used their virtually universal reach as justification for extracting from advertisers much higher CPMs—the cost per thousand viewers—than cable networks with 1-1.5 ratings can charge per eyeball.

That justification might dissipate and the \$3.3 billion-\$3.6 billion in annual ad revenues from the eyeballs the network continues to deliver might also shrink.

And will cable operators be willing to offset losses by forking over big enough bucks—say, \$1.50 or \$2 per sub for what one industry executive characterized as "exclusive access to the most popular programming on television"?

Operators wouldn't comment but, unsurprisingly, they generally loathe paying top dollar for any programming.

Another factor offsetting ad revenue losses is the hours of time that go to local stations. While cable operators would want to get cut in for local avails, the network would recapture revenues from day-parts like afternoon and early fringe hours now filled with *Jerry Springer* and *Jeopardy*, hours that help drive broadcast station cash-flow margins to 40%-50%.

"The numbers don't work for me," said Sanford C. Bernstein & Co. media analyst Tom Wolzien. "I think it would cost them more than they could realistically gain."

But if one of the majors actually pulls it off, they could create the "dual revenue stream" of advertising and affiliate fees that makes even cable networks with relatively anemic ratings worth billions. Despite viewership about a tenth that of broadcast nets, Discovery Channel is worth an estimated \$5.3 billion. Three years ago, all of CBS—the network plus its TV and radio stations—sold for just \$5.8

billion.

Both NBC chairman Bob Wright and Walt Disney Corp. chairman Michael Eisner have dangled the possibility of cable affiliations as a way to resolve their frustrations with the current affiliation system. Cable and Wall Street executives say that privately Wright and Bob Iger, president of Disney subsidiary ABC, have pointed to the WeB as encouragement to push further.

"When Jamie went out into small markets with WB and demonstrated that a cable distribution entity was a de facto affiliate in markets 100 and below, it really caught Iger's attention," said one executive who has discussed the matter with the ABC president.

But while both companies are seriously studying the proposition, neither ABC nor NBC seems to be seriously pursuing a deal. One senior cable executive said Wright stopped him several weeks ago for a 10-minute conversation on an affiliation proposal, but hasn't followed up.

"He's just trying to scare his affiliates," said one broadcasting executive of Wright's dangling the possibility of an affiliation switchout.

Asked of the feasibility of taking NBC's signal directly to cable or satellite and bypassing local stations—NBC-TV president Randy Falco replied, "I don't see us going in that direction. That isn't to say people aren't saying, 'My goodness, why aren't you doing that?' or asking, 'Isn't that a better model?' It's always out there. And the fact of the matter is there are other models we're trying to contend with, including syndication, the WB [which pays very little compensation] and cable," where networks charge affiliate fees.

Not all the networks are big fans of the plan.

"It's some sort of silly adversarial bullshit," said one source close to CBS, who said the network isn't

Ugly

Continued from page 11

when Cosmos acquired WWAY-TV Wilmington, N.C. Just before the deal was to close, the network told Cosmos it would not OK the transfer unless Cosmos accepted a 50% cut in compensation. All the networks have clauses in their affiliate deals that give them the right to opt out of a sale if the buyer is not qualified to be a broadcaster. But Cosmos, which owns eight other stations (including two ABC affiliates), is generally recognized as a more-than-qualified broadcaster.

"ABC had those papers for four months and didn't raise an objection until the 11th hour," says a source familiar with the situation. "That's a real screwing. Particularly when you say Cosmos is an unqualified buyer. I'm glad I don't have to argue that point before the FCC or in court."

Indeed, some wondered why Cosmos didn't sue the network for breach of con-

tract. Cosmos President James Keelor, reached last week, says the first priority was acquiring the station, and that a lawsuit would have killed the deal. Instead, the seller agreed to put up the money that ABC sought to save in compensation.

"I've heard from a number of people who had similar experiences in the past six months," says Keelor. "There is probably less trust between the two sides than there has been in a while."

"The networks are threatening the very economic value of broadcasters by the way they are utilizing certain language in the affiliate contracts." That issue, says Keelor, is just as important as digital program joint ventures, exclusivity and compensation.

ABC issued a statement saying, "The ABC affiliation assignment is not automatic. In Wilmington, we looked closely at the situation and made what we felt was a fair determination of the value of the mutual relationship in the market. In the end we were

offered an arrangement that we found acceptable. We wish the world was the same as when we went into our original agreements. In fact the world has changed and our agreements need to reflect this."

The qualified-buyer clauses, stations complain, give the networks much more than the right to screen potential affiliate partners. They give the networks the power to renegotiate terms—as in the Cosmos case—or even cut themselves in on the action.

Take NBC and LIN Television, for example. When LIN was acquired by Hicks Muse/Chancellor, NBC pressured the two parties into allowing it to acquire an 80% stake in KXAS-TV Dallas. The network paid a pretty penny for the station, says a source who was involved. "But [NBC] also painted a scenario where it might have been difficult for LIN to sell it to another buyer."

In a related deal, Chancellor sought to acquire WOOD-TV Grand Rapids, Mich., from AT&T, which at the

time owned a controlling stake in LIN. NBC saw an opportunity to renegotiate some terms in the affiliate

relations from the LIN stations if Raycom didn't back off. As it turned out, Chancellor sweetened its bid and won the

"We've spent millions in time and effort on the direct-to-home satellite issues," says a network lobbyist. "That's their issue. But when we want something like greater ownership, it's 'Oh, the big bad networks.'"

group anyway. NBC executives couldn't be reached for comment.

Station sources say Fox is also exploiting station transfer opportunities. Sources say the network is now requiring most new buyers to sit down and negotiate new contracts. Existing agree-

ments are only being transferred only if they are close to new, a source says.

At CBS, Peter Schruth, president, affiliate relations, says the network won't take advantage of the qualified buyer clause in affiliate agreements to try to reduce compensation. And Ben Tucker, president of Retlaw Broadcasting says it's true in

considering any cable affiliations.

Kellner pushed to make his splinter network broadcaster-friendly. As the fifth broadcast network in the game, WB sees many markets where there simply are no independent stations available, saddling the four-year-old network with distribution to just 90% of TV homes. Such "white" markets include cities like Savannah, Ga., Sioux Falls, S.D. and Utica, N.Y.

So, improving on a concept he developed while at Fox TV, Kellner launched WeB last September for markets ranked 100-212 in population. Instead of just offering two prime time hours plus afternoon kids' cartoons, WeB launched a 24-hour slate including syndicated programming like the *Rosie O'Donnell Show* and *Friends*. Each local "station," however, is run by a broadcaster in a nearby town who sells the advertising and, in many cases, programs local news.

The cable operator gets 10% of ad revenue, the broadcaster bears all the sales and production cost and WB squeezes its reach up a few valuable percentage points.

A straight national cable feed wouldn't work, Kellner said. "I'm a real believer in the localism of broadcasting. What I was afraid of was that this would come off as a national cable network."

But Wright and Iger's chatter is more dramatic, cutting out their broadcast affiliates at least in some markets, which would shrink, not expand, their networks' reach.

The big question is how big that shrink might be.

Look at the most drastic conceivable move—a nationwide switchout from broadcast to cable affiliates. The straight math is pretty simple. Cable operators serve around only 66% of all TV households, leaving 33 million or so homes beyond reach.

But a broadcast network would be unlikely to sacrifice its O&O stations, which cover around 30% of TV households. So the number of homes not reached by cable drops to 21 million homes, or 21% of TV homes. Another 4 million homes could be recaptured by creating a feed for the direct-broadcast and C-Band satellite services. (About 10

How bad the loss?

Replacing broadcast station affiliates with cable systems would clearly hurt a broadcast network's viewership. Only 66 million of 99.6 million TV households subscribe to cable. But some industry executives argue the damage to ABC or NBC's reach might be less severe than the 33 million homes than it looks.

■ The network would stay on O&Os covering 30% of the country, recapturing 12 million homes.

■ Adding a national DBS feed would recover satellite homes that don't get local signals over the air or through cable, recapturing 4 million-5 million homes.

■ Bad for ops, good for network ad sales: an estimated 10 million homes steal cable.

■ The demos advertisers crave also tend to subscribe to cable more heavily. Non-subs are frequently older, with generally lower income.

Source: Industry executives, Wall Street analysts, CTAM, NCTA

million homes get DirecTV, EchoStar, Primestar or C-Band, but industry analysts estimate that a third of those keep basic cable for local stations and 3 million more get local signals over the air.) That could cut the loss of reach to 16 million-17 million homes.

And, of course, a whole lot of people are stealing cable. Operators don't collect subscription fees from people drilling out traps in junction boxes to steal basic cable, but networks do get to sell their eyeballs to advertisers. Theft is highest in larger cities that advertisers want to reach. The National Cable Television Association's Office of Signal Theft estimates that 10 million homes are stealing basic cable. That would leave about 6 million-7 million homes out of reach.

But how many of those homes do networks really care about? Broadcast and cable executives note that cable penetration among strong demo adults

tends to be higher than average, so NBC or ABC's losses might not be that bad. TBS Inc., for example, said that basic cable and DBS penetration among adults 18-49 is 79%, about 9 points higher than the average for all TV homes.

"The advertising marketplace has certainly recognized that they're only paying for part of our audience," said one broadcasting executive. "Certainly there is a premium for mass distribution. But you can make a case that you aren't missing a whole lot of reach that you presently have."

However, a 1998 survey of 1,000 non-cable/DBS homes by cable marketing trade association CTAM, titled *Multi-Channel Video Non-Subscribers*, found that just 34% of non-subscribers are over 50, leaving 66% that are 18-49. However, the total household income of 42% of non-subscribers is less than \$30,000 a year, making them fairly unattractive to advertisers.

What about the revenue side? That depends heavily on the license fee NBC or ABC could charge. Right now, the bigger basic networks are generally getting 50 cents-75 cents per subscriber, with ESPN closer to \$1. A broadcast network would want "higher than any existing basic cable network," said one broadcast executive.

With nationwide distribution outside the O&O markets, that could ultimately give a network 49 million paying subscribers. At that full penetration, a \$1 monthly license fee would generate about \$650 million in annual revenue—enough to offset a 20% hit in ABC's ad revenue. A \$1.50 fee could yield \$880 million in revenue, enough to offset a 27% hit.

"I think it could be done at 50 cents," said an executive with a network not considering a cable plan.

But a revenue hit exceeding 27% is readily conceivable, securities analysts said. Not only would NBC or ABC be reaching many fewer eyeballs, but advertisers might compress ad rates. Wolzien noted that TNT and USA Network often sell the same demos for 40%-50% less than broadcast networks. If advertisers started treating the broadcast network like a cable network, "their CPMs could go way down." ■

his case. Retlaw recently agreed to be acquired by Fisher Broadcasting of Seattle. And, he says, CBS signed off on the deal without any attempt to renegotiate terms.

But Schruth stresses that the Retlaw case doesn't mean the network won't have "discussions and debates on issues that affect us both at the appropriate time."

The flap over the ownership rules

reached a point last week, where both NBC and Fox were threatening to leave the NAB if it continues to lobby for maintaining the current cap. But by the end of last Monday's television board meeting, the networks agreed to stay put even though the NAB board hadn't budged on its position. And some affiliates suggested that they

would reconsider their stand. CBS affiliate board chairman Paul Karpowicz says he wants to know why its is so

"We take it as a sign of the times that the networks are trying to take advantage of [station sale] opportunities," says one broadcast source. "They think they can use them to get leverage over us."

crucial for the network to get a raised cap.

Both Fox and NBC are NAB members, but sources say neither network has made a final decision whether to remain. "If the NAB is going to work against us, what is the point of staying a member?" asks one lobbyist. And NAB's staff lobbyists are obligated to represent the position of its

board on Capitol Hill and at the FCC, which means the association will be lobbying directly in opposition to the networks (see sidebar).

"We take it as a sign of the times that the networks are trying to take advantage of every one of those opportunities," says one broadcast source. "They think they can use them to get leverage over us, which is inappropriate. We are just trying to make a modest license transfer and then the networks try to renegotiate the whole deal."

One network lobbyist expressed frustration with the stations. "We've spent millions in time and effort on the direct-to-home satellite issues. That's their issue. But when we want something like greater ownership, it's 'Oh, the big bad networks.' They [the affiliates] aren't exactly mom and pop operations."

On the broader issues, ABC was expected to present the broad strokes of a comprehensive plan to its affiliate advisory board this week. But late last week, according to a source, "it's just not there yet."

Ready or not, talks between ABC executives and the affiliate advisory board will still take place. The network thought at one point that the affiliate plan would be ready for discussion at NATPE, but that now appears unlikely, sources say.

Randy Falco, president, NBC, says he hopes to "zero in" on a broad outline of a comprehensive proposal by the time the network meets with its affiliate board in New Orleans next week just before NATPE. But he doesn't expect a detailed plan to be pitched to affiliates before spring.

Falco confirmed last week that the joint venture proposal put forth by his predecessor Neil Braun last spring has been spiked. "Most of the affiliates were not terribly interested in going forward with that," he says. "Most of my discussions with the affiliate board over the past couple of months have tried to identify what's important for both sides, and how to maintain the viability of the system within the current local

broadcast station model."

In a nutshell, he says, the affiliates care about NBC's "commitment to the current system" and program exclusivity. The network's agenda includes "reducing the overall cost of the distribution system." Subsets of that issue are compensation, promotion and advertising, affiliate-network ad inventory splits and clearance issues. Jointly exploiting the digital spectrum is also high on the agenda, he says. "We want to get away from the narrower discussion of dividing the pie to the broader discussion of growing the pie."

"The viability of the current distribution system is important to all of us," Falco says. "I still strongly believe in the local broadcast model, but we need to strike the right balance. Compensation costs have got to come down and local promotion and clearances have to improve."

But right now the system favors the affiliates and puts the network at a disadvantage, he says. "There is an imbalance." ■

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Latifah

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It's showtime: NATPE '99

ALTV Highlights

All events are slated for the Morial Convention Center.

Monday (Jan. 25)

■ Opening session: State-of-the-industry addresses by ALTV Chairman Stuart Swartz, KMSP-TV Minneapolis-St. Paul, and ALTV President James Hedlund. 9:30-10 a.m. Rooms 243-245.

■ Panel session: The Grand Inquisition—FCC Commissioners Susan Ness and Harold Furchgott-Roth; Larry Irving, head of the National Telecommunications and Information Administration; Barry Baker, Sinclair; Tony Cassara, Paramount Stations; Dennis FitzSimons, Tribune Broadcasting; Kevin O'Brien, KTVU-TV San Francisco, and John Siegel, United Television. 11:15-Noon. Rooms 243-245.

■ Luncheon: Keynote speech by House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.); presentation of ALTV Distinguished Service Award to William Frank, retired, Chris Craft-United Television Broadcast Group. 12:30-2 p.m. Rooms 356-357.

■ Panel session: A Network Perspective—Susanne Daniels, The WB; Steven Glick, William Morris Agency; Larry Jacobson, Fox; Tom Nunan, UPN; Jeff Sagansky, Pax TV, and Marc Schacher, Tribune Broadcasting. 2-3:30 p.m. Rooms 243-245.

■ Panel session: A Syndication Perspective—Joel Berman and Frank Kelly, Paramount; Scott Carlin, Warner Bros.; Stephanie Drachkovitch and Janice Marinelli, Buena Vista; Lawrence Lyttle, Big Ticket Television; Jim Paratore, Telepictures, and John Ryan, Worldvision Enterprises. 3:30-5 p.m. Rooms 243-245.

■ Address: Senate Commerce Committee Chairman John McCain (R-Ariz.). Rooms 343-345.



The 36th Annual NATPE Conference & Exhibition gets underway next week in New Orleans with more than 700 different exhibitors from around the globe selling their wares. Of those coming to the conference, more than 300 are from outside the United States. And not surprisingly, it's the international markets that are driving up attendance and the amount of dollars (or whatever form of currency is being used) that will be changing hands.

This year, the conference floor will feature more than 400,000 square feet of exhibition space and multimillion dollar booths from some of the top domestic syndicators.

So far, registration is outpacing last year's by 3% and international registration is up 6% over last year, according

to NATPE executives. Last year, 17,250 people attended the convention. For the first time, there will be a pavilion from Israel on the conference floor along with a Swiss-Belgium pavilion featuring four different production companies.

The highlights for Monday, Jan. 25, include the all-day ALTV (Association of Local Television Stations) session, the "2nd Annual NATPE International Forum" and "The Cable Connection Luncheon" sponsored by the National Cable Television Association.

Tuesday, Jan. 26, kicks off with NATPE's "Coffee With..." series, featuring a 7:30 a.m. chat with *Ally McBeal* producer David E. Kelley. CNN's Larry King follows with opening remarks at 9 a.m. and the NATPE Creative Achievement Award presentation for Imagine Entertainment's Ron Howard and Brian Grazer.

Wednesday, Jan. 27, gets going with *South Park* creators Trey Parker and Matt Stone handling the "Coffee With..." chores at 7:30 a.m. Howard Stern will address the general session, and Hearst-Argyle's John Conomikes's will receive the Chairman's Award at 9 a.m.

Thursday, Jan. 28, is Internet day at NATPE, with various sessions and demonstrations about the industry. The conference will close Thursday night with a "NATPE Wrap" party featuring The Neville Brothers and Dr. John.

Other interesting events next week include a Washington Update session with Senator John McCain, the traditional 5K-run, as well as a number of parties sponsored by the major studios.

NATPE Highlights

All events are slated for the Morial Convention Center.

Tuesday (Jan. 26)

■ Coffee with David E. Kelley, creator of *Ally McBeal*, *The Practice*, *Chicago Hope* and *Picket Fences*. 7:30-8:45 a.m. Room 245.

■ General Session: Larry King interviews Bill Maher and Martin Short. Presentation of the Creative Achievement Award to Imagine Entertainment (Ron Howard and Brian Grazer accepting). 9-10:15 a.m. *La Nouvelle Orleans Ballroom II*.

■ Seminar: Digital/HDTV Update—Jill Botway, The Botway Group; Colleen Brown, Lee Broadcasting; Preston Davis, ABC-TV; Alan McCollough, Circuit City, and Pat Scott, Fisher Broadcasting. 11:45-1 p.m. Room 345.

■ Exhibition: 10 a.m.-6 p.m.

Wednesday (Jan. 27)

■ Coffee with Trey Parker and Matt Stone, creators of *Comedy Central's South Park*. 7:30-8:45 a.m. Room 245.

■ General session: Address by radio and TV personality Howard Stern. Presentation of the Chairman's Award to John G. Conomikes, Hearst-Argyle TV. Address by NATPE Chairman Bruce Johansen. 9-10 a.m. *La Nouvelle Ballroom II*.

■ Seminar: The Economics of Media—Jessica Reif-Cohen, Merrill-Lynch; Mario Gabelli, Gabelli & Associates; Larry Gerbrandt, Paul Kagan Associates, and Bud Paxson, Pax TV. 10:15-11:30 a.m. Room 345.

■ Exhibition: 10 a.m.-6 p.m.

Thursday (Jan. 28)

■ Seminar: Video on the Internet—Brian Black, Pittard Sullivan; Nick DeMartino, American Film Market; Ed Hugeuz, InterVu; Ken Park, Hyperlock Technologies, and John Reed, Source Media. 10:30-11:45 a.m. Room 345.

■ NATPE Wrap Party featuring Dr. John and the Neville Brothers. 7 p.m.-Midnight, *Generations Hall*.

■ Exhibition: 10 a.m.-6 p.m.

What's inside

The broadcasters speak

Station managers aren't thrilled with the new syndicated programming, according to BROADCASTING & CABLE's annual NATPE survey. / 30

The view from the top

Here's a quick look at the 17 companies—from Alliance Atlantis to Worldvision—that dominate the syndication marketplace. / 36

The NATPE universe

A complete listing of who will be offering what programming next week at the New Orleans convention center. / 75

What's new at NATPE?

Plenty. Here's a genre-by-genre look at what the major syndicators will be offering next week in New Orleans. A complete listing of NATPE exhibitors and their programming wares starts on page 75.

THE NEW CLASS OF TALK SHOWS

Show	Distributor	Terms-barter split ¹	Clearance ²	Debut
Latifa	Telepictures	cash-plus-3.5/10.5	35%	Fall '99
Christopher and Camilla	Pearson	barter-7/7	35%	Fall '99
The Ainsley Harriott Show	Buena Vista	cash-plus-3.5/10.5	NA	Fall '99
Dr. Joy Browne	Eyemark	cash-plus-3.5/10.5	60%	Fall '99
Leeza	Paramount	cash-plus-3.5/10.5	NA	Fall '99
The Martin Short Show	King World	cash-plus-3.5/10.5	NA	Fall '99
Richard Simmons' Dream Maker	Tribune	cash-plus	55%	Fall '99

HOURS READY FOR ACTION

Show	Distributor	Terms-barter split ¹	Clearance ²	Debut
Relic Hunter	Rysher Entertainment	barter-8/6	NA	Fall '99
Avalon	Paramount	barter	NA	Fall '99
Doyle's The Lost World	New Line	barter-7/7	NA	Fall '99
Total Recall 2070	PolyGram	barter-8/6	NA	Fall '99
Beastmaster: The Legend Continues	Tribune Entertainment	barter-8/6	60%	Fall '99
Peter Benchley's Amazon	Eyemark/Alliance Atlantis	barter-8/6	NA	Fall '99
Your Big Break	Buena Vista	barter-8/6	NA	Fall '99
Dream Team	BKS Bates	barter-8/6	NA	Fall '99

GAME SHOWS IN PLAY

Show	Distributor	Terms-barter split ¹	Clearance ²	Debut
Who Knew?	Paramount	cash plus-5.5/1.5	NA	Fall '99
Family Feud	Pearson	cash plus-1.5/5.5	40%	Fall '99
Let's Make a Deal	Buena Vista	cash plus-3.5/10.5	NA	Fall '99
100 Percent	Pearson	barter-3/4	30%	Jan. '99
Blind Date	PolyGram	cash plus-3.5/3.5	NA	Fall '99

THE NEW NEWSMAKERS

Show	Distributor	Terms-barter split ¹	Clearance ²	Debut
National Enquirer	MGM Domestic	barter-3.5/3.5	76%	Fall '99
Free Speech	Studios USA	cash-plus-1.5/5.5	NA	Fall '99

NEW ON THE COURT DOCKET

Show	Distributor	Terms-barter split ¹	Clearance ²	Debut
Judge Mathis	Warner Bros.	cash plus-3.5/10.5	60%	Fall '99
Divorce Court	Twentieth	cash plus-5.5/1.5	70%	Fall '99

OFF-NET CONTENDERS

Show	Distributor	Terms-barter split ¹	Clearance ²	Debut
Caroline in the City	Eyemark	cash-plus-1.5/5.5	85%	Fall '99
The Drew Carey Show	Warner Bros.	cash-plus-1.5/5.5	84%	Fall '99
In the House	Warner Bros.	cash-plus-barter	82%	Fall '99
The Parent' Hood	Warner Bros.	cash-plus-barter	80%	Fall '99
3rd Rock From the Sun	Carsey-Werner	cash-plus-barter	92%	Fall '99
Unhappily Ever After	Buena Vista	cash-plus	NA	Fall '99
The Wayans Brothers	Warner Bros.	cash-plus-1/6	79%	Fall '99
The Profiler	Carsey-Werner	7/7 barter split	NA	Fall '99
Screen Gems Network	Columbia	NA	NA	Fall '99
Clueless	Paramount	cash-plus-3.5/3.5	70%	Fall '00
The Jamie Foxx Show	Telepictures	cash plus-1/6	78%	Fall '00
Moesha	Worldvision	cash-plus-6/8	65%	Fall '00
Sabrina	Paramount	cash-plus-1.5/5.5	70%	Fall '00
Spin City	DreamWorks/Paramount	cash-plus-1.5/5.5	90%	Fall '00
Suddenly Susan	Warner Bros.	cash plus-1.5/5.5	84%	Fall '00
Raymond	Eyemark Entertainment	cash-plus-1.5/5.5	NA	Fall '00
King of the Hill	Twentieth	cash-plus-5.5/1.5	94%	Fall '00
7th Heaven	Worldvision	barter 6/8	72%	Fall '00
Buffy: The Vampire Slayer	Twentieth	7/7	NA	Fall '01

1. Syndicated shows are offered on either a "barter" or a "cash-plus" basis. In straight barter deals, the syndicator and station split advertising time. In cash-plus deal, the syndicator receives money plus a share of the advertising time. In this column, the first number is the syndicator's share of the advertising time (in minutes); the second figure is the station's.

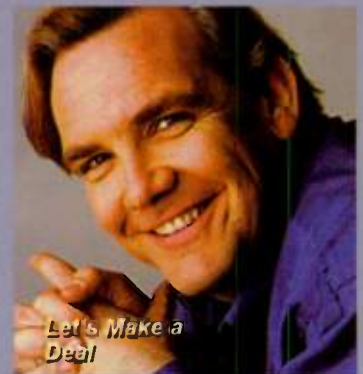
2. Percentage of Nielsen's 99.4 million TV homes covered by TV stations to which the program has already been sold.



Latifa



Total Recall 2070



Let's Make a Deal



Divorce Court



Buffy: The Vampire Slayer

Stations: Syndie quality is lacking

While 'Squares' and 'Friends' get high marks for this season, stations say syndication gruel is thin for 1999-2000

By Steve McClellan

Stations say they need talk shows more than any other kind of program for the 1999-2000 season. But they also say they're disappointed with the talk shows now being offered and much of the rest of the proposed new programs from syndicators.

That's one finding from BROADCASTING & CABLE's 1999 survey of top TV station managers.

Some 30% of the 116 managers polled in the survey cited talk shows as their biggest programming need, up from 21% a year ago. But 42% of those citing talk as their biggest need said they couldn't identify any prospects among the new crop that they would consider purchasing.

And two-thirds of the respondents citing dissatisfaction with the new syndicated shows said the problem was a lack of quality or creativity. Sixty-three percent said that talk shows, as a category, suffer for the sleazy, tasteless subject matter in which some shows indulge.

When asked which new show they thought had the best chance to succeed,

45% said they didn't know. *The Martin Short Show*, the proposed new talker from King World Productions, was cited most often as the new entry with the best prospects, but only by 8.6% of the sample. *Let's Make A Deal* and the new *Divorce Court* tied for second, each cited by 6.9% of respondents.

As for the current freshman class, 36% cited *Hollywood Squares* as the best new syndicated show of the 1998-'99 season. Another 9.5% judged *Judge Judy* the best (although that show is in its third year), while 8.6% cited *Friends*, which bowed as an off-network show this season.

Despite some softness in the third and fourth quarters of 1998, almost 60% of the respondents reported that the broadcast economy in their markets last year was better than in 1997. And 57% said they expect 1999 to be better than 1998. Only 8% forecast their markets to be worse off this year than last, while 27% said they expect market conditions to be about the same.

However, station managers also sounded a strong note of caution about the current business environment in their markets. Almost two-thirds (62%) characterized the broadcast

economies in their markets as either stagnant (55%) or depressed (7%). Only 38% characterized their markets as robust. Compared to last year, that's almost a complete reversal. In the 1998 survey, 66% said their markets were robust; 30% said their markets were stagnant and just 2% characterized their markets as depressed.

On the issue of hard-liquor advertising, 94% of this year's respondents said they have not carried and are not considering carrying such ads. The remaining 6% said they had or were considering carrying hard-liquor ads. A year ago, responding to the same question, 11% of the station GMs queried said they had or were considering hard-liquor ads, while 89% said they weren't. But the overwhelming majority of those surveyed—73%—said stations should have the right to air such ads if they choose to. Only 27% said stations should not have the right.

Among the fledgling networks, The WB was once again this year voted most likely to survive. Eighty-seven percent said at least one of the two networks that debuted in 1995—The WB and UPN—would survive, and 84% of those said it would be The

WB. Sixteen percent cited UPN.

As for the new PaxTV network that bowed in August, the naysayers outweighed the believers in the survey. Fifty-one percent say Pax will sink, while 38% say it will swim.

A majority of those surveyed favor permitting some form of TV duopoly—ownership of two TV stations in a market. More than 60% said they favor co-ownership of two UHF stations or a U and a V in the same market. But 56% said they don't favor permitting the same owner to have two V's in the market. Those results are basically in line with last year's survey.

By a margin of about two-thirds, station managers said they believe existing local marketing agreements should be grandfathered if the FCC rules against allowing additional LMAs in the marketplace. And, by a margin of eight percentage points (53% to 45%), respondents favor lifting the national TV ownership cap above the current 35%.

As for digital TV, 69% of the respondents said their stations would switch from analog by the end of 2003. Fourteen percent of the managers said their stations would

TAKING THE PULSE

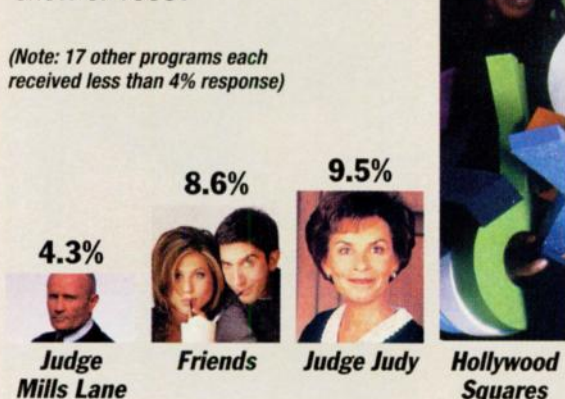
BROADCASTING & CABLE'S ANNUAL STATION SURVEY

1 Of all the new syndicated programming you have heard about for 1999, which do you feel has the best chance of success?



(Note: 17 other programs each received less than 6% response)

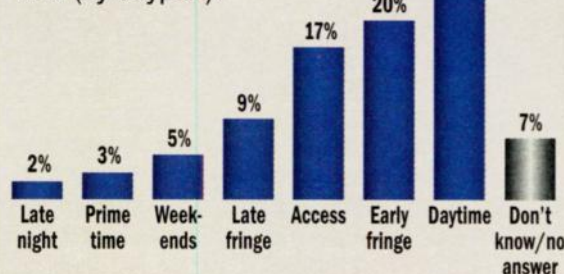
2 What was the best syndicated show of 1998?



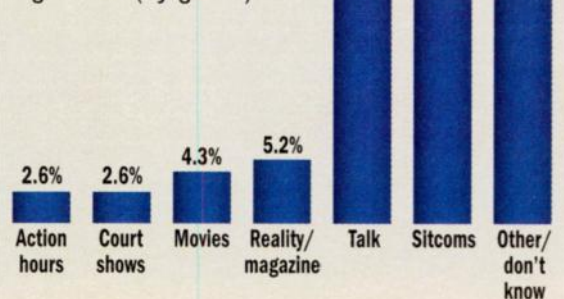
(Note: 17 other programs each received less than 4% response)

Broadcasting & Cable polled 116 station general managers. The following is their take on today's programming marketplace.

3 What is your station's biggest programming need right now (by daypart)?



4 What is your station's biggest programming need right now (by genre)?



5 Generally speaking, are you satisfied or dissatisfied with the ratings performance so far of the new syndicated shows you bought for the 1998-99 season?



6 Generally speaking, are you satisfied or dissatisfied with the quality of the new syndicated shows available for the 1999-2000 season?



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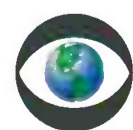
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SHOW

TALK WITH SOLUTION

AVAILABLE FALL 1999

convert by the end of 1999. Another 8% said they'd convert in 2000; 15% said 2001; 24% said 2002. Another 9% cited 2003 as the conversion year, while 24% said they didn't know.

But look for delays. In last year's survey, 27% of the respondents said they would switch to digital by the end of 1999, with 5% citing 2000; 6%, 2001, and 13%, 2002.

Digital cost estimates are also

How much will your station invest in DTV over the next three years?

Average: \$3.5 million

rising. On average, according to the survey, stations will invest \$3.5 million in digital television over the next three years, up from \$2.6 million in last year's survey.

Investment totals vary widely by station. For example, 12% of the sample said their stations' investment would total less than \$1 million. But at the other end of the spectrum, 7% said their stations would spend more than \$6 million on digital. Interestingly, not all of those big spenders are in the major markets—half of those \$6 million-plus investors are in the top 50 markets, while the other half fall in

markets 51 and below.

More stations now believe that multicasting—the broadcasting of multiple channels of standard definition TV—hold more promise for digital TV than felt that way a year ago. In the current survey, 62% cited multicasting, compared to 52% a year ago. Twenty-eight percent this year said high definition holds more promise, down from 37% who felt that way a year ago.

While a majority of respondents believe NATPE still serves a useful business purpose, only about half (51%) said they would attend this year's convention. That's down from 64% last year. In the 1998 survey, 73% of those responding said they felt the show served a useful business purpose. In the current survey, 67% said they felt that way.

Programming costs continue to rise for many stations, according to the survey. Forty-seven percent of those surveyed reported an overall increase in programming for 1998. That's slightly higher than the previous survey, where 45% reported overall programming price hikes.

This year, 42% of the sample reported programming costs to be about the same as the previous year. In the previous survey, 36% reported programming costs to be about the same as

The WB: Most likely to succeed

Among the fledgling networks, The WB was once again this year voted most likely to thrive. Eighty-seven percent said at least one of the two networks that debuted in 1995—The WB and UPN—would survive and 84% of those said it would be The WB. Sixteen percent cited UPN. The B&C survey has tracked the prospects of the two weblets since their debut in 1995. At launch, the sentiment was decidedly in favor of UPN. Asked in December of 1994 which of the two startups was likely to survive, 64% cited UPN, while 21% cited WB and 15% said they didn't know. A year later, UPN gained more ground, with 70% believing it was more likely to survive. But by the end of 1996, there was an abrupt switch in sentiment, as the WB started to gain traction, ratings and headlines with such shows as *Buffy the Vampire Slayer* and *Dawson's Creek*. In the 1997 survey, 52% of those who thought only one new network would make it cited The WB, while 48% cited UPN. Last year, as The WB's ratings momentum grew, so did the percentage of station managers citing it as the weblet with the mostest, by a margin of 60% to 33%.

As for the new PaxTV network that bowed in August, the naysayers outweighed the believers in the survey. Fifty-one percent say Pax will sink, while 38% say it will swim. Last year, before the launch, 57% said they didn't think Pax would work, while 30% said they thought it would.

the prior year. Thirty percent reported programming cost hikes of up to 5% in 1998, while another 24% cited increases of up to 10%. Another 13% said their programming costs rose between 11% and 20% during the past year.

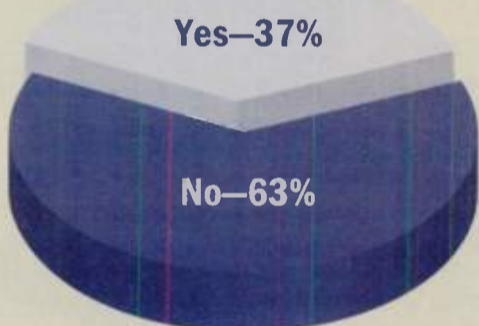
A slightly greater percentage of the sample reported rising costs for off-network than did those reporting price hikes for first-run programs. For off-network shows, 35% reported price

increases, while 53% said off-network prices were about the same as a year ago.

For first-run shows, 34% of the sample reported price hikes, while 52% said prices were in line with the previous year.

A little more than half the sample—53%—said their programming budgets increased, while 11% reported a smaller budget for 1998 and 35% said the budget remained the same.

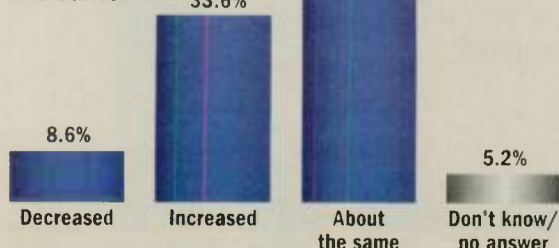
7 Talk shows have been criticized for sleazy, tasteless content. Have you seen noticeable improvement?



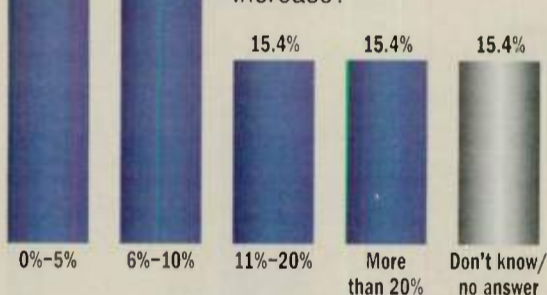
8 In light of the concerns about talk shows, is selling them to advertisers more difficult, easier or about the same?



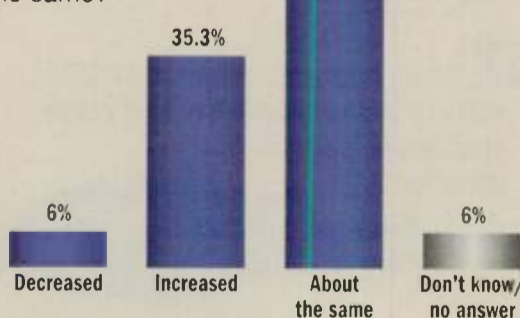
9 Over the past year, has your cost of first-run syndicated shows increased, decreased or stayed about the same?



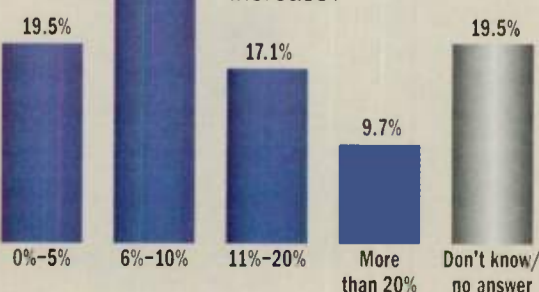
10 If your first-run shows have increased, what was the percent increase?



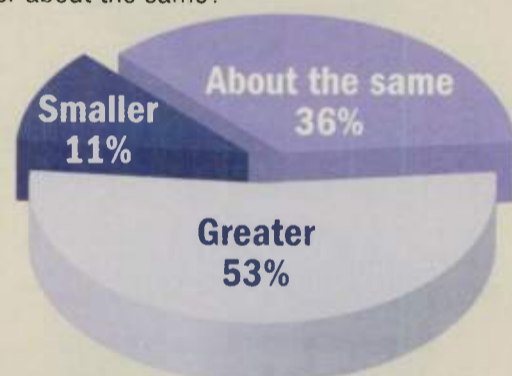
11 Over the past year, has your cost of off-network shows increased, decreased or stayed the same?



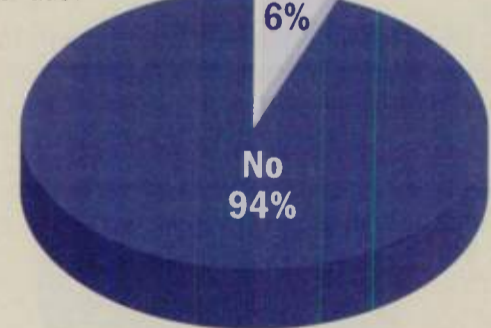
12 If your off-network shows have increased, what was the percent increase?



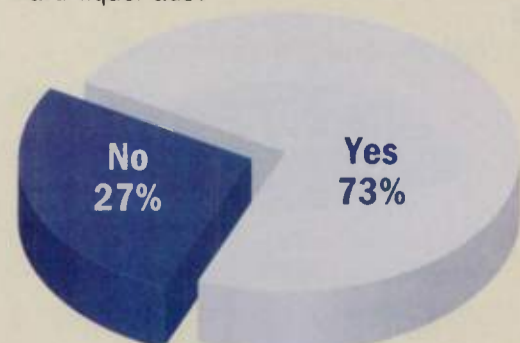
13 Compared to a year ago, is your station's program acquisition budget greater, smaller or about the same?



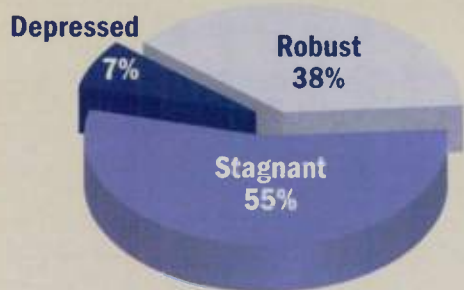
14 Have you carried or are you considering carrying hard-liquor ads?



15 Should stations have the right to carry hard-liquor ads?



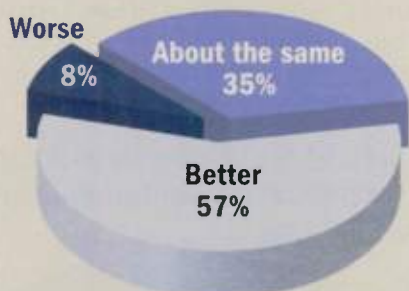
16 How would you characterize the current broadcast economy in your market?



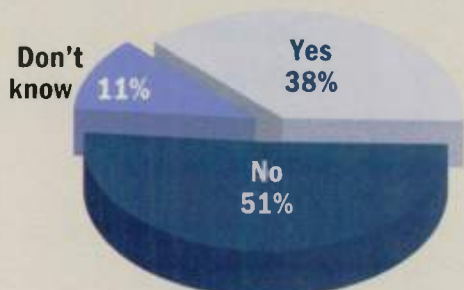
17 How did the broadcast economy in 1998 compare with 1997?



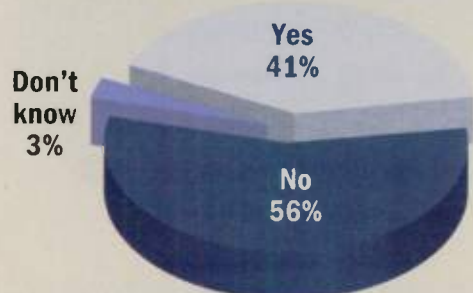
18 What is your forecast for the broadcast economy in your market in 1999?



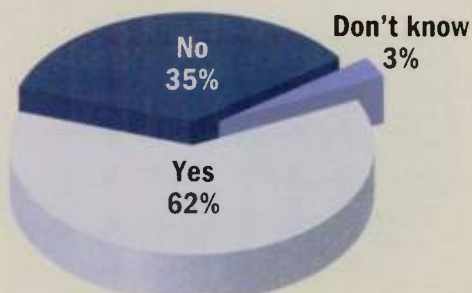
19 Bud Paxson launched a new network, Pax TV, last August. Do you think it will succeed?



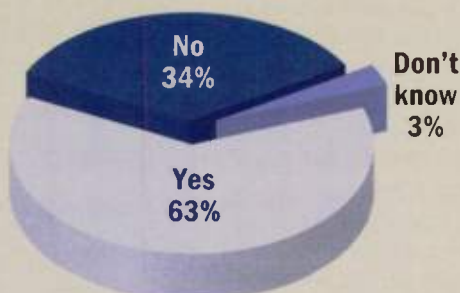
20 Do you favor permitting one company to own two VHF stations in the same market?



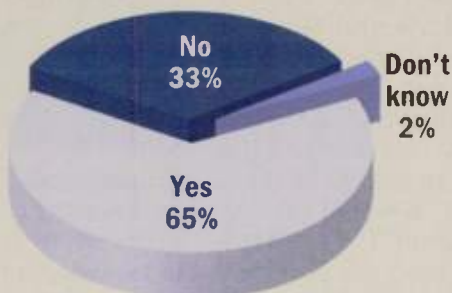
21 What about owning a UHF and VHF?



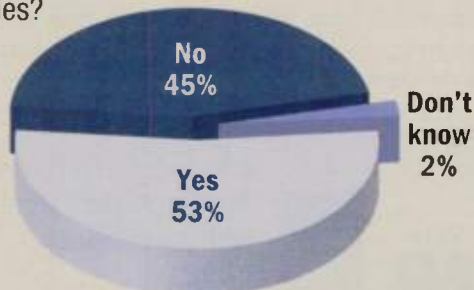
22 What about owning two UHF stations?



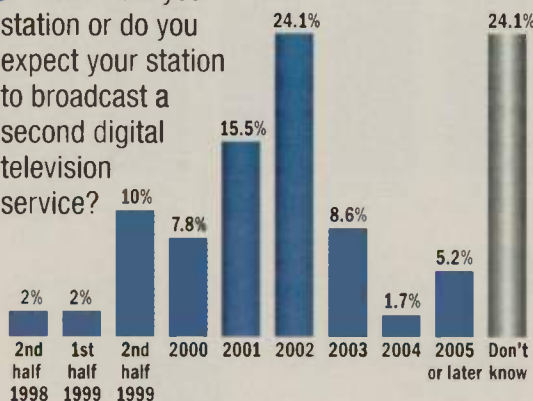
23 If the FCC bans new local marketing agreements, should existing LMAs be grandfathered?



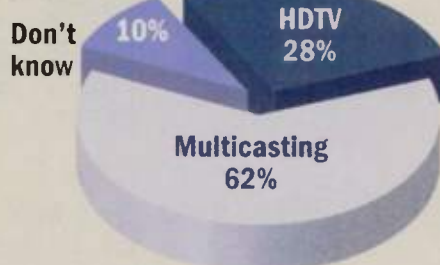
24 Should the FCC raise the national ownership cap above the current 35% of television homes?



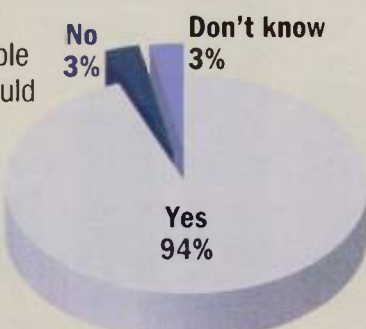
25 When did your station or do you expect your station to broadcast a second digital television service?



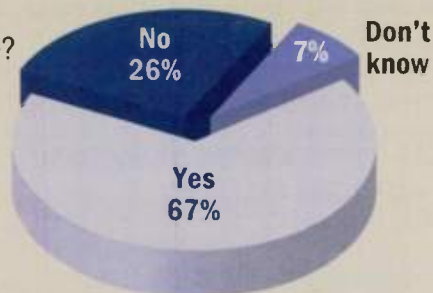
26 Which holds more promise for DTV: HDTV or multicasting—that is, multiple channels of standard definition TV?



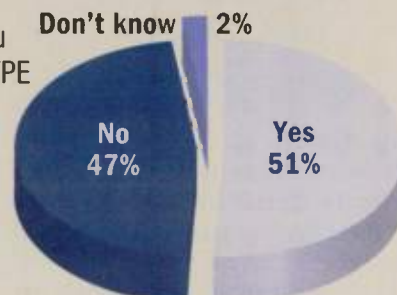
27 Do you feel local cable systems should be required to carry your DTV signal?



28 Does the NATPE convention still serve a useful purpose?



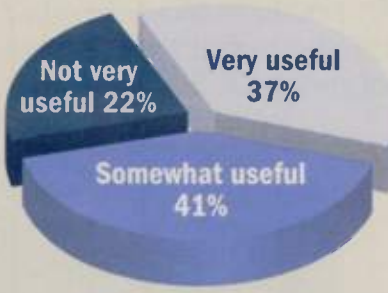
29 Will you attend NATPE this year?



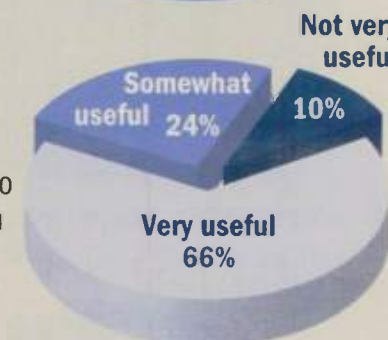
30 When you attend NATPE, how useful do you find the panel sessions and speeches?



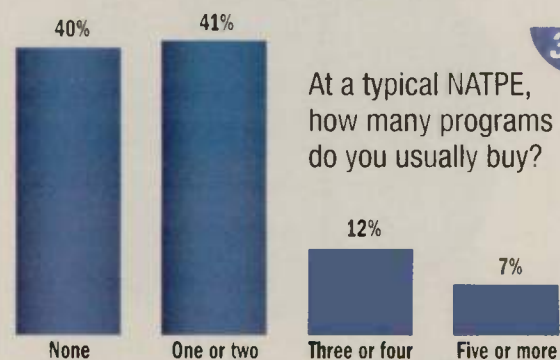
31 How useful do you find the opportunity to browse the exhibit floor?



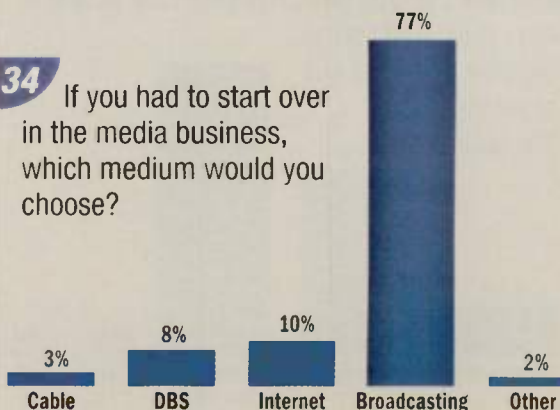
32 How useful is the opportunity to network with colleagues?



33 At a typical NATPE, how many programs do you usually buy?



34 If you had to start over in the media business, which medium would you choose?





“A
GOOD MAN
IS HARD
TO FIND...”

BUT THESE WOM

IN MARKETS COAST



MARKET AFFILIATE	TIME PERIOD	WOMEN 18-49 % SHARE CHANGE	NOV. '97
NEW YORK WNBC/NBC	10:00 AM	+56%	MAURY POVICH
LOS ANGELES KCAL/IND	10:00 AM	+67%	NEWLYWED/DATING
SAN FRANCISCO KRON/NBC	1:00 PM	+125%	ANOTHER WORLD
BOSTON WCVB/ABC	9:00 AM	+22%	ARTHEL & FRED
ATLANTA WSB/ABC	11:00 AM	+39%	MAURY POVICH
SEATTLE KTZZ/WBN	1:00 PM	+13%	RICKI LAKE/VAR.
CLEVELAND WJW/FOX	11:00 AM	+100%	REAL TV/REAL-HIGHWAY
TAMPA WTSP/CBS	9:00 AM	+14%	MAURY POVICH
MINNEAPOLIS KARE/NBC	2:00 PM	+33%	MAURY POVICH
PHOENIX KTVK/IND	10:00 AM	+25%	MAURY POVICH
DENVER KUSA/NBC	10:00 AM	+40%	MAURY POVICH
ST. LOUIS KTV/FOX	10:00 AM	+900%	HOME TEAM
ORLANDO WESH/NBC	3:00 PM	+15%	DAYS-OUR LIVES
BALTIMORE WMAR/ABC	1:30 AM	+40%	MAURY POVICH
SAN DIEGO KUSI/IND	3:00 PM	+20%	MAURY POVICH
HARTFORD & NEW HAVEN WFSB/CBS	9:30 AM	+17%	MAURY POVICH
CHARLOTTE WBTV/CBS	9:30 AM	+21%	MARTHA/GRACE
RALEIGH-DURHAM WRNC/NBC	3:30 PM	+60%	PEOPLE'S COURT
MILWAUKEE WITI/FOX	11:00 AM	+6%	MASH/MASH
GREENVILLE WYFF/NBC	9:00 AM	+33%	MAURY POVICH
SALT LAKE CITY KSL/NBC	3:00 PM	+31%	DR. QUINN
GRAND RAPIDS WOTV/ABC	10:00 AM	+300%	ARTHEL & FRED
BIRMINGHAM WBMA/ABC	9:00 AM	+67%	MONTEL WILLIAMS
BUFFALO WNYO/WBN	12:00 NOON	+30%	JENNY JONES R
MEMPHIS WHBO/FOX	8:00 AM	+180%	AFHV/AFHV
WEST PALM BEACH WPTV/NBC	10:00 AM	+32%	JENNY JONES
OKLAHOMA CITY KOCE/WBN	1:00 PM	+175%	CHEERS/LAPD
HARRISBURG WHP/CBS	4:00 PM	+140%	MAURY POVICH
GREENSBORO WGHP/FOX	11:00 AM	+350%	DR. QUINN
PROVIDENCE WLWC/WBN	11:00 AM	+500%	GERALDO
WILKES BARRE WOLF/FOX	9:00 AM	+100%	MATLOCK
JACKSONVILLE WJXT/CBS	10:00 AM	+72%	MAURY POVICH
FRESNO KJEO/CBS	11:00 AM	+36%	MAURY POVICH
LITTLE ROCK KLRT/FOX	11:00 AM	+67%	HAWAII 5-0
TULSA KOTV/CBS	3:00 PM	+65%	MAURY POVICH

YOU CAN KNOW WHERE TO LOOK!

TO COAST, MAURY'S UP WITH WOMEN 18-49 YEAR-TO-YEAR GROWTH

MARKET AFFILIATE	TIME PERIOD	WOMEN 18-49 % SHARE CHANGE	NOV. '97
RICHMOND WRIC/ABC	10:00 AM	+86%	MAURY POVICH
KNOXVILLE WTNZ/FOX	10:00 AM	+150%	MOVIE
WICHITA KSAS/FOX	9:00 AM	+1400%	CARTOONS/BOY-WORLD
ROCKFORD WSET/ABC	9:00 AM	+70%	MAURY POVICH
GREEN BAY WLUX/FOX	3:00 PM	+500%	VARIOUS
DES MOINES WOI/ABC	9:00 AM	+91%	MAURY POVICH
SPOKANE KXLV/ABC	4:00 PM	+18%	VARIOUS
OMAHA KPTM/FOX	10:00 AM	+600%	GUNSMOKE
SYRACUSE WSTM/NBC	4:00 PM	+25%	MAURY POVICH
SHREVEPORT KSLA/CBS	9:00 AM	+133%	MAURY POVICH
PADUCAH WSIL/ABC	4:00 PM	+30%	MAURY POVICH
SPRINGFIELD, MO KSPR/ABC	4:00 PM	+267%	MAMA'S COACH
PORTLAND WOME/CBS	3:00 PM	+19%	MAURY POVICH
HUNTSVILLE WZDQ/FOX	12:00 NOON	+10%	SIMPSON/FAMILY
CHAMPAIGN WRSP/FOX	10:00 AM	+267%	DATING GAME
FT. MYERS WFTX/FOX	11:00 AM	+125%	HOME TEAM
SOUTH BEND WSJV/FOX	8:00 AM	+157%	MAURY POVICH
CHATTANOOGA WDSI/FOX	11:00 AM	+150%	ANDY GAY/COACH
CENARAPIDS KCAN/CBS	3:00 PM	+88%	MAURY POVICH
BURLINGTON WFFF/FOX	9:00 AM	+100%	JENNY JONES
TRI-CITIES WCYB/NBC	9:00 AM	+9%	MAURY POVICH
WACO KXXV/ABC	9:00 AM	+200%	PEOPLE'S COURT
YOUNGSTOWN WKBN/CBS	9:00 AM	+17%	PEOPLE'S COURT
BATON ROUGE WGMB/FOX	12:00 NOON	+33%	MAURY POVICH
SAVANNAH WTOG/CBS	10:00 AM	+50%	MARTHA/GAYLE
FT. WAYNE WKJG/NBC	2:00 PM	+25%	ANOTHER WORLD
RENO KRNV/NBC	11:00 AM	+20%	MAURY POVICH
AUGUSTA WJBF/ABC	1:30 AM	+43%	REAL-HWY PATROL
MONTGOMERY WAKA/CBS	9:00 AM	+100%	MAURY POVICH
FARGO KXJB/CBS	9:00 AM	+75%	MAURY POVICH
TRAVERSE CITY WGKI/FOX	12:00 NOON	+117%	DR. QUINN
CHARLESTON, SC WMMP/UPN	1:00 PM	+100%	VARIOUS
LAFAYETTE, LA KLFY/CBS	3:00 PM	+37%	MAURY POVICH
CORPUS CHRISTI KRIS/NBC	3:00 PM	+39%	MAURY POVICH
COLUMBUS, GA WLTZ/NBC	10:00 AM	+900%	GAYLE/HOME TEAM

MARKET AFFILIATE	TIME PERIOD	WOMEN 18-49 % SHARE CHANGE	NOV. '97
COLUMBUS WTVA/NBC	3:00 PM	+12%	ROSIE O'DONNELL
ROCKFORD WQRF/FOX	11:00 AM	+13%	GERALDO
BEAUMONT KJAC/NBC	9:00 AM	+3%	MAURY POVICH
ERIE WICU/NBC	10:00 AM	+115%	MAURY POVICH
LUBBOCK KAMC/ABC	3:00 PM	+42%	RICKI LAKE
BLUEFIELD WYSX/FOX	12:00 NOON	+300%	ROCKFORD FILES
ORESSA KNID/ABC	11:00 AM	+75%	JEOPARDY/PORT CHARLES
WILMINGTON WECT/NBC	9:00 AM	+88%	MAURY POVICH
BINGHAMTON WBGH/NBC	3:00 PM	+300%	GERALDO
ANCHORAGE KYES/UPN	1:00 PM	+50%	MAURY POVICH
PANAMA CITY WJHG/NBC	3:00 PM	+52%	MAURY POVICH
ABILENE KRBC/NBC	2:00 PM	+28%	MAURY POVICH
IDAHO FALLS KIDK/CBS	11:00 AM	+100%	MARTHA/GAYLE
HATTIESBURG WDAF/NBC	11:00 AM	+29%	MAURY POVICH
UTICA WFXV/FOX	1:00 PM	+300%	DICTIONARY/VAR.
BILLINGS KSVI/ABC	2:00 PM	+100%	MAURY POVICH
MISSOULA KTNE/ABC	2:00 PM	+67%	GERALDO
DOTHAN WDFX/FOX	10:00 AM	+1300%	NEWLYWED/DATING
ALEXANDRIA, LA KLAX/ABC	3:00 PM	+14%	MAURY POVICH
GREAT FALLS KTGF/NBC	12:00 NOON	+35%	GERALDO
GRAND JUNCTION KGJT/FOX	11:00 PM	+400%	VIBE
BUTTE KWYB/ABC	2:00 PM	+700%	GERALDO
LAREDO XHFT/FOX	10:00 AM	+650%	I LOVE/I LOVE LUCY
CHEYENNE KLWY/FOX	8:00 AM	+500%	HOME TEAM
LENA WOH/FOX	9:00 AM	+400%	HOME TEAM
FRIDMANKS KEFX/FOX	11:00 AM	+120%	JENNY JONES
VICTORIA KVCT/FOX	8:00 AM	+71%	DR. QUINN
NORTH PLATTE KIII/UPN	8:00 AM	+1100%	ARTHEL & FRED

Source: NSI, SNAP, Nov '98 vs. Nov '97



You can't keep a good man down and this November, MAURY was nothing but up! In fact, in markets where MAURY shares the same time period year-to-year as The Maury Povich Show, it's up an average 18% with Women 18-49. The best growth in a lot of talk — and a real good find.



The view from the top

Hundreds of companies will be selling TV shows at NATPE next week, but these 17 stand out for their size, their history and their ambition

The upcoming NATPE Conference in New Orleans features the best new TV programming available in the syndication market—not only in the U.S., but arguably throughout the world. On the floor of the Ernest N. Morial Convention Center next week will be a who's who among Hollywood's TV-studio elite.

This week BROADCASTING & CABLE is taking a look at 17 of the top domestic syndication studios and examining each company's history, executives and their current slate of programming. Some of the studios like MGM, Paramount,

Columbia TriStar and Studios USA (formerly Universal Television) have been in the business from the early days of television, while others like Eyemark, New Line, PolyGram, Rysher and Carsey-Werner are relatively new entrants.

Then there are the companies that have produced some of the premier first-run shows in syndication over the last decade such as King World, Twentieth Television, Warner Bros., Buena Vista Television, Tribune Entertainment and Worldvision. And increasingly foreign-based syndicators have become important players, with Pearson Televi-

sion and Alliance Atlantis Communications having recently entered the U.S. market in rather grand fashion.

But with cable, satellite and online media joining the entertainment fray, syndicators both old and new are facing new challenges as the millennium approaches. Many of the major studios now have ties with broadcast station groups. Consequently, distribution outlets for independent studios are becoming increasingly tighter. However, those studios with proven off-network product and strong first-run programs continue to cash in on the riches that syndication brings.

COMPANY	PAGE
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Rysher	62
Studios USA	63
Tribune	66
Twentieth TV	70
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Worldvision.....	74

Alliance Atlantis Communications Braving new worlds

Newly merged Canadian company seeks larger slice of U.S. pie

By Joe Schlosser

Last July, Alliance Communications and Atlantis Communications Inc. announced plans to merge and create Alliance Atlantis Communications.

The Canadian-based film and television production company is now the largest such studio north of the border and it is looking to grab a bigger share of the U.S. market, an area in which Alliance Atlantis has already proven itself with various made-for-TV movies and one-hour dramas.

And it has already made its mark in the U.S. syndication business, particularly with one-hour action-hours. At this year's NATPE convention, Alliance Atlantis is offering three new action-hours: *BeastMaster: The Legend Continues*, *Peter Benchley's Amazon* and *Total Recall: 2070*. All are joint efforts with U.S.-based syndicators. The company also has a hand in at least four other returning action series in search of renewals for the 1999-2000 season.

Peter Sussman, Alliance Atlantis's president of entertainment, says the timing was right for both Toronto-based companies to come together last summer.

"As we watched the consolidation around us, whether it was Time Warner or Disney and ABC, it was pretty clear that we had to get bigger—and we still have to get bigger than we

are," says Sussman, who moved to Los Angeles in 1991 to help Atlantis get started in the U.S. TV market. "But it was a natural merger because we had many overlapping businesses and it was a very efficient way to attack the future."

Last year the combined company delivered 240 hours of new television programming. That figure is expected to exceed 350 hours this year, with sales to almost every major network in Canada and the U.S. and to networks in more than 200 other countries.

Prior to the merger, the combined market capitalization of the companies was more than \$600 million and the combined pro forma revenue in the current fiscal year ending March 31 is projected to be more than \$750 million. Outside of syndication, the merged company is a major player in the international film market. It produces a number of network series, including UPN's current *Legacy* and it owns a number of Canadian cable channels, including a Canadian version of Scripps-Howard's Home and Garden Television.

Alliance Atlantis does not have a U.S. syndication arm, so the company has always had to align itself with an American-based distributor to launch a show here. So far Alliance Atlantis has matched up with Tribune Entertainment for three action hours (*Gene Roddenberry's: Earth Final Conflict*, *Nightman* and *BeastMaster: The Legend Continues*); Eyemark Entertainment for two projects (*PSI Factor: Chronicles of the Paranormal*, and *Amazon*); and PolyGram for two (*The Crow: Stairway to Heaven* and *Total Recall*). Alliance Atlantis has also worked with All American (since acquired by Pearson Television) on *The Adventures of Sinbad* for two seasons.

On almost all of these joint efforts, Alliance Atlantis gave up distribution rights to the U.S. market, while retaining the international syndication rights. "Our company philosophy has always been to have a

lot of friends and we have done that," Sussman says.

He says the company will continue to remain a strong producer of action-hours for both the international and U.S. marketplaces because it is consistent with the company's basic corporate strategy. But Alliance Atlantis

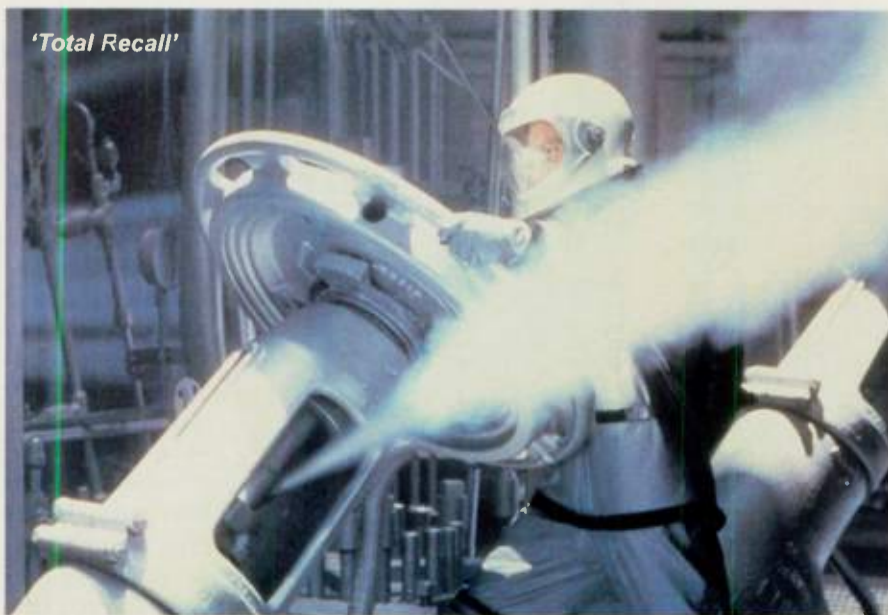


'Final Conflict'

will not be entering into the talk show business or become involved in any other syndicated show genres in the near future, Sussman says. The company wants to build up a library and talk or news magazine-type strips are good for "basically one time only," he says.

As far as starting up its own distribution division in the U.S., he says that idea may become a reality for Alliance Atlantis.

"The question is often asked of us and if you map out the most natural growth strategy for this company, that would certainly be one of them in the strategy," Sussman says. "I cannot deny that we may well do that, but we just think if we are going to do it, we got to do it right. We are not going to rush into it."



'Total Recall'

Alliance Atlantis

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President, Alliance Atlantis Productions

Ted Riley
President, Alliance Atlantis TV Distribution

Jeff Watchel
President, Alliance Atlantis Productions U.S.

Laurie Pozmantier
Senior Vice President, Alliance Atlantis Productions U.S.

Jeff Lynas
Director, U.S. Sales, Alliance Atlantis TV Distribution

Marnie Sanderson
Senior Vice President, Distribution

Rose Mangone/Pam Wilson
Publicity, Promotion

LATEST SHOWS

Peter Benchley's Amazon,
BeastMaster: The Legend Continues,
Total Recall: The Series,
Gene Roddenberry's Earth: Final Conflict



'Nightman'

Buena Vista Television

More than just cartoons

Eisner-engineered TV unit sells Disney library, off-net and first-run

By Joe Schlosser

In 1984, Michael Eisner left Paramount Pictures to become chairman of The Walt Disney Co. After he arrived at the house that Mickey built, Eisner quickly engineered new enterprises. One of those was the creation of a television division that could sell and distribute the large Disney movie and cartoon library.

"When Eisner came in, he realized there wasn't a syndication division and if they really wanted to exploit the library, they had to start up a full-time staff to do so," says current Buena Vista Television President Mort Marcus. "Thus Buena Vista Television was created."

The first thing Buena Vista Television executives did was package a number of the classic Disney films for syndication. A two-hour block of Disney's films—including movies such as *The Love Bug* and *Old Yeller*—was sold to stations.

Buena Vista Television has since grown into one of the top syndication divisions in Hollywood, producing a number of first-run series, selling the latest Disney film and network products (Miramax, Touchstone) and recently running Disney's successful pay-per-view distribution arm.

In 1986, Buena Vista executives attained the rights to the syndicated weekly series *Siskel & Ebert*, which is still running strong. In 1988, the division launched its initial first-run syndicated offering. A day and date talk show with Regis Philbin and Kathie Lee Gifford was given the green light and was produced out of New York. And the game show *Win*

Lose or Draw was produced out of Disney's L.A. studios. Today, *Live with Regis and Kathie Lee* is in its 10th season in syndication and still ranks among the top talk shows in the Nielsen ratings.

After that, Buena Vista created "The Disney Afternoon," a block of chil-

had ever seen for a sitcom.

In 1996, Disney acquired ABC and Buena Vista Television was placed under ABC chief Bob Iger's control. In similar mergers, such a relationship between a syndication studio and a network that owns a chain of powerful local broadcast stations would probably be a synergistic bonanza. But the ABC owned-and-operated stations currently have the rights to three of the most powerful first-run syndicated shows in the business and time periods are hard to come by.

"Since we acquired ABC not too much has changed for us," says Marcus. "The ABC stations have continued to renew [King World's] *Wheel of Fortune* and *Jeopardy* for access and *Oprah* for daytime, all of which they had before we got on board. And I have no qualms with that. If you were a station, you would want to renew those shows as well."

In 1997, Buena Vista developed two new first-run series, including the weekly action series *Honey, I Shrank the Kids* with actor Peter Scolari. The studio is currently renewing the series, but its *Keenen Ivory Wayans Show* failed to make it past year-one in mostly late-night time periods.

This season Marcus has three original series available in syndication: *The Ainsley Harriott Show*, a remake of the old game show *Let's Make a Deal*, and a weekly series, *Your Big Break*. Harriott, a London-based chef and personality, is going to try to cook up some magic with a daily talk show that will combine his eccentric style with activities in the kitchen. *Let's Make a Deal* is being sold as a one-hour series that will be hosted by former daytime talk host Gordon Elliott. Buena Vista executives have built a new studio and are promising bigger prizes with the same old fun Monty Hall gave viewers in the 1970s.

Your Big Break is a *Star Search*-like talent show that has become a big hit in some European markets. The one-hour weekend show takes everyday people, puts them in costume, sets them



'Honey, I Shrank the Kids'

dren's animated programming that has become a staple of the company. In 1990, the division launched the two-hour package with such series as *Duck Tales*, *Disney's Adventures of the Gummi Bears* and *Tale Spin*. "The Disney Afternoon" lasted until 1997, when Buena Vista introduced a number of new animated series for syndication and teamed up with cereal giant Kellogg's for "The Disney-Kellogg Alliance." And this fall, Buena Vista re-sold the two-hour block to UPN affiliates and is currently clearing the soon-to-be-named animation package to other stations as well.

Buena Vista also began selling the off-network rights to a number of Disney-produced network series such as *Home Improvement*, *The Golden Girls* and *Empty Nest*. And company executives are currently selling a second-cycle of *Home Improvement*, which in the early 1990s garnered some of the highest stakes the off-network marketplace

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Chairman

Janice Marinelli
Executive Vice President,
Sales

Mike Shaw
Executive Vice President,
Ad Sales

Sal Sardo
Senior Vice President,
Creative Services

Lloyd Komesar
Senior Vice President,
Strategic Research

Kimberly Harbin
Vice President, Publicity

LATEST SHOWS

Let's Make a Deal; *Your Big Break*; *Ainsley Harriott*; *Honey, I Shrank the Kids*; *Live with Regis and Kathie Lee*; *Siskel & Ebert*

EVERGREEN

Home Improvement, *Ellen*, *Golden Girls*, *Empty Nest*

up onstage with a back-up band if necessary, and allows them to imitate their favorite musician. *Your Big Break* starts by taking a look at the contestants at their day jobs before they are transformed into Michael Jackson or Celine Dion.

"The contestants actually sing their favorite song from their favorite performer and we put them in an environment that is as slick as an MTV video might look," Marcus says. "We dress them up, get the strobe lights going and the whole thing. You won't believe how real it looks when we get it going."

'Home Improvement'



'Live with Regis & Kathie Lee'



Carsey-Werner Company

Winning both ways

After scoring hits for networks, producer now reaping back-end benefits

By Joe Schlosser

Since the early 1980s, Marcy Carsey and Tom Werner have produced a number of hit network sitcoms under the banner of The Carsey-Werner Company. That roster includes *The Cosby Show* (the original), *Roseanne*, *A Different World*, *Cybill*, *Grace Under Fire* and *3rd Rock From the Sun*.

With so many hits, the production company naturally decided to start its own syndication distribution company in 1995 to try and exploit many of those series once they went to the land of off-network.

Until recently however, Carsey and Werner—who left ABC in 1985 to start an independent production company—did not retain the majority of syndication rights to such hits as *The Cosby Show*, *Roseanne* or *A Different World*. When they left ABC, they headed straight to Viacom in search of financial backing. And although the producers got the necessary financing from Viacom, in exchange for the

cash, Carsey and Werner surrendered a high percentage of the domestic and international syndication rights to their most lucrative series.

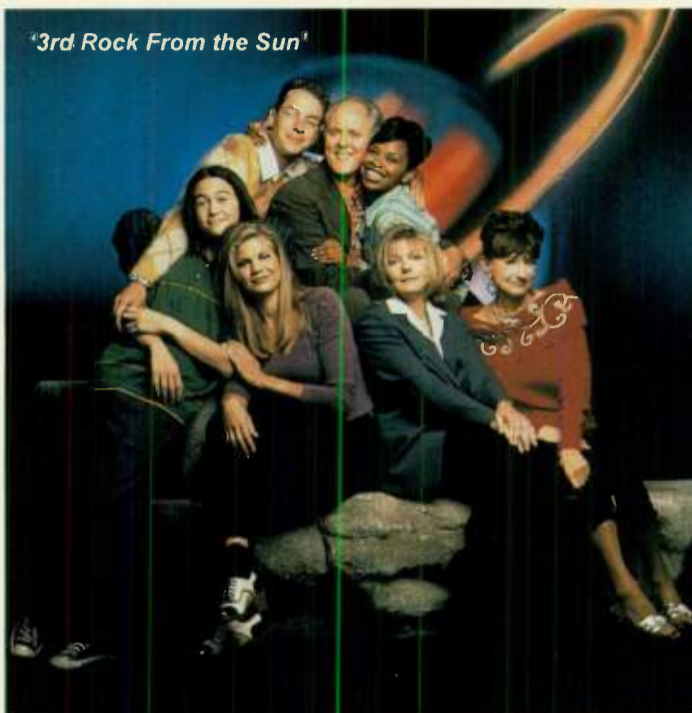
“They needed a company to umbrella them so they could have a completion guarantee for all of the programs that they were going to produce,” says Joe Zaleski, president of Carsey-Werner Distribution. “Viacom was willing to fill that void for a price.”

The Cosby Show and *Roseanne* produced some of the highest off-network syndication prices ever when they first were offered to stations in the late '80s and early '90s. And it wasn't until after the second four-year cycle of *The Cosby Show* and *Roseanne's* first four-year run that Carsey-Werner finally received the distribution rights to both hit series. By 1995, with those two series and *Grace Under Fire* preparing to make its syndication debut, Carsey-Werner

er began establishing its own in-house distribution division.

Zaleski, who originally sold both *Roseanne* and *The Cosby Show* while at Viacom, was hired to run the division and he assembled a full sales force to prepare for future endeavors.

“With *Grace Under Fire* being ready for off-network sales and the return of the ownership rights for series like *The Cosby Show*, *Roseanne* and *A Different World*, the timing was right to set up our own shop,” Zaleski says. “And now we are preparing to launch *3rd Rock From the Sun* next fall and



'3rd Rock From the Sun'

we're starting to look into other things.”

Grace Under Fire was the first off-network product sold under the Carsey-Werner Distribution banner, having been launched in the fall of 1996. Zaleski is also currently reselling a third cycle of *The Cosby Show* for fall 1999. He has just finished second-cycle sales of *Roseanne*, which resumed syndication last fall. *3rd Rock From the Sun* is cleared in over 90% of the country for next fall and the latest Bill Cosby series on CBS is being readied for a September 2000 debut.

The company recently acquired the distribution rights to NBC Studios one-hour series *The Profiler* for next fall and is starting to look into the first-run syndication business. Carsey-Werner executives have a number of game shows in their

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Marcy Carsey
Co-Chairperson

Tom Werner
Co-Chairperson

Frank G. Flanagan
Executive Vice President, General Sales Manager

Dan Weiss
Senior Vice President, Creative Services

Susan Austin
Senior Vice President, Research, Strategic Planning

Jerry Leifer
Vice President, Distribution, Operations

James Anderson
Senior Vice President, Publicity, Public Relations

LATEST SHOWS

3rd Rock From the Sun, *Profiler*, *Cosby*

EVERGREEN

The Cosby Show, *Cybill*, *Roseanne*

library, including *To Tell the Truth* and *I've Got a Secret* and the division came close to co-producing an action series this past season, sources say.

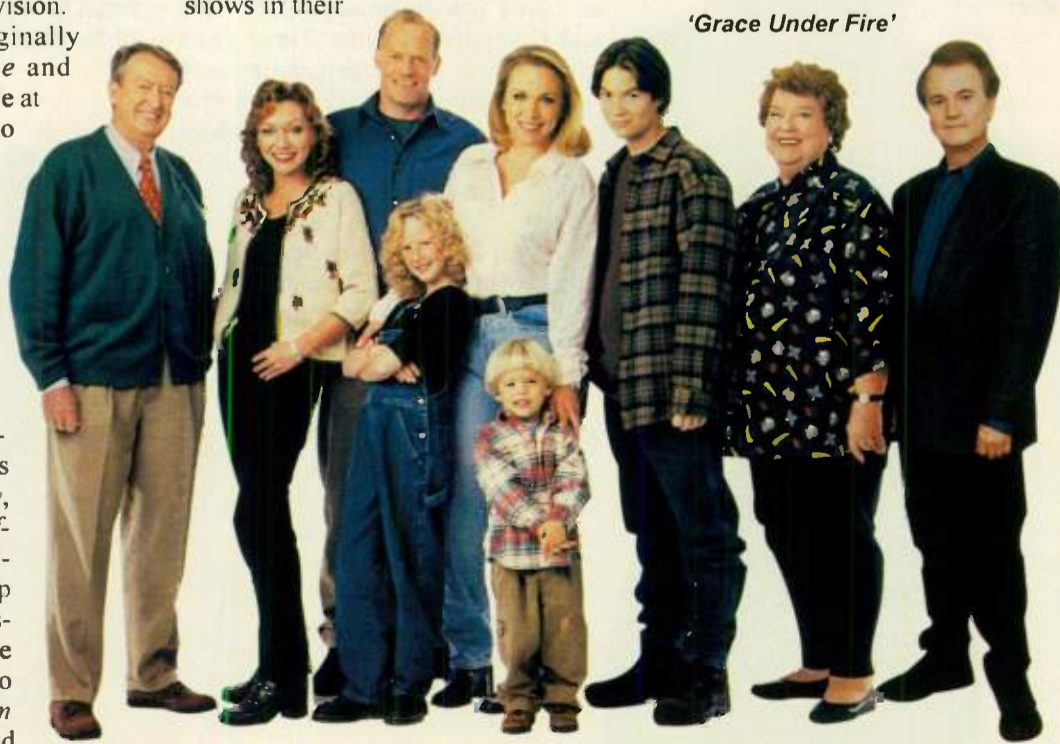
“We're in place already and we have a full-fledged distribution company, so all we need is programs to sell,” Zaleski says. ■



'Roseanne'



'Cosby'



'Grace Under Fire'

Columbia TriStar Television Distribution

50 years, 58,000 hours

From 'Burns and Allen' to 'Seinfeld,' Sony-owned syndicator remains a leader

By Joe Schlosser

In an effort to enter into the quickly growing television business in the late 1940s, Columbia Pictures formed a new subsidiary called Screen Gems Inc.

Fifty years and a string of ownership and name changes later, Columbia TriStar Television Distribution now sits atop the biggest TV library in all of Hollywood. The Columbia vaults hold more than 58,000 hours of television series in them, including classic hits like *Burns and Allen*, *Gidget*, *All in the Family* and *The Jeffersons*. And the studio continues to produce or distribute some of today's most popular shows, including *Seinfeld*, *Mad About You*, *Party of Five* and *Dawson's Creek*.

"We've seen a lot of different changes here, but over those 50 years we've acquired and produced a lot of product that now makes up our vast library," says Columbia TriStar Television Distribution President Barry Thurston. "We have always tried to be on the leading edge in whatever we have done, whether it was an original program or whether it was a marketing concept. As we turn

into the
next
mill-

Pamela Anderson in 'V.I.P.'



lennium, we see our company continuing to stay on top in all the media that will be available in a digital age."

Columbia first started syndicating off-network programs in 1953 under the Screen Gems aegis and then five years later began offering TV films to TV stations. In 1974, the television



Columbia's latest offering is a daily hour comprising classic sitcoms from its extensive library.

division changed its name to Columbia Pictures Television and began concentrating on producing one-hour dramas for the then three broadcast networks' prime time.

In the early 1980s, the company assumed the rights to the Time-Life Films library and acquired distribution rights to series like *Charlie's Angels*, *Starsky & Hutch* and *Fantasy Island*.

In 1982, The Coca-Cola Company acquired Columbia Pictures and shortly thereafter TriStar Pictures was formed as a joint venture between CBS, HBO and Columbia Pictures. Three years later Coca-Cola acquired Embassy Communications and Tandem Productions and then in 1986 added Merv Griffin Enterprises to its company portfolio. Also that year TriStar Television was formed and the Screen Gems division was reactivated to market library products in syndication.

In 1989, more changes were triggered when Japanese electronics giant Sony stepped in and purchased Columbia Pictures for \$3.4 billion. Under Sony's leadership, Columbia TriStar Television Distribution was created and the television division has grown in corporate importance.

"There was obviously a lot of criticism and a lot of cynicism in terms of a foreign-owned company coming in, that they wouldn't be here long and all of that," says Thurston, who joined Columbia TriStar in 1986. "It has really been a good marriage though and we have found that Sony's influence is a long-term influence, as opposed to the typical American business which generally thinks for the short term."

In 1992, Columbia TriStar formed a first-run syndication division and launched its first original strip the next fall, *The Ricki Lake Show*. From there, the company has gone on to produce a number of other first-run series like this season's *Donny & Marie* talk show and the action-hour *V.I.P.* with Pamela Anderson. The company has also made billions of dollars in off-network syndication sales, highlighted by last year's second-cycle sale of sitcom *Seinfeld*, which is expected to reap the largest financial rewards of any show in syndication history. The combined first and second cycle sales of *Seinfeld* will likely top the \$1 billion mark—with more cycles of the series to come.

Thurston says the future will likely hold more of the same for CTTD, which has recently expanded into first-run productions for cable networks like TNT and The Fox Family Channel. For next fall, Columbia disclosed earlier in the month that it will bring out a new first-run weekly series entitled *Battledome* and a syndicated rerun network that brings back many of the old Screen Gems titles.

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John Rohrs Jr.
Senior Vice President, Sales

John Kissack
Senior Vice President, Sales

Chris Kager
Executive Vice President,
Advertiser Sales and Marketing

Doug Roth
Senior Vice President,
Research

LATEST SHOWS

Donny & Marie, *The Newlywed/Dating Hour*, *The Ricki Lake Show*, *V.I.P.*, *Screen Gems Network*

EVERGREEN

Seinfeld, *Married...With Children*, *The Jeffersons*, *I Dream of Jeannie*, *Sanford & Son*, *Charlie's Angels*, *Fantasy Island*, *Starsky & Hutch*





The news
that matters.

The people
who make it.

Eyemark Entertainment

Martha, Howard, Joy

CBS division goes to NATPE with its largest array of offerings to date

By Joe Schlosser

On the eve of the NATPE conference in 1996, the CBS syndication division now known as Eyemark Entertainment was open for business, but just barely. CBS had been recently acquired by Westinghouse and the two companies, which had some overlapping divisions including a few in the TV business, failed to finish plans for a restructured company by the time preparations for NATPE were in full swing.

The day before the convention, Westinghouse's Group W distribution division and CBS' international syndication operation, CBS Enterprises, were paired. But the new company needed an executive team with Hollywood savvy to run the domestic and international syndication business. The same day, the top brass at Group W and CBS Enterprises acquired one-year-old independent distributor MaXam Entertainment and brought its staff of young Los Angeles executives to the party. Three months later, the domestic division was renamed Eyemark Entertainment, while the international business stuck with the name CBS Enterprises.

"It was wild—just plain madness," says Ed Wilson, co-founder of MaXam Entertainment and current president of Eyemark Entertainment and CBS Enterprises. "We had three booths on the NATPE floor, and stations were trying to figure out who was doing what."

Somehow, Wilson and the others survived the convention and even managed to get a few syndicated shows on the air that fall.

'Everybody Loves Raymond'



'Caroline in the City'



'Bob Vila's Home Again'

Today, Eyemark is a top player in domestic and international syndication. Next week, the company will be in New Orleans with its biggest program arsenal ever.

The division that began with a few weekend series and other shows that failed to do much in syndication, now claims three weekend action series, two new daytime strips, a number of off-network shows and more.

This fall, Eyemark is launching *The Dr. Joy Browne Show*, a daily talk show featuring the nationally syndicated radio talk show host and psychologist.

The daytime talk show will be a single-issue show that doesn't rely on celebrity guests, Eyemark executives stressed.

"Dr. Joy is going to be a talk show that is looking for solutions instead of creating problems" Wilson says. "Is it Sally Jessy [Raphael]? No. Is it Jerry [Springer]? No. Is it Ricki [Lake]? No. It's your classic talk show, but the only difference is we've got a woman who's been doing it for over 20 years on radio and is now bringing it to television."

Eyemark also is offering *Martha Stewart Living* to stations as a one-hour daily series with the lifestyle and cooking expert. And the division has a new

action hour with Alliance Atlantis Communications, *Peter Benchley's Amazon*. The series turns the best-selling author's original story into a weekly one-hour drama that follows a small group of plane crash survivors in the South American jungle. That series joins Eyemark's returning action shows *Psi Factor: Chronicles of the Paranormal* and *Pensacola: Wings of Gold*.

"Peter Benchley is an incredible writer and he understands the suspense and drama probably better than anyone," Wilson says. "This story of a plane crashing and people surviving in the Amazon is simply amazing. There are a lot of things happening and it is going to be incredible to see how it evolves every week."



'The Dr. Joy Browne Show'

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Program Development

Jim Dauphinee
Senior Vice President,
Programming, Development

Joanne Burns
Vice President, Marketing,
Research, Strategic Planning

Andi Sporkin
Vice President,
Communications

LATEST SHOWS

The Dr. Joy Browne Show, Martha Stewart Living, Peter Benchley's Amazon, The Howard Radio Show, Pensacola: Wings of Gold, Psi Factor: Chronicles of the Paranormal, Everybody Loves Raymond, Caroline in the City

EVERGREEN

Bob Vila's Home Again, The George Michael's Sports Machine, Wild Wild Web

Eyemark and Alliance Atlantis executives are producing 22 episodes of the series and the budget is well over \$1 million per episode, Eyemark executives say.

The syndicator is also bringing back *The Howard Stern Radio Show* for a second season, along with other half-hour weekend series such as *Bob Vila's Home Again* and *George Michael's Sports Machine*. In off-network programming, Eyemark is selling CBS series *Everybody Loves Raymond* and is set to launch *Caroline in the City* in the fall.

"This is by far our biggest year ever," Wilson says. "We had to take a couple of small steps before we could take some large steps, adult steps, like we are taking now." ■

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King World Productions

'Wheel' keeps turning

Will 'The Martin Short Show' become syndication's next staple?

By Joe Schlosser

Back in 1964, with the classic comedy series *The Little Rascals* as its sole revenue-producing property, Charles King founded King World Productions.

Thirty-five years later, things have changed considerably. Under Charles and his sons Michael and Roger, King World has become one of the most powerful television syndication companies in Hollywood. Today, its empire includes such mainstays as *The Oprah Winfrey Show*, *Wheel of Fortune*, *Jeopardy!* and *Hollywood Squares*, not to mention a number of new programs being readied for upcoming seasons.

In 1977, five years after Charles King died, Michael, Roger and their brother Bob—who later left the business—assumed the reins of the company. They started by selling *The Little Rascals* show to local broadcasters. However, Roger and Michael quickly realized there were bigger opportunities in syndication.

King World's first attempt at syndicating first-run products was not in the glamorous world of highly rated talk shows and games—but in 90-second news features like *Mr. Food* and *Paul Straussel's Tax Reports*. The vignettes were sold to local stations across the country and aired on local morning and evening news programs.

At the same time, the King brothers also worked for a Hollywood game show syndicator, selling programs like *The New Tic Tac Dough* and *The Joker's Wild*.

In 1982, after receiving sizable commissions from the syndicator, which earned nearly \$60 million in sales for each of the five years the brothers were with the company, the Kings were primed to get into the first-run syndication business on their own. That year they acquired the syndication rights for an evening version of the NBC daytime game show *Wheel of For-*

'Roseanne'

tune from Merv Griffin Enterprises. In September 1983, King World launched the nightly version of *Wheel of Fortune* on just 59 broadcast stations. A year later, after convincing Griffin to try a nighttime version of his other daytime series *Jeopardy!*, the King brothers brought the trivia game into syndication. Both shows are still running and are signed on with the majority of ABC-owned and operated stations well into the new millennium.

Two years later, the King brothers discovered a struggling morning talk show based in Chicago—with a host named Oprah Winfrey. A few months later, King World was out touting Winfrey as a one-hour talk show format that has since become one of the strongest daytime vehicles in the '90s.

"We have really been blessed and we never take anything for granted," says Michael King, vice chairman and CEO of King World. "Getting *Oprah* and both *Wheel* and *Jeopardy!* going was the combination of a lot of hard work and of timing. We are really honored to work with the people involved with those shows and on all of our other programs."

With the success of those three shows, King World went public in 1986, trading on the New York Stock Exchange. Three years later, recognizing a void in television news-magazines, the Kings decided to launch *Inside Edition*. The award-winning news magazine show hosted by former *Today Show* anchor Deborah Norville is still on the air. A few years later, the Kings would add *American Journal*, another news magazine series to run along side *Inside Edition*. But last season *American Journal* was canceled after facing stiff competition from other news magazine shows.



'Jeopardy'

This past season King World launched two new first-run series in syndication—*The Roseanne Show* and *Hollywood Squares*. Both shows have been renewed through the end of the 1999-2000 season on a number of stations nationally. In September, King World will launch another daytime talk show, *The Martin Short Show*. The one-hour daily series is currently being sold in syndication and will feature the comedian-actor in a talk-show environment custom-crafted to his talent, according to King World executives.

Looking ahead, King World has set up a children's TV division entitled King World Kids that is led by former *Rugrats* producers Vanessa Coffey and Jim Ballentine. Several projects are in the works and King World executives say announcements about potential cable networks for at least one series will be made soon. The company has also established a network television division and is currently developing a dramatic series called *Murder, Inc.* with a major broadcaster.

"If you bring great programming to the marketplace, they will come," Michael King says. "I think we will continue to do that in the future and you are going to see King World use its cash and balance sheet to expand in the coming years. We are talking about all over the world. We could acquire some companies here in the United States or elsewhere. But we are looking to do some big things in the future." ■

King World

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Chairman (right)

Michael King
Vice Chairman, CEO

Fred Cohen
President, King World International

Andy Friendly
President, First-Run Programming and Production

Steven Hirsch
President, King World Media Sales

Donald Prijatelj
President, Advertising, promotion

J. Stuart Stringfellow
President, Domestic Television Sales

Moira Farrell
Executive Vice President, Research

Randi Cone
Senior Vice President, Communications

LATEST SHOWS

The Roseanne Show, *Wheel of Fortune*, *Jeopardy!*, *Oprah*, *Inside Edition*, *The Martin Short Show*

EVERGREEN

The Little Rascals



'Hollywood Squares'

rysher 1999



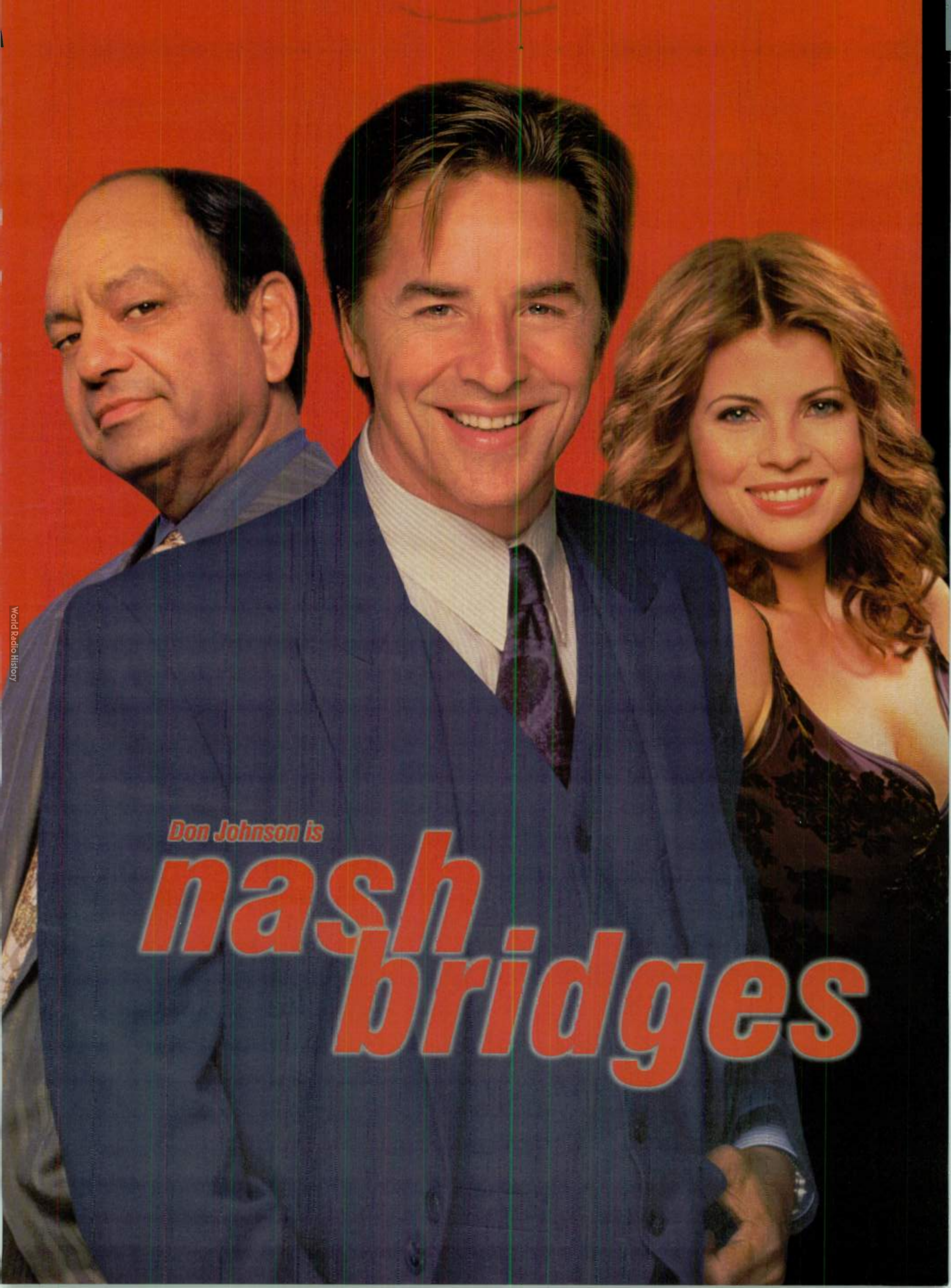
youngest skewing show on CBS

#1 in men in its time period

growth for three years straight

available fall 2000

24



Don Johnson is

nash bridges



renewed in over 75% of U.S.

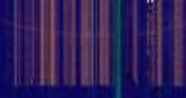
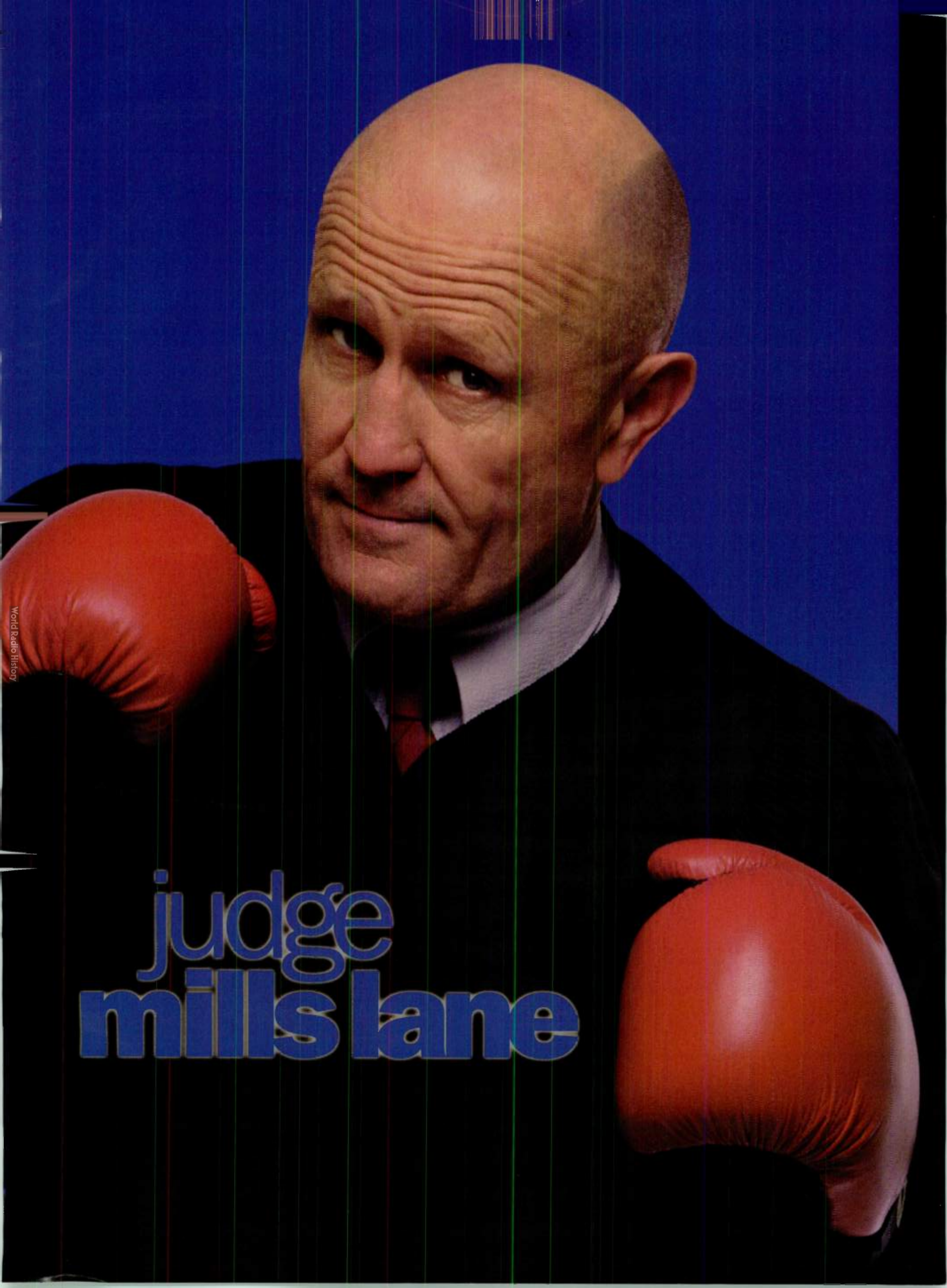
highest rated new daytime strip

up +33% in hh

up +17% in w18-49

up +17% in w25-54

Source: Line 2: 1999 Gallup Poll Nov. 9-11 (Oct. 29-Nov. 22, 1999). New daytime strip was Judge Joe Brown, Roseanne Barr, Forgive or Forget, Jerry & Mark, House of Mouse, and Match Game. Line 2: 1999 Gallup Poll Nov. 9-11. Program vs. Best of Time Period shows 49.9% (vs. 49.9% Entertainment, Inc. All rights reserved.



World Radio History

judge mills lane



over 50% of U.S. sold

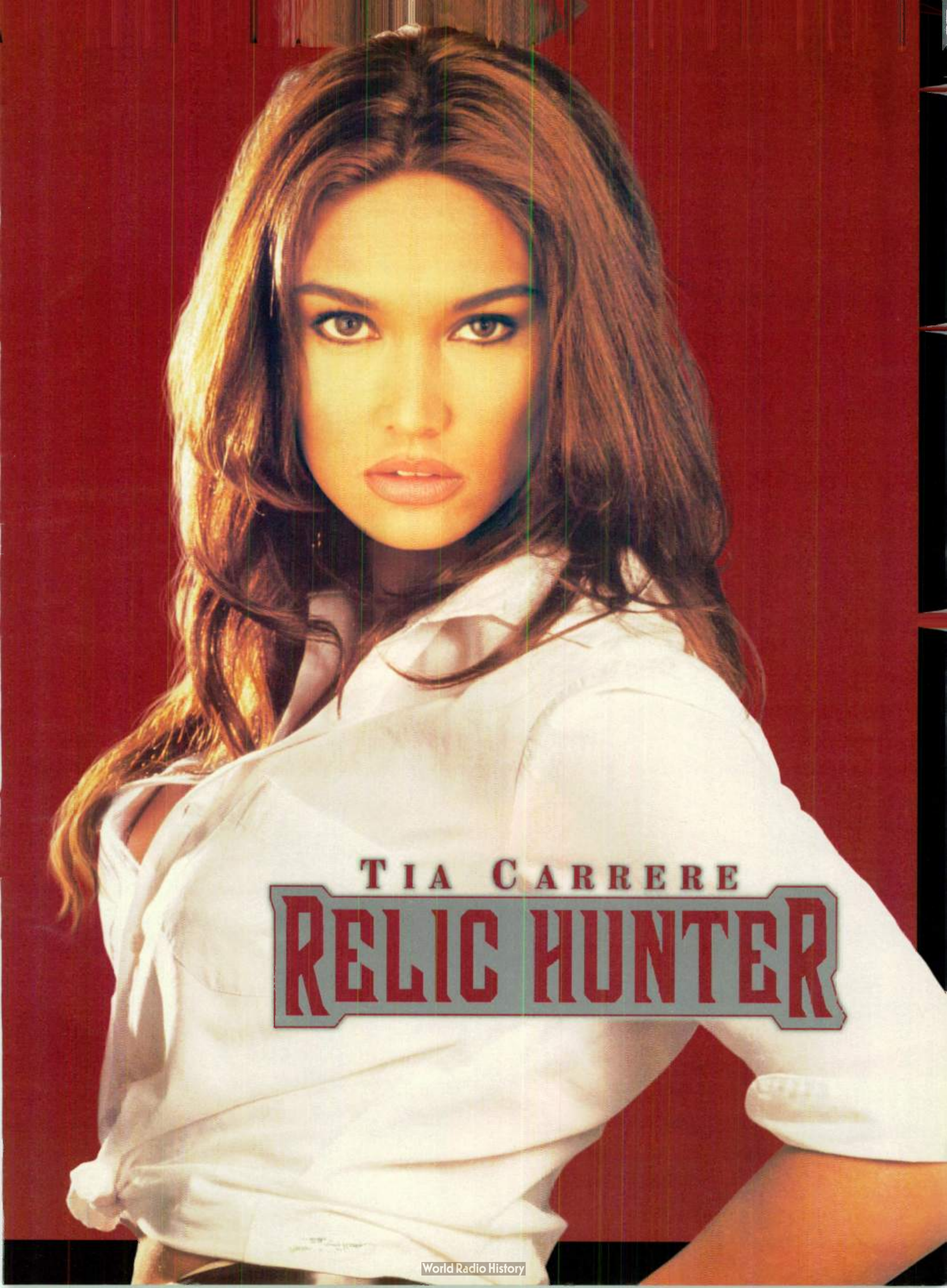
including WLS – Chicago and the Partner Stations Network

promotable star Tia Carrere

(True Lies, Wayne's World I & II, Rising Sun)

promotable concept

Tia Carrere stars as an unorthodox history professor who unravels the world's most intriguing mysteries in search of missing icons and rare treasures.



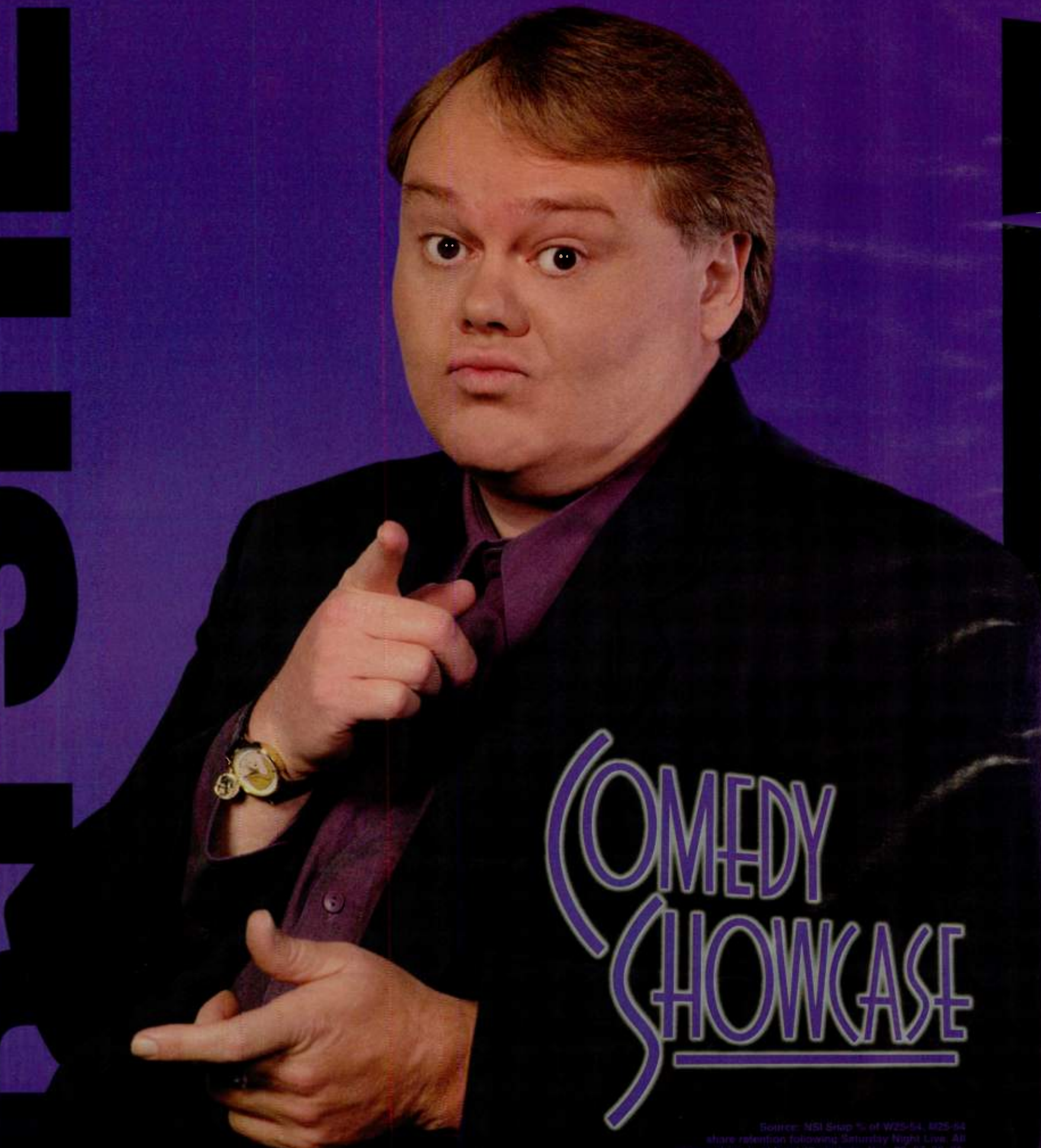
TIA CARRERE

RELIC HUNTER



the best performing leadout for
Saturday Night Live for
four straight seasons

THE
BEST
S



COMEDY
SHOWCASE

Source: NIS Group % of W25-54, M25-54
share retention following Saturday Night Live. All
shows airing in at least 12 markets: Nov. 28, 27, 26, 25.
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over 80%
of the U.S. sold

three emmy awards

acclaimed by the
National Wildlife Federation



**W
I
L
D
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C
A**

marty stouffer's

WILD AMERICA

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World Radio History

MGM

Back to the future

Filmmaker's reopened TV unit scores quickly while limiting financial outlay

By Joe Schlosser

On Nov. 3, 1956, nearly one-third of the U.S. population sat down to watch CBS broadcast of *The Wizard of Oz*.

The broadcast was significant not only because of the large audience, but also because it marked Metro-Goldwyn-Mayer's entry into the TV business. The famed movie studio licensed *Oz* to CBS for \$250,000 that evening, part of a nine-window deal that earned MGM \$1.7 million.

The high ratings for *Oz* revolutionized Hollywood's view of TV. And as the studio continued from that day forward to sell its top films to broadcasters, it also started what has turned out to be a generally successful—but often rocky—run for MGM in the television industry. In the mid 1980s, MGM Television, under the direction of David Gerber, became a major supplier of original TV shows for the networks, producing shows such as *thirtysomething* and *In The Heat Of The Night*. Later in the decade, the studio got into the syndication business, selling shows including *Twilight Zone* and *Group One Medical* directly to TV stations.

But things at MGM Television were not running as smoothly as it may have seemed from the outside.

"I don't think anyone has ever looked at MGM as anything but a movie company," says MGM Television head John Symes, who joined the company in 1994 after a long run at



'Poltergeist: The Legacy'

Paramount Television. "I think that was particularly true when David Gerber was running the company. MGM did create a much higher TV profile at the time, but it wasn't a business that the owners had ever particularly embraced."

Symes says MGM's top executives looked at the TV division as a drain on the company's financial resources and were unwilling to spend the amount of money it took to be a major player in the network and first-run television

business. As a result, the television division was closed in 1991 and ceased to produce original programming.

MGM revived the television division in 1994 when it brought in Symes and a number of other executives. "When we all got here in 1994, after the company had been shut down for four years, there were really no resources here," Symes says. "We felt the quickest way to bring things up to speed was through a combination of cable deals that we put in place and also by getting into the first-run syndication business, which has a much less significant downside risk than the traditional network business."

"And in all fairness, if you are going to get into the traditional network television game, it's probably going to take you a year to 18 months just to jumpstart your producer roster. Also, you have to put an extraordinary amount of money into the capital investment of that talent. That was not the direction in which we intended to take MGM Television."

MGM did keep a small TV distribution division intact through the 1991-94 dark period, a division that was headed by still-current MGM Domestic Television President Sid Cohen. Thanks to the efforts of Cohen and Symes, MGM has three successful first-run syndication hours (*Poltergeist: The Legacy*, *The Outer Limits* and *Stargate SG-1*), along with a few animated series (*All Dogs Go To Heaven: The Series*, *The Lionhearts* and *Robocop: Alpha Commando*).

For this fall, MGM is bringing out a new daily newsmagazine series with the tabloid publication *National Enquirer*; and the studio is also producing a slate of original movies for Showtime.

"We are anxiously awaiting the launch of *National Enquirer* and hopefully we are going to be able to create the next step for this company, which will make what we do on the television side an even more important factor in the overall business at MGM," Symes says. "Our goal is not to be an aggres-

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Sid Cohen
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Domestic Television

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Executive Vice President

Tom Malanga
Executive Vice President,
Finance, Strategic Planning

Hank Cohen
Executive Vice President,
Creative Affairs

Dea Shandrea
Senior Vice President,
Marketing

Sara Berrisford
Vice President,
Research

LATEST SHOWS

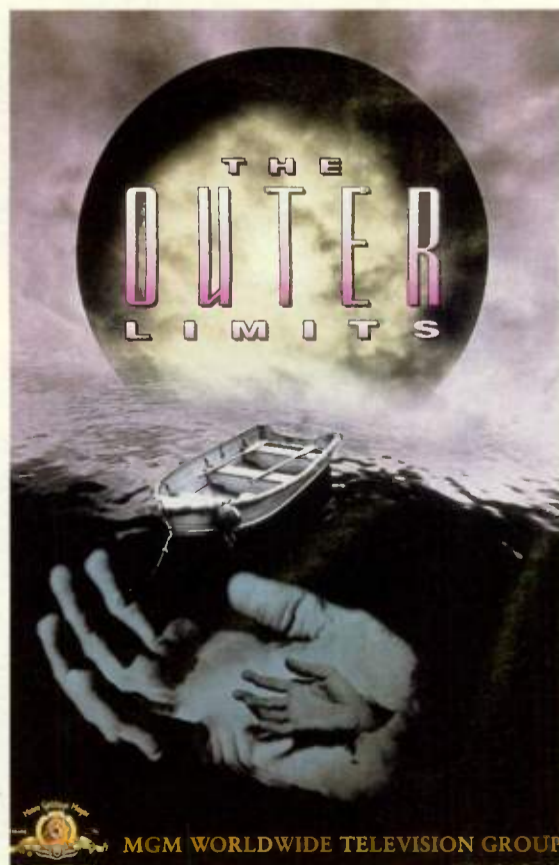
The Outer Limits, *StarGate SG-1*, *National Enquirer*

EVERGREEN

Numerous films including *The Wizard of Oz*, *In the Heat of the Night*



StarGate SG-1



MGM WORLDWIDE TELEVISION GROUP

sive drain on the company's capital needs and to try and create a business model that allows us to create our own destiny." ■

New Line Television

The movies maven

New Line says it has instincts and guts of an independent, plus major backing



'The Wedding Singer'

By Joe Schlosser

In 1991, New Line Cinema executives realized they were quickly building a library of films that could easily be exploited in other ways—not just at movie theaters and video stores.

That year, New Line launched a television division that is now one of the nation's top distribution outlets as well as a growing syndicator and program producer for networks. New Line Television has been creating station-friendly movie packages, developing made-for-TV films and, more recently, getting into first-run syndication with projects such as *Mortal Kombat: Conquest* and next season's *Sir Arthur Conan Doyle's The Lost World* series.

"The initial need was to distribute the company's feature films to all areas of television, whether it was in syndication, network or cable TV, both internationally and domestically," says Robert Friedman, president of New Line Television. "The second goal was to take advantage of those assets that we believed would give us a competitive advantage as an independent player in the television business. That meant first and foremost mining our library for properties that could be exploited in new ways."

Following the successful Jim Carrey film *The Mask*, New Line developed an animated series for CBS based on the movie. The animated series has since been sold in syndication to stations. The studio also developed a first-run project based on the

classic Nancy Drew series and a number of TV films.

In 1994, New Line was acquired by Time Warner. Friedman says the television division immediately began to work with Time Warner's Turner Entertainment executives to "take advantage of the fact that we owned end-users for both the distribution of a product as well as the development process."

Since being acquired by Time Warner, New Line Television has placed *Mortal Kombat* on TNT (and in syndication), produced made-for-TV movies including *Legalese* for TNT, and signed a deal to produce an adult-themed, animated series for HBO based on the movie *Austin Powers*.

Friedman says the acquisition of New Line by Time Warner was welcome. "We feel that we have the instincts and the guts of an independent studio but the resources of a major, and that's what we really want to be."

For next fall, New Line is developing the 22-episode action-hour based on Sir Arthur Conan Doyle's dinosaur tale. Each episode will cost more than \$1 million, and the series is being produced in New Zealand by John Landis. New Line also has a number of new film packages, including New Line 7 with titles such as *Rush Hour*, *Wag the Dog* and *Lost in Space*.

New Line

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Robert Friedman
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Executive Vice President

Vicky Gregorian
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National Sales Manager

Christopher Russo
Executive Vice President,
Franchises, Programming,
Marketing

Diane Keating
Executive Vice President,
International TV

LATEST SHOWS

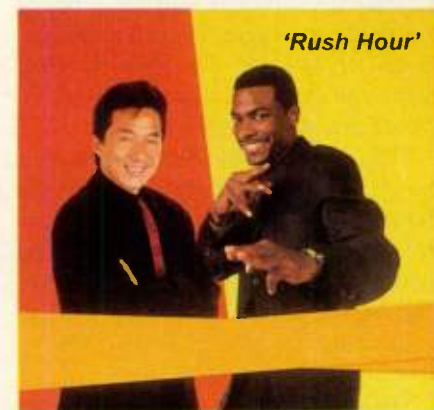
Sir Arthur Conan Doyle's The Lost World, *Mortal Kombat: Conquest*

EVERGREEN

The Mask (animated series), *Nancy Drew*



'Austin Powers'



'Rush Hour'



'Lost in Space'

Paramount Pictures

Soup-to-nuts television

With the 'Star Trek' franchise, the company's library is the envy of the industry

By Joe Schlosser

Back in 1966, shortly after Gulf and Western Co. acquired Paramount Pictures, the studio decided to get serious about the TV business.

It helped that one year later, Gulf and Western acquired Desilu Productions, which boosted the studio's existing TV operations. The acquisition of Desilu, Lucille Ball and Desi Arnaz's production company, gave Paramount the rights to *The Lucy Show*, *Mission: Impossible*, *Mannix* and *The Untouchables*. The deal also gave Paramount the rights to a series that had lasted only three seasons on network television. That series, *Star Trek*, which centered around the adventures of a starship crew, turned out to be Paramount's golden goose on both the film and television side. The *Star Trek* franchise would ultimately yield a syndicated TV series, nine major motion pictures and a home video bonanza. Paramount has made well over \$1 billion in revenues off the *Star Trek* material alone.

Since then, Paramount Television has produced scores of network sitcoms and dramas and the studio's syndication division has sold a number of top first-run programs such as *Entertainment Tonight*, *The Arsenio Hall Show* and this past season's launch of *The Howie Mandel Show*.

"The company has been able to be a player in almost every genre," says Paramount Domestic Television co-President Frank Kelly. "We want to be competitive and to the extent that we can dominate, we do. We've tried to be a company that is known for its diversity of product."

The studio got started in the first-run

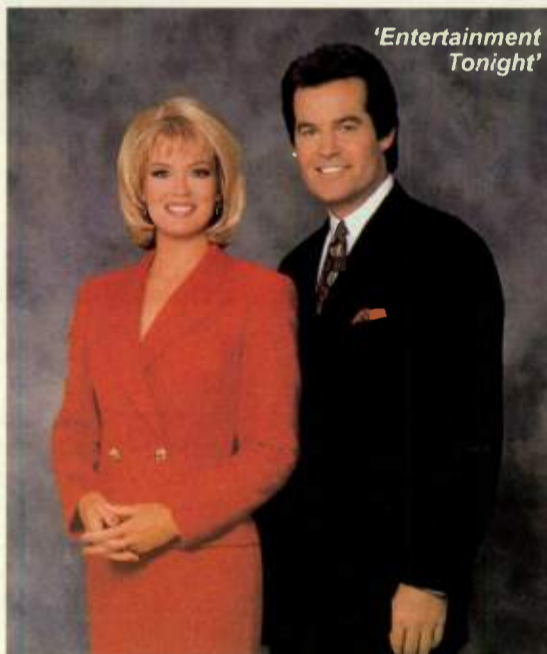


syndication business with *Star Trek* in 1969, then followed up with a full slate of programming starting in the late '70s. In 1979, Paramount launched the weekly music series *Solid Gold*. In 1981, Paramount launched *Entertainment Tonight*, a magazine show that was designed to cover the daily news in and around Hollywood. Paramount executives faced a lot of naysayers at the time, but 18 years later *ET* is still rolling along and bringing the studio millions of dollars in ad revenue each season.

The Arsenio Hall Show and *Hard Copy* followed in 1989, Paramount brought *Maury Povich* to daytime television in 1991 and a year later launched *The Montel Williams Show*.

In terms of a TV library, Paramount's collection of acquired and self-produced series is larger than most in Hollywood. "It's just an awesome collection of some of the best television shows that have ever been produced," says Joel Berman, Paramount Domestic Television's other co-president. "Without a doubt, it is the most impressive library in all of Hollywood."

In the Paramount vault are 179 half-hour episodes of *I Love Lucy*, over 200 episodes of *Happy Days*, 117 episodes of *The Brady Bunch* and thousands of other hours of programming. Going back a little farther, Paramount owns the rights to *The Andy Griffith Show*, *Hawaii Five-O*, *The Honeymooners* and *Hogan's Heroes*—just to name a few. In the mid-'80s, Paramount executives raised the bar in terms of off-network revenue for



first-cycle sales. The TV division cashed in on off-network sales of *Webster*, *Cheers* and *Family Ties*.

Berman rose through the Paramount sales ranks, while Kelly came up through the programming side of the company. In an effort to take advantage of both Kelly and Berman's backgrounds and strengths, both men were awarded the title co-president in 1995.

"It's a very good marriage because of the experience that we bring from each side," Kelly says. "In the last two years, I've gathered a lot of information on what Joel does and I'm getting smarter on

'Spin City'



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EXECUTIVES



Frank Kelly
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Domestic Television



Joel Berman
Co-President,
Domestic Television

Bobbee Gabelmann
Executive Vice President,
Current Programming

John Nogawski
Executive Vice President,
General Sales Manager

Tom Connor
Senior Vice President,
Creative Services

Larry Forsdick
Senior Vice President,
Programming

LATEST SHOWS

The Howie Mandel Show,
Leeza, *Who Knew?*, *Wild Things*, *Real TV*, *Viper*, *Hard Copy*, *The Montel Williams Show*, *Spin City*, *Clueless*, *Sabrina*, *The Teenage Witch*

EVERGREEN

The Andy Griffith Show, *Brady Bunch*, *Cheers*, *Entertainment Tonight*, *Happy Days*, *I Love Lucy*

that side. And Joel is getting better on my side of things. We complement each other well and I think it's already benefiting the company as a whole."

For the fall, Paramount is bringing a new game show called *Who Knew?* to the syndication market. ■



January 18, 1999

ATTN: GENERAL MANAGERS

WHAT RATINGS REALLY MATTER TO YOU?

YES NO **AA RATINGS?**
National Peoplemeter Measurement.
Includes Non-Duplicated Viewing to
Additional Telecasts.

YES NO **GAA RATINGS?**
National Peoplemeter Measurement.
Includes Duplicated and Non-
Duplicated Viewing to Additional
Telecasts.

YES NO **DMA RATINGS?**
Local Market Measurement Weight
Averaged across all DMAs.

DMA RATINGS are the only ratings that REPRESENT LOCAL MARKET performance.

So when you see a trade ad such as "Judge Judy Beats Jeopardy!"...

Rank	Program	GAA HH Rating
1	Wheel of Fortune <small>SYN</small>	11.3*
2	Judge Judy <small>(AT)</small>	9.5
3	Jeopardy!	9.4*
4	Friends <small>SYN (AT)</small>	7.5
5	Jerry Springer <small>(AT)</small>	7.4
6	Seinfeld	6.5*
7	Home Improvement <small>SYN (AT)</small>	6.3
8	Frasier <small>SYN (AT)</small>	6.1
9	Oprah Winfrey Show <small>(AT)</small>	6.0
9	X-Files <small>SYN</small>	6.0

* AA Rtg, GAA not available. Source: NSS 12/7-13/98, excludes sports programs

Be aware that the above numbers are based on a mix of AA and GAA National Peoplemeter ratings.

**THE #2 PROGRAM IN
FOR 53 CONSECUT**

Source: NSI/Cassandra DMA Wtd. Avg. HH rating Nov. 1985 - July 1998, NSI/SNAP Nov. '98 DMA Wtd. Avg. HH rating. Primary telecasts and nationally-rated programs only, excludes specials.

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Nielsen Media Research confirmed data and data descriptive text.

World Radio History

The DMA Ratings for November '98 representing local market performance are quite different:

The Ratings That Matter To You...

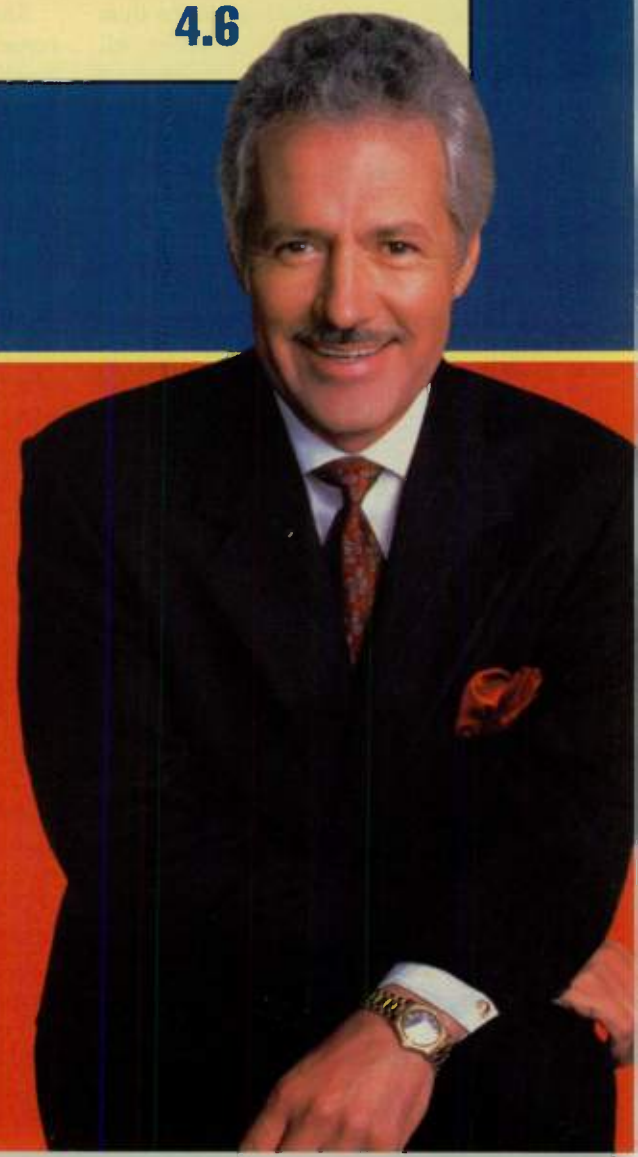
Rank	Program	DMA HH Rating
1	Wheel of Fortune	13.1
2	Jeopardy!	10.8
3	Oprah Winfrey Show	7.2
4	Seinfeld	6.6
5	Entertainment Tonight	6.0
6	Friends	5.3
7	Hollywood Squares	5.1
8	Home Improvement	4.9
9	Judge Judy	4.7
10	Jerry Springer	4.6

Source: Nov '98 Nielsen/SNAP/DMA Wtd. Avg. HH rating. Primary telecasts only.

**SYNDICATION
IVE SWEEPS!**

JEOPARDY!

World Radio History



Pearson PLC

A perfect studio fit

With the purchase of All American, the company is a game-show contender

By Joe Schlosser

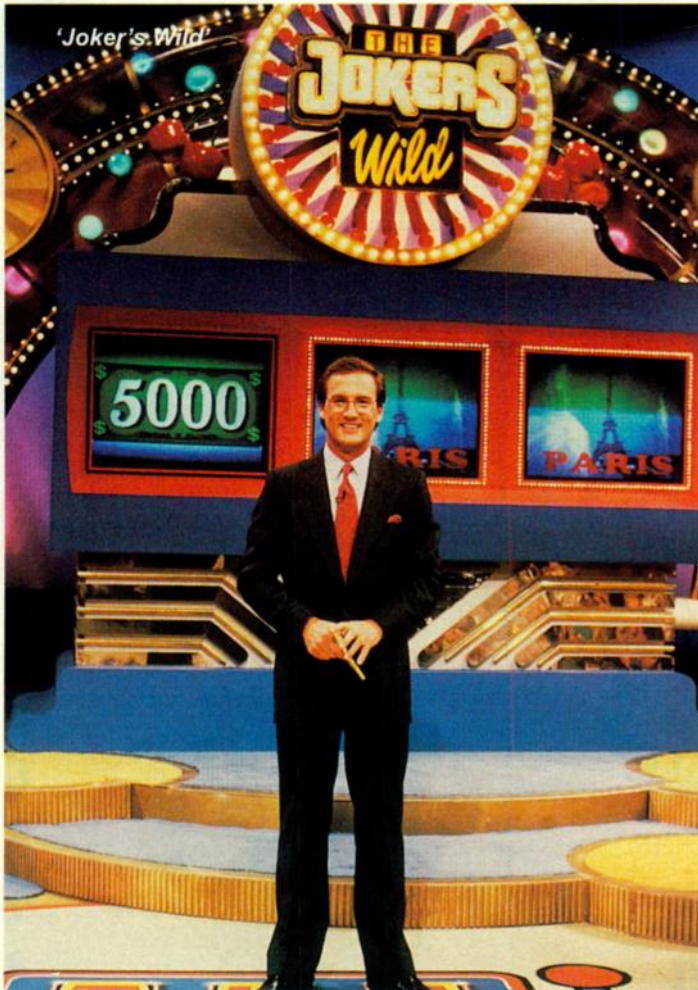
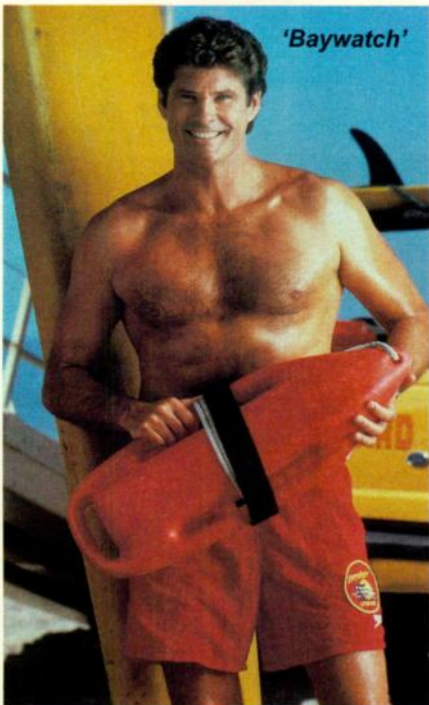
Last summer, Pearson PLC, an international media group, acquired California-based All American Television in an effort to get a stronghold in the North American syndication business. Though Pearson was already the world's largest producer of international TV fare, with more than 150 programs on the air in over 30 countries, the acquisition of All American gave the company an extensive library of television and syndicated programming to complement its own offerings.

Executives from All American and Pearson say the merger was a natural fit.

"When you put the two companies together, it gives you a greater ability to develop for the world," says Joe Scotti, Pearson Television's senior executive vice president of sales and marketing and a former executive at All American.

All American made a name for itself in the U.S. and overseas with its hit syndicated series *Baywatch*. But its value to Pearson was more than just the long-running beach series. All American had acquired a number of television and film libraries, including the game-show-rich Mark Goodson Productions, which included such titles as *The Price is Right* and *Family Feud*.

Pearson Television has a reputation internationally for getting the biggest bang for its buck on every show it



owns. The company has set up what amounts to a factory that replicates a show's formula and markets it on a country-by-country basis.

Since Pearson is in the business of repackaging shows, the All American deal was perfect. "The thing we can do is exploit the game show library and the film libraries around the world a lot easier than we could prior to the merger," says Scotti.

Currently, the company produces local versions of *The Price is Right*, *Sale of the Century* and other game shows for different European countries. Each country gets its own set, its own Bob Barker-type host, but plays the games by the same rules. The same formula is used for one-hour drama series as well. They are rewritten and recast to suit local tastes and fashions. Most of the shows are sold on an individual basis to countries including Sweden, New Zealand, Australia, England and Italy.

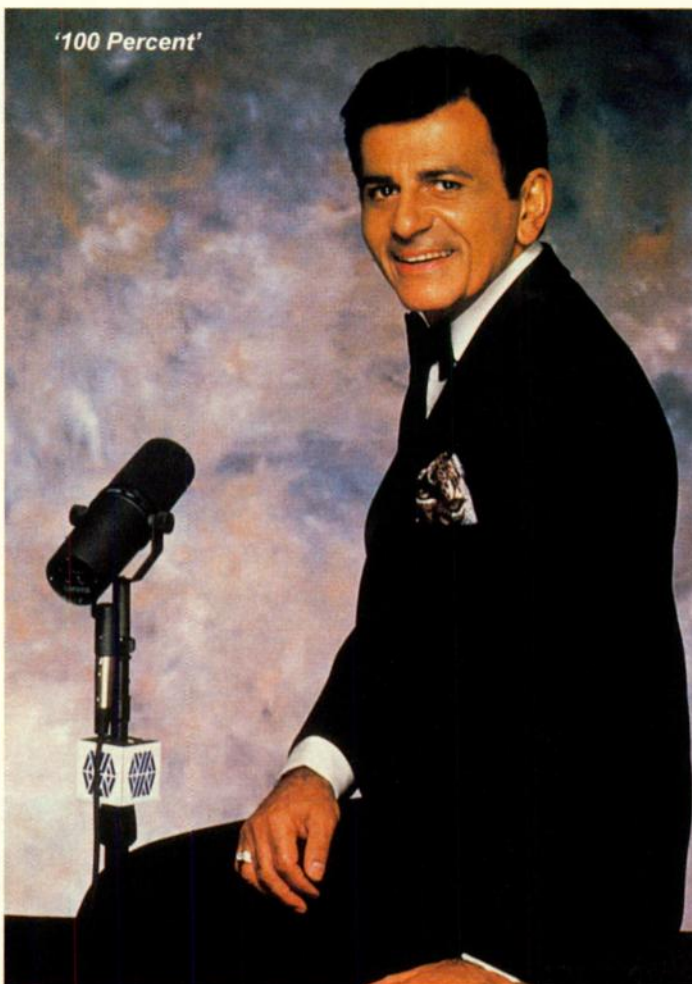
Domestically, the newly merged company is coming to NATPE next week with its first joint effort in the syndication market. Pearson is bring-

ing three new first-run series for the 1999 season, including a new talk show being taped at a major New York-area shopping center.

"Our domestic focus is to develop and clear programming that is different and unique in virtually every daypart," Scotti says. "We want to get strips on the air in daytime, early fringe, access and late night. That's what will put us on the map."

Pearson executives say their new talk show, *Christopher and Camilla at the Mall*, will bring all the best elements of daytime television into one show. Hosted by Christopher Lowell (Discovery Channel's *Interior Motives*) and Camilla Scott (veteran TV and stage actress), the show will combine talk, entertainment, interviews and lifestyle segments broadcast from a newly created set inside a mall. Pearson executives have not yet announced in which mall the show will be taped.

The company is also bringing out two game shows this year, including a revival of *Family Feud*. Veteran comedian Louie Anderson is slated to host the latest version of the classic



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Robert Turner
Joint Chairman,
President, CEO,
North American Division

Michael Widen
President,
National Advertiser Sales

Matt Loze
Executive Vice President
Drama, Long-Form,
International

LATEST SHOWS

Family Feud, *Match Game*,
Price Is Right, *Christopher and
Camilla at the Mall*, *100 Per-
cent*, *Air America*

EVERGREEN

Joker's Wild

game show, which will be left "intact," mostly sticking to the original format, according to Pearson executives. In its first attempt to bring an international show to the U.S. marketplace, Pearson is currently selling *100 Percent* with radio personality Casey Kasem as the unseen host. The game show, which airs in over a dozen countries, features contestants vying for a potential \$100,000 cash prize if they can answer 100 trivia questions correctly.

Scotti says Pearson Television executives are committed to becoming serious players in the U.S. syndication marketplace and they are willing to let a new show stay on the air longer than one season to give it a chance to succeed.

"We are willing to both seed and sod," Scotti says. "Seed means bringing the classic formats like *Family Feud* with a known star like Louie Anderson to the market. And sod is something that we are going to develop, a grassroots effort that could potentially be another franchise like *At the Mall*."

PolyGram Television

Fast-track syndicator

In less than two years, Bob Sanitzky has made the company a major player

By Joe Schlosser

Just three years ago Bob Sanitzky was one of the top agents in Hollywood. Today, he's running one of the fastest-growing syndication divisions in the country at PolyGram Television.

During his six years at ICN, a Beverly Hills, Calif.-based agency, Sanitzky represented a number of top film and TV stars, including Rosie O'Donnell, who he helped get a deal with Warner Bros. three years ago for her own talk show.

In 1997, Sanitzky was approached by then-PolyGram Filmed Entertainment head Michael Kuhn, who was looking to get more out of the company's syndication division than just film sales to cable and local TV stations.

"He [Kuhn] said we have a library. We have all the new movies. And we have all the overhead of distributing that library of films. We should have original programming that could help drive those catalog sales and what-not," says Sanitzky. "They asked me to come up with a plan for a full television department and the next thing I knew, I was working here."

Sanitzky launched PolyGram Television on April 1, 1997 and in less than two years, he has put four new first-run shows in syndication, created a number of new film packages for stations and quickly built a reputation for PolyGram as a serious player in the television business.

"We have gotten a lot of shows on the air very quickly," he admits. "And we're still going."

Only a month after getting his feet wet at PolyGram, Sanitzky developed his first syndication project. He acquired the rights to the former CBS series *Due South* and began producing original episodes for the 1997-98 TV season. Twenty-two episodes of *Due South* were produced and sold to stations across the country.

Last fall, PolyGram launched its first two



'Total Recall'

its highest weekly national average—a 3.3 rating during the Christmas holiday week—according to Nielsen Media Research. PolyGram executives are currently selling both *Motown* and *The Crow* for the 1999-2000 season.

The division is also in charge of the ITC library of film and TV series, which PolyGram recently acquired and contains more than 10,000 hours of programming. And PolyGram Television handles all of the company's own feature film sales, which include *Bean*, *Posse* and *Four Weddings and a Funeral*, among others.

On the action-hour front, PolyGram is taking its second at-bat and looking to duplicate its success with *The Crow*. Once again, Sanitzky has

original series in syndication with *Motown Live* and *The Crow: Stairway to Heaven*. Using the company's muscle in the music industry, Sanitzky created *Motown Live* as a one-hour weekly series that features musical performances by acts from PolyGram and other major labels. The series is hosted by comedian-actor Robert Townsend and features an in-house dance team.

The Crow: Stairway to Heaven has taken the movie franchise made famous by the late Brandon Lee and turned it into a 22-episode dramatic television series. At more than \$1 million per episode, *The*

'The Crow: Stairway to Heaven'

Crow was the company's biggest effort so far in syndication, and has proven to be a success in the ratings. The series has ranked among the top three new action hours each week this season and hit

acquired the rights to a major motion picture for production as an original first-run TV series. *Total Recall: 2070* takes the former Arnold Schwarzenegger film to the small screen, utilizing the series budget of more than \$1 million per episode to bring in as many special effects as possible, Sanitzky says. *Total Recall: 2070* will debut on Showtime this year and then be broadcast on local stations next January.

"I think we have the new first-run action hour to beat," Sanitzky says of *Total Recall*. "I think we have higher production values, the benefit of the Showtime exposure and the name that gives us a great triple threat." ■

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Deana Ellwell
Executive Vice President

Marc Grayson
Vice President,
Sales, Western Region

Beth Kelley
Vice President,
Sales, Eastern Region

Betsy Braun
Vice President, Research

Lori Shackel
Vice President,
Marketing, Creative Services

LATEST SHOWS

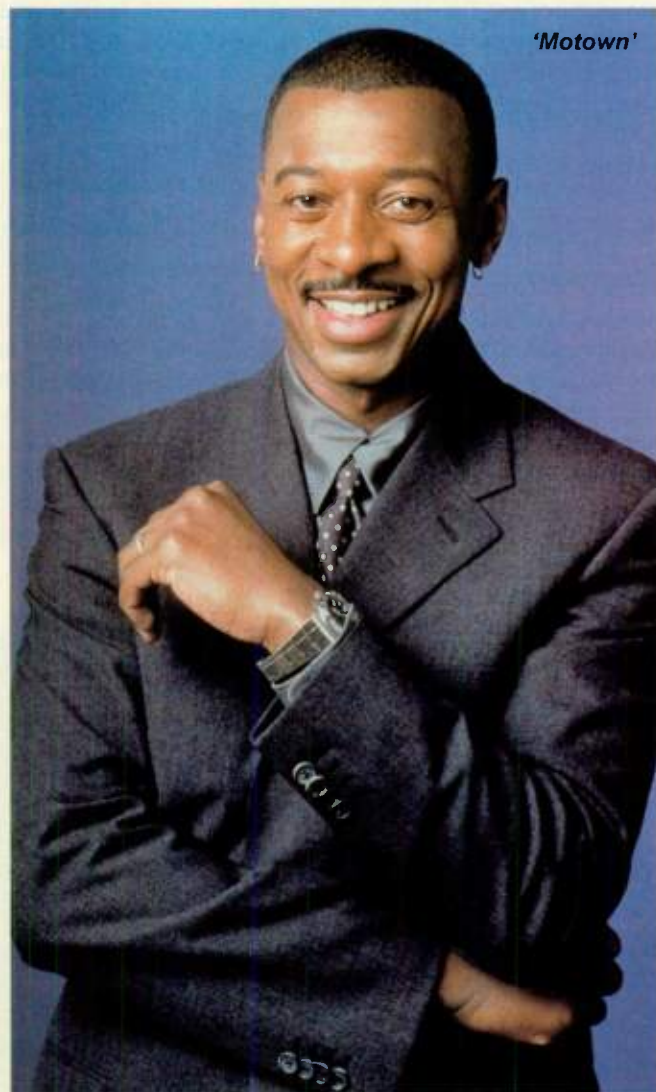
The Crow: Stairway to Heaven,
Blind Date, *Motown Live*

EVERGREEN

Various films including *Bean*,
The Game, *Gingerbread Man*



'The Crow: Stairway to Heaven'



'Motown'

Rysher Entertainment

Making the most of it

Life on the auction block for Cox-owned syndicator limits opportunities

By Joe Schlosser

Shortly after Cox Enterprises acquired Rysher Entertainment in 1993, Rysher was broken into two divisions: one to focus on major motion pictures, the other to develop and sell television programming.

At the time, Rysher had just two shows: the Peter Engel-produced teen series *Saved by the Bell* and a syndicated action hour based on the film *The Highlander*. (*Saved by the Bell* is still being sold in syndication. *Highlander* ended a six-year run in syndication last year, but last fall spawned a spin-off series, *Highlander: The Raven*.)

So with a team of fresh new faces, including Ira Bernstein—who is now the president of Rysher's Domestic Television division—the company set out to start a true TV production company. "The charge was to build a studio and that's what we did," Bernstein says.

Since 1993, Rysher has launched a handful of syndicated, network and now cable series with varied success. For HBO, Rysher produces the series *OZ* and owns syndication rights to the premium cable channel's series *Sex in the City* and *Arliss*.

In first-run syndication, Rysher got off to a slow start. A talk show with actor George Hamilton debuted in 1995 and quickly foundered; a year later, Rysher launched the short-lived daily strip *Strange Universe*.

But last fall, it found a winner in *Judge Mills Lane*, a court show featuring a former boxing referee. Rysher executives are currently getting renewals and upgrades on *Mills Lane* for the 1999-2000 season.

"We struck out the first two times with strips and finally got a hit

'Judge Mills Lane'



'Saved by the Bell'

with *Mills* in our third at bat," Bernstein notes. "Batting .333 in the bigs, we'd be making \$20 million a year."

On the one-hour weekly side of the syndication game, Rysher's followed up its *Highlander* success with the 1997 launch of Jerry Bruckheimer's *Soldier of Fortune*. This past fall, the series title was changed to *SOF: Special Ops Forces* and basketball star Dennis Rodman was added to its cast. Through its parent company, Cox Enterprises, Rysher shares a 50% ownership stake in Paramount Domestic Television's news magazine *Entertainment Tonight*. The syndicator also has global distribution rights to Rysher's films, which include *Dear God* and *Kingpin*.

In the last year, Cox executives have made it clear that Rysher

Entertainment is for sale and that the studio will likely be transferred to someone else this year. Bernstein says the unclear future has definitely changed the studio's syndication plans for next fall.

"It limits us on how aggressive we are going to be in developing new properties, no question," Bernstein explains. "It's particularly true in the strip area, where the deficits can be quite substantial, and I think that's the reason we are not going forward with another strip this year."

Nonetheless, Rysher is bringing out a new action hour for the fall. Bernstein has signed Tia Carrere to star as the lead in *Relic Hunter*.

The series will cost well over \$1 million per episode to produce, Bernstein says, and it will likely be produced in Vancouver, Canada.

"Tia is a professor at a northeastern university. She gets called on by museums, government officials or wealthy philanthropists to recover ancient artifacts," Bernstein says. "She goes far and wide to recover a mask, a tomb or the ill-gotten painting. Along the way, she has to karate chop a few guys because she is a black belt."

Rysher executives are bringing *Marty Stouffer's Wild America* into off-network syndication as well. There are 120 half-hour episodes of the former PBS nature series available to stations, Bernstein says. The company is renewing the long-running series *Comedy Showcase* in first-run, as well.

Rysher also maintains one of the largest TV barter sales operations in the country, selling national advertising in all of Rysher's syndicated programs, including *Entertainment Tonight*.

The company is close to announcing an off-network syndication deal for *Nash Bridges*. The series will likely be sold to a cable network for five-day-a-week play and to stations for weekend airings starting in fall 2000.

"If we can survive the

Rysher

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EXECUTIVES



Ira Bernstein
President, Domestic Distribution

Tim Helfert
President, CEO

Rob Kenneally
President, Creative Affairs

Marc Solomon
Executive Vice President, Media

Rick Meril
Executive Vice President, General Sales Manager, Domestic TV Distribution

George Gubert
Senior Vice President, Research

Paul Eagleton
Senior Vice President, Worldwide TV Marketing

Barbara Rubin
Senior Vice President, Business, Legal Affairs

LATEST SHOWS

Judge Mills Lane, Wild America, Treasure Hunter, Highlander: The Raven

EVERGREEN

Comedy Showcase, Saved by the Bell, USA High, California Dreams

sale, we could be one of the few independent people standing that the major station groups will want to do business with," Bernstein notes. "We'll just have to see." ■



'Highlander: The Raven'

Studios USA

Diller's syndication play

Classic '50s series, Jerry and princess warrior come with Universal TV buy

By Joe Schlosser

When Barry Diller's USA Networks acquired the majority of Universal Television shares last February, the new owners got much more than just *The Jerry Springer Show* and popular action series *Hercules* and *Xena*.

Diller's multibillion-dollar purchase, which included USA Networks and the Sci-Fi Channel, brought with it a TV tradition that began in the early 1950s when Lew Wasserman headed Universal and MCA.

Wasserman, along with Jules Stein, got Universal into the TV business before most other major movie studios realized the future was the small screen.

"The feeling in the early 1940s and '50s among most studios was that television was going to stop people from going to the movies," says Studios USA Domestic Television President Steve Rosenberg. "Lew Wasserman was ahead of the game in realizing that TV was going to be a business that could work hand-in-hand with the studio's movie division."

The studio got into the TV business in 1952 with *G.E. Theater*, hosted by then-actor Ronald Reagan. Three years later *Alfred Hitchcock Presents* was launched, and in 1957 Universal introduced the classic series *Leave It To Beaver*. Over the years, the studio produced series such as *McHale's Navy*, *The Munsters*, *Kojak*, *The Bionic Woman*, *Mag-*



'Xena'

num P.I. and *Knight Rider*.

After network runs of many of those shows, Universal sold them into syndication and grew rich from the continual sales of *Leave It To Beaver* and *The Munsters*. In 1986, Universal got into first-run syndication, taking the canceled network series *Charles In Charge* and producing more original series for the station marketplace. The studio had many other series in first-run, including a short-lived syndicated show with Larry King.

In 1994, Universal launched a syndicated first-run movie package that included two-hour made-for-TV movies with titles such as *Hercules*, *Tech War* and *Vanishing Sun*. Four original *Hercules* movies were made, and the ratings for the legendary action series and for *Vanishing Sun* caught the

attention of Universal executives. The following season, the studio launched two weekly action-hours based on the *Hercules* and *Vanishing Sun* films.

"We brought those two series out in syndication and *Hercules* put up some impressive numbers," Rosenberg says. "*Vanishing Sun* wasn't holding *Hercules'* lead-in so we canceled it doing a 4.2 rating. The people who did *Hercules* for us, Renaissance Pictures, had a good idea with a character named Xena, so we canceled *Vanishing Sun* after one season and gave *Xena* a try. The rest is history."

Hercules: The Legendary Journey and *Xena: Warrior Princess* have flourished in weekend syndication and both have been renewed through the 1999-2000 television season.

On the talk show front, Rosenberg credits his predecessors at Universal Television for much of the success enjoyed by Studios USA with *The Jerry Springer Show*, *Sally Jessy Raphael* and its new show entitled *Maury*, with Maury Povich. In December 1996, Universal acquired Multimedia Entertainment, which distributed both *Springer* and *Sally Jessy Raphael* in syndication. Although Povich had told his longtime distributor Paramount Domestic Television that he was no longer

going to host a syndicated show, Universal executives convinced him to get back into the game this past season.

"It takes so much money to launch a first-run show, and they are very hit or miss," Rosenberg says. "To have the foresight to say that we can spend less money buying shows that already exist, and can wind up as hits for years to come, I think, was a stroke of genius on their [Universal TV executives] part."

Studios USA



'Murder, She Wrote'



'Law and Order'

Studios USA

100 Universal City Plaza
Universal City, Calif. 91608
(818) 777-1000

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Domestic Television

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Group President, Studios USA

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Lonnie Burstein
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Advertiser Sales

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Vice President, Research

LATEST SHOWS

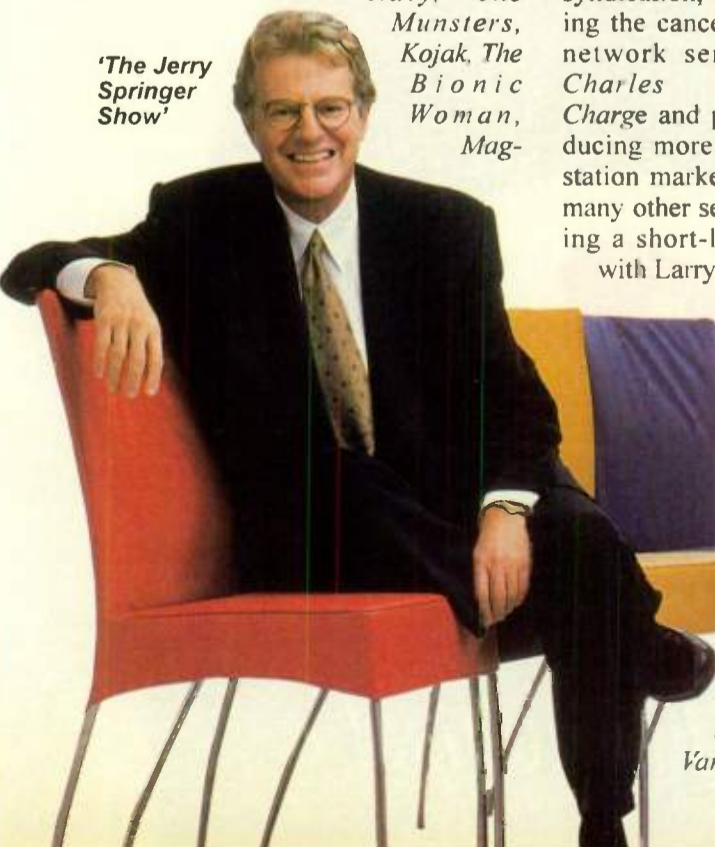
Free Speech, *Xena*, *Hercules*,
The Jerry Springer Show,
Maury and *Sally Jessy Raphael*

EVERGREEN

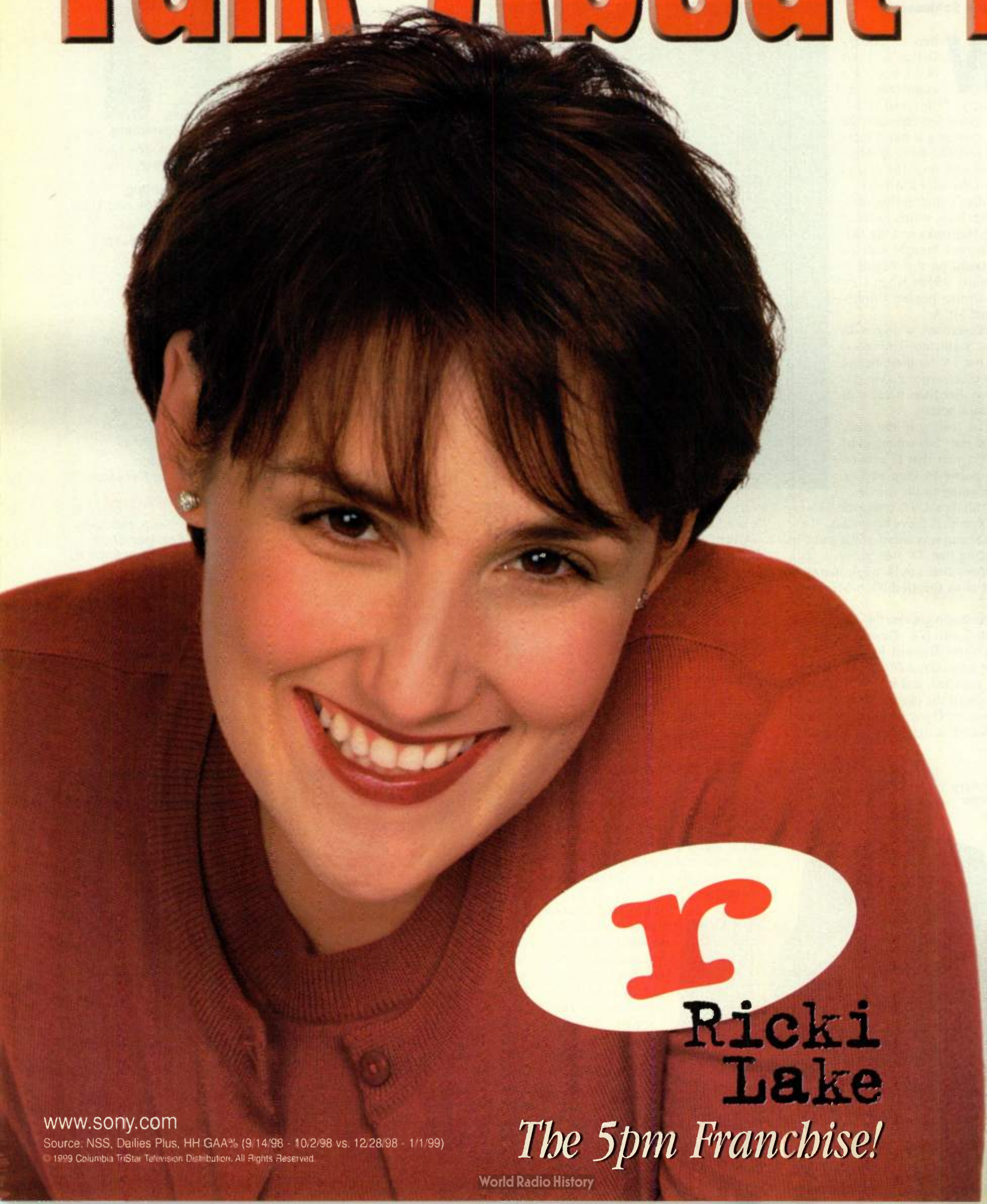
Law and Order, *Adam 12*,
Coach, *Leave it to Beaver*, *The Munsters*, *Miami Vice*, *The A-Team*, *Ironside*, *Knight Rider*,
Murder, She Wrote

executives are developing a first-run series for next season called *Free Speech* and selling a number of series in off-network. ■

'The Jerry Springer Show'



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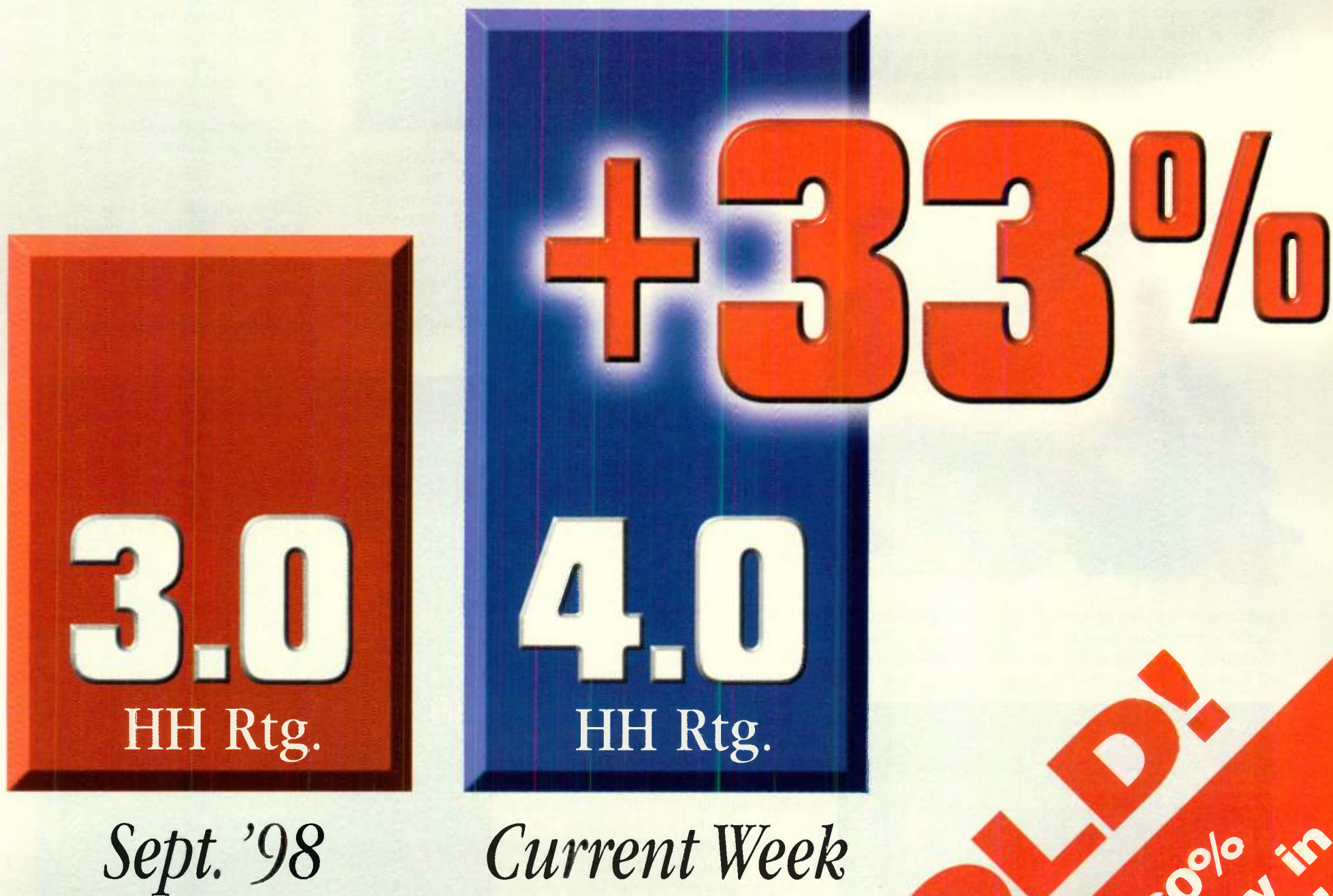
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World Radio History

Tribune Entertainment

Looking for synergy

Station group and programming unit now work hand-in-hand

By Joe Schlosser

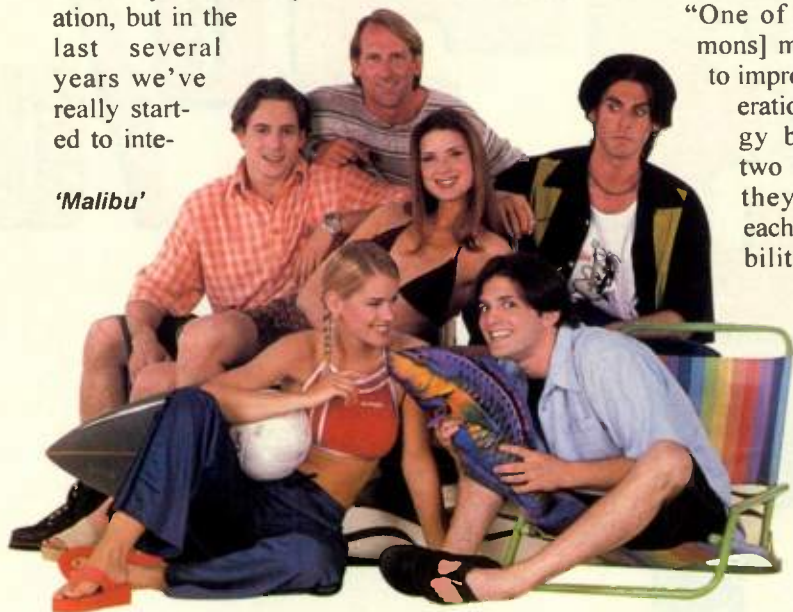
With Tribune Broadcasting expanding its domain to include 18 owned-and-operated broadcast stations, the demand for programming has never been greater.

And that demand for product is being met by the broadcaster's in-house programming division, Tribune Entertainment Company. But that wasn't always the case, according to the company's current management.

Tribune Entertainment, which has produced dozens of first-run syndicated shows since its creation in 1982, many of them talk shows with such familiar faces as Geraldo Rivera, Joan Rivers and Dennis Miller, didn't always work hand-in-hand with the station group.

"We've always had a pretty successful syndication operation, but in the last several years we've really started to inte-

'Malibu'



grate and maximize the synergy between the entertainment and station divisions," says Dick Askin, president of Tribune Entertainment. "In the past

we would produce pilots and series, and in a lot of cases, it wasn't even offered to the stations."

Askin, who joined the company in 1996, says things began to change at Tribune in the early 1990s when the station became a national presence. Askin says that when Dennis FitzSimons was named to head the station group in 1993, the relationship got better and the two sides became more "amiable."

"One of his [FitzSimons] mandates was to improve the cooperation and synergy between the two sides so that they could use each other's capabilities to create value for the overall company," Askin explains.

Lately, first-run production at Tribune Entertainment has really taken off.

The division is bringing a new talk show to the market next fall with diet-and-exercise guru Richard Simmons. The show, *Richard Simmons' Dream Maker* has been sold to all 18 Tribune-owned stations and is currently being sold to markets outside of the company's empire. *Dream Maker* is about making viewers' fantasies come true. Each episode has Simmons helping people—doing things like getting them a day off from work, paying an overdue bill or introducing them to their favorite celebrity.

Tribune is also bringing another



'Richard Simmons' Dream Maker'

action series to the syndication marketplace in *BeastMaster: The Legend Continues*. The series, which Askin says will cost over \$1 million an episode to produce, will take the feature film story into a weekly adventurer. That series joins Tribune's other two returning action-hours, *Gene Roddenberry's Earth: Final Conflict* and *Nightman*.

Tribune Entertainment also produces and distributes a number of other series in syndication, including Peter Engel's half-hour weekly series *Malibu, CA* and such long-running shows as *Soul Train* and *U.S. Farm Report*. The division also sells a number of movie packages and specials including the Hollywood Christmas parade.

"The focus at the company was always the strip business, with *Geraldo's* show lasting 11 years and other shows working well on a daily basis," Askin notes. "The action-hour business started quickly a few years ago because there was a need on the part of the stations' group and we were able to find projects that matched their needs pretty quickly with *Final Conflict* and others."



Gene Roddenberry's Earth: Final Conflict

Tribune

5800 Sunset Blvd.
Los Angeles, Calif. 90028
(323) 460-5800

EXECUTIVES



Richard Askin Jr.
President/CEO

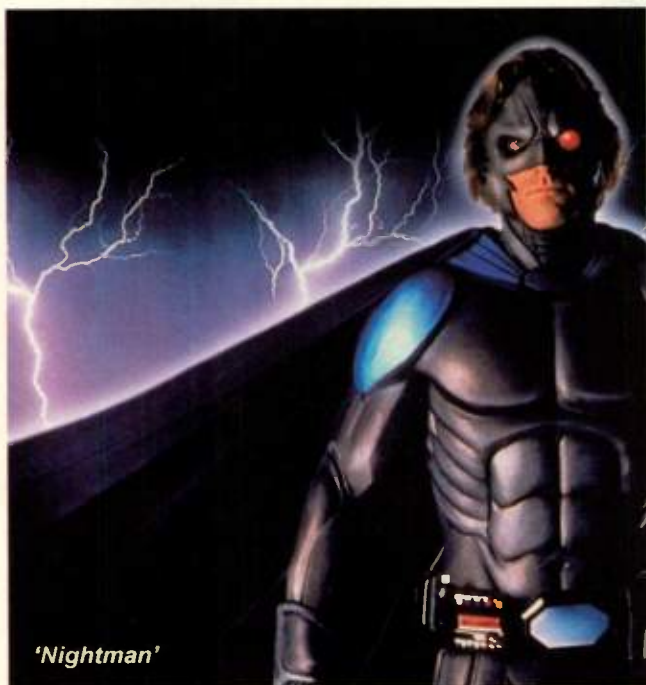
- David Berson
Senior Vice President,
Business Affairs
- Karen Corbin
Senior Vice President,
Programming, Development
- Henry Urick
Vice President, Marketing
- Jay Leon
Vice President, Research,
Development
- Megan Bueschel
Manager, Communications

LATEST SHOWS

BeastMaster: The Legend Continues, *Richard Simmons' Dream Maker*, *Gene Roddenberry's Earth: Final Conflict*

EVERGREEN

Soul Train, *U.S. Farm Report*



'Nightman'



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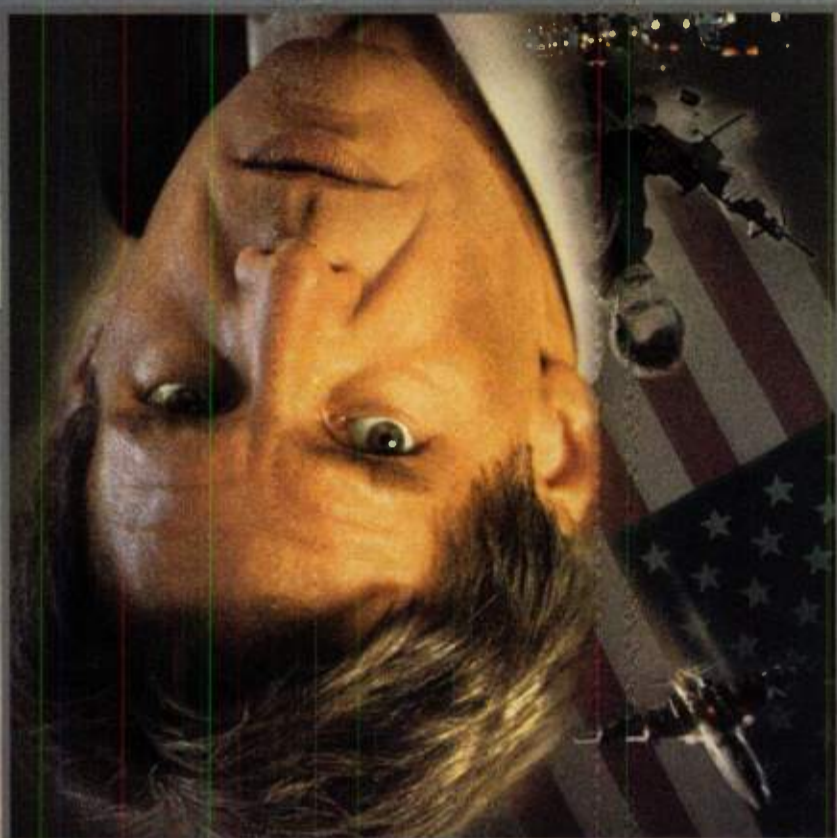
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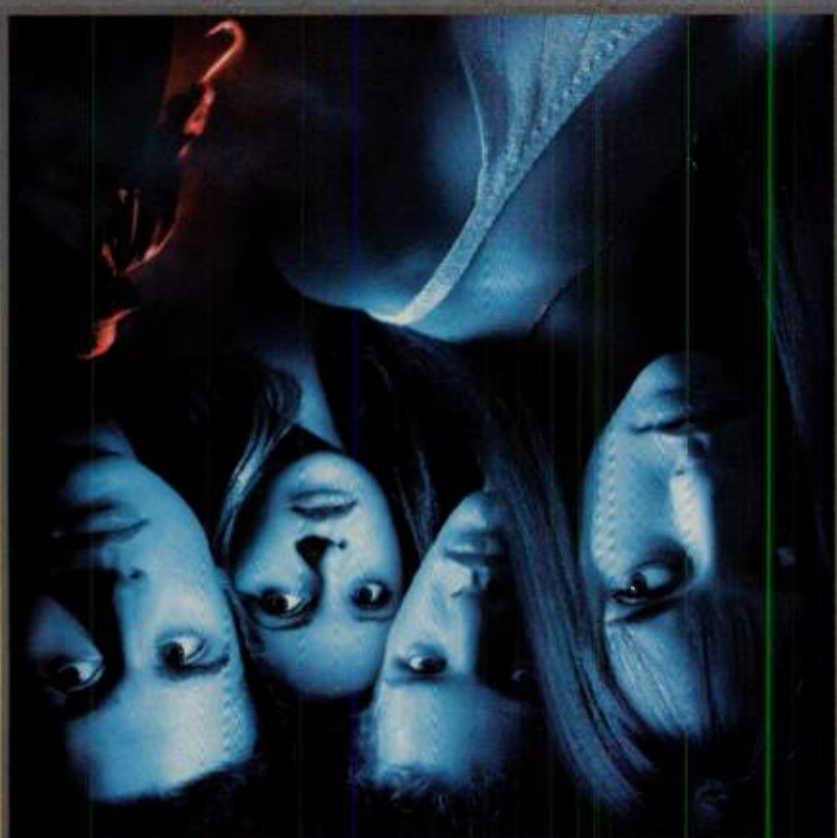
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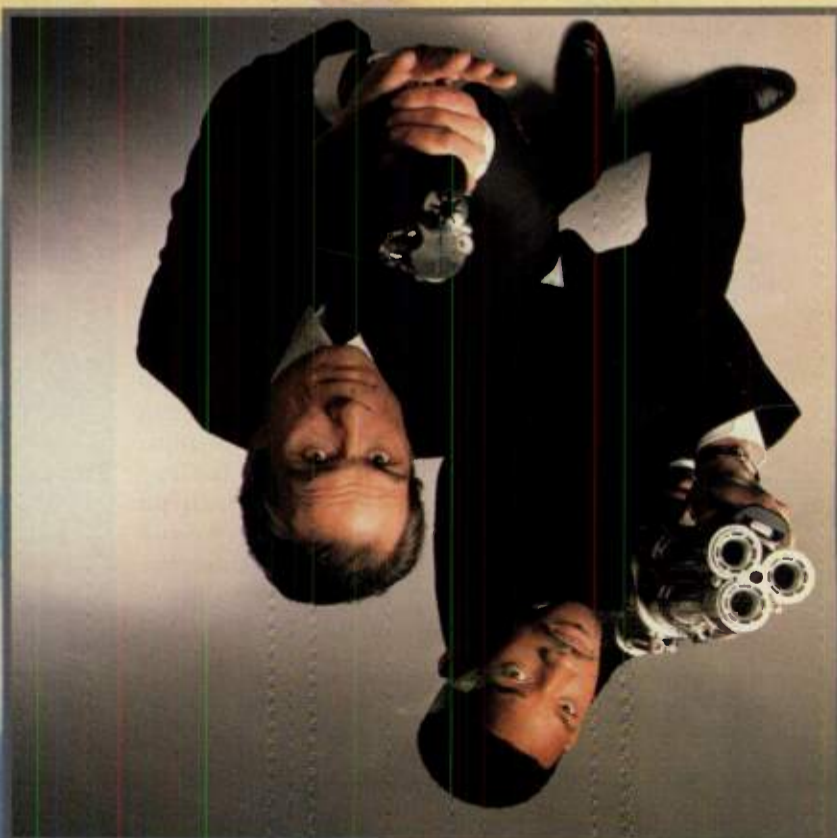
Air Force One



I Know What You Did Last Summer



Men in Black



My Best Friend's Wedding



Twentieth Television

Fox's in-house syndicator

Company sells off-Fox shows while creating first-run programming for O&Os

By Joe Schlosser

Since Rupert Murdoch's News Corp. acquired 20th Century Fox from Marvin Davis in 1985, the studio has turned into one of the hottest network television sitcom and drama producers in all of Hollywood.

Because so much of the studio's programming airs on the networks, Fox's in-house syndication division, Twentieth Television, has found itself overwhelmed with off-network syndication product over the last few years.

In the '90s alone, Twentieth has been selling in syndication such 20th Century Fox-produced shows as *NYPD Blue*, *The X-Files*, *The Simpsons*, *King of the Hill*, *Buffy the Vampire Slayer* and a host of other series. Coming soon to a station or cable network near you will be *Ally McBeal*, *The Practice*, *The Pretender*, *Millennium*, *Dharma & Greg* and possibly *Two Guys, a Girl and a Pizza Place*—all from Twentieth.

"We do have a full-service organization, but what's unique about Twentieth is we have this great pipeline of off-network programming from 20th Century Fox," says Twentieth Television president Rick Jacobson. "We are



'X-Files'

clearly the leading supplier of off-network programming not only in quantity, but quality as well."

Twentieth Television has also sold a number of classic TV series such as *M*A*S*H* over the years, and even the Fox network reality series *Cops*.

In first-run syndication, Twentieth Television is now under corporate orders to develop original programming for the 22 Fox owned-and-operated stations. The Fox station group has grown quickly since Murdoch's initial foray into the U.S. TV industry in 1985, two years ago adding 10 stations previously owned by New World to its arsenal. Jacobson, who has been Twentieth Television's president since 1995, says his division is developing its first-run product with the intention of placing it first on the Fox stations.

"Look at our TV stations from 9 a.m. until 5 p.m. They need first-run programming," Jacobson says. "First-run is of vital importance and it's a mandate from the company. There are a lot of untapped opportunities to develop programming for daytime and late-night time periods."

Last season Twentieth Television developed two new first-run series and launched them in syndication in early summer. *The Magic Hour*, with former NBA star Magic Johnson as host of his own late night show, failed to make it to

the fall. But Twentieth's daytime strip *Forgive or Forget* is showing signs of growth and is expected back next fall. *Forgive or Forget*, a relationship show that gives people the opportunity to apologize to a former friend or family member, is hosted by former radio personality Mother Love.

Jacobson says he is confident that if *Forgive or Forget* is given the time to grow, it can become one of the next daytime syndication franchises.

"You have to give daytime [shows] time to grow and nobody does it," Jacobson says. "*Forgive or Forget* has shown growth in the ratings since its June debut. We think it

is a show that once it is exposed to more people and gets more time to develop, it could be on for years."

Mitch Stern, the chairman and chief executive officer of the Fox Television station group, added Twentieth Television to a growing list of Fox entities under his watch last June. Jacobson now reports to Stern and confers with him on most major decisions for off-network and first-run developments.

The first joint effort from Twentieth and the Fox station group was announced late last year—a new version of the old New World series, *Divorce Court*. Twentieth is developing the half-hour series for next fall



'NYPD Blue'

Twentieth

2121 Avenue of the Stars,
Suite 2150
Los Angeles, Calif. 90067
(310) 369-1000

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Senior Vice President and
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Executive Vice President,
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Cheri Vincent
Senior Vice President, Finance

Matthew Puglase
Vice President, Advertising and
Promotion

Steve Friedman
Vice President, Research and
Sales Strategy

Melissa Lefante
Vice President, Media and
Corporate Relations

LATEST SHOWS

King of the Hill, *Buffy the Vampire Slayer*, *Dharma & Greg*, *The Practice*, *Forgive or Forget*, *Divorce Court*

EVERGREEN

*M*A*S*H*, *Cops*, *The Simpsons*

and it has been cleared on all 22 Fox-owned stations. *Divorce Court*, which used actors to portray the litigants in its first go-round in syndication, this time will feature real couples going through a divorce. Stern and Jacobson both say they are looking to develop more daytime series in the future and there will likely be one or two new developments by the fall of 2000. ■



'Divorce Court'

Warner Bros. Domestic Television

...and Telepictures too

The operation is so seamless that people forget it's really two companies

By Joe Schlosser

Warner Bros. Domestic Television, one of the nation's top TV syndicators, traces its roots to Telepictures Corp. Back in 1978, Telepictures started off primarily as a seller of off-net TV shows in the international marketplace. Then, in 1981, it struck syndication gold in the U.S. with an original, the pioneering *The Peoples' Court*.

In 1985, the company merged with Lorimar Inc., forming Lorimar-Telepictures Corp. The combined entity thrived with syndication rights for some of network TV's top dramas, including *Dallas*, *Knots Landing* and *Falcon Crest*.

Four years later, Warner Bros. acquired Lorimar-Telepictures, forming Warner Bros. Domestic Television. WBTD resurrected Telepictures

as a division in 1995. When Warner Bros. parent Time Warner absorbed Turner Broadcasting System in 1996, it placed Turner's syndication operation under the Telepictures' flag.

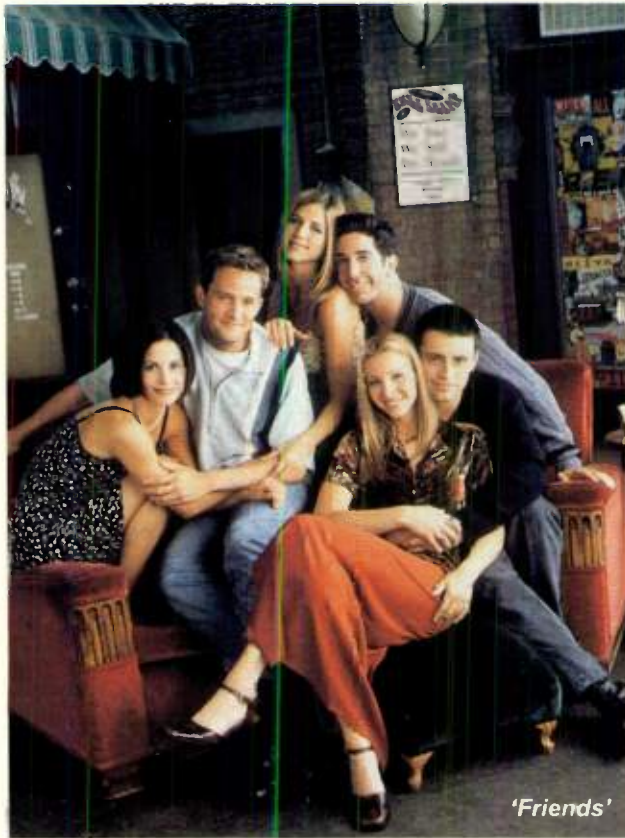
"The interesting thing about this company is that people tend to lose sight that we have two separate independent and successful syndication companies," says Scott Carlin, executive vice president of Warner Bros. Domestic Television and of Telepictures Distribution. "And I think they forget because everything has been so easily assimilated over the years."

Telepictures was originally set up to manage and distribute the ever-growing Warner Bros. TV library, Carlin says, but the division has since added a number of first-run series to its roster. Telepictures now distributes the one-hour relationship block of *Love Connection* and *Change of Heart* and will also be heading up sales for next season's new daytime strip *Latifah*. The latter is a single-issue talk show hosted by rap star and actress Queen Latifah.

Carlin says he went to Rosie O'Donnell over a year ago when he and fellow Warner Bros. executives were looking for another talk show personality to bring to daytime.

"At the time we were looking for a couple of personalities and we said 'if you were us and had this kind of a machine underneath you and you were looking to develop some new personalities for the daytime talk genre, who would you pick?' And it was like hands down, one name, Dana Owens (Latifah)," Carlin says.

Telepictures



'Friends'



'Jenny Jones'



'ER'

Warner Bros.

4001 North Olive Ave.
Burbank, Calif. 91522
(818) 954-5652

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Scott Carlin
Executive Vice President

Dan Greenblatt
Executive Vice President,
General Sales Manager

Jim Paratore
President, Telepictures
Productions

Yelena Garofolo
Senior Vice President,
Marketing, Advertising Services

Bruce K. Rosenblum
Senior Vice President,
Research

Scott Rowe
Vice President, Worldwide TV
Distribution, Publicity

LATEST SHOWS

Latifah, *Rosie O'Donnell Show*,
The People's Court, *Friends*,
Jenny Jones

EVERGREEN

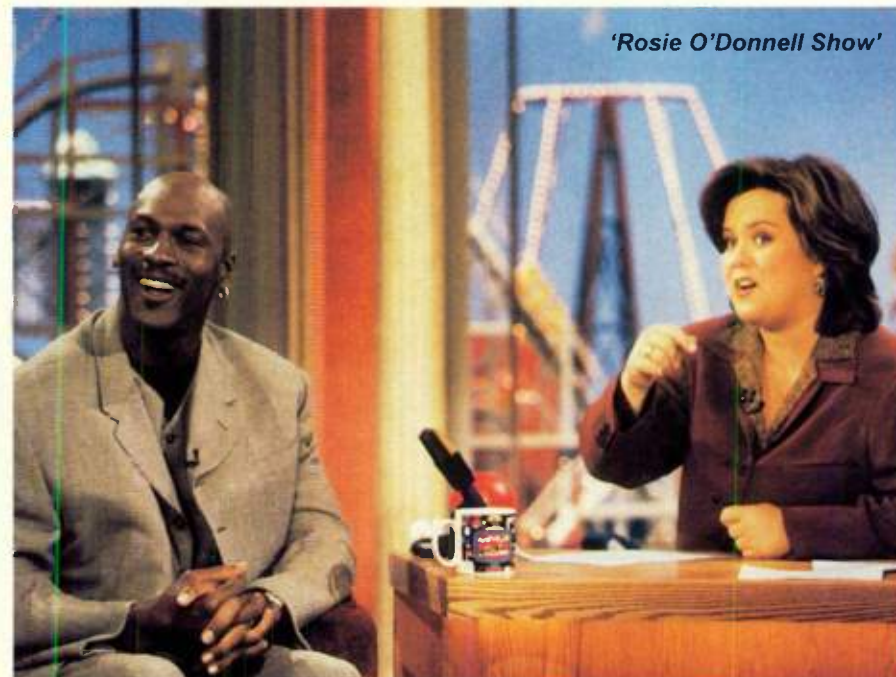
Alf, *Dallas*, *Dukes of Hazzard*,
Knots Landing, *Murphy Brown*,
The Waltons, *Wonder Woman*

executives just completed sales of the off-NBC drama *ER* in syndication. It is currently finishing up sales for Jamie Foxx's show, whose off-network debut is slated for the fall of 2000.

Warner Bros. Domestic Television handles the rest of the first-run syndicated product, including the upcoming court series with Greg Mathis and the returning action hour *Mortal Kombat: Conquest*. It also produces and sells the *Rosie O'Donnell Show*, *Jenny Jones*, *Extra* and the updated version of *The People's Court*. On the off-network front, WBTD is in charge of sales for *The Drew Carey Show*, *Friends*, *Murphy Brown*, *Martin*, *In The House*, *The Parent 'Hood*, *The Wayans Bros.* and *Suddenly Susan*.

"We kind of have to play the part of

Solomon in deciding which shows will go under each division," says Carlin, who works in tandem with Warner Bros. Domestic Television President Dick Robertson. "It depends on the show, the genre and it mostly depends on the timing—if one side is busier than the other, how quickly we need to strike and how much time do we have." ■



'Rosie O'Donnell Show'



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World Radio History

Worldvision Enterprises

The court show phenom

With the tremendous success of 'Judge Judy,' the future looks bright

By Joe Schlosser

Worldvision Enterprises, the syndication division of Spelling Entertainment, is going to NATPE next week with its largest programming slate ever. The company, in its 26th year, is riding a wave of success to New Orleans led by court series *Judge Judy* and other first-run offerings.

But it has not always been easy for the distributor, which has had many corporate parents since its formation in 1973. Worldvision was founded as ABC Films Inc., a wholly owned subsidiary of the American Broadcasting Co., and has since had seven owners.

In 1973, as a result of FCC regulations restricting networks from distributing their own programming, management of ABC Films acquired the network's programming assets and formed Worldvision Enterprises as an independent distribution company. Worldvision remained a privately held company until Taft Broadcasting Co. acquired it in 1979. Eight years later, Worldvision was under the control of Great American Broadcasting Co., which acquired Taft in 1987.

In 1989, Aaron Spelling Productions joined forces with Worldvision, and the distribution company was put into a new holding company called Spelling Entertainment. Worldvision handles off-network distribution of Spelling series such as the '90s hits *Melrose Place* and *Beverly Hills 90210*.

And through all of the ownership and direction changes, Worldvision has been able to put together one of the biggest TV syndication libraries in



'Judge Judy'

Hollywood. The company owns rights to everything from TV series *The Love Boat* to *Mod Squad* and movies including *Terminator 2: Judgment Day* and *Platoon*.

"There is a story behind each show and how we got the rights," says current Worldvision President John Ryan. "We have a great library that consists of shows and movies from across the spectrum."

In addition to the ABC Films library, Worldvision has many NBC original programs acquired with the purchase of the Republic Pictures library. In 1992, Worldvision bought the Carolco Pictures library, which includes 150 titles ranging from Chaplin to *Basic Instinct*.

In 1996, Worldvision teamed with Big Ticket Television, a Spelling-owned Hollywood production company that had previously focused on network television. But Worldvision's John Ryan and Big Ticket's Larry Lyttle decided to try the first-run syndication market with a lively family-court judge from New York named Judy Sheindlin. The result was *Judge Judy*, in its third season in syndication and possibly the biggest first-run syndication success story of the decade outside of *The Jerry Springer Show*.

"We were very high on [Sheindlin] from the beginning," says Ryan. "We believed in her, and she has become a national phenomenon."

This past season,



'Melrose Place'

Lyttle and Ryan collaborated again for another court series, *Judge Joe Brown*, which has proven a viable syndication player and is set to return this fall in many upgraded time periods. Worldvision also distributes half-hour weekly



'Moesha'

Worldvision

1700 Broadway
New York, N.Y. 10019
(212) 261-2700

EXECUTIVES



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Bert Cohen
Executive Vice President, COO

Robert Raleigh
Senior Vice President,
Domestic Sales

Gary Montanus
Senior Vice President,
Worldwide Marketing

Tony Colabraro
Senior Vice President,
Finance, CFO

Robert Chenoff
Vice President, Advertiser Sales

Deborah Hackenberry
Vice President, Research

Therese Gamba
Vice President, Marketing

LATEST SHOWS

Judge Judy; Judge Joe Brown; Better Homes & Gardens Television; Country Home, Country Gardens; Moesha; 7th Heaven

EVERGREEN

Bonanza, Beverly Hills 90210, Melrose Place, The Love Boat

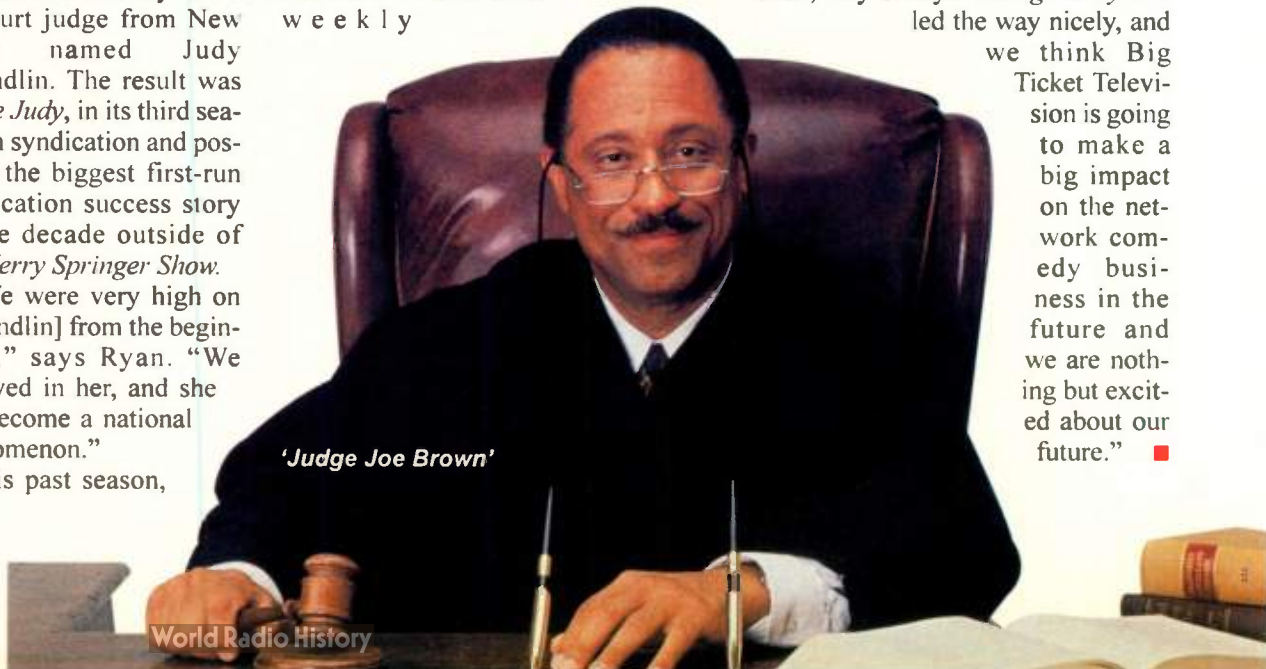
series *America's Dumbest Criminals*, *Better Homes & Gardens* and the soon-to-launch *Country Home, Country Gardens*.

In off-network syndication, Worldvision not only distributes thousands of shows in its library, but the company is selling drama *7th Heaven* and sitcom *Moesha*.

"We are building our first-run syndication business, and we certainly intend to become a big player in that arena," Ryan says. "*Judge Judy* has

led the way nicely, and we think Big

Ticket Television is going to make a big impact on the network comedy business in the future and we are nothing but excited about our future." ■



'Judge Joe Brown'

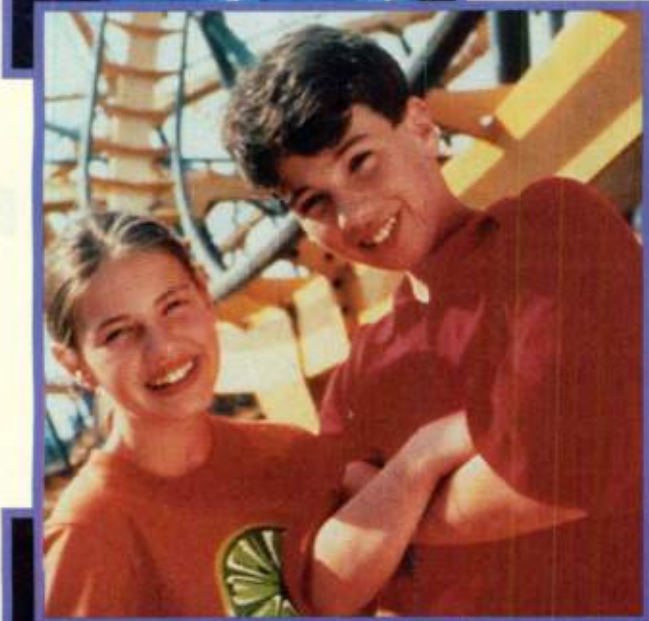
ON THE EXHIBIT FLOOR



Among the thousands of series, specials, movies and more on display on the exhibit floor at NATPE in New Orleans will be (clockwise from right) 'Births, Marriages and Deaths' from Mayfair Television; 'Man of Miracles' from Pearson International; 'Roswell' from BKN; 'A Driving Passion' from Adler Media; 'The Big Bug Show' from Noga Communications; 'Popular Mechanics for Kids' from Hearst; 'Thirst' from Alliance Atlantis



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Staff: John Adams, Brenda Wooding, Eve Krzyzanowski
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 McLean, VA 22101
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e-mail: adlermedia@aol.com
Staff: Larry Adler, Ingrid Enzelsberger, Ken O'Keefe
Programs: *Apollo 11: First Steps on the Moon**, *A Driving Passion**, *Shadow of the Assassin**, *Seeking Summits*; *Speedway Survival**; *Vanished Creatures: Birds**; *A River Somewhere II**; *European Rail Journeys**; *Cops in the Sky*; *Asia Today*; *Final Target: Planet Earth**; *Ireland by Rail**; *Africa's Champagne Trains*; *Rainforest for Children*; *Behind the Race to the Moon**; *Apollo 17: Final Footprints on the Moon**

Adrenaline TV 148

Advanstar Digital Media Group 3613
 201 Sandpointe Ave., Suite 600
 Santa Ana, CA 92646

Exhibits are in the Ernest N. Morial Convention Center in New Orleans. Company names, booth/room numbers and product information where available. An asterisk indicates a show or product new to NATPE this year. NA: booth number not available.

A

AB International Distribution 911
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 144, avenue du President Wilson 93210 La Plaine St. Denis, France
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 Sydney, NSW, 2001
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ABC Television Network Group 561
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 New York, NY 10023
 212-456-7777
Website: www.abc.com

Abrams-Gentile Entertainment 711

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Website: aimmeetings.com



Success.

Market*	Station	Nov '97
San Francisco	KRON (N/4)	4.7
	KGO (A/7)	8.7
	KPIX (C/5)	4.5
Kansas City	WDAF (F/4)	4.9
	KMBC (A/9)	11.1
	KCTV (C/5)	9.7
Columbus	WSYX (A/6)	5.3
	WCMH (N/4)	11.0
	WBNS (C/10)	12.3

JUDGE JUDY

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Nov '98	% Change	Market*	Station	Nov '97	Nov '98	% Change
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7.8	-10%		WPLG (A/10)	7.3	6.0	-18%
5.0	11%		WTVJ (N/6)	4.0	3.5	-12%
6.2	27%	New York	WFOR (C/4)	3.2	2.5	-22%
9.5	-14%		WCBS (C/2)	4.6	4.7	2%
8.3	-14%		WABC (A/7)	8.9	6.8	-24%
5.8	9%		WNBC (N/4)	7.5	6.3	-16%
10.8	-2%					
12.7	3%					

Source: NSI SNAP Nov. '97 - Nov. '98

Already sold in **74%**
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714-513-8400
Website: www.dccmag.com
Staff: Lou Wallace, Frank Moldstad, Kelly Haggard
Programs: DCC Magazine; POST Magazine

Advantage Media Group 3651

AFMA 2870

Agday Television 1130
 3725 Rome Dr., Suite B
 Lafayette, IN 47905
 765-449-8000
e-mail: heather@agday.com
Website: www.agday.com
Staff: Jeffrey Pence, Jerry Shafer, Larry Leese, Brian Conrady, Al Pell, Dyanna DeCola, Claudia Burgess, Heather St. Myer
Services: Barter sales; independent producer; infomercial co-producer; program distributor; syndication; AgDay; WeekEnd Market-Place; AgToday

AGS Media NA
 1810 Sils Avenue, PO Box 5454
 Louisville, KY 40205
 502-451-3506
e-mail: agsmed@aol.com
Staff: Michael Nabicht, Janis Durr
Programs: Duso the Dolphin*; Wild Life*; Pazzo's Place*

Airone Cinematografica 805
 Largo Olgiata, 15, Isola 102/A2/5
 00123 Rome, Italy
 39 06 30889550
Staff: Zlata Potancokova Belli, Adriano Belli
Programs: Ali Baba; Ali Baba and the Pirates; The Sunshine Princess

Airtime Avails Inc. 961

Ajax Media/Sweeps Book 526
 7469 Melrose Ave., Ste. 28
 Los Angeles, CA 90046

The Alexander Institute 3430

Alfred Haber Distribution Inc. 1239
 321 Commercial Ave.
 Palisades Park, NJ 07650
 201-224-8000
e-mail: info@haberinc.com
Website: www.haberinc.com@haberinc.com
Staff: Alfred Haber, Robert Kennedy, Andrew Haber, Adam Haber, Karen Clark
Programs: World's Wildest Police Videos*; Beyond Belief: Fact or Fiction*; Television's Censored Bloopers '98*; Celine Dion: These Are Special Times*; 1999 Grammy Awards*; 1999 Golden Globe Awards*; Ordinary, Extraordinary*; Nicholas' Gift*; Jack Hanna's Animal Adventures*; The Weird Al Show*; The World's Scariest Police Chases 1-6; Run for Cover*; The 1998 Skate TV Championships*; Lie Detector*; Studio 54: Behind the Music*; Killers in the Water*; When Cars Attack*; Life's Greatest Holiday Stories*; Assassinated: The Last Days of King and Kennedy*; Christopher Reeve: A Celebration of Hope*; Daredevils Live! Shattering the Records*; The Searchers; Frank Sinatra: 80 Years My Way; Christmas Miracles; Titanic: The Survivors' Story; 1998 Sports Illustrated Swimsuit Special; World's Scariest Police Stings; Quincy Jones: A Celebration of 50 Years Of Entertainment; When Stunts Go Bad I & II; The World's Most Incredible Animal Rescues; Showden On Ice; Riots: Mobs Out of Control; The World's Scariest Police Shootouts! I & II; The World's Deadliest Volcanoes!; Body Human 2000: Mysteries & Miracles; All-Star TV Bloopers; Ancient Prophecies; Television's Greatest Performances I & II; Wow! The Most Awesome Acts on Earth; Wow II: The Most Awesome Acts on Earth; Teenage America: Glory Years; You Gotta See This; The World's Most Dangerous Animals I & II; The Ringling Bros. Circus; The Victory Garden; Terrors of the Deep; The Mysterious Origins of Man; movies—The Man Upstairs; A Different Affair; The Hijacking of the Achilles Lauro; The Man in the Santa Claus Suit

Alice Entertainment Inc. 3640

Alliance Atlantis 675
 65 Heward Ave.
 Toronto, Canada M4M 2T5
 416-462-0246
Staff: Michael MacMillan, Lewis Rose, Ted Riley, Marnie Sanderson, Jean-Michel Ciszewski, Irene Read, Doug Smith, Patrick Roy, Jeff Lynas, Maria Sanchez, Stephanie Röckmann, Marzenna Czubowicz, Nancy Bassett, Philippe Renouard, Pabl Batista, Ana Cruz, Lisa Lalonde, Seaton McLean, Peter Sussman, Jeff Wachtel, Laurie Pozmantier, Simon Hart, Alexandra Brown, Rosé Mangone, Pam Wilson, Gail Rivett, Janice Lee, Inga Brencis, Norm Bolen, Juris Silkans, Barbara Williams, Vanessa Case, Steve Mayhew, Neil Williamson
Programs: Peter Benchley's Amazon*; BeastMaster: The Legend Continues*; Total Recall: The Series; Gene Roddenberry's Earth: Final Conflict; PSI Factor: Chronicles of the Paranormal; Night Man; The Crow: Stairway to Heaven; Da Vinci's Inquest; Legacy*; Welcome to Paradox*; Sins of the City*; Power Play*; Cold Squad; Traders; Shadowraiders; The Famous Jett Jackson; Movies—Thirst; Hard Time: The David Milgaard Story; In the Blue Ground; One Heart Broken into Song; Scandalous Me: The Jacqueline Susann Story; Shadow Warriors II: Assault on Death Mountain; Beauty; Emma's Wish; Nightworld (series of six 2-hour movies); Harlequin Romance Collection

Alliance Media Productions 3060
 2130 Fell St., Suite 6
 San Francisco, CA 94117
 415-751-1746
e-mail: amp@slams.com
Website: www.slams.com
Staff: Michael Baldwin, Kimberly Baldwin, Bill Allard
Programs: SLAMS (video game); Geek TV

Alphanim 911
 4 rue Charlemagne
 75004 Paris, France
 33-1 49 96 44 00
Staff: Christian Davin, Clément Clavet

Alpine Pictures International 276

America One Television 2450
 100 E. Royal Lane, Suite 100
 Irving, TX 75039
 972-969-1900
Web site: www.americaone.com
Staff: Christa Dahlander, Tommy Stacy, Amy Brown, Debi Joynt, Don McGuire, Shannon Burns
Programs: The New Howdy Doody Show*, Net Talk Live

America Video Films S.A. 3380

Anica 805

Animagix AG 3111

Animation Magazine 3078

Animation Services Hong Kong Ltd. 3174
 Unit C1, 2/F, HK Spinners Ind. Bldg.
 Phase 5, Cheung Sha Wan Rd., HK
 852 23698928
e-mail: ashkmba@netivgator.com
Website: www.animationservices.com
Staff: Steven Ching, Ceri Griffen, Ella Ko, Cindy Wong
Services: Full production facility; co-production; program distribution; merchandising; licensing
Programs: Martial Darts*; Festivals & Myths of China*; Cone Control*; Rock Pool*; Pipsqueak's Planet*; Wonders of China Connect the World*; Koby-Koby; Olympic Gods; Animal Crackers; Detective Bogey

Another Large Production Inc. NA
 5750 Wilshire Blvd., Suite 600
 Los Angeles, CA 90038
 323-954-8500
e-mail: michaelr@anotherlarge.com
Website: www.anotherlarge.com
Staff: Phil Large, Alan Skinner, Michael Ross
Services: International marketer of television

products across all media, including broadcast and print promotion; production and design.

Antena 3 Television 564
 Avda Isla Graciosa S/A
 San Sebastian de los Reyes
 Madrid 28700 Spain
Staff: Juan Jose Nieto, Juan Riva, Marco Fernandez, Marga Castro, Ramon Pradera, Francisco Diaz Ujados.
Programs: Esos Locos Bajitos, Canciones de Nuestra vida, Menudas Estrellas, Lluvia de Estrellas, Infolive Stories, Ambiciones

APA International Film Distributors Inc. 2661
 14260 S.W. 136 St., Unit 16
 Miami, FL 33186
 305-234-4321
Staff: Rafael Fusaro, Maria Martinez, Jose Miguel Pelaez, Ursula Gambetta, Lucia Bartscher.
Programs: Animation—Extreme Dinosaurs; Starla & the Jewel Riders; Skysurfer Strike Force; Bamboo Bears; Moomins; Scrappers; Shelly T. Turtle. Series—U.F.O. Diaries; Mysterious Places; A.J.'s Time Travelers Superstories; Race to Save the Planet Safari; Mysteries, Magic & Miracles; Master of Illusion. Feature Films—Cromwell Productions; Macbeth; King Lear; The Bruce (based on historical character that appeared in hit film "Braveheart")

Applied Information Management inc. 3160

APT—Associazione Produttori Televisivi 805
 Via Filippo Corridoni, 15
 00195 Rome, Italy
 39 06 3700265
Staff: Adriano Arié, Carlo Bixio, Bruno Della Ragione, Giuseppe Dall'Angelo, Roberto Sessa, Chiara Sbariagia

Argentine Cable Television Association 3034
 Av. De Mayo 749-2-10 (1084)
 Buenos Aires, Argentina
 (541) 345-5075
e-mail: atvc@satlink.com
Website: www.atvc.org.ar
Staff: Horatio Giubalde, Walter Burzaw, Hernan Verdaguer, Laura Antoniazzo
Services: ATVC represents the cable industry at a national level in Argentina

Argo Films Ltd. 2619
 7 Harugei Malchut St.
 69714 Tel Aviv, Israel
 972-3-6496228
e-mail: argofilm@netvision.net.il
Staff: Alona Abt
Programs: Mimi & Me; Peace Unto Thee, Jerusalem; Black & White Is Full of Colours; Legends of the Lost Tribes; Mommy Has a Crown; Longing: Right Left Right; The Prime Minister's Journal; Bisha—The Awesome Fire Test

Armagedon, S.A. de C.V. 3249
 Sur 73-B #315, Col. Sinatel
 Mexico, D.F. 09740
 (525) 539-9618
e-mail: deltoro@armagedon.com.mx
Website: www.armagedon.com.mx
Staff: Francisco Del Toro Gamez, Patricia de Del Toro, Carmen Bautista Franco, Roberto Barrera Alarcon
Programs: Assorted videocassette titles

The Art Institutes International 2874
 300 Sixth Avenue, Suite 800
 Pittsburgh, PA 15222
 412-562-0900
Website: www.aai.pdu
Staff: Erika Orris, Susan Shiver, Julie Cubbins, Amy Hausterman
Services: Applied art college

Artear Argentina 539
 Lima 1261
 Buenos Aires, 1138, Argentina

+54-1-370-1403
Website: www.artear.com.ar
Staff: Lucio R. Pagliaro, Ricardo Anglada, Hugo Di Guglielmo, Jorge E. Vaillant, Sheila Hall Aguirre, Walter Sequeira, Maria Gonzalez, Silvia Bottero, Julian Rodriguez Montero
Programs: Como Vos y Vos*; Gasoleros*; De Corazon*; Alas, Poder y Pasion*; Laura y Zoe*; El Faro*

Artist View Entertainment 3300
 12500 Riverside Dr., Suite 201-B
 N. Hollywood, CA 91607
 818-752-2480
e-mail: artistview@earthlink.net
Staff: Scott J. Jones, Jay E. Joyce, Marty Poole.
Programs: Morgan's Ferry*, Eighteen Shades of Dust*, Brown's Requiem*, Paper Bullets*, Jack of Hearts*, Last Great Ride*, The Contract*, Sillicon Towers*, Without Evidence*, Operation Splitsville*, Jekyll Island*, Moving Targets*, True Friends*

ArtsMagic Ltd. 1511-30

ASP 911
 23 rue Raynouard
 75016 Paris, France
 33-1 42 24 50 50
Staff: Alain Siritsky, Jessica Siritsky, George Pilzer

Associated Film & Video Productions 3349

Associated Television International 2010
 6290 Sunset Blvd., 12th Fl.
 Hollywood, CA 90028
 213-871-1340
Staff: David McKenzie, James Romanovich, Glenn Aveni, Richard Casares, Roger Furman, Rich Sagehorn
Programs: The Secret KGB Assassination Files*; Attack Squad*; Greatest Moments of the Century*; Crime Strike; The Secret KGB UFO Files; The Secret KGB Sex Files; Killer Instinct; Safari; Laura McKenzie's Travel Tips; American Adventurer; The UFO Chronicles; Laura McKenzie's "Traveler"; Bed & Champagne

Aston Entertainment 3831

The Asylum 2840
 718 N. Kings Rd., Suite 301
 Los Angeles, CA 90069
 323-653-6579
e-mail: asylumthe@aol.com
Staff: Sherri Strain, David Rimawi, David Michael Latt
Programs: Max: Ultra Spy*; Killers*; Social Intercourse*; Waiting*; The Source*; Mars*; One Step Beyond*; This Is My Life and Boy Does It Suck!*

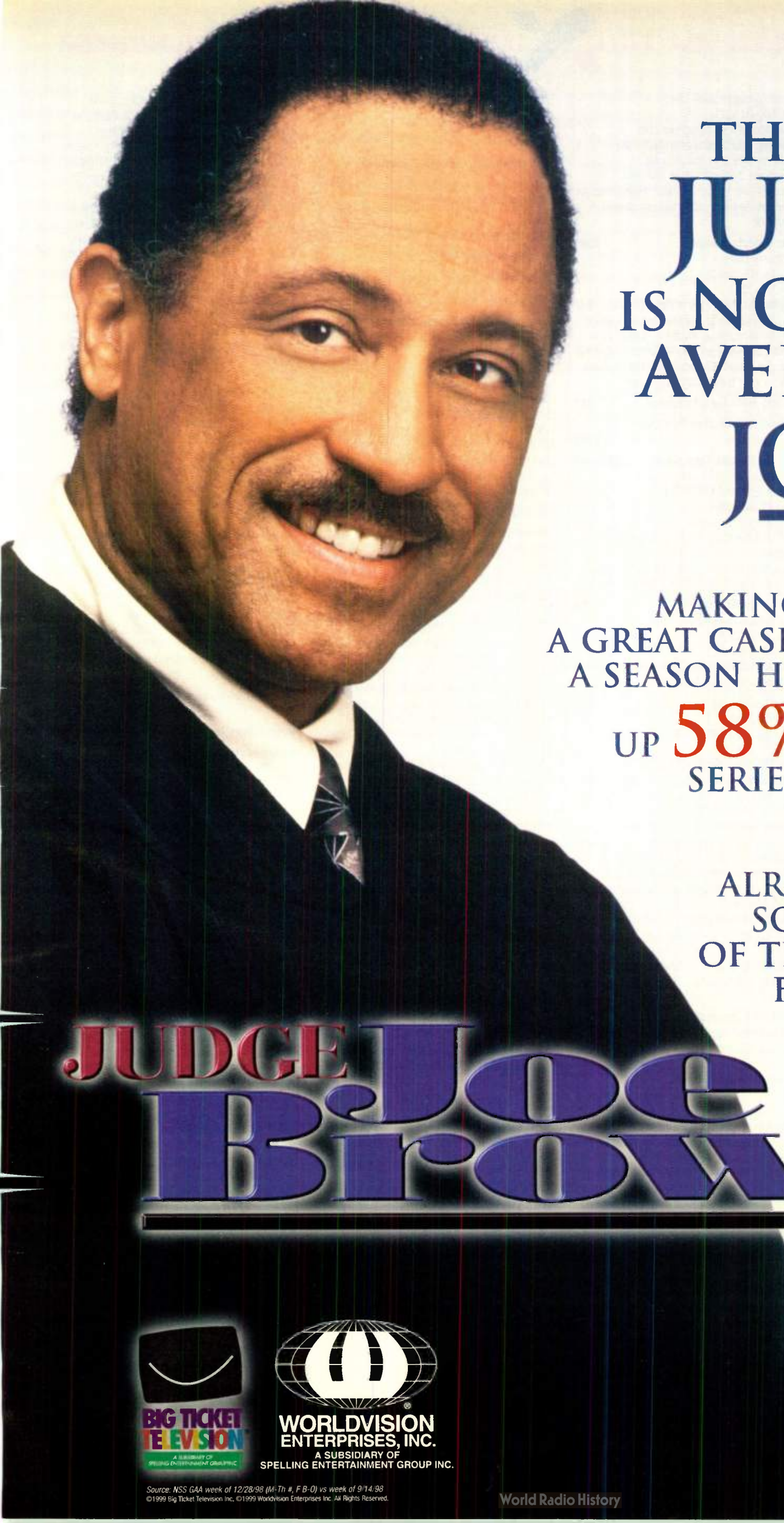
Athena Distributors 3372
 1831 Grant St.
 San Francisco, CA 94133
 415-834-0440
Staff: Marcia Kimpton, Lorrae Romminger
Programs: Live from the Starlight Room

Atlas Enterprises Inc. 2061

Audiomaster 3000 761

The Authors Foundation 3341
 Laval 1647, 1 "B" (1048)
 Buenos Aires, Argentina
e-mail: infoauthors.com.ar
Website: www.infoauthors.com.ar
Staff: Carlos Lozano Dana, Lucas Yarza, Emilio Vieyra, Germán Facundo Gutierrez, Gabriel Mario Losas.
Programs: Earth: Final Conflict, Cold Squad, PSI Factor: Chronicles of the Paranormal, Traders, The Adventures of Sinbad, The Return of Alex Kelly.



A close-up portrait of Judge Joe Brown, a man with a mustache, wearing a dark suit jacket, white shirt, and patterned tie. He is smiling slightly and looking towards the camera.

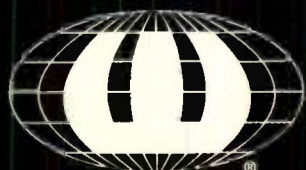
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Source: NSS GAA week of 12/28/98 (M-Th #, F-B-O) vs week of 9/14/98
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World Radio History



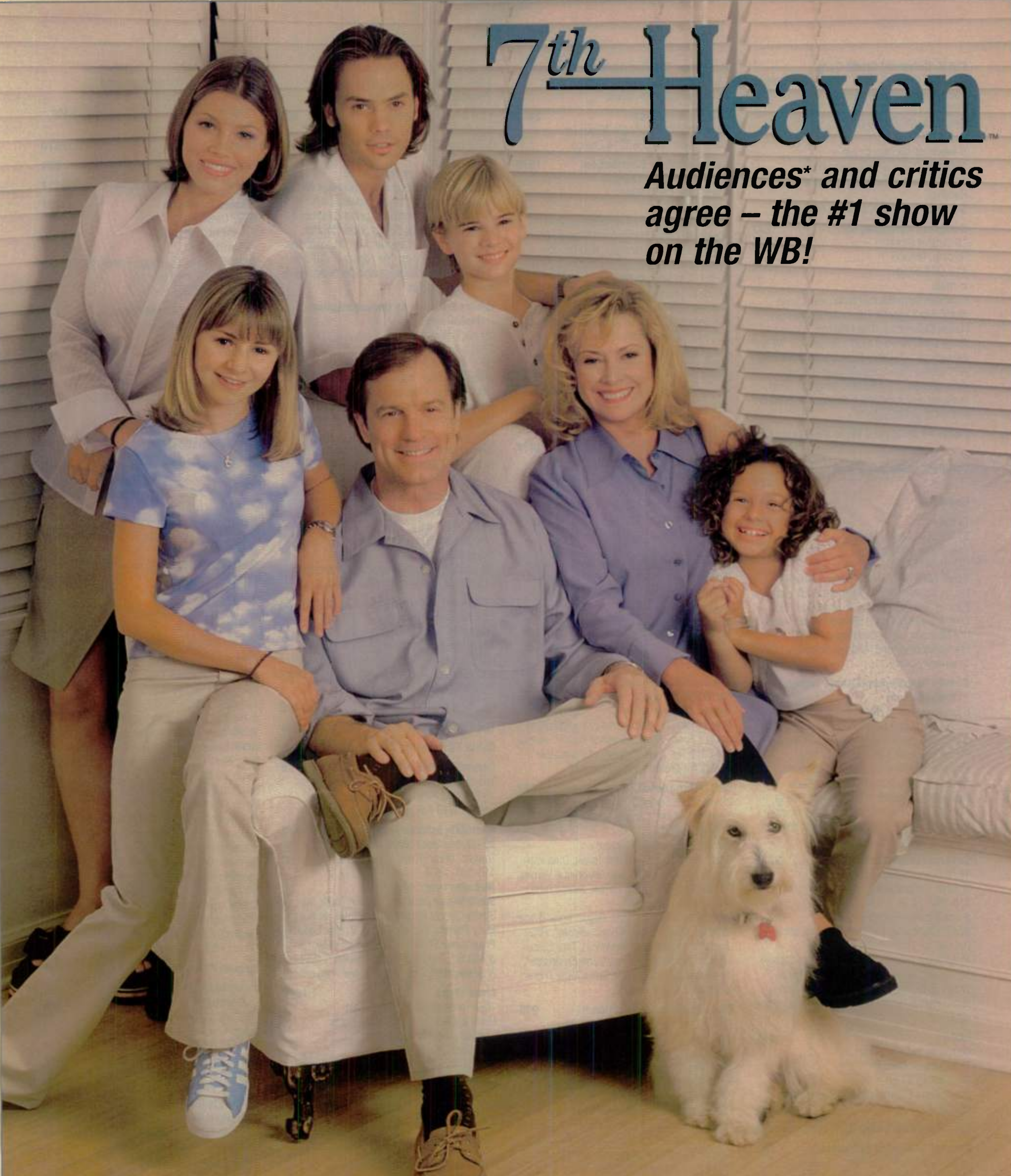
- Baer Media** 3419
6770 Southern Pines
Southaven, MS 38671
e-mail: MB-2@MSN.com
Staff: Chris Baer, Max Baer, Max Baer II
Programs: Syndication/sales; Nascar; children's; outdoor programming.
- Bank On It Productions Inc.** 3369
- Bardel Animation Ltd.** 231
- Barnstormer Productions** 3373
- Baroque Underground/Remote Productions** 3450
- Baruch Entertainment** 2065
1025 Connecticut Ave., NW, Ste. 1012
Washington, DC 20036
Phone: 202-833-1777
Fax: 202-496-0162
Staff: Edwin C. Baruch, Steve Smallwood, Valerie Cooley-Elliott, Angela Wilson, Cindy Nelson.
Programs: *True Champions: Latino Athletes And Their Stories.* Other—*The Millennium World Broadcast.* Program Inserts—*Martin Luther King, Jr. and Black History Month, African American Firsts.* Features/Packages—African Heritage Network, movie of the month; African Heritage Prime Time Network. Specials/African-American—*African-American Masters of Invention; An African-American Salute to the Academy Awards; And the Children Shall Lead; Back-to-School Summer Jam; Booker; From Whence We Came; Holiday Gospel Music Event; Mentor and the Hip-Hop Owls; Moneywise: Black America's Economic Challenge; Runaway; Success Through Education: A Salute to Black Achievement; The Mighty Pawns; Urban League Presents: African American's Working for a Better America.* Specials/Hispanic-American—*Cafe Ole with Giselle Fernandez & Friends; Funny is Funny! Comedy Fiesta; Hispanic America 1998: The Year in Review; Hispanic America: History & Heroes; Latino Music Greats; Success Through Education: A Salute to Hispanic Excellence.*
- Bavaria Film GMBH** 3111
- BBC Worldwide** 1511-01
747 3rd Ave., 7th Fl.
New York, NY 10017
212-705-9300
212-705-9336
Website: www.bbc.co.uk
Staff: Peter Phippen, Candace Carlisle, Jill Hawkins, Ronni Faust, Rick Siggelkow, Mayra Bracer, Charles Hyde, Paulette Bensussen, Magaly Rivera, Susanna Pollack, Michael Goodell, Melissa Green, Ray Sidwell, Julius Cain, Karen Parks, Lisa Bryant. London—Mike Phillips, Colin Jarvis, Mark Fricker, Paul Telegdy.
Programs: Drama—*Scarlet Pimpernel*, The Planets*, Earth Story*, Vanity Fair*, Noddy in Toyland*, Looking After Jo Jo*, Supernatural*, The Aristocrats*, Life of Birds*, X-Creatures*, Walking with Dinosaurs*, Top of the Pops 1998-1999*, The Violent Planet*, The Human Body*, People's Century*, Great Romances of the 20th Century Series 1, 2 & 3*, True Action Adventures of the 20th Century**
- Becker International Inc.** 3271
11849 W. Olympic Blvd., Suite 100
Los Angeles, CA 90064
310-478-5159
e-mail: beckerintl@aol.com
Staff: Russell Becker, Richard Becker, Ian Hogg, Paul Ridley, David La Follette
Programs: *Queen Kat, Carmel & St. Jude*, Battle of the Sexes*, The Pearl Fishers*, King of the Outback Skies*, Three for the Road*, Outback Adventures; Snowy River: The McGregor Saga; Newton's Apple; Holiday; Africatrek; Christmas at St. Olaf; Quantum; Earthsearch*
- Beckett Entertainment** 3178
- Behaviour Distribution** 1910
2221 Yonge St., Suite 400
- Toronto, Ontario M4S 2B4
416-480-0453
e-mail: nataieo@behaviour.com
Website: http://www.behaviour.com
Staff: Natalie Osborne, Rob Aft
Programs: *Scandal: Then and Now*; Histories d'Hiver/Winter Stories*; Hollywoodism: Jews, Movies and the American Dream; I Think I Do*
- Behr Entertainment** 3362
75 Cherry Lane
Monsey, NY 10952
914-368-1281
Programs: *The Wines of Italy; The Flavors of Italy; The Flavors of France; Divine Cuisine; Anne's International Kitchen; Finding Lost Worlds; Laff-Movie; Tony O'Connor—Experience the Magic, Flavors of the World*, Sing 'n' Sign with Gaia's Way Cool Kids**
- Beverly Hills Entertainment** 241
- Beyond Distribution PTY Ltd.** 2351
- The Big Events Company** 1511-45
CSI House, 177-187 Arthur Road
London, England SW19 8AE
(44) 181 946 0056
e-mail: info@bigevents
Staff: Maro Korkov, Nick Schrader, Uschi Hausner
Programs: *Blondie—No Exit; Usher; Shirley Bassey: "Viva Diva!"; Broadway on Broadway*
- Bix Pix Entertainment** 2774
1917 West Belmont Ave.
Chicago, IL 60657
773-248-5430
Staff: Kelli Bixler, Greg Lontkowski, Iris Koror
Programs: *Parody, Just Coffee*
- BKN International** 2475
41 Madison Ave.
New York, NY 10010
212-213-2700
Website: www.bknkids.com
Staff: Allen Bohbot, Rick Ungar, Stephanie Graziano, George Baratta, Nadia Nardonnnet, Leslie Nelson, Veronique Angelino, Cinthia Coughlin, John Hess, Tom Akers, Jennifer Pitts, Susan Colsant, Mark Staub, Jon Baum
Programs: *Roswell Conspiracies: Aliens, Myths and Legends*; Starship Troopers*; Rambo*; Sonic Underground; Beakman's World; Mummies Alive!; Extreme Ghostbusters; Extreme Dinosaurs, Jumanji; Sky-surfer Strike Force; Highlander: The Animated Series; Pocket Dragon Adventures; King Arthur & the Knights of Justice; Princess Gwenevere & the Jewel Riders; Captain Simian & the Space Monkeys; Mighty Max*
- BKS/Bates Entertainment** 1863
405 Lexington Ave.
New York, NY 10174
212-297-7836
e-mail: bksent@aol.com
Staff: Rob Silberberg, Len Koch, Bob Greenstein, Bill Behrens, Gene Lavelle, Doug Streff
Programs: *Dream Team*; Russell Simmons' One World Music Beat; Hallmark Movie Classics—Shades of Life*; Packin' Action*; Music for Montserrat; Supermodels in the Rainforest*; Eastwood After Hours Live at Carnegie Hall; Street Search*; Best of Hard Rock Live; Hollywood East; Spice Girls Wild!; Bring in the Holidays with BeBe Winans and Friends; A Very Special Latin Christmas; Land of Crime; World's Top Shows*
- Blackbird Productions** 1511-13
- Blair Television** 361
1290 Avenue of the Americas
New York, NY 10104
212-603-5000
Staff: Timothy McAuliff, Leo MacCourtney, Floyd Geline, John Poor Jr., Garnett Losak, Dale Kendall-Browne, John Yang, William Boos, Darren Doyle, Kara Lynn D'Amato
Services: Station representative
- The Blue Rose Productions** 2619
- The Blum Group** 3459
- Bonded Services International B.V.** 2911
- The Box Music Network** 2933
- B.R.B.** 731
- Breakthrough Films & Television** 1910
- Bridge Entertainment/E-Poll** 3610
- Brimstone Entertainment** 175
- British Columbia Film** 231
- British Movietone** 1511-33
- Broadcast** 1511-36
- Broadcast Information Bureau** 3319
401 North Broad Street
Philadelphia, PA 19108
215-238-5300
Website: www.napco.com
Staff: Eric Mayberry, Amanda Addis, James Snyder, Lillian Middleton
Products: *Television Programming Source Books, 1998-99 Television Programming Source Books CD-ROM, 1998-99 International Documentary Source Book, 1999 World Guide to Television*
- Broadcast.com** 2611
- Broadcasting & Cable** 2610
245 West 17th St.
New York, NY 10011
212-645-0067
Fax: 212-337-7028
Website: www.broadcastingcable.com
Staff: Glenn Rogers, Peggy Conlon, Don West, Harry Jessell, Gary Rubin, Dwight Cunningham, Steve McClellan, John Eggerton, Joe Schlosser, Bill McConnell, Michael Stroud, Dave Borucki, Doris Kelly, Rick Higgs, Craig Hitchcock, Yvonne Pettus, Jennifer Malloy, Elaine Odell, Corie Rand, John Caggiano, Robert Payne, Estrella Diaz, Craig Matthew, Rick Rowell.
Services: *Broadcasting & Cable, Broadcasting & Cable NATPE Dailies, www.broadcastingcable.com, Television Europe, Television Asia, Television Latin America, Television International*
- Buci Productions** 3176
- Buena Vista International** 575
3 Queen Caroline Street
Hammersmith
London W6 9PE England
44 181 222 2593
Staff: Etienne de Villiers, Bettina Bose, Sally Davies, Diane Digit-Rebouché, Simon Kenny, Keith LeGoy, Orest Olijnyk, Elton Simoes, David Snyder.
Programs: *Ainsley Harriott*; Disney's Honey I Shrunk the Kids: The TV Show; Felicity*; Let's Make a Deal*; The PJs*; Sports Night*; Your Big Break*; Zoe Bean*; Animated series—Sabrina: The Animated Series*; Disney's Doug; Disney's Hercules: The Series; Disney's Pepper Ann*; Disney's Recess*; Sonic Underground; Mouseworks; TV movies and miniseries—Max Q; Stephen King's Storm of the Century; Tom Clancy's Net-force; International—The Crash Zone; Microsoap; Art Attack; The Great African Wildlife Rescue; ABC News programming—The Century; 20/20*
- Buena Vista Television** 575/697
500 S. Buena Vista St.
Burbank, CA 91521
818-560-1000
Website: www.tvplex.com
Staff: Walter Liss, Mort Marcus, Lori Bernstein, Don Loughery, Teri Owen, Bill Rogers, Sandra Brewer, Deb Hall, Jimmy Lee, Peter Martin, Sal Sardo, Joyce Tanida, Jim Hedges, Lloyd Komesar, Julie Piepenkotter, Dan Cohen, Jennifer Armetta, John Bryan, Tom Cerio, Jed Cohen, Suzanne Donegan, Helen Faust, Jared Goetz, Tina Hamilton, Carrie Hill, Laurie Jantz, Jimmy Larkin, Daniel MacKimm, Janice Marinelli, David McLeod, Beverly Monetta, Susan O'Brien, Chris Oldre,
- Steve Orr, Curtis Pace, Jim Packer, John Rosenberg, Gwen Russell, Loretta Spallone, Denise White, Jim Engleman, Kathleen Hogan, Norman Lesser, Howard Levy, Noreen McGrath, Irv Schulman, Mike Shaw, Virginia Sims, Cathy Thomas, Robert Walz, Meredith Momoda, Tiffany Rende, Stephanie Drachkovitch, Brooke Karzen, Mary Kellogg-Joslyn, Anita Lannin, Ann Miller, Kim Harbin, Barbara Warren, Jim Abney, Gary Kleinman, Larry Klug, Michelle Meyers, Terry Blackburn, David Dietrich
Programs: Off-net series—*Home Improvement; Ellen; Boy Meets World; Unhappily Ever After*; Smart Guy*; Nurses; Golden Girls; Empty Nest; Dinosaurs; Blossom; Animation—Disney's Hercules; Disney's Doug; Sabrina: The Animated Series*; Recess; 101 Dalmatians; Ducktales; Mighty Ducks; Gargoyles; Bonkers; First-run series—Disney's Honey I Shrunk the Kids: The TV Show; Your Big Break*; Let's Make a Deal*; Siskel & Ebert; Win Ben Stein's Money; Magazine/talk—Live! With Regis & Kathie Lee, Ainsley Harriott*; Children—Disney Presents Bill Nye the Science Guy; Features/packages—Buena Vista IV; Imagination IV; Buena Vista V; Imagination V;*
- Bulbeck & Mas S.L.** 3356/3357
C/Quiñones 2
28015 Madrid, Spain
3491 594 2709
e-mail: bulbeck_mas@csi.com
Staff: Gillian Bulbeck, Juan Mas
Programs: Catalog of over 100 Spanish movies; catalog of over 100 Italian movies; animation—series and features; sports—series; *Calaveras y Diabólicos**
- Button Communications Group** 1511-32
- Buzz Media Inc.** 1910
- BWP Ltd./Network Ireland Television** 1511-17

C

- Cable Ready Corp.** 1538
One Dock St., Suite 502
Stamford, CT 06902
203-425-2136
e-mail: gary@cableready.net
Website: www.cableready.net
Staff: Gary Lico, Virginia Egan, Paula Lovallo
Programs: Animal/Nature—*At the Zoo; Care for the Wild*; Critterz*; Wildlife Detectives**; Children—*The Adventures of Monty the Moose*; Cappelli & Company; Stuff; Talk Box; Team Walker's Cay; Documentaries—Dangerous Knowledge; Diana: Her Life 1961-1997; The Flood of a Millennium*; Frank Lloyd Wright's Last Dream; Possessed: The History & Practice of Exorcism*; The Ringling Brothers*; Unique America*; Great American Rivers; A Run Unto the Sea; Samantha Smith; This Was America; Entertainment/ Music—Broadway Legends*; Guitar Planet*; Inside Country*; Rob Mathes Holiday Collection; How-To—*The Acme School of Stuff; American Muscle Car*; A Repair to Remember*; At Home For The Holidays; Backyard Living*; Bonnie Stern Cooks*; The Cheese Guys*; Circle of Golf*; Cookin' Cheap; Cooking With Soul; Digital Design*; Free Wheelin'; Home-STYLE*; The House Doctor; Inquiring Minds; It's Cookin'...But it Ain't!; Made To Order; New England Kitchen; Oriental Rugs Et Al.; Waste Not; Magazine/Talk—Authors at Harbourfront; The Directors*; Imprint; Historic Traveler; Inside the Actors Studio; Live on Life with John Oakley*; The Real New Orleans; Sunday Night Sex Show*; Working Woman***
- Cafe Productions** 1511-10

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39th Floor
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212-277-1100
e-mail: info@cakucc.com
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Staff: Laurence Gottlieb, David Luftig, Lori Henchel
Services: Television and film finance

Cambium Releasing Inc. 237
18 Dupont Street
Toronto, Ontario
416-964-8750
e-mail: cambium@cambiumentertainment.com
Staff: Rita Carbone Fleury, Arnie Zipursky, Hasmi Giakoumis, David Piperni
Programs: *Two's a Mob**; *Remember WENN**; *Infosaurus**; *Culinary Travels with Dave Eckert**; *Motiki Time**; *Pig William**; *Beezoo's Attic**; *Monster by Mistake**; *Nilus the Sandman**; *Kit and Kaboodle**; *Millennium Project**; *Littlest Angel's Easter**

Canal 11 Imagenes Vivas de Mexico 2629

Canal 22 Imagenes Vivas de Mexico 2629

Canal Sur 731

Canal+ 1830
85/89 Quat Andre Citröen
75015 Paris, France
(33-1) 44251000
Staff: Alain Modot, Alex Berger, Anar Birnbaum, Sophie Chalou, Alain de Greff, Karen Fauche, Evi Fullenbach, Bibiane Godfroid, Emmanuelle Guilbart, Sylvain Lindon, Alexandre Michelin, Jean-Christophe Niaux, Françoise Reymond, Andrew Solomon, Stéphane Sperry

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6 Boulevard de la République
92514 Boulogne Billancourt Cedex, France
Staff: Belinda Menendez, Chantal Girondin, Pierre Weisbein, Gilles Meunier
Programs: *Fennec**; *Blazing Dragons**; *Pirate Family**; *Tristan & Isolde**; *Code Adventure**; *Trouble with Sophie**; *Vive la République**; *Bernie**; rights library of more than 5,000 feature films and 3,300 hours of television programming

Canamedia Productions Ltd. 3275
1670 Bayview Ave., Suite 408
Toronto, Ontario M4G 3C2
416-483-7446
e-mail: canamed@ibm.net
Staff: Les Harris, Michael Shepard, Michèle Dal Cin
Programs: *Wild by Nature**; *Homes by Design-III**; *Ted and Tony's "Inside Track"*; *Golf the World**; *Backyard Pleasures**; *The Way Things Work**; *Pain & Punishment: Torture Through the Ages**

CAPA 911
80 rue de la Croix Nivert
75015 Paris, France
33-1 40 45 47 50
Staff: Anne Escure, Virginia Hnery, Frank Duprat

Capricorn Communication Ltd. 1511-59

Caracol Television Colombia 183
2100 Coral Way
Miami, FL 33145
1-305-285-4804

Careco Television Productions Inc. 2235

Carlton International 2320
11145 NW 1st Place
Coral Springs, FL 33071
954-345-1620
e-mail: enquiries@carltonint.co.uk
Website: http://www.carltonint.co.uk
Staff: Rupert Dillnott-Cooper, Philip Jones, Louise Sexton, Clare Alter, Emmanuelle Namiech

Programs: *The Vice**; *A Life for a Life: The True Story of Stefan Kiszko**; *Bill Bryson: Notes from a Small Island**

Carrere Television 2882
50, avenue du President Wilson La
Plaine Saint Denis, 93214 France

Carsey-Werner Distribution 1875
4024 Radford Ave., Bldg. 3
Studio City, CA 91604
818-655-5332
Staff: Marcy Carsey, Tom Werner, Stuart Glickman, Caryn Mandabach, Joseph D. Zaleski, Frank G. Flanagan, Bob Dubelko, Dirk W. van de Bunt, James Anderson, Susan Austin, Bret Sarnoff, Dan Weiss, Linda Desiante, Jerry Leifer, Bob Lloyd, Dina Wahlert, John Attebery, Belinda Palmer, Allison Sheehan, Stephen Knowles, Paul Schreiber, Gary Perchick, Michael Chinery
Programs: *3rd Rock from the Sun**; *Cosby**; *Cybill**; *Roseanne**; *Grace Under Fire**; *The Cosby Show**; *A Different World**; *That '70s Show**; *Men Behaving Badly**; *Townies**; *Damon**; *Profiler**

Cascade 1511-27

Castle Hill Productions 2417
1414 Avenue of the Americas, Suite 1501
New York, NY 10019
212-888-0080
e-mail: castlehillinc@sprintmail.com
Staff: Mel Maron, Milly Sherman, Barbara Karmel, Arthur Schweitzer, Dawn Attridge, Stephen Hadden,
Programs: Feature film packages—*Castle Hill Volume IV*, *Castle Hill Volume V*, *Castle Hill Volume VI*

Catalyst Distribution 1031
67 Mowat Ave., Suite 200
Toronto, Ontario M6K 3E3
416-533-6767
e-mail: distribution@catalystdistribution.com
Staff: Charles Falzon, Kevin Gillis, Jill Keenleyside, Stephen Kelley
Programs: *The Adventures of Captain Pugwash**; *Funny Farm**; *Greener Fields**; *James the Cat**; *The True Meaning of Crumbfest**; *What's for Dinner**; *What Katy Did**

CBC International Sales 1442
PO Box 500, Station A
Toronto, Ontario, Canada M5W 1E6
416-205-3500
e-mail: cbcis@toronto.cbc.ca
Staff: Thomas Howe, Criss Hajek, Dina Vangelisti, Katherine Kaufman, Veronique Verges, Susan Hewitt, Michelle Payne, Janice Russell, Jennifer Stewart.
Programs: *Anna Bolena**, *Dogs**, *Look Who's Talking...How Animals Communicate**, *Peter Jordan's Japanese Adventures**, *Tara Lipinski**, *Kurt Browning Special**, *The Broadside**, *The Great Canadian Food Table/Table D'ote**, *Yukonna**, *Ready or Not**.

CBS Broadcast International 975
51 W. 52nd St.
New York, NY 10019
212-975-8585
Staff: Rainer Siek, Scott Michels, Bill Kunkel, Sonja Mendes, Yuet-fung Ho, Stephanie Pacheco, Anne Hirsch, Neil Donovan
Programs: *Sons of Thunder**; *The King of Queens**; *Maggie Winters**; *Pensacola: Wings of Gold**; *Touched by an Angel**; *Walker, Texas Ranger**; *Promised Land**; *Kids Say the Darndest Things**; *Everybody Loves Raymond**; *Caroline in the City**; *60 Minutes**; *48 Hours**; *The Late Show with David Letterman**; movies—*Beyond the Prairie: The True Story of Laura Ingalls Wilder**; *Monday After the Miracle**; *Homestead**; specials—*People of the Century: The "Time" 100**; *The Merchants of Death**; *the Hunters and the Hunted**; *Superliners**

CBS News Archives 3257
524 W 57th St.
New York, NY 10079
212-975-2875

e-mail: Neilw@cbsnews.com
Staff: Neil Waldman, Dan DiPierro.
Programs: Stock material.

CDC United Network 801
Rue Souveraine, 40
1050 Brussels, Belgium
32 2 502 66 40
e-mail: lippens.cdc@skynet.be
Staff: Alexandre Lippens, Maximilian Weiner, Sebastian Lami Dozo, Harold Van Lier
Programs: *The Triplets**; *Tristan & Isolde**; *Heart of Darkness**; *Seven Secret Worlds**; *Rhino & Co.**; *Journey into Hell**; *Vatican: The Power of the Popes**; *The Rights of Children**; *1,500 Russian Bloopers and Outtakes**; *Hollywood Biographies**

Centre National de Documentation Pedagogique 911
29 rue D'Ulm
75220 Paris cedex 05, France
33-1 46 12 84 31
e-mail: jacques.beaujean@edition.cndp.fr
Staff: Jacques Beaujean
Programs: *The Encyclopedia of Science and Technology**; *Inventions and Discoveries**; *Phenomena and Men**; *The Art in Question**; *Landscapes**; *Little Stories for Children**; *Passport to Languages**; *Victor Hector Adventures**

Centro Multimediale Di Terni 805
Piazza Della Repubblica
05100 Terni, Italy
39 0744 545511
Staff: Nino Zanchin
Services: Multimedia production and post-production facility for television and film

Channel 4 International 1511-20
124 Horseferry Rd.
London SW1P 2TX England
Staff: Bernard MacLeod,
Jo Rosenfelder, Gayle Gilman, Alix Wiseman
Programs: *The Awful Truth**; *Shanghai Vice**; *Psychos**; *Riddle of the Skies**

Channel One Network 1338

The Charlie Company 3354

China TV Program Agency 2910

Chrysalis Distribution 1511-16
The Chrysalis Building
13 Bramley Road
London W10 6SP

ChumCity International 330
299 Queen Street West
Toronto, Ontario M5V 2Z5
416-591-1604
Website: www.citytv.com
Staff: Moses Znaimer, Stephen Tapp, Jay Switzer, Victor Rodriguez, Jacques de Suze, Mary Powers, Victoria Valius, Denise Cooper
Programs: *Sextv**; *Fashion Television**; *Arts & Minds**; *The NewMusic**; *Booktv**; *Intimate & Interactive**; *Ooh La La**; *Movie Television**

Cinar Films 1910
1055 René-Lévesque Blvd. East
Montreal, Quebec H2L 4S5 Canada
e-mail: info@cinar.com
Website: www.cinar.com
Staff: Ronald Weinberg, Micheline Charest, David Ferguson, Louis Fournier, Marie-José Corbeil, Mercedes Alvarez
Programs: *Sci Squad**; *Ripley's Believe It or Not**; *Mona the Vampire**; *Arthur**; *Are You Afraid of the Dark?*; *The Mystery Files of Shelby Woo**; *The Ghosts of Dickens Past**; *Sally Marshall Is not an Alien**

Ciné-Groupe Inc. 1910
1511, rue Alexandre-DeSève
Montreal, Quebec H2L 2T7
514-524-7567
e-mail: distribution@cinogroupe.ca
Staff: Jacques Pettigrew, Louise St.-Louis, Sylvie Bélanger
Programs: *Eye of the Wolf**; *Kit & Kaboodle**

Cinephil-Philippa Kowarsky Productions Ltd. 2619
16 Mikve Israel St.
Tel Aviv, Israel 05115

972-3-566-4129
e-mail: cinephil@netvision.net.il
Staff: Philippa Kowarsky
Programs: *The Big Bug Show**, *Mimi & Me**; documentaries

Cinetel Films Inc. 2870

Cinevideo Plus Inc. 831

City of Cologne/Stadt Koln 3111

Cluster Television 1261
9630 Deereco Rd.
Timonium, Md. 21093
410-561-5500
Staff: Sally C. Bell, Peggy Powell, Stu Doris, Ann Burke, Dana Feldman.
Programs: *Beast Hunters**.

Clever Cleaver Productions 129
968 Emerald St., Suite 51
San Diego, CA 92109
619-488-2327
e-mail: clevercook@aol.com
Website: http://www.clevercleaver.com
Staff: Lee N. Gerovitz, Steve Cassarino, Clinton Ford Billups, Jr.
Programs: *Kitchen Cut-Ups!*; *Cookin'**

CMT International 738

CNBC Syndication 1042
437 Madison Ave., 14th Floor
New York, NY 10022
212-664-3100
Staff: Margaret Agsteribbe, Karin Annus-Karner, Steve Blechman, Rich Goldfarb, Consuelo Mack
Programs: *The Wall Street Journal Report**

CNDP 911
31 rue de la Vannes
92120 Montrouge, France
33-1 40 45 47 50
Staff: Jacques Beaujean

CNN Newsource Sales Inc. 2075
One CNN Center, PO Box 105366
Atlanta, GA 30348-5366
404-827-1500
e-mail: distribution@cinogroupe.ca
Website: www.newsource.cnn.com
Staff: Susan Grant, Meade Camp, Jonathan Katz, Terry Dolan, Jeffrey Kurtz, Gary Butterfield, Joe Middleburg, Doug Jones, Bob Morris, Fred Burrows, Doug Ballin, Jerry DeMink, Linda Fleisher
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Colonel Paul's 3281

Columbia TriStar International Television 1461
10202 W. Washington Blvd.
Culver City, CA 90232
310-244-8532
Fax: 310-244-1874
Staff: Michael Grindon, John McMahon, Lauren Cole, Peter Iacono, Masayuki Nakamura, William Pfeiffer, Larry Smith, Dorien Sutherland, Leslie Tobin Bacon, Michael March, Armando Cortez, Darren Childs, Jack Ford, Paul Gilbert, Tom Keeter, Steve Kent, Kim LaPadula, Christopher Law, Paul Presburger, Christiane Ruff, Noemie Weisse, Nelson Duarte, Nathalie Garcia, Suzanne Austin, Todd Miller, Mike Wald, Tim Crescenti, Octavio da Silva, Brendan Fitzgerald, Larry Hess, Christine Mason, Sarah Hamilton, Roberta Ibba Hartog, Salete Stefanelli.
Programs: *Air America**, *AXN**, *Born Free**, *Cupid**, *Dilbert**, *Donny & Marie**, *Fantasy Island**, *Totally Tuned In**, *Guys Like Us**, *L.A. Doctors**, *Mercy Point**, *The Net**, *Oh Baby**, *Rude Awakening**, *V.I.P.** Children's Programming—*Godzilla: The Series*. Telefilms/mini-series—*Anne Rice's Rag & Bone*, *ATF*, *Blue*

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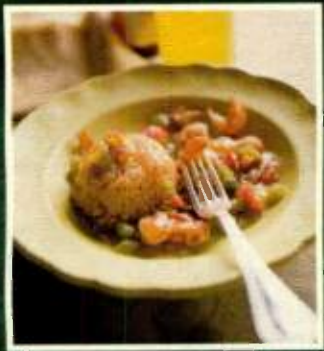
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D'Ocon Films 731
 Calaf 3
 Barcelona, Spain
e-mail: docon@docon.es
Staff: Antoni D'Ocon, Carmina Castells, José Salcedo, Mar Abadín, Diana Domingo
Programs: Sylvan; Delfy and His Friends; The Fruttis; Basket Fever; Scruff*; Fix & Foxi; The Herlues; Pocket Dragons; Myths & Legends; Dad X; Mumfie; Kumba; Chip & Charly; Problem Child; The Avrons; Enigma; The Little Witches

Dominio Digital/Soundstation 3344

Dorling Kindersley Vision 1511-26
 62 Chandos Place
 Covent Garden
 London WC2N 4HG England
 44 171 836 5411
e-mail: dkvision@dk-uk.com
Website: http://www.dk.com
Staff: Simon Jollands, Kim Thomas
Programs: The Way Things Work*; Eyewitness Traveller*; Creatures Fantastic

DR TV International Sales 3750

The Dreambuilder Celebration Inc. 3366

DTG Entertainment Inc. 630
 15840 Ventura Blvd. Ste., 310
 Encino, CA 91436
 818-386-2323
Staff: Arthur Newberger, Ellen Yee, Tara Spencer, Blaine Newberger, Donna Leyva-Newberger.
Programs: Secrets of the Bible Code Revealed*, It's a Miracle*, And the Winners Are*, Millennial Fears*, UFO Diaries, Miracles & Other Wonders, Great Leaders, Great Events; Great Nations, Marlene.

Duke International 1511-46

Dutch Broadcasting Services Corp./NOB 2911

E

E! Entertainment Television 161
 5670 Wilshire Blvd.
 Los Angeles, CA 90036
 323-954-2696
Website: www.eonline.com

Staff: Chris Fager, Jon Helmrich, Karen Kaufman, Dan Hoskins, Dorothy Crompton, Jim Albertone, Anne Mialaret
Programs: Homes with Style*; Dining in Style*; On Style Specials*; Behind the Velvet Ropes*; Celebrity Profile; Mysteries & Scandals; The E! True Hollywood Story; Wild On...; Model; E! News Week in Review; E! News Daily; E! News Feed; In Focus; Behind the

Scenes; Behind the Scenes; Uncut; Fashion Emergency; Talk Soup; Extreme Close-Up; F.Y.E.I.: For Your Entertainment; The Gossip Weekend Show; Coming Attractions; E! Specials

Eagle Rock Entertainment PLC 1511-38
 Eagle House, 22 Armouryway
 London, SW18 1EZ

Earth Communications Office 3847

Eaton Films 1702
 10 Holbein Mews
 Lower Sloane St.
 London SW1W 8NN

Edge Entertainment Inc. 2630
 302 103rd St.
 Saskatoon, SK S7N 1Y9 Canada
 306-374-1207
e-mail: edge.ent@sk.sympatico.ca
Website: www.quantumlynx.com/edge-ent
Staff: David Doerksen, Bill Braaten, Leanne Arnett

Programs: Black Light*; Witness*; Deception*; The Impossible Elephant*; Reel Planet*; Back Roads of Europe; Cross Roads Cafe

Electric Sky 1511-43

Ellipse Programme 1830
 42 rue Emeriau
 75015 Paris, France
 33-1 43 92 58 00
Staff: Robert Réa, Marie-Pierre Moulinjeune, Georges Campana, Alain Bordiec, Adrienne Fréjacques, Raechel Crossen
Programs: Bob Morane*; Fennec*; Corto*; Pirate Family*; Fantomette's Mysterious Adventures*; Xcalibur*; Fracasse*; The Elephants of the Andaman Islands*; The Caribbean Ring of Fire*; Juggling Atoms*; Sister Alice Domon*; The Genesis of a Quartet*; The Mysteries of the Pyramids*

Ellis Enterprises 3633
 1300 Yonge St., Suite 300
 Toronto, Ontario M4T 1X3 Canada
 416-924-2186

e-mail: sales@ellisent.com
Staff: R. Stephen Ellis, Bailey Daniels
Programs: Vipers: Marvels of Evolution*; Echoes of the Carolinian Forest*; Fiery Phantom: The Red Fox*; Venomous Spiders*; White Tail Deer*; Bear Attack 2: Grizzlies*; Beluga Whale*; Wolves of the Americas*; Mothers of Reinvention: Women Reshaping the New South Africa*; Niagara: Thunder of the Waters*; Everglades: Life in the Sea of Grass*; Bear Attack 3: Polar Bears*; Mother Nature; Buck Staghorn's Animal Bites; Profiles of Nature

Emotion Capture Studios 2776

Encore Enterprises 2773
 25510 Avenue Stanford, Suite 101
 Valencia, CA
 805-295-0677
Staff: William Hutten. **Programs:** Goofballs* (200 one-minute gags), The Chucklewood Critters (26 episodes), nine holiday half-hour animated specials.

Endemol International Distribution SA, Swiss Branch 1831

Freiestrasse 204
 8032 Zurich, Switzerland
 41 1 421 3030
e-mail: endemol@endemol.com
Website: www.endemol.com
Staff: Pim van Collem, Matthew Ody, Hedy van Bochove, Giannina Antola
Programs: The Aquanauts; Dollar for the Dead; Striking Poses; The Pawn; Under the Lighthouse Dancing

Enoki Films USA Inc. 2973
 16501 Ventura Blvd. #306
 Encino, CA 91436
 818-907-6503

Envoy Productions 939

ESPN 2011
 605 Third Ave., 11th Fl.
 New York, NY 10158-0180

212-916-9200
Staff: Tim Bunnell, Laurie Coleman, Alessandra Durstine, Mike Fox, Herbert Granath, Minard Hamilton, Richard Lefler, Tim Leisure, Wilma Maciel, Marco Madaloni, Michelle Markides, Ben Nicholas, Mark Reilly, Cristina Seckinger, Bernard Stewart, Dick Stone, Juan Carlos Tapia, Willy Burkhardt, David Zucker.

Programs: 1999 X Games*, 1999 Winter X Games*, ESPN/Big Fights Library, Cart Fedex Championship Series, Nascar Winston Cup, NHL Hockey, Brazil National Team Friendlies, Dutch Division I Football, NFL Football, Triple Crown Horse Racing, Men's College Basketball, ESPN's Sports Bloopers, ESPN's Extreme Bloopers, Out of Bounds Bloopers, Amazing Games: The Series, Unbelievable Sports.

Etcetera Group 1736

Euro London Films Ltd. 1511-54
Europe Images International 911
 25 rue François 1er
 75008 Paris, France
 33-1 47 23 28 00

e-mail: europe_images@europenet.ccm.com-puserve.comcom
Staff: Peter Worsley, Justine Bannister
Programs: Tom & Sheenah; Pip, the Appleseed Knight; Mustang Man; Champions of the Wild I and II; Passion for Nature III; Black Shirt

European Children's Television Centre 3181

Evergreen Entertainment 720
 P.O. Box 362887
 San Juan, PR 00936-2887
 787-273-7900

e-mail: evergreenenter@juno.com
Staff: Migdalia Inocencio, Rebeca Dorna
Programs: Adventures of Swiss Family Robinson; The Legend of William Tell*; William Shatner's A Twist in the Tale*; Return to Treasure Island; Geovision; Okavango

Expand Images 911
 89 rue Escudier
 92107 Boulogne, France
 331 47124040

Staff: Hughes Perrier, Louis Beriot, Kirsten Calteau, Laure Bornstein
Programs: Fort Boyard; Pirattak*; Desert Forges*; The Minichums; Globe Trotters; The Rumor; Little Liar; An Unexpected Father; Nature's Inventions; Hemingway in Cuba*

Explore International 1830
 7 Stratton St.
 Mayfair, London W1X 5FD

Eyemark Entertainment 975/976
 10877 Wilshire Blvd., 9th Floor
 Los Angeles, CA 90024
 310-446-6000

Staff: Ed Wilson, Bob Cook, Barry Wallach, Joe DiSalvo, John Holdridge, Sid Beighley, Sean O'Boyle, Frances Manfredi, Brian Fleming, James Kramer, Kevin O'Donnell, Steve Paul, Kathleen Polett, Brian Wexler, Jennifer Dreyer, Dan Selig, John Simmons, Robb Dalton, Jim Dauphinee, Jon Hookstratten, Elaine Bauer, Joanne Burns, Sam A. Cue, Suni Deskin, Mary Beth McAdaragh, Andi Sporkin
Programs: The Dr. Joy Browne Show*; Martha Stewart Living; Peter Benchley's Amazon*; Pensacola: Wings of Gold; Psi Factor: Chronicles of the Paranormal; The Howard Stern Radio Show*; Bob Vila's Home Again; The George Michael Sports Machine; Wild Wild Web; Caroline in the City*; Early Edition*; Everybody Loves Raymond*; movie packages—Treasury V

Eyemark Media Sales 975
 51 W. 52nd St., 14th Floor
 New York, NY 10019
 212-975-4400

Staff: Dan Cosgrove, Patricia Brown, Norma Taylor, Cathy Szulc, Loreen Washington, Fred Norris
Programs: Psi Factor: Chronicles of the

Paranormal; The Dr. Joy Browne Show*; The Howard Stern Radio Show*; Peter Benchley's Amazon*; Pensacola: Wings of Gold; Bob Vila's Home Again; Caroline in the City*; The George Michael Sports Machine; Wild Wild Web; movie packages—Marquee VIII

Eyemark Video Services 975
 310 Parkway View Drive
 Pittsburgh, PA 15205
 412-747-4700

Staff: George Kieffer, Lee Salas. **Services:** Syndication distribution services, international standards conversions, videotape/video-cassette duplication, satellite transmission services, C-Band and Ku-Band uplink/downlink, satellite space segment and fiber services.

F

F.A.P.A.E. 731

Familyland Network 3348

Faraone Communications 3159
 75 west End Ave., Suite R-9A
 New York, NY 10023
 212-489-1313

e-mail: tfaraone@ibm.net
Website: www.pr-agency.com
Staff: Ted Faraone, Teri Faraone
Services: Public relations and publicity services for programs, distributors, producers, talent, networks, stations, home video and new media

FasTV.com 3036

FFP Entertainment GMBH 3111

Film & Video Magazine 3722

Film Bridge International 3124

Film Florida 2603

Filmax International 731

Filmoption International 831

Films by Jove 3278

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First Business 2850

First National Entertainment 3351

1st World Air Games 134

Fisherman's Heaven 3342

Fly by Night Productions Inc. 3274

Focal 1511-37

Forefront Entertainment Group 1910

Fox Family Channel 1175

Fox Family Worldwide 1175

Fox Kids France 1175

Fox Kids London 1175

Fox Lorber Associates 437

419 Park Avenue South
 New York, N.Y. 10016
 212-686-6777

Staff: Stuart Rekant, Richard Lorber, Sheri Levine, Micahel Olivieri, Mindy Rosenthal, Johanna Samuel, Richard DeCroce, Ed Galton, Rosemary Harris, Amy Smith
Programs: The Camera's Eye*; Super Fires!*; Hollywood Salutes Arnold Schwarzenegger*; The Pleasure Trade*; Hellhounds on My Trail: The Afterlife of Robert Johnson*; On the Ropes*; The Search for Kurtz*

France Animation 911

14 rue Alexandre Parodi
 75010 Paris, France
 01 53 35 90 90

Staff: Giovanni Milano, Maïa Tubiana, Lionel Marty

France Television Distribution 911

1 Boulevard Victor
 75015 Paris France

33-1 44 25 01 40
Staff: Marc Bonduel, Hervé Michel, Pierre François Gaudry, Alexandre Piel

Frecuencia Latina Network 2740

The Fremantle Corp. 2675
 660 Madison Avenue
 New York, NY 10021
 212-421-4530
Staff: Paul Talbot, Josh Braun, Julie Zulueta-Corbo
Programs: Series—*All My Children*; *Conan*; *Big Wolf on Campus*; *Misguided Angels*; *Benny & the Cartoonz*; *Natalie's Art of Living*; *Exccentriiks*; *Baywatch*; Series—*David Caradine's Martial Arts Journey*; *Inside The Cold War with Sir David Frost*; *The Tony Awards*; *The Kennedy Center Honors*; NTV series for Latin America—*The Adventures Of Hacchi*; *Anpanbread Man*; *The Twins at St. Clare*; *Magic Girls*; *Cliff Hanger*

The Fremantle Corp. LTD 2675
 Unit 2 Water Lane, Kentish Town Rd.
 London NW1 8NZ England
 0171 284-6500
Staff: Anthony Gruner, Veronique Heim

Fremantle of Canada LTD 2675
 23 Lesmill Rd., Suite 201
 Don Mills, Ontario M3B 3P6 Canada
Staff: Randy Zalkan

Fuji Television Network Inc. 627

FUNimation Productions Inc. 3086

G

Gardening for Real People 3333

Gaumont 1138
 30 avenue Charles de Gaulle
 92200 Neuilly, France
 33 1 46 43 21 34
Staff: Christian Charret, Marc du Pontavice, Hugo Bergson-Vuillaume, Mickie Steinmann, Thomas Kornfeld, Marla Ginsburg, Christine Camdessus, Philippe de Chaisemartin, Grégoire Melin, Stephane Parthenay, Pierre-Ange Le Pogam, Donna Redier Linsk
Programs: *Pearls of the Pacific*; *Highlander: The Raven*; *Oggy and the Cockroaches*; *Violent Earth*; *The Magician*; *The Yearly Newsreel**

GB Productions 911
 1 place Charles de Gaulle
 78180 Montigny le Bretonneux, France
 33-1 34 52 08 30
Staff: Florence Laval

Gear-CGI 3173

GEM 1511-14

German Films & TV-NRW 3111/3121

German United Dist. Bavaria Film Studio 3111

Gestmusic Zeppelin Internacional S.A. 731-N
 Calle Serrano 32, 2° E
 Madrid 28001 Spain
 34 91 576-0645
Staff: Isabel Raventos, Maria Pinicca, Belen Perez Moniz, Secundiro Lecasco, Jose Lecasco, Joan Ramon Mainat
Programs: *Cronicas Marcianas*; *Esos Locos Bajitos*; *El Super*; *Los Cañete*; *Parodia Nacional*; *Canciones de Nuestro Vida*; *Lluvia de Estrellas*; *Plaza Alta*; *Vidas Cruzadas*; *Querido Maestro*; *Fernandez y Familia*; *Inocente*; *Inocente*; *Sorpresas Te de la Vida*

GLC Productions 3073
 11 Weehawken St.
 New York, NY 10014
e-mail: chris@glc.com
Website: www.glc.com
Staff: Daniel Kramer, Christopher Hyun, Luis

Cataldi, Lincoln Peirce, Dave Wollos, Robert Freedman
Programs: *The Buddy System**

Gil Productions Ltd. 2619

GLC Productions 3073

Global Entertainment Media 1741

Global Media Productions 3630

Global Programming Network 376
 1725 Camino Palmero, Suite 420
 Hollywood, CA 90046
 323-874-3212
Staff: Mike Fenwick, Richard Hammer, Bruce Boro
Programs: *Egoli-Place of Gold*, *The Secret Adventures of Jules Verne*

Globo International 2360
 RVA Pachecoleão 256
 Rio De Janelro RJ 22460-030 Brazil
 5521-512-2244
Website: www.redeglobo.com.br/international
Staff: Orlando Marques, Robert Campbell, Marise Caetano, Laetitia Floquet
Programs: *Torre de Babel (Tower of Babel)*; *Era una Vez (Once upon a Time)*; *Mi Buen Querer (My Sweetheart)*; *Pecado Capital (Capital Sin)*; *Dona Flor and Her Two Husbands*; *Cuerpo Dorado (Summer Affair)*; *Hilda Hurican (Hurricane Hilda)*; *Mujer (Woman)*

Goldcrest Films International 1511-49

GoodTimes Entertainment NA
 16 E. 40th St.
 New York, NY 10016
 212-951-3003
Staff: Andrew Greenberg, Seth Willenson, Catherine Branscome, Lynn Hamlin
Programs: *Rudolph the Red-Nosed Reindeer: The Movie**; *The World of Beanie Babies**; *Greatest Heroes and Legends*; *Camelot, the Legend*; *Animated Classics Libraries I, II and III*

GPN/University of Nebraska-Lincoln 3337
 PO Box 80669
 Lincoln, NE 68501-0669
 800-228-4630
e-mail: gpn@un1.edu
Staff: Jim Danielson, Gaylen Whited, Stephen Lenzen
Services: Educational distribution; instructional school television; international educational co-production

Granada Media 1840

Grandolph/Juravic Enter. 230
 R.F.D. 1680 Bordeaux Lane
 Long Grove, IL 60047
 847-537-4007
Staff: Gary Grandolph, Dennis Juravic, Justin Beverley, Bill Edwards, Tim Duncan, Mike Byrd
Programs: *Game Warden Wildlife Journal*, *Young America Outdoors*, *Parenting Life*, *Created By You*.

GRB Entertainment 2431
 12001 Ventura Pl., Suite 600
 Studio City, CA 91604
 818-753-3400
e-mail: info@grbtv.com
Staff: Gary Benz, Michael Branton, Kim Relick, Debby Levin, Jean Huang, Gavin Reardon, Ute Cichocki, Reed Shelly, Todd Barasch
Programs: *War Dogs**; *Inferno**; *Storm Warning!*; *Anatomy of Disaster*; *What Went Wrong?*; *World of Wonder*; *Sea Tek*; *Climb Against the Odds*; *Incredible Frontiers*; *Movie Magic*; *Mega Movie Magic*; *World's Wildest Daredevils*; *Hollywood's Greatest Stunts*; *Burt Bacharach: One Amazing Night*

Great Chefs Television 431
 PO Box 56757
 New Orleans, LA 70156-6757
 504-581-5000
e-mail: great.chefs@worldnet.att.net
Website: www.greatchefs.com

Staff: John Shoup, Linda Anne Nix, Cybil Curtis, Gloria Moore, John Bever
Programs: *Great Chefs of France*; *Great Chefs of Austria*; *Great Chefs of South America*; *Great Chefs of the Caribbean*; *Great Chefs of America*; *Great Chefs of the World*; *Great Chefs of Hawaii*; *Great Chefs—Great Cities*; *Great Chefs of the East*; *Great Chefs of the South*; *Great Chefs: Louisiana New Garde*; *Great Chefs of Chicago*; *Great Chefs of San Francisco*; *Great Chefs of New Orleans*; *Chocolate Passion*; *Chocolate Dreams*; *Chocolate Edition*; *Oriental Obsessions*; *Mexican Madness*; *Great Chefs, Great BBQ*; *Great Southern Barbecue*; *Great Outdoor Cooking*; *Great Chefs: The Women*; *Great Chefs Halloween Treat*; *Great Chefs Cook Italian*; *Great Chefs: A Show for All Seasons*; *An International Holiday Table*; *Great Chefs: Desserts*; *Seafood Sampler*; *Great Chefs: Appetizers*; *Great Chefs Cook American*; *Great French Fest*; *Great American Inns*; *A New Orleans Jazz Brunch*; *Down Home Cookin'*; *A Southwest Thanksgiving Feast*; *Stephane Grapelli in New Orleans*; *Toots Thielemans in New Orleans*; *Les McCann in New Orleans*; *Don Menza in New Orleans*; *Ellyn Rucker in New Orleans*; *Charlie Byrd in New Orleans*; *Jack Sheldon in New Orleans*; *Ernestine Anderson in New Orleans*; *Irma Thomas in New Orleans*; *New York Jazz Quartet in New Orleans*; *Salute to Jelly Roll Morton*; *A Woodchopper's Ball*; *Woody Herman Remembered*; *Ellis Marsalis and New Generation*

Great North International 2600
 3720 76 Ave.
 Edmonton, Alberta T6B 2N9
 403-440-2022
Fax: 403-440-3400
e-mail: gnr@greatnorth.ab.ca
Staff: Andy Thomson, Patricia Phillips, Keely Booth, Jennifer Batty.
Programs: *Aquanauts**; *Velvet Dreams**; *Lost and Found**; *Empire of the Bay* Full Circle: The Untold Story of the Dionne Quintuplets**; *The Pitch**; *Dolphin Encounters**; *Dance of the Devil Rays**; *Shark Encounters of the Bahamas**; *The Group of Seven: Art For a Nation**; *The Mystery of St. Valentines Day**; *Once Upon a Hamster*,

Gruppo Minerva International 805
 Via D. Cimarosa, 18
 00198 Roma, Italy
 39 06 8543841
Staff: Gianluca Curti, Cristina Cassano
Programs: *La Rumbera*; *Buck and the Magic Bracelet*; *The Decision Maker*; *The Daughter of Lady Chatterly*; *The System**

Gullane Pictures 1031
 1133 Broadway, Suite 1520
 New York, NY 10010
 212-645-3555
Staff: Charles Falzon, Britt Allcroft, William Harris, Cindy Bernstein, Todd Leavitt, Jennifer Thieroff
Programs: *The Adventures of Captain Pugwash**; *Funny Farm**; *Greener Fields**; *James the Cat**; *The True Meaning of Crumbfest**; *What's for Dinner**; *What Katy Did**

H

Hallmark Entertainment 2818
 1325 Avenue of the Americas, 21st Fl.
 New York, NY 10019
 212-977-9001
Staff: Hallmark Entertainment—Peter von Gal, Joel Denton, Erik Pack, Bonnie Low, Liz Sheppard, Donna Cornwell, Jonathan Lynne; Andy Brilliant; Eduardo Vera
Programs: Miniseries—*Arabian Nights**; *Cleopatra**; *David Copperfield**; *Alice in Wonderland**; *Noah's Ark**; *Mama Flora's Family**;

Made-for-TV-movies—*Durango**; *Night Ride Home**; *The Premonition**

Hamdon Entertainment 2320
 12711 Ventura Blvd., Suite 300
 Studio City, CA 91604
 818-753-6363
Staff: Stephen Davis, Gary Goldberger, Corie VanDeutekom, Heather Carson
Programs: *No Greater Love**; *Love After Death**; *And the Beat Goes On: The Sonny and Cher Story**; *Her Own Rules**; *Marriage of Convenience**; *Oprah Winfrey Presents: David and Lisa**; *Murder at Devil's Glen**; *Love in Ambush**; *Love, Murder and Deceit*; *Oprah Winfrey Presents: The Wedding*; *Oprah Winfrey Presents: Before Women Had Wings*; *A Town Has Turned to Dust*; *A Father's Betrayal*; *Change of Heart*; *Narrow Escape*; *The Disappearing Act*; *Desert Gamble*

Happy Face Entertainment 3460

Harmony Gold 443
 7655 Sunset Blvd.
 Los Angeles, CA 90046
 213-851-4900
Staff: Frank Agrama, Colleen Morris, Alan Letz
Programs: *The Adventures of Rin Tin Tin*; *Robotech 3000*

Harrington, Righter & Parsons Inc. 2350
 805 Third Ave., 24th Fl.
 New York, NY 10022
 212-756-3600
Staff: Peter Ryan, Murray Berkowitz, John McMorrow, Jody Hecker, Joel Gutman, David Palmer, Tracey Tynan, Maury Wind, Charlie Lizzo, Mike Schwartz, Andrew Barron, John Radovich, Steve Shadid, Catherine Shaffer, Allison Auerbach

HDH Communications 805
 Via S. Calimero, 11
 20122 Milano, Italy
 39 2 58305968
Staff: Francesco Robatto, Caterina Giobbio
Programs: *Eurovillage*; *New Planet*; *Karol Wojtyla: His Life*; *1978-1998: The Twenty Years of John Paul II*; *Secrets of the Blue World*

Hearst Entertainment 661
 235 E. 45th St.
 New York, NY 10017
 212-455-4000
Staff: Bruce Paisner, William Miller, Glenda Grant, Robert Corona Sr., Steve Weiser, Bob Mahlman, Chad Lapp, Tom Devlin Sr., Michael Doury, Jerry Diaz, Gerald Bixenspan, Rick Karo, Stacey Valenza Sr., Leslie Levine, Gustavo Basalo, Cynthia Hudson-Fernandez
Programs: *Popular Mechanics for Kids**; *B. Smith with Style**; *Famous Homes and Hideaways**; *Phantom 2040*; *All New Popeye*; *Original Popeye*; *Popeye and Son*; *Cool McCool*; *Beetle Bailey*; *Barney Google & Snuffy Smith*; *Krazy Kat*; *Flash Gordon*; *The Magical Adventures of Quasimodo*; *Adventures of the Galaxy Rangers*; *Original Blondie*; *Original Flash Gordon*; *Brewster Place*; *Eerie, Indiana*; *Hee Haw*; *Time Capsules*; Features/packages—*Marquee VIII*; *Marquee IX**; *Hallmark Entertainment Presents**; Other—*Time Capsules*; International: features—*Invisible Child*; H.E.A.T. Collection; more than 250 films and miniseries; International: animated—*The Legend of Prince Valiant*; *All New Popeye*; *Original Popeye*; *Popeye & Son*; *Phantom 2040*; *The Magical Adventures of Quasimodo*; *Cool McCool*; *Beetle Bailey*; *Barney Google & Snuffy Smith*; *Krazy Kat*; *Defenders of the Earth*; *G-Force*; *The New Adventures of Flash Gordon*; *Animated Flash Gordon*; *Adventures of the Galaxy Rangers*; animated specials; International: series—*Popular Mechanics for Kids**; *B. Smith with Style**; *Waterfront**; *Original Blondie*; *Original Flash Gordon*; *The Veronica Clare Collection*; *Perspectives on Greatness*; *Brewster Place*; *What Happened?*; *Essence of Life*; *In the Name of Love*; *Intimate Portraits*; *Rivals*; International: specials—*World's*

Greatest Magic V; Harley Davidson: The American Motorcycle; Made in the USA; Fantasies of the Stars; World's Greatest Magic; World's Greatest Magic II; World's Greatest Magic III; World's Greatest Magic IV; Houdini: Unlocking His Secrets; The Hidden Secrets of Magic; Lance Burton, Master Magician; Lance Burton: The Encounter; Smithsonian Exhibition Specials; Short Story Cinema; Portraits of Courage; Politics & the Games; International: other—Creature Features; Hearst Reports; Hearst Magazine Video; Chronicle; Time Capsule

Hearst-Argyle Television Productions 261

5 TV Place
Needham, MA 02194
781-433-4139
Fax: 781-433-4198

Staff: Bruce Marson, John Budkins, Ted Baker, Mary Markarian, Julia Young
Programs: *Rebecca's Garden; Living Better; SOS in America; Click; Peer Pressure;* Station marketing services—Where the News Comes First station positioning campaign.

Henninger Media Dev. 2800
2601-A Wilson Blvd.
Arlington, VA 22201
703-243-3444

Staff: Steven Schupak, Brian Kelly
Programs: Documentaries—*Beyond the Wall; Birds Like Us; Bridges; Castles of Worship: The Most Amazingly Holy Places in the World; Halloween: Legends, Ghosts and Goblins; Invisible War; Jack the Ripper; Mending Ways: The Canela Indians of Brazil; Nuclear Terrorism; Panama Canal; The Rodney King Incident: Race and Justice in America; The Secrets of the Warrior's Power; Sequins & Stardust: A History of Burlesque; It Seems Like Yesterday; The Tunguska Phenomenon; Wings of Fire; Space Tech: From Science Fiction to Fact; Tricking the Chief; U.S.S. Forrestal: Situation Critical; Top Gun Academy: The Real Story; Pole Position; Stealing the Bomb; Portraits in Horror; The Perilous Fight: The War of 1812; Private I; Prince of Darkness; Children's—Creature Club; Blue Sky City; Game Shows—Ping Pong; Newsbreakers; Self Help/Instructional—Shim Shin Key; The Modern Man's Guide to Fatherhood; Entertainment—Ernest Borgnine on the Bus; Cable TV: The First 50 Years and Beyond; Digital Zone; Exorcism: Dealings in the Dark Side; Classic Hollywood: The Road to Stardom; In the Grip of Evil; The Human Factor; Technology On-line; Famiglie Di Potere (The Families of Power)*

High Point Films & Television Ltd. 1511-21

HIT Entertainment PLC 639
13-16 Jacobs Well Mews
London W1H 5PD England
+44 171 224 1717

e-mail: sales@hitentertainment.com
Website: www.hitentertainment.com
Staff: Peter Orton, Charlie Caminada, John Morris, Henrietta Hurford-Jones, Dorian Langdon
Services: *Archibald the Koala*; Brambly Hedge*; The Fly*; Kipper 2*; Lisa; McNeil River Bears; SeaScope*; The Three Friends...and Jerry**

The Hollywood Reporter 560/3468
5055 Wilshire Blvd.
Los Angeles, CA 90036

e-mail: mailbox@hollywoodreporter.com
Website: www.hollywoodreporter.com
Staff: Robert Dowling, Lynne Segall, Steven Gellman, Nerry Elkins, Millie Chiavelli, Wendy Bleazard, Paul Johnson

Hollywoodwebsites.com 3067
210 N. Pass Ave., Suite 200
Burbank, CA 91505
818-556-4155
e-mail: zedlar49@earthlink.net
Websites: www.hollywoodwebsites.com

Staff: Jeff Zedlar, Rick Baumbach, Troy Zedlar, Robert Echols, Micah Lee
Services: Sales of classic Hollywood domain names; Website design and hosting

Home Improvement TV Network 3420
3441 Baker St.
San Diego, CA 92117
619-273-0572

Staff: Bruce Lamb, Paloma Glass, Barry Cook, Justin Woodard.
Programs: *American Home Repair.*

Horizon Quebec 831

Horizons Communications Group 3516

House Calls 3650

Huschert Realfilm Multimedial 2910

Hyperlock Technologies Inc. 2939

IBOPE International 2841

ICE 805

ICTV 911

9 rue Jean Mermoz
75008 Paris, France
33-1 43 59 26 79
Staff: Michel Noll, Flor Hurtado

IFM Film Associates, Inc. 2400

1541 N. Gardner St.
Los Angeles, CA 90046
323-874-4249
e-mail: ifmfilm@aol.com
Staff: Antony Ginnane, Ann Lyons
Programs: *Somewhere in the Darkness*; Against the Tide*; Dangerous Proposition*; Reluctant Angel*; The Truth About Juliet*; An American Summer; Dead Innocent; Elsinore; Emissary; Encounters; Get Away, Get Away; Insomnia; The Last Perfect Wave; Mommy; Mommy 2; Offspring; Point of No Return; Raising Heroes; Road To Nowhere; Savage Justice; Sex Is a Four-Letter Word; Solstice; Swimsuit: The Movie; Timeless; Torment; Whiteforce*

Ilce-Imagenes Vivas de Mexico 2629

Imagen Satelital S.A. 2960

Imavision 831

Independent Television Network Inc. 375
747 Third Ave.
New York, NY 10017

Independent Television Entertainment—USA 2965

Institut National de l'Audiovisuel/INA 911

4 avenue de l'Europe
94366 Bry-sur-Marne Cedex, France
33-1 49 83 20 00
Staff: Serge Lafont, Marie-Josiane Rouchon, Michèle Gautard

Interactive Television Entertainment 2965

100 Wilshire Blvd., Suite 1850
Santa Monica, CA 90401
310-319-0110

e-mail: ite@ite-usa.com
Staff: Ivan Solvason, Carlos Zalve, Amy Meyers, Phillip Nakov, Bianca Acuna, Caleb Churchill

Programs: *Throat & Neck; Hugo Jungle Island*; Tush Tush**

Products: @ctive TV*; WebChoice; Animation Mask System; Instant Response System

Interface-Telemarket 3661

Via Groenlanbia, 31
00144 Rome, Italy
0039-06-5422721
e-mail: info@tvfiles.com
Website: www.tvfiles.com
Staff: Riccardo Colasanti, Adele Penelope,

Claudia Vaccarone, Carla Mori, Martina Battistich, Simona Angeletti, Paolo Sabbatucci, Fabio Paoletti, Valeria Poli, Antonio DiNoto, Antonella Troia, Sonai Plebani
Products/services: TV files video-on-demand; TV files carousel

Intermedia Games Ltd. 3421

International Documentary Association 3734

Interpannonia Film Ltd. 2977

Gyarnat U 36
H-1145 Hungary
Staff: Marietta Dárdai, Hajnalka Rafajlovics
Services: Production, co-production and distribution of animated programs

Intersound Inc. 443

8746 Sunset Blvd.
Los Angeles, CA 90069
310-652-3741
e-mail: admin@intersound.com
Staff: Kent Harrison Hayes, Garry Morris.
Services: Post-production services (language dubbing and subtitling)

Intervu 3264

Intraroyal 2411

4854 SW 72nd Ave.
Miami, FL 3315
305-661-2424
e-mail: rotundo@ibm.net
Staff: Roxanna Rotundo, Ricardo Blanco
Programs: *Hey Miami; Toda Para Mi; La Marguerita*

Israel Export Institute 2619

Italian Trade Commission 805

1801 Avenue of the Stars, Suite 700
Los Angeles, CA 90067
323-879-0950
Staff: Pasquale Bova, Massimo Mamberti, Carol Fabi, Vince Marazita, Anna Sannito, Gaspare Asaro, Anna Maria Paranzino, Milena Catarci

Itel 1431

ITN Archive 3660

Ivanhoe Broadcast News 1739

2745 W. Fairbanks Ave.
Winter Park, FL 32789
407-740-0789
e-mail: mthomas@ivanhoe.com
Website: www.ivanhoe.com
Staff: John Cherry, Chad Rose, Jean Bauman, Marjorie Thomas
Programs: *Guy Stuff*; Smart Woman; Prescription: Health; Medical Breakthroughs*

J&J Fishing 3453

J&M Entertainment 1511-19

2, Dorset Square
London NW1 6PU England
0171 723 6544
e-mail: tvsales@jment.com
Staff: Tony Lytle
Programs: *The Commissioner*; Ocean Tribe*; Human Bomb; Beck; Appetite**

Janson Television & Video 3631

88 Semmens Rd.,
Harrington Park, NJ 07640
201-784-8488
e-mail: tvsales@janson.com
Website: www.janson.com
Staff: Stephen Janson, Zara Janson, Betsy Van Ost
Programs: *STN News*; Winter in Yellowstone*; The Electric Playground*; Tai Chi Innerwave with Joey Bond*; Passport to Adventure*; Dolphin Stories*; Travels in Europe with Rick Steves*; Discover America's Great Places*; Profession: Bounty Hunter*; Betty Buckley In Performance & In Person*; Alan Ladd: The True Quiet Man*; Struggle for*

Vicksburg; The U.S.—Mexican War: 1846-1848*; Trolleys: The Story of the American Streetcar*; Child Safety: It's No Accident*; Angels at Work*; Everyday Miracles**

JCS Productions 2619

Joseph Winkler Productions 3364

K

Kaleidoscope Media Group/Seagull 711

244 W. 54th St.
New York, NY 10019
212-757-0700
e-mail: tzla@earthlink.net
Staff: Henry Siegel, Paul Siegel, Wil Master, Jesse Weatherby, Jason Klein
Programs: *Shaka Zulu: The Citadel*; Diamond Hunters*; Mia, Mine Forever*; Thinking About Africa*; Merlin: The Series; Spies Among Us; Micronauts; Bill Body*; Willi Wuhlmouse*; Tom and the Beaver Gang; Extraordinary Kids; Adventure Rio; Family Movie Package*; Team Xtreme; Snowflake; High Voltage Specials*; Sports Celebrity Biographies*; In Celebration of Life*; Ice Fairy Tales Collection; Cool World Celebration*; World Mysteries; From the Bitter End; Field and Stream Legends; Outdoor Life Series; The Air Shows; Crunch Fitness; Cyberfit; The Golf Show; Boxcino*

Kantar Media Research 2841

Katz Television Group 631

125 W. 55th St.
New York, NY 10019
212-424-6000
Website: www.katz-media.com
Staff: Jim Beloyianis, Jim Murtagh, Michael Hugger, Kathleen Wyer Lane, Regina Kitson, Patricia Cabrera, Michael Spiesman, Chris Jordan, Swain Weiner, Bruce Kallner, Bill Carroll, Ruth Lee Leaycraft, Jim Curtin, Greg Conklin, Lisa Hollaender, Andrea Hughes

Kayenta Production 3284

Keller Entertainment Group 434

14225 Ventura Blvd.
Sherman Oaks, CA 91423
818-981-4950
Staff: Max Keller, Micheline Keller, Cord Douglas, François Lesterlin, Cécile Evrard
Programs: *Ramses; Conan: The Adventurer; Grizzly*; The Sam Hill Chronicles; Acapulco H.E.A.T.*

Kids Golf "Drive Pitch & Putt" 106

Kids TV/Doc TV 1511-35

KidScreen Magazine 2986

366 Adelaide St. West, Suite 500
Toronto, Ontario M5V 1B9 Canada
416-408-2300
e-mail: sales@kidscreen.com
Website: www.kidscreen.com
Staff: Ken Faier, Nicole London, Kimbirly Orr, Virginia Robertson
Product: *KidScreen Magazine*

King Feature Productions 164

King World International 2031

King World Media Sales 2031

1700 Broadway, 33rd Fl.
New York, NY 10019
212-315-4747
Staff: Steven Hirsch, Michael Auerbach, Anthony Fasolino, Kevin Brown, Patrick Collins, Robin King, Dale Casterline, Kimberly Wright, John Chu
Programs: *Wheel of Fortune; Jeopardy!; Inside Edition; The Oprah Winfrey Show; The Roseanne Show; Hollywood Squares; The Martin Short Show*; It's Showtime at the Apollo; Soul Train; The Soul Train Music Specials; Conan; Acapulco H.E.A.T.*

King World Productions 2030

12400 Wilshire Blvd., Suite 1200
West Los Angeles, CA 90025
310-826-1108
Staff: Roger King, Michael King, Robert Mad-
den, Donald Prijatel, Delilah Loud, Andy
Friendly, Randy Hanson, Larry Hutchings,
Fred Cohen, Steve Friedman, Ellen Politi, Ted
Bookstaver, Randi Cone, Stu Stringfellow, Lee
Leddy, Lee Villas, Moira Farrell, Patsy Bundy,
Michael Stornello, Lee Keirsted, Christopher
Rooke, Stephen Hackett, D. Kevin Frady, Jim
Frady
Programs: *The Martin Short Show**; *The
Roseanne Show*; *The Oprah Winfrey Show*;
Hollywood Squares; *Wheel of Fortune*; *Jeop-
ardy!*; *Inside Edition*

**Kiplinger Washington Editors/Walter K.
Gilbride Associates 2871**
1729 H St., NW
Washington, DC 20006
202-887-6400
Staff: Walter K. Gilbride, Frank Phillippi, Larry
Fishbein
Programs: *Kiplinger's Personal Finance
Report*
Services: Kiplinger.com; Kiplinger internet-
based business information subscription
service

Knowledge Industry Publications 3722

Koan Inc. 703

Kodansha Ltd. 2639

**Koplar Interactive Systems
International 2641**
One South Memorial Dr.
St. Louis, MO 63102
e-mail: k-isi@k-isi.com
Website: www.k-isi.com
Staff: Ted Koplar, Kevin Harlan, Brian Jones,
Bill England, Vicki Lowry, Tiffany Yost, Josh
Stevens, Robin Dickey
Programs: *InTouch TV*; *Veil*

KSS Inc. 3183

Kushner-Locke Co. 3261

L

La Cinquieme-La Sept/Arte 911
10 rue Horace Vernet
92130 Issy Les Mouli neaux, France
33-1 41 46 56 46
Staff: Alain Wieder, Patrice Fourneir, Yann
Renouard, Ann Julienne, Anne Charbonnel,
Jean Mino, Didier Lecat, Aline Mansour,
Emmanuelle Erbsman

La Isla de Jordan Down at the Zoo 2781

Lain International Inc. 706

Lakeshore International 1801

Landesanstalt fur Rundfunk NRW 3111

LDS Church Public Affairs 3277

Ledafilms S.A. 1145

Les Films De La Perrine 911
6 cité Paradis
75010 Paris, France
33-1 56 03 90 30
Staff: Dominique Boisshot

Les Films D'Ici 911
12 rue Clavel
75019 Paris, France
33-1 44 52 23 23
Staff: Yves Jeanneau

Liberty International Entertainment Inc. 2620
1900 Westwood Blvd., Penthouse
Los Angeles, CA 90025
310-474-4456
Staff: Randy Naft, Irv Holender, Leslie Collins
Programs: *Phenomenon: The Lost
Archives**; *Magic & Beyond**; *Fast Company**;

*Religions of the World**; *The Defectors**; ani-
mated TV series; documentaries; musicals
and specials

Lifesize Entertainment 3359

Linden Soles Mediaworks Inc. 3462

Link Entertainment 1511-22
7 Baron's Gate, 33-35 Rothschild Rd.
London W4 5HT England
44 181 996 4800
e-mail: info@linklic.demon.co.uk
Staff: David Hamilton, Jo Kavanagh-Payne,
Genevieve Dexter, Katherine Ilbury, Janel
Montague
Programs: *Preston Pig*; *Teddybears*; *The
Forgotten Toy Series*

Litton Syndications Inc. 2660
2213 Middle St., 2nd Fl.
Sullivan's Island, SC 29482
843-883-5060
e-mail: litton@litton-syndications.com
Staff: Dave Morgan, Nancy Smeltzer, Tim
Voit, Dale Snyder, Peter Sniderman, Jeff Jar-
rard, Joe Bagnulo, Jim Smeltzer
Programs: *Jack Hanna's Animal Adventures*;
Bloopy's Buddies; *Know It Alls*; *Desperate
Passage Film Series**; *Critter Glitters**; *Algo's
Factory**; *Story of a People**; *The Tough Man
Contest**

Lolafilms International 731

London Films 1511-28

The London Films Archive Trust 1511-51

London Television Service/B.L.S. 1511-53
21-25 St. Anne's Court
London, W1V 3AW
0 171 434 1121
e-mail: lts@worldwidgroup.ltd.uk
Staff: John Ridley, Alicia Matthews, Reina
Norris, Chris Courtenay Taylor, David Grieve,
Mark Hopkinson
Programs: *Dangerous Waters**; *Seeds of
Change**; *Web of Life**; *The Earth's Crust**;
*Northern Ireland: Tourist Trails**

Louisiana Film Commission 4211

Lucky World Productions Ltd. 1511-09

M

M&L Banks 3736

M5 911
27/29 rue du Colonel Pierre Avia
75508 Paris cedex 15, France
33-1 41 33 96 86
Staff: Frank Soloveicek, Nathalie Damien
Taylor, Raphaëlle Mathieu

M6 Distribution 911
16 cours Albert 1er
75008 Paris, France
33-1 44 21 66 66
Staff: Bernard Majani, Catherine Wojtyczka,
Marie-Laure Montironi

M.A. Kempner 1530
11820 Fountainside Circle
Boynton Beach, FL 33437
561-732-8895
Staff: Marvin Kempner, Bubbi Bendell,
Leonard Bendell
Programs: *All Aboard*; documentaries and
series on motorcycling, ballroom dancing,
railroading, etc.

Magic Media Co. TV Produktions GMBH 3111

Magus Entertainment 2911
Amperestraat 10
1221 GJ Hilversum, The Netherlands
31 0 35 6420677
e-mail: magus@worldonline.nl
Staff: Rick van der Heuvel, Claus Clausen,
Jaap Joost Breijinck

Programs: *Renada*; *Simsalagrimm*; *Mystery
of Nature*; *Travel Destinations*

Mainframe Entertainment Inc. 231

Mainline Releasing 3335
1801 Avenue of the Stars, Suite 1200
Los Angeles, CA 90067
310-286-1001
Staff: Marc Greenberg, Rich Goldberg, Tan-
naz Anisi
Programs: *Pleasure Zone**; *Indiscreet*;
Dementia; *Hotline*; *Intimate Strangers*

Marathon International 911
27 rue de la Faisanderie
75116 Paris, France
33-1 44 34 66 00
Staff: Olivier Brémond, Thorunn Anspach,
Emmanuelle Bouilhaguet

Marie Hoy Film & TV 1511-23
18 Bruton Place, Berkeley Square
London W1X 7AA England
44 171 493 3345
e-mail: mariehoy@compuserve.com
Staff: Marie Hoy, Helen Mullarkey
Programs: *Back to Sherwood*; *Dick & Tracy*;
The Wedding Job; *The Scarlet Tunic*; *The
Mantis Dance*

Marina Productions 911
Place du Marche
13 Rue Madeleine Michelis
92200 Neuilly Sur Seine, France
33-1 46 40 28 00
e-mail: michele@marina-productions.fr
Staff: Claude de Saint Vincent, Gaspard de
Chavagnac, Julie Fox
Programs: *Princess of the Nile*, *The Last
Reservation**; *Small Stories**; *Little Hippo*;
Ladybird; *Gulliver's Travels*; *Tintin and the
Calculus Affair*; *Tintin and the Mystery of
Shark Lake*; *Mary of Nazareth*

Mark Anthony Entertainment 2950
38 W. 39th St.
New York, NY 10018
212-271-2359
Staff: Tony Intelisano, Don Barnett, Grant
Norlin, Chantal Raven
Programs: *Main Floor*; *Greatest Sports Leg-
ends Millennium Moments*; *Bombshells*; *Fil-
bert Fopp Can't Stop*; *Hewlett Packard Inter-
national Women's Challenge*; *17th Annual
Country Showdown*

Massachusetts School of Law 3345
500 Federal St.
Andover, MA 01810
978-681-0800
Staff: Lawrence Velvel, Michael Coyne,
Diane Sullivan
Programs: *The Educational Forum*; *A Ques-
tion of Law*

Maxima Film Corporation 3251
23 Lesmill Rd., Suite 400
Toronto, Ontario M3B 3P6 Canada
416-449-9400
e-mail: johnstoneman@sympatico.ca
Staff: J. Gary Gladman, Milt Avruskin, Allan
Kent, Tom McLagan, Judit Gladman, Val Kent
Programs: *The Ocean Mosaic**; *Danger in
The Sea*; *The Living Sea*; *The Ocean World of
John Stoneman*; *Conscience of the World*

Mayfair Television Entertainment Ltd. 1511-39
110 St. Martins Lane
London WC2N 4AD England
44 0 171 304 7911
Staff: Daniel Weinzwieg, Alison Baker, Robyn
Ilurd, Helen Ward
Programs: *Seachange*; *Duggan*; *Births, Mar-
riages and Deaths*; *Mysteries*; *Telly Laughs*;
In Love with Elizabeth; *Pursuit: Peace, Love
and Murder*; *Falling for a Dancer*; *Close Rela-
tions*; *Getting Hurt*; *Pride of Africa*

Media Asia Distribution 3315

Media Freight Services 1511-47
Media House, Springfield Rd.
Hayes, Middlesex UB4 0DD England
44 181 573 9999

Staff: Norman Brett, Alan Armstrong, Helen
Jeremiah, Paul Goldsworth
Services: International freight services;
bonded storage facility; fulfillment; TV mar-
ket specialist

Media International Corp. 2261

Media Metrix Inc. 3162

Media Specialists 2961

Mediacube Italia 805
Via Procaccini, 25
20154 Milano, Italy
39 02 345791
Staff: Giorgio Prandoni, Francesco Juilland,
Antonella Juilland
Programs: *Tosca 2000*
Services: Visual effects; computer graphics;
3-D modeling and animation; virtual charac-
ters

Mediametrie/Eurodata-TV 911
55/63 rue Anatole France
92532 Levallois Perret Cedex, France
33-1 47 58 97 57
Staff: Jacques Braun, Muriel Mornard, Car-
ole Morvan
Services: Eurodata TV—à la carte service,
Program Zoom, subscription service, Cable
Channels USA/Cable Channels UK, Thematic
TV, Channel Zoom, tracking and certification
service, Eurodata TV Barometer, sports audi-
ence reports, New on the Air, One Television
Year in the World

Mediamind Productions Inc. 231
Suite 104, 565 17th St.
West Vancouver, B.C. V7V 3S9 Canada
604-921-6678
e-mail: mediamind@bc.sympatico.ca
Staff: Craig Farlinger
Programs: *Motorworld**
Services: Computer animation, design and
production

Mediaset SpA 805
Viale Europa, 48
20093 Cologno Monzese, Italy
39 02 25141
Staff: Roberto Pace, Daniele Lorenzano,
Guido Pugnetti, Gabriella Ballabio, Francesco
Mozzetti, Riccardo Tozzi, Giuseppe Proietti,
Clare McArdle, Marco Chimenz, Jill Goldstein

Mediaworks international 3831

Medios-Imagenes Vivas de Mexico 2629

Mega Entertainment International 460
150 West 25th St., Suite 503
New York, NY 10001
212-242-0088
e-mail: megany@ibm.net
Staff: Ziv Sidi, Sharone Melamed, Natalia Vir-
itch, Mor Sommer, Melanie Samarasinghe
Programs: *EZ Net SuperSurfers*; *Bug
Off/Buzz Off*; *Peter & Din*; *Detective Bogey*;
*Omer**; *Ancient Tales for the New Millenni-
um**; *Prophecy Written on the Wind**; *Desti-
nations**; *Terra Australis**; *Secrets of India*;
Beyond the Horizon; *The Unreal**

Megatrax Productions Music 2260
11684 Ventura Blvd., Suite 978
Studio City, CA
818-503-5240
e-mail: megatrax@megatrax.com
Website: www.megatrax.com
Staff: Steve Corn, Jonathan Braun, Caitlin
Hill, Andrew Robbins
Programs: Promo collection; Sound Ideas
SFX libraries*; Mazur Classic library*; Music
Source*

Mel Giniger and Associates 2862
1964 Westwood Blvd., Suite 240
Los Angeles, CA 90025
310-446-1918
e-mail: mg_and_a@earthlink.com
Staff: Mel Giniger, Nancy Giniger, Barbara
Conte
Programs: *Once Upon a Tree*; *Dinki Di's*;
Critter Gitters; *Hollywood Specials*; *The
Pranksters*; *A Century of Sci-Fi*; packages of
action films

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World Radio History



The Men's Club 3376
Metrodome International 1511-42
 25 Maddox St.
 London W1R 9LE England
Staff: Tony Taglienti, Jennifer Pilmington
Programs: *Pope John Paul II: A Celebration of His Life**; *Nelson Mandela: His Life in His Words**; *Jazz Essentials**; *Jazz Essentials "Live"**; *Electric Blue*; *Prince William**; *Diana & Dodi: A True Love Story**; *Heritage Guides**

MG/Perin Inc. 2065
 21 East 40th St.
 New York, NY 10016
 212-447-5600
e-mail: mgperin@worldnet.att.net
Staff: Marvin Grieve, Richard Perin, Sean Deneny, David Campbell, Candace Fisher Carol Jarob
Programs: *Homer's Workshop*; *America's Black Forum*; *Mi Gente! My People!*; *Tying the Knot: Real Weddings**; *Solutions**; *Black America Today**

Miami TV Productions 3339
Michaels Media 2871
Microsoft 1011
 2593 Coast Ave.
 Mountain View, CA 94043
Website: www.microsoft.com/dtv
Products: WebTV product line; digital TV formats; WebTV for Windows/Windows 98

Midnite Express 2763
Mimon Entertainment 2619
Mind's Eye International 1100
 2201 11 Ave., 3rd Fl.
 Regina, SK S4P 0J8 Canada
e-mail: meintl@sk.sympatico.ca
Staff: Kevin DeWalt, Paul Black, Mark Pra-suhn, Roxanna Husain, Lanis Anthony
Programs: *Incredible Story Studio*; *Mentors*; *Surf Shack**; *The Tourist**; *On My Mind*; *The Lost Daughter*; *Lyddie*; *Decoy*

Mindport MCT 3411
Minnesota Film Board 3338
Minotaur International 1511-15
 17-19 Maddox St.
 London W1R 0DN England
 44 0171 629 6789
e-mail: general@minotaur.co.uk
Staff: Ashling Kehoe, Emma Williams, Sarah Paxton
Programs: *All Saints**; *The Ambassador II**; *Amongst Women**; *Heartbreak High**; *Junk**; *Killer Net**; *Supply and Demand II**; *Trial and Retribution II**; *Wildside**; *Fantastic Flying Journey**; *Treasure of Hanover**; *The Wild Bunch**; *The Dance**; *Lost Warriors of the Clouds**; *Trading Places**; *Complementary Medicine**; *The Clintons: A Marriage of Power**; *Cast Across the World**; *Plane Crazy**; *Great British Sex**; *L.A. Cops**; *Viva España**; *Sarah...Surviving Life**

MIP Interactive 3260
 475 Park Avenue South, 2nd Fl.
 New York, NY 10016
 212-689-4220
Website: www.mipinteractive.com
Staff: Andrew Lerman, Florence Giacometti, Pascal Perzo, Marie-Pierre Chevalier, Franck Graumann, Serge Schertzer
Services: Online platform for buyers and sellers of television product in the international marketplace

MLR Films International 3334
MMT Sales Inc. 464
 885 Second Ave.
 New York, NY 10017
 212-319-8008
Staff: Jack Oken, David Plegler, Ted Van Erk, Patricia Zimmermann, Darrylanna Oliva, Duanne Surbaugh.
Programs: Station representation

Monarch Film Inc. 3736
Monte Carlo TV Market 625

Moonstone Entertainment 2870
 335 North Maple Dr., Suite 222
 Beverly Hills, CA 90210
 310-247-6060
Staff: Ernst "Etchie" Stroh, Yael Stroh
Programs: *Thick as Thieves**; *Kimberly**; *Stranger than Fiction**; *Shepherd**; *Ticker**; *Afterglow**; *Digging to China**; *The Only Thrill*; *The Island on Bird Street**

Motion International 430
 465 McGill St.
 Montreal, Quebec H2Y 4A6 Canada
 514-844-3542
Staff: Stephen Greenberg, Jean Bureau, Heather Wyer
Programs: *36 Hours to Die*; *Omerta*; *Ecce Homo*; *The Greatest Journeys on Earth*; *Panda Bear Daycare*; *Ruffus the Dog*; *The Big Comfy Couch*; *Hello Mrs. Cherrywinkle*

Motion Pictures, S.A. 731
MPI Media Group 2663
MTG Media Properties 961
 805 Third Ave., 8th Fl.
 New York, NY 10022
 212-755-4742
Staff: Joseph E. Kovacs, Steven Nurkin, Todd Jackson, Almira Malyshev.
Programs: *Harrison Bergeron**; *The Arrow**; *Thunderpoint**; *Midnight Man**; *One Man's War**; *Fatherland**; *The Late Shift**; *Pirates**; *The Wraith**; *Dune**; *Ragtime**; *The Dead Zone**

MTV Networks 861
 1515 Broadway
 New York, NY 10036
 212-258-8000
Website: www.mtv.com
Staff: Donald Silvey, Caroline Beaton, Christine Roman, Laura Burrell
Programs: *MTV Presents: Alanis Morissette**; *MTV Presents: R.E.M. Uplink**; *Live from the 10 Spot**; *Super Adventure Team**; *Sifil & Olly**; *The 1999 MTV Video Music Awards**; *The 1999 MTV Movie Awards**; *1997 MTV Europe Music Awards*; *Animation—MTV Downtown**; *Celebrity Deathmatch**; *Cartoon Sushi Shorts**

Muller Media 961
 11 E. 47th St.
 New York, NY 10017-1919
 212-317-0175
Staff: Robert Muller, Daniel Mulholland, Gregory Muller, Dolly Cirona
Programs: *New Century I**; *Smoke Screens I* (10 titles); *Smoke Screens II* (12 titles); (9 titles); *Prime Targets II, III, IV* (approx. 17 titles each); *The Godzilla All Stars* (12 titles); *The Wild Ones* (10 titles); *Weapons* (6 titles); *This Day in History* (365 60-second inserts)

Multimedia Group of Canada 1910
Mundo Net 3260
Music & Entertainment Commission of New Orleans 4211

N

NBD Television Ltd. 1151-52
Negev Communications Productions 2619
Nelvana Ltd. 1910
 32 Atlantic Ave.
 Toronto, Ontario M6K 1X8 Canada
 416-588-5571
Staff: Michael Hirsh, Toper Taylor, Tom Van Waveren, Emmanuèle Pétry, Marie-Laure Marchand, Barry Levy, Sid Kaufman, Kristin Hawley, Catherine Donohue, Margo Raport
Programs: *Puff the Magic Dragon**; *Really Rosie**; *Franklin*; *Rolie Polie Olie*; *George and Martha**; *Little Bear**; *Bob and Margaret*; *Anatole*; *Flying Rhino Junior High**; *Dumb Bunnies**; *Mythic Warriors: Guardians of the Legend**; *Birdz**; *Scholastic's The Magic School Bus*; *Redwall**; *Elliot Moose**

Netherlands Foreign Trade Agency EVD 2911
Network Music Inc. 1731
 15150 Ave. of Science
 San Diego, CA 92128
 800-854-2075
Website: www.networkmusic.com
Staff: Ken Berkowitz, Ananda Laberge, Stacy Browning, Evelyn Angotta. **Services:** Music and sound effects libraries.

New Dominion Pictures 2635
 2645 International Pkwy.
 Virginia Beach, VA 23452
 757-468-1297
e-mail: andrea@newdominion.com
Staff: Tom Naughton, Nicolas, Bobby Levin, Kristin Eppley
Programs: *The End of Civilization with Eric Idle**; *The Untold Story of the Navy SEALs**; *The FBI Files**; *Daring Capers**; *Come Fly with Me!*; *Sacred Paths**

New Line Television 1161
 888 Seventh Ave.
 New York, NY 10106
 212-649-4900
Staff: Robert Freidman, David Spiegelman, Diane Keating, Vicky Gregorian, Chris Russo, Mike Murashko, Dennis Boyle, Janet Bass, Lehel Reeves, Robin Seidner, Jaime Blanc, Laura Armstrong, Tom Campbell
Programs: *New Line 5* (20 titles); *New Line 6* (18 titles); *New Line 6* (15 titles); *The Hard 12* (12 titles); *The New Boss* (15 titles); *Pow-erline* (12 titles); *Big Ticket* (20 titles); *The Lost World**; *Mortal Kombat Conquest**; *Nancy Drew/Hardy Boys Mysteries*; *The Mask*; *Dumb & Dumber*; *Lost in Space Forever*; *Master of the Martial Arts*; *The CBA: Before They Were Stars*

New Orleans Film and Video Commission 4211
New Visions Syndication 2810
 44895 Hwy 82, PO Box 599
 Aspen, CO 81612
 970-925-2640
Staff: Rodney H. Jacobs, Jack Brendlinger, Klaus J. Lehmann, Kayla Hoffman, Gregory S. Jacobs, Lisa Crawford, Matt Lilly.
Programs: *Domestic Offerings—Three Perfect Days**; *The Modern Lewis & Clark Expedition**; *97/98 Mountain-Top Ski & Snowboarding Series**; *The Laughlin Superstar Challenge II**; *The Jeep Cherokee Wildlife Challenge**; *Las Vegas on Ice, 4x4 Ever, Automobile Racing—The Second Century, The Acquired Art of High-Performance Driving, Travelin' On—The Panoramic West, Travelin' On—The American West, Travelin' On—Southern Florida.*

Newstar Worldwide 2638
NHK Japan Broadcasting 2261
Nickelodeon 861
 1515 Broadway
 New York, NY 10036
 212-258-7500
Staff: Kathleen Hricik, Debbie Back, Jennifer Liang.

Programs: *Animorphs**; *CatDog*; *The Wild Thornberry's*; *Renford Rejects*; *The Journey of Allen Strange*; *All That*; *Hey Arnold!*; *Angry Beavers*; *Kenan & Kel*; *KABLAM!*; *Blue's Clues*; *Rugrats*; *Aaahh!!! Real Monsters*; *Rocko's Modern Life*; *The Ren & Stimpy Show*; *The Adventures of Pete & Pete*; *Clarissa Explains It All*; *Allegra's Window*; *Gullah Gullah Island*; *Eureeka's Castle*, various formats including *Legends of the Hidden Temple*; *Global GUTS*; *Nick Arcade*; *Double Dare*.

Nielsen Media Research 2311/2319
 299 Park Ave.
 New York, NY 10171
 212-708-7500
Staff: John Dimling, Buzz Moschetto, Susan Whiting, Susan Buchanan, Ed Aust, Barry Cook, Robert Lane, John A. Loftus, David Swartz-Leeper; Nielsen Syndication Service—Kevin Svenningsen, Ann Rosenberg, Michele Orlick, Michael Hudak, Denise Dear Grossman, Doug Johnson, Sean Hunter, Erik Rabasca, Ruth Leonard, Pauline Aridas, Peter Katsingris, Brian Campbell; Nielsen Station Index (NSI)—Ronald Meyer, Jane Ryan, Catherine Herkovic, Bob Paine, Frank Palumbo, Bill Ross, Jim Gudritz, Lucinda Stovall, Barbara McFarland, Mike Stack, Tom Hargreaves, Jack Lusher; Nielsen Television Index (NTI)—Pat McDonough, Mark Rice, Dave Stepp; Nielsen Homevideo Index (NHI)—Sara Erichson, Paul Lindstrom, Clem Thompson, Lisa Collins, Marie Jannone; Nielsen New Media Services, Nielsen Hispanic Television Index, Nielsen Hispanic Station Index—Ceril Shagrin; Communications—Anne Elliot, Karen Kratz, Jo LaVerde; Technology, Support and Service Development—Beth Farrell, Gary Finch, Julie Aquan, Stacey deLarios, Brad Poretzkin, Carl Fisher, Shelli Dunayer, Sandy Stewart, Jay Colen; Interactive Services—Dave Harkness

Nippon Animation Co. Ltd. 2202
NIS Film Distribution 2911
Noga Communications 2619
 4, Raoul Wallenberg
 Tel Aviv, 68155, Israel
Website: http://www.noga.co.il
Staff: Ehud (Udi) Miron, Iris Hod, Tali Mautner
Programs: *The Big Bug Show**; *Mimi & Me**; *The Nir School of the Heart**; *Living Testimony**; *Theo and His Friends**; *Olin—A Documentary Fairy Tale*

Non-Stop Music 2466
 915 West 100 South
 Salt Lake City, UT 84104
 801-531-0060
e-mail: nonstop@nonstopmusic.com
Staff: Randy Thornston, Luke Rowland, Val Butcher, Bryan Hofeins, Gavon Barkdull, Todd Roane
Services: Library production music; custom music; news production music

Norstar Communications 3243
 31 Old Solomons Island Rd.
 Annapolis, MD 21401
 410-266-0585
e-mail: jcsterin@norstar-ent.com
Staff: J. Charles Sterin, Cheryl Hadrych, Jenna Helwig
Programs/Services: Various long-form dramatic and documentary programs; HDTV programs and services

Norstar Filmed Entertainment Inc. 1910
 86 Bloor Street West, Suite 400
 Toronto, Ontario M5S 1M5 Canada
 416-961-6278
Staff: Peter Simpson, Milt Avruskin, Agapy Kapouranis
Programs: *In the Key of Paradise**; *N.o.M.A.D.D.S.**

NOS Sales 2911
Novocom 1343
 5401 Beethoven St.



Los Angeles, CA 90066
310-448-2500
Website: www.movo.com
e-mail: graphics@novo.com
Staff: John Ridgway, Tami Clark, Barry Smith, Heidi Bayer, Lewis Hall
Services: Visual effects and animation, graphic design, broadcast and multimedia branding/identities and post-production

NRK Aktivum 3752
NRS Group Pty. Ltd. 2361
NTV International Corp. 3259
Nu-Image 2870
NVC Arts 1511-12
74-80 Camden St.
London NW1 0EG England
44 0 171 388 3833
e-mail: henry.birtles@warnermusic.com
Staff: Henry Birtles

NWN Weatherworx 3030
916 Foley St.
Jackson, MS 39202
601-352-6673
e-mail: nwn@nwnstudios.com
Staff: Edward St. Pé, Jason McCleave, Phill Lana, Michael Palmer, Michael Chambers
Programs: *NWN Weatherworx; Enigma Theater; Cybernews Update**

O

Oasis Pictures 1910
6 Pardes Ave. Suite 104
Toronto, Ontario M6K 3H5 Canada
416-588-6821
e-mail: wendy@oasispictures.com
Programs: Comedy—*Grand Illusions; Edge; Harrowsmith Country Life; The Wrong Guy; The Assistant; Natural Disasters*

Omnitem Communications 911
45 rue de l'Est
92100 Boulogne, France
33-1 48 25 00 55
e-mail: omnitem@imaginet.fr
Staff: Sandra Petkovic
Programs: *Remember Cuba: The Fifties*; The Legend of Heidi*; The Fabulous Story of the Slot Machine*; The Fabulous Story of the Fiat 500*; The Fabulous Story of the Wedding Dress*; The Fabulous Story of the Bicycle*; The Fabulous Story of the DS Car*; The Fabulous Story of Salsa Music**

Onyx Media Group 2964
274 Madison Ave., Ste. 601
New York, NY 10016
212-689-6699
Fax: 212-689-6861
Staff: Mark Walton, David Latimer, Derek Cason, Maria Scarcella, Cheryl deBarros.
Programs: *Tuskegee Airmen: American Heroes!; A Kwanzaa Celebration; Film Rap; What About Your Friends*; Mardi Gras*; Baseball's Latin Swing**

Optimum Productions 2914
Optomen Television 1511-11
1 Valentine Place
London SE1 8QH England
44 0 171 967 1234
e-mail: otv@optomen.co.uk
Staff: Peter Gillbe, Sue Hickman
Programs: *Police, Camera, Action*; Two Fat Ladies*; Old Bear Stories; Little Bear and the Christmas Star*; Anatomy of Desire*; The Untouchables*; Tarkies*; Blood on the Steppes*; Blood Royal*; The Mennymys*; Police, Camera, Action Special**

Overseas Filmgroup 3346

P

P. Allen Smith Gardens 626
PO Box 4157
Little Rock, AR 72214
800-946-7887
Website: www.pallensmith.com
Staff: Gaston Gibson, Allen Smith, Betsy Lyman
Programs: 90-second gardening and lifestyle inserts; 30-minute gardening shows

P3 3610
Pact 1511-06
Palm Beach County Film and Television Commission 430
1555 Palm Beach Lakes Blvd., #414
West Palm Beach, FL 33401
561-233-1000
Website: www.pbfilm.com
Staff: Chuck Elderd

Palm Plus Produkties B.V. 2911
PanAmSat Corp. 2310
One Pickwick Plaza
Greenwich, CT 06830
203-622-6664
Website: www.panamsat.com
Staff: Dave Berman, Ann Mountain, Elizabeth Dickens, Alvaro Gazzolo, Steve Cadden, Jennifer Belinsky
Services: Satellite-based communication services

Paramount Television 160
5555 Melrose Ave.
Hollywood, CA 90038
323-956-5000
e-mail: first_last@paramount.com
e-mail: www.paramount.com
Staff: Kerry McCluggage, Steve Goldman, Dick Lindheim, Bob Sheehan, John Wentworth, Mike Melton, Trisha Dissi, Michelle Hunt, Eric Steinberg, Joel Berman, Frank Kelly, Bobbee Gabelmann, John Nogawski, Tom Connor, Dennis Emerson, Larry Forsdick, Karen Kanemoto, Phil Murphy, Broc Pottash, Dawn Abel, Clancy Collins, Lou Denig, Lisa Fimiani, David Theodosopoulos, Terry Wood, Bill Weber, Brad Hart, Laurie Rhodes, Stan Justice, Rob Wussler, John Cummings, Kevin McKay Jr., Scott Koondel, Deborah Kuryak, Carole Wells, Jon Joseph. Rob Friedman, Alex Fragen, Maura McDonough Cope, Liz Firalio, Craig Smith, J. Barry, Bill Webb, Al Rothstein, John Morrow, Matt Aaron, Penny Haft, Mark Dvornik, Brooks Carroll, Richard Golden, Christopher Brooks, Marc Hirsch, Christopher Callahan, Sean Cowan, David Lawenda, Laura Molen, Scott Brown, Jeffrey Manoff, Debbie Norman, James Gatto, Jeff Lewis, Jessica Wiener, John Wetzstein, Leah Cain, Erin Sullivan, Gary Marenzi, Joseph Lucas, Susan Akens, James Dowaliby, Isis Moussa, Chris Ottinger, Mina Patel, Richard Yannich, Susan Lindheim, Anita Woerner, Susan Bender, Eric Mueller, Stephen Tague, David Coombes, Giovanni Pedde, James Hurlock, Sean Cleary, Kevin Keeley, Garry Hart, Tom Mazza, Tom Russo, Steve Stark, Jack Waterman, Steve Madoff, Lynn Heide, Reed Manville, David Carson, Stephanie Morton, Michele Prigent, Perry Simon, Steve Gordon, Michele Conklin
Programs: Series (first-run)—*Leeza*; Who Knew?*; The Howie Mandel Show; Wild Things; Real TV; Viper; Entertainment Tonight; Entertainment Tonight 60; Hard Copy; The Montel Williams Show; Nick News; This Morning's Business; Series (off-network)—Spin City*; Sabrina, the Teenage Witch*; Clueless*; Frasier; Sister, Sister; The Andy Griffith Show; The Beverly Hillbillies; Bosom Buddies; The Brady Bunch; Brothers; Cannon; Cheers; Dear John; Diagnosis Murder; Family Affair; Family Ties; Gomer Pyle. U.S.M.C.; Gunsmoke; Happy Days; Have Gun,*

Will Travel; Hawaii Five-0; Hogan's Heroes; The Honeymooners; The Honeymooners: The Lost Episodes; Jake & the Fatman; I Love Lucy; Laverne & Shirley; Love American Style; The Lucy Show; MacGyver; Mannix; Marshall Dillon; Matlock; Mission Impossible; Mork & Mindy; My Three Sons; The Odd Couple; Perry Mason; Petticoat Junction; The Phil Silvers Show; Rawhide; Star Trek; Star Trek: Deep Space Nine; Star Trek: The Next Generation; Star Trek: Voyager; Taxi; The Twilight Zone; The Untouchables; Webster; The Wild, Wild West; Features/packages—Action Pak; Family Festival VI, Paramount Collector's Edition, Paramount Plus IV, Passport I, The Perry Mason Features, Power Pak, Quick Hits I & II

Park Entertainment Ltd. 1511-40
Mortlake Court, 28 Sheen Lane
London SW14 8LW England
011 44 181 876 0207
Staff: Jim Howell, Patricia Kershaw, Denise Vickers, Jim Reeve
Programs: *The Hunger 2*; The Jack Higgins Television Movies; Game Warden: Wildlife Journal*

Parkervision 2626
Parrot Media Network 2336
Partners in Motion Inc. 1910
Passport International Productions 1101
10520 Magnolia Blvd.
North Hollywood, CA 91601
818-760-1500
e-mail: passport4@earthlink.net
Staff: Dante Pugliese, Jeanette Pugliese, Melissa Woh. Ettore Bottal.
Programs: Documentaries—*Sinatra Memorial (hour special)*, Brad Pitt: Hollywood Hunk (hour special)*, A Century of Science Fiction (26 half hours)*, The Mummy (hour special)*, Television: The First 50 Years (two-hour special, plus 26 half-hours)*, Hollywood Musicals of the 40's (three-hour miniseries)*, Hollywood Musicals of the 50's (three-hour miniseries)*, Hollywood Rocks & Rolls*, Hollywood vs. the Paparazzi*, Portrait of Leonardo [DiCaprio]: The Kid Who Took Hollywood*, Leonardo DiCaprio: In his Own Words* The Adventures of Stanley Alpine*, Frank Sinatra: They Were Very Good Years, A Century of Black Cinema, The Best of Hollywood, The Remarkable 20th Century, 100 Years of Comedy, Hollywood Remembering, The Bond Girls.*

Pavilion of Spain/ICEX/Foreign Trade 731
PDJ Productions 911
38 rue Croix de Petit Champs
75001 Paris, France
33-1 47 03 40 00
Staff: Adrienne Fréjacques

Peaktime 901A
Peakviewing Transatlantic 1511-05
8 Astridge Rd., Witcombe
Gloucestershire GL3 4SY England
1452 863 217
Staff: Elizabeth Matthews, Janet Blandford
Programs: *Filligoggin; Fairy King of Ar; The Last Leprechaun; The Little Unicorn; Deadly Instincts; The Proposition*

Pearson Television 1311
2700 Colorado Ave.
Santa Monica, CA 90404
310-255-4700
Website: www.pearsonstv.com
Staff: Jamie Bennett, Alan Boyd, Greg Dyke, Doug Gluck, Richard Hearsey, Sebastian Lentz, Robert Oswaks, Ian Ousey, Pam Usdan, John Ferlazzo, Joseph Giordano, Marc Goodman, Richard Mann, Kym Nelson, Jim Ricks, Scott Roth, Joseph Scotti, Bill Smither, Rand Stoll, Michael Weiden, Tom Xenos, Lois Zingaretti, Phil Peters, David Jacquemin, John Vinnedge, Syd Vinnedge, Tony Cohen, Juliet Blake, Carlos Gonzales, Gaby Johnston, William Lincoln, Peter Pinne, Catherine MacKay, John Bullivant, Louis

Festa, Cecile Frot-Coutaz, Paul Pavlis, Sara Rutenberg, Robert Turner
Programs: *Baywatch; Air America; Family Feud*; Match Game; Christopher & Camilla at the Mall*; 100%*; Jack Hanna's Animal Adventures; Mounties: True Stories of the Royal Canadian Mounted Police; Field Trip; Features/packages—Filmleader 6; Filmleader 7*; Encore 5; Feature Theatre VIII*; Live Premiere Two; All-Star One; Thrill Them! Chill Them!; Star Tickets; Programs available for worldwide local production—100%*; The Price Is Right*; Beat That*; Lyrics Board*; Match Game*; Mother Knows Best?*; TKO*; Body Talk*; The Honeymooners*; I Love Lucy*; Almost a Family*; Secret Lives*; Mallorca*; Between Friends*; Forbidden Love**

Pearson Television International 1311
1 Stephen St.
London, W1P 1PJ
United Kingdom
44 0 171 691 6000
Staff: Joseph Abrams, Kathleen Donnan, Brian Harris, Aideen Leonard, Jo Lovell, Matthew Loze, Emma McCallum, Jane Rimer
Programs: *LAPD*; First Wave*; Flesh and Blood*; Destination Space*; Search for Treasure Island*; Trauma: Life in the ER*; Science Times*; Secrets of War*; Fame and Fortune*; A Wing and a Prayer*; It's a Man's World; Homicide: Life on the Street; A Mind to Kill; The Story of Bean; Men Behaving Badly; Neighbours; The Bill; Goodnight Sweetheart; Birds of a Feather; Souvenirs of the Century; Love's Leading Ladies; Out of This World; Amazing People; Hollywood One on One; Miniseries—Bella Mafia; Mosley; Movies—Death in the Shadows*; Chasing Secrets*; Deep in My Heart*; Judgment Day: The Ellie Nesler Story; Man of Miracles*; John Sandford's Mind Prey*; The Long Kill*; To Live For*; Blood on Her Hands; Countdown: The Sky's on Fire; Deadly Summer; Devil Game; Natural Justice: Heat; I'll Be Home for Christmas; One Way Ticket; Tempting Fate; This Could Be the Last Time*

Perfect 10 3416
Perm-a-Press Productions 3361
Peter Rodgers Organization 241
Peter Storer & Associates 2861
1361 W. Towne Square Rd.
Mequon, WI 53092
414-241-9005
Website: www.storertv.com
Staff: Peter Storer Jr., Doug Knight, Sandy Demetros
Products: The Program Manager System.

Petry Television 2019
3 E. 54th St.
New York, NY 10022
Staff: John Heise, Jerry Linehan, Donald O'Toole, Val Napolitano, Richard Kurlander, Shelby Mason
Services: Station representative

Phil Slater Associates 1511-04
The Phoenix Communications Group Inc. 1839
3 Empire Blvd.
South Hackensack, NJ 07606
201-807-0888
Staff: Joseph Podesta, Rich Domich, Geoff Belinfante, Erin Morris, Angela Joyce, George Karalekas, Josh Kamis.
Programs: *Fitness Beach*, Flex Magazine Workout**, various sports and entertainment specials.

Pioneer Entertainment L.P. 2934
2265 E. 220 St.
Long Beach, CA 90810
310-952-2521
Website: www.pioneer-ent.com; www.pioneeranimation.com
Staff: Yosuke Kobayashi, James McGowan, Hideki Goto, Becky Sieger, Eiji Orii
Programs: *The Dog of Flanders*; Kimba the White Lion*; Tenchi Muyo!*

Pixcom International 831

1729, rue du Canal
Montreal, Quebec H3K 3E6
514-931-1188
Website: www.pixcom.com
Staff: Franca Cerretti, André Barro
Programs: *Insectia*; *Fashion Quest*; *Killer Cults*; *Whole Notes*; *Viagra's Real Revolution**; *The Phantom Virus**; *Love at War*; *Songs of the Soul*; *Oh Mother*

Planet Media Entertainment Group Inc. 3441

Planet Pictures 2361
4764 Park Granada, Suite 208
Calabasas, CA 91302
818-222-9000

e-mail: jenny@planetpictures.com
Website: www.planetpictures.com
Staff: Jim Hayden, Jenny Hayden, Peter Torvik, Hiroko Tomono, Dario Martinez
Programs: *Comedy Showcase*; *In Concert*; *Just Friends*; *Adventure Magazine*; *Best of Friends*; *Dreams Under Fire*; *Great Museums*; *New Media News*; *Other Side of the Moon*; *RX TV*; *Visitor Phenomenon*; *Women at the Top*; *What a World*; *Eddie Files*; *Futures*; *Interactions*; *Straight Edge*; *Concrete Jungle*; *Urban Peasant*;

Platinum Studios LLC NA
9744 Wilshire Blvd., Suite 400
Beverly Hills, CA 90212
310-276-3900
Staff: Gregory Noveck
Programs: *Jeremiah**

Playback International 3742
366 Adelaide St. West, Suite 500
Toronto, Ontario M5V 1B9 Canada
416-408-2300
e-mail: smiddlebrook@brunico.com
Website: www.playback.com
Staff: Shelley Middlebrook, Allison Vale, Tom Symes
Product: *Playback International Magazine*

Playboy Entertainment Group Inc. 1231
9242 Beverly Blvd.
Beverly Hills 90210
310-246-4000
Fax: 310-246-4050
Staff: Christie Hefner, Tony Lynn, Jim English, Mary Herne, Dick Rosetti, Jeff Jenest, Richard Bencivengo, Scott Barton, Donna Anderson, Debbie Shelebian, Brian Moreno
Programs: *Sex Court**; *Playboy's Hard Drive**; *Simmer & Burn**; *Beverly Hills Bordello**. Feature Films--*Warm Texas Rain*; *Black Sea 213*; *Boca*; *Shame*; *Shame*. Eros Collection--*Testing the Limits*; *Striking Resemblance*; *The Night That Never Happened*; *The Sexperiment*. Specials--*Story of X*; *1998 Playmate of the Year: Karen McDougal*; *Playboy's Complete Massage*; *Girls Next Door: Naughty & Nice*; *Playboy's 45th Anniversary Video*; *1999 Playmate Video Calendar*; *Women Behaving Badly*; *Playboy's Erotic Underground*.

P. M. Entertainment Group 2449
PMMP 911
4 place de Brazzaville
75015 Paris, France
33-1 53 95 19 00
Staff: Philippe Mounier, Isabelle Mitsch, Jean-Louis Bironne
Programs: *Inspector Mouse*; *Dirty Jokes 2**; *Pim*; *Transylvania Petshop*; *Butterscotch**; *Dirty Jokes 1*

Point du Jour International NA
38 rue Croix des Petits Champs
75001 Paris, France
01 47 03 40 00
e-mail: distribution@pointdujour-prod.fr
Staff: Adrienne Frejaques
Programs: *The Swimming Elephants**; *The Caribbean Ring of Fire**; *Juggling Atoms*; *Sister Alice Doman**; *The Genius of a Quartet*; *The Mysteries of the Pyramids*

PolyGram Television 775
9333 Wilshire Blvd.

Beverly Hills, CA 90210
310-385-4200
Staff: Bob Sanitsky, Deana Elwell, John Huncke, Matt Cooperstein, Marc Grayson, Beth Kelley, Tony Fasola, Peter Preis, David Bulhack, John Mansfield, Tony Dwyer, Alicia Rosenfeld, Betsy Braun, Patrice Nardone, Suzanne Rainey, Seth Zachary, Lori Shackel, Kristin Torgen, Lesley Hollenberg, Vonceil Chun
Programs: *Motown Live*; *The Crow: Stairway To Heaven*; *Blind Date**; *Total Recall: 2070**. Features/packages—*Showcase 14*; *Showcase 12*; *Movie of the Month Network VIII*; *Premiere One*

PolyGram Television International 775
Oxford House
76 Oxford Street
London, W1N 0HQ England
44 0 171 307-7500
Staff: David Ellender, Chris Philip, Rachel Mansson
Programs: *The Crow: Stairway To Heaven*; *Doomwatch**; *Love Letters**; *Gene Roddenberry's Earth: Final Conflict*; *Gimme Gimme Gimme**; *Playing the Field**; *Maisy**; *Motown Live*; *Lassie*

Porchlight Entertainment 3231
11777 Mississippi Ave.
Los Angeles, CA 90025
310-477-8400
Staff: Bruce D. Johnson, William T. Baumann, Michael Jacobs, Stephanie Slack, Zac Reeder, Judy Guevara
Programs: *Big Bear**; *The Homefront**; *The Outfitters**; *Street Medics: Life and Death Outside the ER**; *Disasters at Sea: Real Rescues High Seas**; *Jay Jay the Jet Plane**; *Adventures from the Book of Virtues*; *The Big Adventure Series*; *Undersea Explorer*; *Pappyland*; *Gerbert*; *Little Men*; *Two and Friends*; *Time Quest*; *Sail TV*.

Portfolio Entertainment inc. 1910
124 Merton St., Suite 202
Toronto, Ontario M4S 2Z2 Canada
416-483-9773
Staff: Joy Rosen, Lisa Olfman, Marina Cordoni
Programs: *Pet Project**; *Something from Nothing**; *Adventures with Kanga Roddy**; *So You Want to Be!**; *Pug & Zero**; *Groundling Marsh**; *Camp Cariboo**; *History Bites**; *Go Girl!**; *Wilderness Adventure Guide**; *Know Limits**; *On Top of the World**; *Anne Martin's Postcards**; *Gardener's Journal**; *The Elf**; *The Heart of Christmas**; *The Garden**; *Holy Land*; *Holy People**; *Sangoma: Traditional Healers in Modern Society**; *The Last Seven Days of Annie Ong**; *Chants Encounter**

Portman Entertainment 1511-29
167 Wardour St.
London W1V 3TA England
44 171 468 3400
Staff: Gary Mitchell, Jane Baker
Programs: *Coming Home*; *Nancherrow**; *Rosamunde Pilcher Special**; *Wrestling with Alligators*; *Crossmaheart*; *Spanish Fly*; *China Dream*

Powersports International 1530
PPM Multimedia 731C
C/ Brezo 4, Urb. Los Robles
28250 Torreledones, Madrid, Spain
34 91 859 19 13
e-mail: multimedia@ppmm.es
Website: www.ppmm.es
Staff: Paco Rodriguez. Maria Bonaria Fois
Programs: *Pumbo*; *Ahmed Prince of the Alhambra*; *Snailympics*; *Cuttlas Microfilms*; *Sparks of the Catalan Swords*; *The Route of Samarkanda*; *The Fire Festival*

Prensario TV & Cable 226
PriceWaterhouse Coopers 2939
Prime Entertainment 1101
Primetime Entertainment 1700
444 Madison Ave., 24th Fl.

New York, NY 10022
212-980-6960
e-mail: pteny@aol.com
Staff: Christina Thomas, Lisa Honig
Programs: Films—*In the Presence of a Clown**; *Yuri Nosenko*; *What Changed Charlie Farthing*; *The Harder They Come*; Children/Family—*Terrahawks*; *Adventures of the Bush Patrol*; *Home & Away*; *Music Fantasy Dreams*; Documentaries—*Earth Report**; *Witness*; *The Doctor Is In*; *Natural Born Killers**; *Gucci**; *Mother Teresa**; *Asia: Outer Space of the Heart**; *Diving School**; Music—*Christmas in Vienna with Placido Domingo*; *Christmas Symphony Orchestra with Placido Domingo & Daniel Barenboim Conducting**; *New Year's Eve Concert 1998 Conducted by Claudio Abbado**; *Magic Music: Carreras and Domingo**; *Porgy & Bess*; *Les Miserables in Concert*

Primetime Television Associates Ltd. 1700

Princeton Video Image Inc. 136

Pro GMBH 3111

Pro Image Studios 2765

Procidis 911
35 rue Marbeuf
75008 Paris, France
33-1 43 59 44 74
e-mail: procidis@aol.com

Staff: Michele Fourniols, Gilbert Barillé, Sidonie Herman, Dominique Bovio, Jean-Paul Gaspari, Philippe Leclerc, Olivier Dehors
Programs: *Wild Instinct**; *Once Upon a Time...The Explorers*; *Once Upon a Time...The Discoverers*; *Once Upon a Time...Americas*; *Once Upon a Time...Life*; *Once Upon a Time...Man*; *Once Upon a Time...Space*

Produccion & Distribucion 3127

The Program Exchange 1061
375 Hudson St.
New York, NY 10014
212-463-3500

Staff: Allen Banks, Jack Irving, Chris Hallowell, Beth Kempner, Jane Meyerson, Maura Barry, Esther Sloane, Andrea Brown, Christine Trapani, Rudyard Severs
Programs: Children's series—*The Wacky World of Tex Avery*; *The Real Adventures of Jonny Quest*; *Sailor Moon*; *Super Mario Brothers Supershow*; *Garfield and Friends*; *Dennis the Menace*; *The Bullwinkle Show*; *Rocky and His Friends*; *The Underdog Show*; *Uncle Waldo's Cartoon Show*; *Tennessee Tuxedo and His Tales*; *Dudley Do Right*; *Young Samson*; *Space Kidettes*; *King Leonardo*; Films—*The Presidio**; *The Bad News Bears**; All-family series—*Three's Company*; *Too Close For Comfort*; *Webster**; *Bosom Buddies*; *Dear John*; *Amen*; *Charles in Charge*; *Abbott & Costello*; *Leave It to Beaver*

Programacion Magazine 3670

Promark Entertainment Group 1939
The Promark Center
3599 Cahuenga Blvd. West, 3rd Fl.
Los Angeles, CA 90068
323-878-0404
e-mail: promark@ix.netcom.com
Staff: Jonathan Kramer, Jim Marrinan
Programs: *Miami Sands**; *The Secret World of...**; *Angels in the Attic*; *Waking Up Horton*; *The Legend of Pirates' Point*; *Clubhouse Detectives—The Series**; *Secret Histories of the World**; *Air Rescue**; *Secrets of the World's Greatest Escape Artists**; *New World Disorder**; *Angel's Dance**; *The Vivero Letter**; *Dead Ringer**; *Last Flight**; *Finding Kelly**; *After Alice**; *The Enemy**

Promark Television 939
78365 US State Hwy 111, #346
La Quinta, CA 92253-2071
760-322-5149
Staff: David Levine, Joy Smith, Douglas Swartz
Programs: *The Puzzle Club Easter Adven-*

*ture**; *Red Boots for Christmas*; *The Puzzle Club Christmas Mystery*; *Travel, Travel*

PROMAX & BDA 3520
2029 Century Park East, Suite 555
Los Angeles, CA 90067
310-788-7600

Websites: www.promax.org; www.bdaonline.org
Staff: Jill Masters, Anush Payaglyan
Services: Information on membership, conferences, sponsorship, advertising, awards, benefits

Protele 761
380 Madison Ave., 5th Fl.
New York, NY 10017
212-757-4242

e-mail: lramos@protele.com
Website: www.protele.com
Staff: Pedro Font, Silvia Garcia, Lenda Ramos, Yolanda Jordana
Programs: *Rosalinda**; *Amor Gitano (Gypsy Love)**; *El Diario de Daniela (Daniela's Diary)**; *Camila**; *El Privilegio de Amar (The Right to Love)*; *La Mentira (Twisted Lies)*

Public Broadcasting Service 2735
1320 Braddock Place
Alexandria, VA 22314
703-739-5000

Website: www.pbs.org
Staff: Kathy Quattrone, Alan Foster, Dick Hanratty, Alison White, Sharon Drayton, Debbi Hinton, Gabriella Jones-Litchfield, Terrel L. Cass, Tom Salmon, Nick Frazer, Al Rose

Punch! International 1910
1280 Bernard Ave., Suite 302
Outremont, Quebec H2V 1V9 Canada
514-276-9066

e-mail: punch@istar.ca
Staff: Michelle Raymond, Sandy Hinds
Programs: *The Pranksters*; *Crazy Planet*; *Chico & Friends/Wool!*; *Dog's World*; *Sunburn*

Putumayo Entertainment Inc. 3347

Pyramedia 2619



Radio Netherlands Television 2911
PO Box 222
1200 JG Hilversum, Holland
31 35 6724470

e-mail: hans.dewildt@rnw.nl
Website: www.rnw.nl
Staff: Hans de Wildt, Lodewijk Bouwens
Programs: *M.C. Escher**; *The Older the Better**; *The Problem of the Century**; *Land of Many Uses**; *The Square Remembers**; *The Last Drop?**

Radio Television Espanola RTVE 731

Radiotelevision Valenciana 731
Poligono Acceso Ademuz S/N
46100 Burjassot, Valencia, Spain
3496-318 3030
e-mail: catalogo@rtvv.es
Website: www.rtvv.es

Staff: Jose Villaescusa, Jose Villagrasa, Vicente Suberviola, Michel Koven, Teresa Cebrian, Maribel Norman, Josep Llagó, Marisa Bolta
Programs: Serials; feature-length films; documentaries; current affairs; light entertainment

RAI Acquisition & Film Production 805
Viale Mazzini, 14
00195 Rome, Italy
39 06 36869499

Staff: Andrea Lorusso Caputi, Bianca Giordano, Carlo Macchitella, Cecilia Valmarana

RAI Cinemafiction 805

RAI International 805

Largo Villy De Luca
4 Saxa Rubra
00188 Rome, Italy
39 06 36863190

RAI Trade 805
Via Novaro, 18
00195 Rome, Italy
39 06 374981
Staff: Roberto di Russo, Sesto Cifola, Susanna Gianandrea, Dino Piretti, Alfio Bastiancich
Programs: Operas from La Scala; *Linea Verde and Verde Mattina; Journey into the Cosmos**; *Sandokan**; *Lupo Alberto**; *The White Elephant**; *GP—Family Doctor**; *The Italian Soccer Championship**; cycling; volleyball; basketball

RAMM Entertainment Inc. 2823
6301 De Soto Ave., Suite D
Woodland Hills, CA 91367
e-mail: rammfilms@aol.com
Staff: Glen Hartford, Roger Van House
Programs: *Saving the Endangered Species; The Forbidden Samurai; Fedgie's Kids Show; 1999; Mobqueen; Pariah; Last Night at Eddie's; Deadly Hunt; Russian Godfather; Children's Stories from Africa; Halloween 4; Halloween 5; Night of the Hyena; U Ain't Gotta Lie to Kick It; Blackball*

Raycom Sports 336
RCN Television S.A. 804
Avenida Americas #65-82
Bogota, Colombia
57-1-4269292
e-mail: mhernand@rcntv.com.co
Staff: Maria Hernandez, Juana Uribe, Gabriel Reyes
Programs: *La Madre; Carolina Barrantes; El Fiscal; Tan Cerca & Tan Legos*

RDF Television 1511-55
374 North End Rd.
London SW6 1LY
0 171 887 7500
e-mail: sales@rdf.co.uk
Staff: Matthew Frank, Monique Cooke, Laura Masson
Programs: *Afrikan Odyssey; Wine World; Style World; Omagh: A Year On; The Bounty Hunters; Animal House; Top Marques; Total Fishing*

RealScreen Magazine 3742
366 Adelaide St. West, Suite 500
Toronto, Ontario M5V 1B9 Canada
416-408-2300
e-mail: smiddlebrook@brunico.com
Website: www.realscreen.com
Staff: Shelley Middlebrook, Diane Rankin, Linda Carrington
Product: *RealScreen Magazine*

Reel Media International 710
4516 Lovers Land, Suite 178
Dallas, TX 75225
214-521-3301
e-mail: reelmedia@aol.com
Staff: Tom Moore, Dena Moore
Programs: *Wonderful World of Reefs**; *Exploring Our Waterworld**; *Exploring Shipwrecks**; *Birds of Passage**; *Marines in Combat**; *Reel Comedy**; *Reel Diamond catalog*; *Reel Gold catalog*; *Reel TV Movies catalog*; *Reel Platinum catalog*

Rembrandt Films 2878
Renn-Pathe Catalogue 911
10 rue Lincoln
75008 Paris, France
33-1 40 76 91 69
Staff: Christine Hayet, Antoine Cochet, Mayalène de Croiseuil

Reset Inc. 3168
Reuters Business Network 2850
RHS Productions 2206
720 West Gordon Terr., Suite 20F
Chicago, IL 60613
773-525-6098
Staff: Richard Symon, Patricia Kerivan, James Kerivan

Programs: *E.C. Sports Network; Motorsports Unlimited; Corinne Edwards Interviews; Medical Alert; Journey to Success; Cinema Romance**; *Fear!**; *Jazz Jym TV; The Appetizer Caravan; The Catered Affair**; *Your Personal Chef; Your Money, Your Future*

Richard Wolff Enterprises 3410
Rights Electronic Rights Management 3111
Roissy Films 911
Rose Entertainment 461
Rosnay International 325
Rozon 831
RTBF—Belgian Television 2916
RTI-RETI Televisive Italiane 805
Viale Europa, 48
Cologna Monzese, Italy
39 02 25141
Staff: Alessandra Valeri Manera, Fatma Ruffini, Alberto Carullo, Carlo Vetrugno, Daniela Bagliani, Marina Galliani, Andrea Broglia, Lucca Rizzi, Aldo Romersa, Ilaria Della Tana, Fabrizio Margaria, Massimo Moretti

RTL Television 3111
RTSI—Television Svizzera 2916
Rysher Entertainment 199
2401 Colorado Ave., Suite 200
Santa Monica, CA 90404
310-309-5200
Website: www.rysher.com
Staff: Tim Helfet, Ira Bernstein, Rob Kenneally, Marc Solomon, Rick Meril, George Gubert, Paul Eagleton, Barbara Rubin, Cheryl McLean, Tim Mudd, Paul Danylik, Jeanette Skalla, Marc Brody, Jack Steng, Frank DiGraci, Andrew Plotkin, Cathie Trotta, Chris Weis, Carolyn Way, Colleen Stanton, Eddie Camarillo, Brigitte Schulze, Keith Luttkus, Corey Silverman, Marilyn Barlow
Programs: *Strip—Judge Mills Lane**; *Series—Wild America**; *USA High, California Dreams, Saved by the Bell; Relic Hunter**; *Highlander: The Raven**; *Comedy Showcase*; *Features/Packages—Rysher II*

S

S Entertainment 3247
434 Queen St. East
Toronto, Ont., M5A 1T5
416-363-6060
e-mail: film@s-ent.com
Staff: Barbara Bernhard, Nick Stiliadis
Programs: *Breakout, G2, The Undertaker's Wedding, Red-Blooded.*

S4C International 1511-50
Salsa Distribution 2460
3, rue de Montyon
75009, Paris, France
e-mail: lisalsa@worldnet.fr
Staff: Lisa Hryniewicz, Morgann Favennec, Xavier Gonzalez del Valle
Programs: *Farscape**; *Tommy & Oscar**; *Storm Catcher**; *The History of Sex Appeal**; *Teens Confessions**; *Tycus**; *The Adventures of Professor Iris**; *Cement**; *Florentine**; *Musketeers Forever**; *Sheherazade, Bear in the Big Blue House. Series—The Red & the Black, The People of Mogador. Documentaries—European Zoological Gardens. Light entertainment—Money & Power, The Killing Fields. Films—The Winner, For Which He Stands, Copper Mountain.*

Salter Street Films 1910
Samsung Entertainment 2887
3250 Wilshire Blvd., #1400
Los Angeles, CA 90010
213-368-4219

e-mail: kathyk@usa.samsung.com
Website: www.samsung.co.kr/seg/
Staff: Kathy Koh
Programs: *Alexander*

San Antonio Film Commission 2235
Sandy Frank Entertainment 467
954 Lexington Ave., Suite 255
New York, NY 10021
212-772-1889
Staff: Sandy Frank, Phil Oldham, Barbara Kalicinska, Mary Byrne, Steve Radosh, Maury Shields, Sandi Spidell, Rosalie Perrone, Natalia Saletka
Programs: *Name That Tune; Face the Music; You Asked for It, The All New Zoo Review*

Santelmo Entertainment 2200
Satcom Digital Libraries 3358
212-228-4024, ext. 4
e-mail: satcomdl@aol.com
Staff: Ed Darino
Programs: *Fashion Next**; *Mysteries Beyond Our Universe**; *Miracles of Science; Surfing the Web**; *Science Alive: Health & Nutrition**

Science TV Distribution 831
Scott Entertainment 2410
PO Box 554
Westbury, NY 11590
516-797-3265
Staff: Scott Sobel
Programs: *Movieland catalog; Cinema Español**; *TV Classics library; Burger Town; Many Faces of Frank Sinatra; Life of Marilyn Monroe**

Screenlife Distribution Inc. 1910
Sebastian International 284
Seltel Inc. 285
120 West 56th St.
New York, NY 10019
212-373-8200
Staff: Jack Higgins, Jim Murtagh, Janeen Bjork, Marc Berman, Judy Lyons, Adam Braun, Alison Koondel, Craig Broitman, Russ White
Service: Television station representation

SFP Productions 911
2 avenue de l'Europe
94366 Bry sur Marne cedex, France
33-1 49 48 38 00
Staff: Antoine Schwartz, Sophie Villette
Programs: *Great Expectations; History of Art; History of Jazz; Marion's Justice; Blue Mountains; All Together*

Shutters on the Beach Hotel 3355
One Pico Blvd.
Santa Monica, CA 90405
310-458-0030
Website: www.shuttersonthebeach.com
Staff: Louanna Delfino
Products: Photos of hotels on easels

Silver Spoon Productions 2814
615 Music Productions Inc. 2205
1030 16th Ave. South
Nashville, TN 37212
615-244-6515
Website: www.615music.com
Staff: Randy Wachtler, Kyle King, Laura Patmer, Matt Katz
Products: 60-CD music library; custom scoring and post-production

Skyquest Television 3378
Slot, Serveis Audiovisuals, S.L. 731-K
Muntaner, 262
Barcelona 0821, Spain
34 93 202 39 39
e-mail: slot@bcn.servicom.es
Staff: Isabel Minguillón, Oriol Baquer, Francisco Vargas
Programs: Documentaries—*Blue Planet Collection; Sketches of the World; The Ache: A Cry to Death; Fanti Funeral in Kumasi; The Coffins of Kane Kwei and the Sculptures of Agbagli; Komlan Beaugard; the Heritage of Humanity; Bobo Dioulasso; Spanish National Parks; Buñuel; The Living Garden;*

Art/music/entertainment—Soap; Monserrat Caballé: From Russia with Love; Rumba Street; Belmonte; Art in Catalonia; Gaudi; Program inserts—*Serve & Enjoy; Ride & Enjoy; Cruising; In Their Own Words; Restoring;* Features—Over 100 Spanish feature films

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SMPTÉ 3724
SNAP Software 1861
885 Second Ave., 26th Fl.
New York, NY 10017
212-835-2300
Website: www.snap-software.com
e-mail: snap@interport.net
Staff: Davy Rosenzweig, Kenneth Healy, Dana Moorehead, Michael McGrellis
Services: SNAP Version 3.0; SNAP 386; SNAPWin; SNAPTrac; SNAPLine; SNAP Overnite

Sofa Entertainment 229
Solid Entertainment 3635
Soph-Can Entertainment 3283
Sound Image Broadcast Sales 1511-41
Southern Star Sales 1700
Level 9, 8 West St.
North Sydney NSW 2060 Australia
61 2 9202 8555
e-mail: general@sstar.com.au
Website: www.southern-star.com.au
Staff: Greg Phillips, Cathy Payne
Programs: *A Difficult Woman; Imogen's Face; Liverpool 1; Ginger Meggs; The Adventures of Sam; Wishbone's Dog Days of the West; Rare Animals of China; Living with Giants: The Pandas of China; Living on the Roof of the World: Tibetan Animals; Miniature Dynasties: The World of Insects; Hipsi the Forest Gardener; A Breed of Their Own*

Sovereign Pictures Ltd. 1511-25
13 Berners St.
London W1P 3DE England
44 0 171 580 0088
e-mail: sovereignpix@compuserve.com
Staff: David Lamping, Katherine O'Brien, David Wickes
Programs: *C15: The New Professionals*

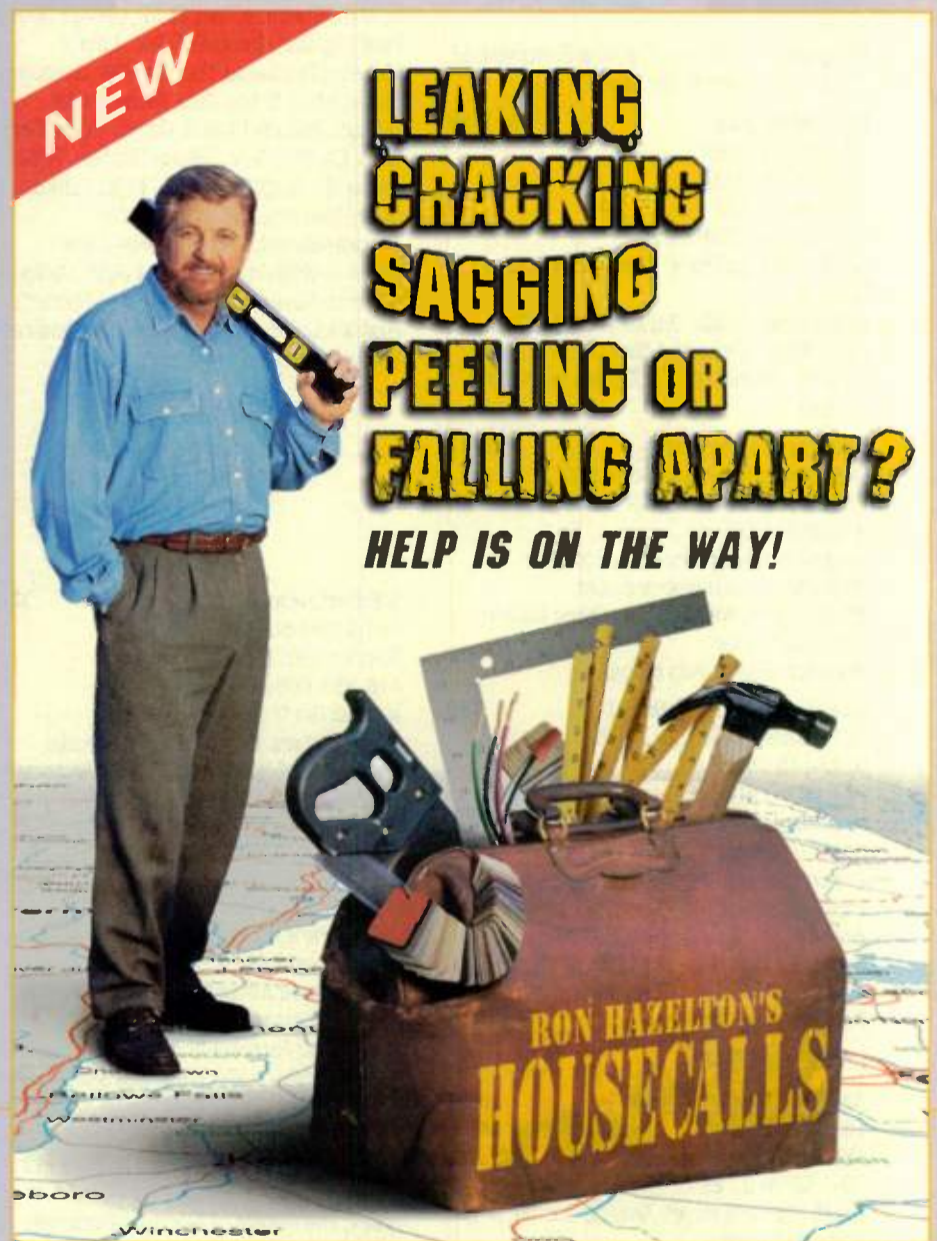
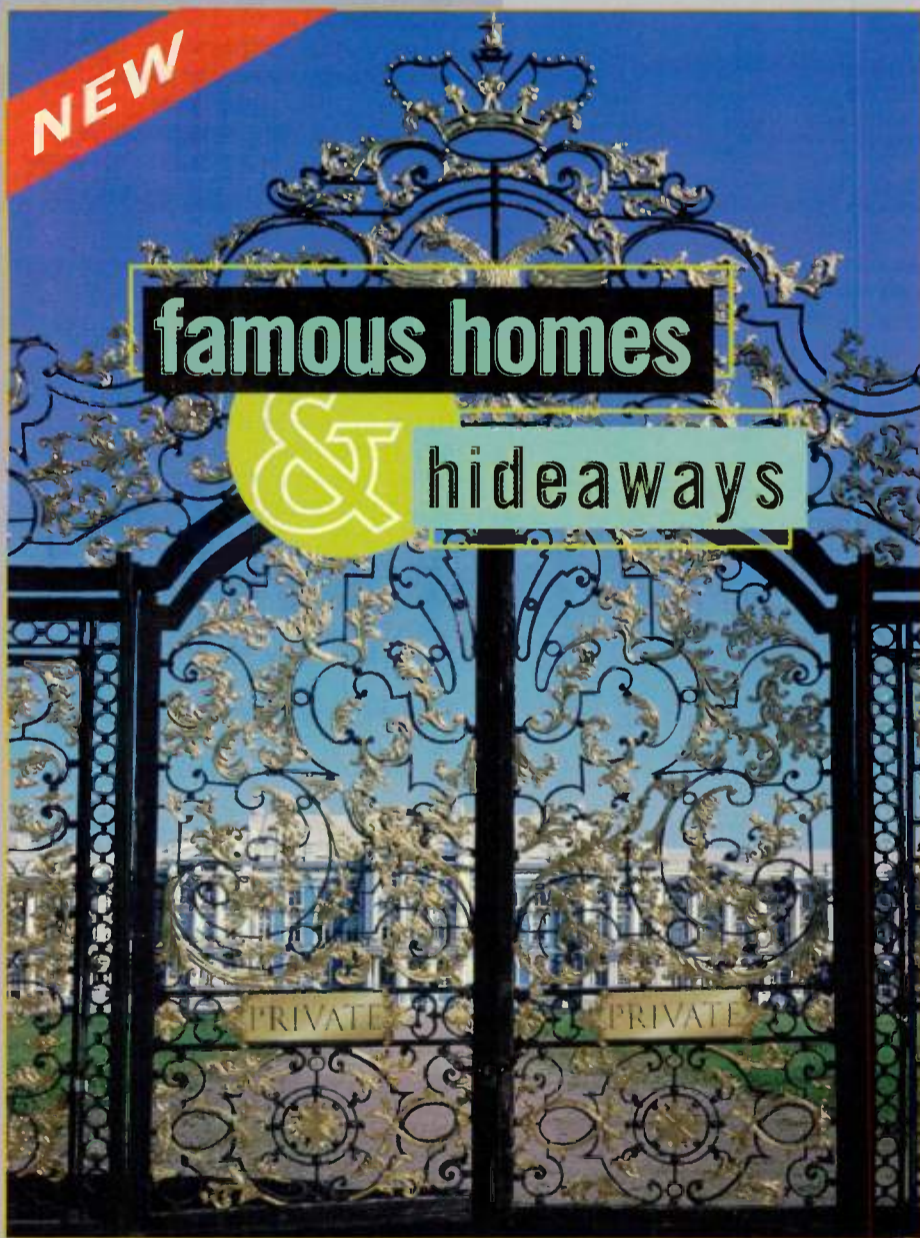
SPI International 531
928 Broadway, Suite 700
New York, NY 10010
212-673-5103
e-mail: spi@spiintl.com
Staff: Stacey Sobel, Clifford Tendler, Revi Ben Shashan, Jodi Ann Heller, Clara Goncalves
Programs: *Animated series—Mister Simon & Jiggy Jiggy**; *Koby and the Oakey Dokeys**; *Tombik & B.B. II**; *Yokies; Mouse Factory; Baydog; Magica; Tombik & B.B.; Koni and the Star Jammers; Animated Classics; Rotto Botto; Animated fillers—Dr. Disaster**; *Atrezzo Vol II**; *Slurps Vol. II**; *Goofballs**; *Atrezzo Vol. I; Slurps Vol. I; Alfredo; Johnnie's Stories; The Buggies; Quickease; Entertainment—Bongo Bongo**; *Sports Follies**; *101 Sports Bloopers; Laugh & Roll; Laugh & Roll II; Bloopers Collection; Hit Squad; Charlie Chaplin; Reality/documentary—The Presidential Palate**

Sport Business Magazine 141
Sport International Ltd. Inc. 3823
Sport International Building
El Cento Building 1, Ph 1504
500 Munoz Rivera Ave.
Hato Rey, PR 00918
787-764-4585
Staff: Hector Figueroa, Juliet Giamartino, Sal Campo, Ernesto Gonzales Acaba.
Programs: *Wide World of Bloopers (the family series), Wide World of Bloopers (uncensored) This Day in Sports, Live World Championship Boxing.*

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61 3 9820 3200
e-mail: general@sstar.com.au
Website: www.southern-star.com.au
Staff: Geoff Brown, Richard Kaye, Solange Ribeiro, Anthony Voglis
Programs: *Sportsworld; Sportswoman; Through the Gears; Racing World; Xtreme; Sports Attack; SportsAsia; Full Throttle; Check the Score; Profiles; The "Xtreme" Heli-Challenge; World Windsurfing; Hopman Cup Tennis; Dubai Tennis Open; Dubai Rugby Sevens; The Dubai Air Show; Football Feva*; On the Edge*; World Cup '98; World Cup '98-Player; World Cup '98-Rules; World Watch; Hots Shots; Friends with 4 Legs; PC4U; Kaboom Kazoom; They Must Be Mad!; Life's a Beach!; Rex Hunt Fishing Adventures!; Healthy, Wealthy and Wise!; Magic Moments!; Yin, Yang & You!; Yin, Yang & Yummy!; The Best of "They Must Be Mad!"; Not...The Sports Report*; Sydney, Australia**

Sportvision 127
Springboard Entertainment 2911
SSA Public Relations 3350
16027 Ventura Blvd., Suite 206
Encino, CA 91436
818-501-0700
Staff: Steve Syatt, John Russel, Kerri Tarmey, Dirk Van Tilborg, Melanie Scharler.
Services:—Entertainment publicity and promotion.

Steve Munden Productions 3343
Steve Rotfeld Productions 531
610 Old Lancaster Rd., Suite 210
Bryn Mawr, PA 19010
610-520-0671
Staff: Steve Rotfeld, Carol Hubmaster, Hope Kirschner
Programs: *Awesome Adventures; Wild About Animals; The Lighter Side of Sports; A Century of Sports Bloopers*; Greatest Sports Legends of the Century**

Street & Smith's Sports Business Journal 140
Studio Babelsberg GMBH 3111
Studios USA 399
100 Universal City Plaza
Universal City, CA 91608
818-777-1000
Website: www.studiosusa.com

Staff: Barry Diller, Ken Solomon, Robert Fleming, Steve Rosenberg, Vance Van Petten, Lonnie Burstein, Bill Hamm, Arthur Hasson, Elizabeth Herbst, Libby Gill, Susan Kantor Susan Krakower, Jim Benson, Debbie Brunner, Jeff Dellin, Kerry Samovar, Jim Wagner; *New York*—J.R. McCabe, Brett Boutier, Kristen Wenzel, *Chicago*—Phil Martzolf, Diane Sipp; *Atlanta*—Michael Howard, Tim Overmyer; *Dallas*—Cameron Hutton, Dennis Grandcolas; *Los Angeles*—Bill Trotter, Barbara Zeneri, Rich Espinoza; *Advertiser Sales*—Cindy Donnelly, Michael Guariglia, Tim Miller, Mary Strabel
Programs: First-run strips—*Free Speech*; The Maury Povich Show; Sally Jessy Raphael; Jerry Springer Show; Weeklies—Hercules: The Legendary Journeys; Xena: Warrior Princess; Series/off-network—New York Undercover; Library—Adam-12; Alfred Hitchcock Presents; Amen; Charles in Charge; Coach; Dragnet; Dream On; Exosquad; Gimme a Break; Harry and the Hendersons; Kate & Allie; Leave It to Beaver; Major Dad; McHale's Navy; The Munsters; The Munsters Today; The New Adam 12; The New Dragnet; The New Lassie; The New Leave It to Beaver; Out of This World; That's Incredible; Hours—The A-Team; Airwolf; Alfred Hitchcock Hours; Alias Smith & Jones; Baretta; The Bionic Woman; BJ/Lobo; Black Sheep Squadron; The Bold Ones; Buck Rogers; Ellery Queen; Emergency; The Equalizer; The Incredible Hulk; Ironside, Knight Rider; Kojak; Law & Order; Magnum; Marcus*

Welby, M.D.; Miami Vice; Murder, She Wrote; Night Stalker; Northern Exposure; Owen Marshall; Quincy; Rockford Files; Shades of L.A.; Simon & Simon; The Six Million Dollar Man; They Came from Outer Space; Mystery Movies—Columbo; McCloud; McMillan; Banacek

Sullivan Entertainment International 1910
110 Davenport Road
Toronto, Ont M5R 3R3
e-mail: inquire@sullivan-ent.com
Website: www.sullivan-ent.com
Staff: Kevin Sullivan, Trudy Grant, Jeff Grottick, Liliana Vogt, Rita Di Giovanni.
Programs: *Winds at my Back, Love on the Land*, Rupert Patterson Wants To Be A Superhero, Promise the Moon, Under the Piano, Butterbox Babies, Road to Avonlea, Looking for Miracles, Anne of Green Gables, Anne: The Sequel.*

Summit Media Group 1331
1414 Ave. of the Americas, 3rd Fl.
New York, NY 10019
212-754-4900
Staff: Sheldon Hirsch, Thomas Kenney, Terry Berlin, Jerry Kerins, Angela Carlino, Suzanne Allaire, Doreen Page, Suzen Tran, Brian Lacey
Programs: *Pokemon; War Planets; Voltron: The Third Dimension*
Services: Sydication/program distribution; national and spot media buying; international distribution

Sunbow Entertainment/Sony Wonder 2873
100 Fifth Ave.
New York, NY 10011
212-886-4900
e-mail: postmaster@sunbow.com
Staff: C.J. Kettler, Ted Green, Andrea Miller, Ken Olshansky, Loris Kramer, Becky Mancuso-Winding Kerry Romeo, Colin Mendoza, Rafael Manrique, Sandrine Pechels de Saint Sardos, Bernadette Baillie.
Programs: Series—*Student Bodies, Deepwater Black. Animated—Brothers Flub, Littlest Pet Shop. Specials—The Ugly Duckling's Christmas Wish, The First Easter Egg, Witches In Stitches. Educational/Preschool—Salty's Lighthouse, Puzzle Place.*

Superfresh Productions 3331
1713 Artesia Blvd., Suite E
Manhattan Beach, CA 90266
310-376-3658
Staff: Lara Kierlin, Bob Cosci, Rob Nagel
Program: *Space Buddies!*; Bikini Babe Bowlarama*; NewsWhack*; You Have to Do It**

Swynk B.V. NA
PO Box 2218
1299 CE Netherlands
31 35 6777 800
Staff: Peter Gersen, John Wegink
Program: *Aware of Water*

System TV 911
45-47 rue Paul Bert
92100 Boulogne, France
33-1 41 33 96 86
e-mail: comm@systemtv.fr
Website: www.systemtv.fr
Staff: Daniel Renouf, Patrice Pellerin
Services: *Boat People, Lost Horizons; Hong Kong: The Countdown; The Complete Cosmos*; Travel & Discovery*; The Faces Of...*; Destiny of the Sands; Children of the Desert; Defiuto, People of the Spirits; Zele, the International Gulag; Christmas Star; Nina Simone: The Legend; The Stanislavski Century*

Systemlogic 3510

Takes On Distribution 227

Tamuz Productions 2619

Tapestry International 3643
11 Hanover Square, 14th Fl.
New York, NY 10005
212-505-2288
e-mail: tapintl@aol.com
Staff: Nancy Walzog, Yvonne Body, Karen Hanley, Nora Maria Diaz
Programs: *Critical Incident*; Vanished: Inside the Witness Protection Program*; Railway Adventures Across Australia; The New Detectives; Survivors*; It Could Be You*; Who Is Dan Keplinger?*; Transistorized*; Men Are From Manhattan... Women Are From Saskatchewan*; Treasures of the World*; Cave of the Glowing Skulls*; The Jennifer Project: A Matter of National Security*

Target Distribution 1511-07

Taurus Film GMBH 3111

TBS Service 2435

Team Canada 2777

Teamwork Productions 3083

Telco Productions Inc. 2402
2730 Wilshire Blvd., Suite 200
Santa Monica, CA 90403
310-828-4003
Staff: Alex Paen, Bette Alofsin, Grant Norlin
Programs: *Animal Rescue**

Tele Images international 911

64 rue Pierre Charron
75008 Paris, France
33-1 44 35 17 00
Website: www.teleimages.com
Staff: Simone Halberstadt Harari, Marie-France Han, Monica Galer, Sylvie Didierjean, Philippe Alessandri
Programs: *The Blue Beyond; Al Capone; The Adventure of Photography; Cliff Hanger*; Swapping for the Truth*
Services: Coproduction and pre-buying of programs for worldwide distribution; program distribution

Telearte International 1030

Mexico 990, 2nd Fl.
Buenos Aires, Argentina, 1097

Telebase Entertainment LLC 3370

1110 Brickell Ave., Suite 410
Miami, FL 33131
e-mail: info@telebase.net
Website: www.telebase.net
Staff: W.J. (Bill) Acuff, Yarit Sanchez, Maria Angelica Farrera, Carmina Velasco
Programs: *El Milenio en Tus Manos*; Tributo*; Paraiso tropical; 70 first-run movies dubbed into Spanish; variety of children's and daytime programming; specials*

Telefe International 843

Avenue Rivadavia 2358, 5th Fl.
Buenos Aires, 1034 Argentina
541-954-3670
e-mail: international@telefe.com
Website: www.telefe.com
Staff: Cesar Diaz, Roberto Garcia Barros, Maria Torregrosa, Valeria Nardecchia, Constercio Vipil, Gustavo Yankelevich, Viviana Lisanti

Programs: *Meneca Brava (Wild Angel); The Trillizos (The Triplets); Los Rodriguez (The Rodriguez); Senoras sin Senores (Ladies without Men); Rolando Ando (Traveling with Rolando); Interaccion (Interaction); Alto Riesgo (High Risk); Alta Resistencia (Extreme Risk); Verano Eterno (Endless Summer); Mi Familia Es un Dibjuo (Cartoon Family); Chiquititas (Tiny Angels); Cebollitas (Soccerville); Milady: The Story Continues; Mia, Solo Mia (Passionate Revenge); El Signo (The Sign); Mi Cuñado (My Brother-in-Law); Vientos de Vida (Winds of Life); Salvaje, Virgen y Secreto (Wild*

and Unexplored Secret Places); Bloopers y Camera Sorpresa (Bloopers & Handy Camera); Perla Negra (Black Pearl); Zingara (Gypsy); Amor Sagrado (Sacred Love); Celeste Siempre Celeste (Celeste, Always Celeste); Romantic Collection; Manuel Garcia Ferre Children's Collection

Telefilm Canada 1910

600, de la Gauchetière West, 14 Fl.
Montreal, Quebec H3B 4L8 Canada
Website: www.telefilm.gc.ca
Staff: Danny Chalifour, Deborah Drisdell, Lise Corriveau, Brian Blugerman, Kenneth Webber, Louise Largess
Services: Federal cultural agency dedicated to the development and promotion of the Canadian film, television and new media industry

Telefilms S.A. 1734

Paraguay 755-6° H
1057 BS AS Argentina
54-1 311 6236
Staff: Tomas Darcyl, Sebastian Darcyl, Alfredo Andreotti, Gerardo Gonzalez, Humberto Delmas, Severiano Anzuola
Programs: feature films; series

TeleFrance 911

Teleproductions International 3321

4520 Daly Drive
Chantilly, VA 20151
703-222-2408
e-mail: tpiintl@aol.com
Staff: Larry Higgs, Ron Alexander
Programs: *Hawaiian Moving Company*; Incredible Cuisine*; Scandals; The Mind of the Terrorist; Volcano Pele: The Fire Within*; How to Outdoor; Ultimate Professional Wrestling*; The Golf Club*; Life in the Arctic Zone*; Mighty Colorado*; El Niño's Impact on Marine Life*; Ecoview; Beyond the Great Wall*

Telerep Inc. 1439

1 Dag Hammarskjold Plaza
New York, NY 10017
212-759-8787
Staff: Steve Herson, James Monahan, Jay Isabella, Alex Corteselli, Pamela Blake Jim Hughes, Jim Robinson, Larry Goldberg, Andy Feinstein, Mary Jane Kelley, Ed Kroninger, Dave Hills, Rich Jacobs, John DeWan

Telescene Film Group 1910

5705 Ferrier St., Suite 200
Montreal, Quebec H4P 1N3 Canada
514-737-5512
Staff: Robin Spry, Paul Painter, Michael Yudin, Bruce Moccia, Jennifer Chrein, Jeanine Basile
Programs: *The Lost World; Monster Smasher; Dr. Jekyll & Mr. Hyde; Gulliver: The New Voyages; The Vikings; Fearless; Witness to Fear; Big Wolf on Campus; Misguided Angels; Nightmare Man; The Hunger; Student Bodies; Going to Kansas City; Are You Game?*

Television Business International 2621

Television De Galicia 731

Television Suisse Romande 2916

The Television Syndication Co. Inc. 2630
501 Sabal Lake Drive, Suite 105
Longwood, FL 32779
407-788-6407
e-mail: claq67a@prodigy.com
Staff: Cassie Yde, Robert Yde, Susan Aloisio, Jill Yde.

Programs: *Backroads Of Europe; Crossroads Cafe; Culture Quest*; Fishing North America*; Hiking Adventures in America's National Parks; Museums Of Industry*; People and Places*; Reel Planet; Reinventing the Wheel*; That Swing Thing Dance Show*; Travel library; Zoo Portraits**

Services: Coproduction services; licensed merchandise

Televix Entertainment 2411

449 S. Beverly Dr., 3rd Fl.
Beverly Hills, CA 90212
310-788-5500
e-mail: postmaster@televix.com

Website: www.televix.com
Staff: Hugo Rose, Greg Moseley, Elizabeth Wiersma, Wassim Tayarrah
Programs: *Pokemon**; *Madison*; *Breakers**; *Ernest Goes to package of films*; library of 150 films

TelFrance 911
 1 boulevard Victor Immeuble Le Barjac
 75015 Paris, France
 33-1 53 78 24 00
Staff: Renaud Lombard

10 Francs Productions 911
 8 rue Lamartine
 75009 Paris, France
 33-1 48 22 74 43 77
Staff: Guy Knafo

Tennessee Film Entertainment & Music 3353

Tepuy International 2330

Terisur International S.A. 3356

The Terpin Group 3062

TF1 International 911
 305 avenue le Jour se Lève
 92100 Boulogne, France
 33-1 41 33 96 86
Staff: Didier Sapaut, Annabel Bighetti, Thomas Lesoeur

Thomas Horton Associates 229
 408 Bryant Circle, Suite K
 Ojai, CA 93023
 805-646-7866
 805-646-3600
e-mail: Tha@sharktv.com
Website: www.sharktv.com
Staff: Thomas F. Horton, Jean Horton Gardner, Garry Garner.
Programs: *The Living Edge**; *The Vagabond Chronicles**; *Dive Tasmania**; *South Africa: Building Democracy**; *Nature's Secret World*; *The Shark Files*; *Mutual of Omaha's Wild Kingdom*; *Mutual of Omaha's Special Presentations*; *Mutual of Omaha's Spirit of Adventure*; *Flavours Tasmania*; *The Liners*; *Code Red—Submarine Rescue*; *Shadows in the Forest*

Throughline Comunicaciones 731-1
 Paseo Guadalajara, 74
 28700 San Sebastian Reyes
 Madrid, Spain
Staff: Cristina Abril
Programs: *Cenizas en el Rio*; *Atapuerca*; *Naturaleza de Ibero America*

3DD Entertainment 1511-03

Thunderhead Productions 3332

Timberwolf Productions 527
 8051 State Hwy. 34
 Marble Hill, MO 63764
 573-204-1900
e-mail: twolf@idd.net
Staff: Buck McNeely, Ladonna McNeely, Lou Hobbs, Nancy Hobbs
Programs: *The Outdoors with Buck McNeely*; *The Lou Hobbs Show*

Tivo Inc. 2730

TMS-Kyokuichi Corp. 438
 5th Floor, Ginza Toshiba Bldg.
 5-2-1 Ginza, Chuo-ku
 Tokyo 104 0061 Japan
 81 3-3572 8821
Staff: Shunzo Kato, Satoji Yoshida, Andrew Berman, Koji Takeuchi, Hsiang-Lan Lee, Mitsumoto Suzuki
Programs: *Go Nagai's The Devil's Lady*; *Detective Conan*; *Detective Conan: The Time Bombed Skyscraper*; *Detective Conan: The Fourteenth Target*; *Knight Hunters*; *Dinagiga*; *Cybersix*; *Rayearth Ova*; *Anpanbread-man*; *B*TX*

Today's Homeowner with Danny Lipford 2921
 1480 Cody Rd. South
 Mobile, AL 36695
 334-633-4420
e-mail: danny@todayshomeowner.com

Staff: Danny Lipford, Sharon Lipford, Scott Gardner, Debbie Roth, Chip Drago
Programs: 26 first-run weeklies

Toei Animation Co. 2851
 58 Yokodera-cho
 Shinjuku-ku, Tokyo 162-0831 Japan
 81-3-5261-7619
Staff: Yukio Hayashi, Satoko Sasaki, Kazutomo Yamashita, Kazuhiko Uramoto, Ryataro Matsumoto, Yasuo Matsuo, Mary Jo Winchester
Programs: *Dragon Ball Z*; *Dragon Ball*; *Sailor Moon*; *Ge Ge Ge No Kitaro*; *Slam Dunk*; *Great Adventure of Dai*; *Saint Seiya*; *Sally the Witch*; *Bikkuri-man*; *Dr. Slump*; *Nube*; *Neighborhood Story*; *Ghost Sweeper Mikami*; *Maple Town Story**

Tokyo Broadcasting Systems Inc. 2202

Total Recall V.R. Productions 3773

Trade Commission of Spain 731

Transcontinental Films & Television 3279

TransTel GMBH 3111

Tribune Entertainment Co. 2374
 5800 Sunset Blvd.
 Los Angeles CA 90028
 213-460-5800
Website: www.tribtv.com
Staff: Richard Askin Jr., Taylor Fuller, Jeri Sacks, David Berson, Gina Brittle-Mackey, Karen Corbin, Natalie Sackin, Siobhan Cummins, Richard Inouye, Ron Levinson, George NeJame, Henry Urick, Kelly Gill, Jim Gillum, Rouben Rapelian, Jon Krobot, Machael Adinamis, Dick Bailey, Jeff Brooks, Rick Marker, Liz Koman, Steve Mulderrig, Jay Leon, Wanda Meyers, Therese Morrissey, Scott Gaulocher, Kimberly Ripps, Thalia Rodriguez, Ben Knezovic, Sam Fuller
Programs: Daytime strip—*Richard Simmons' Dream Maker**; Action/Adventure—*BeastMaster: The Legend Continues**; *Gene Roddenberry's Earth: Final Conflict*; *Nightman*; First-run series—*Malibu, CA*; *Soul Train*; *U.S. Farm Report*; Features—*Between Love and Honor*; *In the Line of Duty: A Cop for the Killing*; *In the Line of Duty: Siege at Marion*; Specials—*Live from the Academy Awards*; *Soul Train Music Awards*; *Hollywood Christmas Parade*; *Macy's Fourth of July Fireworks*; *Soul Train Lady of Soul Awards*; *Soul Train Christmas Starfest*; Advertiser sales—*Emergency w/Alex Paen*; *Animal Rescue*; *Bounty Hunters*

Tribune Media Services 2871
 435 N. Michigan Ave., Suite 1500
 Chicago, IL 60611
 312-222-4444
e-mail: tms@tribune.com
Website: www.tms.tribune.com
Staff: John Kelleher, Rick Gables, Chad Knowles, Aylesa Singley, Michael Cushing
Services: ResearchTV; EPG Data*; ShowFinder*; WeatherPoint II; SkedVue I & II; archival data; program schedules; Essential MarketVue; Essential Program Search*; Essential Cost Estimator*; Essential Lineup Manager*

Trident Releasing 2636
 8401 Melrose Place, 2nd Fl.
 Los Angeles, CA 90069
 323-655-8818
e-mail: tridentrel@aol.com
Staff: Lise Romanoff, Victoria Plummer, Jean Ovrum, Michelle Siazon
Services: *The Unknown Cyclist*; *Divorce*; *The Fanatics*; *Down for the Barrio*; *Hotel Shanghai*; *Dirty Laundry*; *Hit Me*; *Sleeping Together*

Trimark Television 705
 2644 30th St.
 Santa Monica, CA 90405
 310-314-2000
e-mail: reimera@trimarkpictures.com
Website: www.trimarkpictures.com
Staff: Andrew Reimer, Sergei Yershov, Marc Wuertemburg, Metin Anter, Kelly Trollinger

Staff: *King Cobra*; *Frozen*; *Warlock: The End of Innocence*; *Dentist II*; *Carnival of Souls*; *Let the Devil Wear Black*; *The Blood Oranges*; *Diplomatic Siege*; *My Teacher's Wife*; *Beyond Obsession*; *The Colony*; *Cube*; *Slam*; *Billy's Hollywood Screen Kiss*

Troma Entertainment 2403
 733 Ninth Ave.
 New York, NY 10019
 212-757-4555
Website: WWW.Troma.Com
Staff: Josh Piezas, Valerie Bruce.
Programs: *Guns, Guns Guns* (12 movies); *Tromaville Cafe* (16 comedy wraparounds); *Troma Basement* (15 movie intros); *Star Package* (10 movies, including Robert DeNiro, Samuel Jackson, Kevin Costner); *50th Street Films** (10 movies).

Tunnel Vision Productions Ltd. 231
 #203-141 Water St.
 Vancouver, BC V6B 1A7 Canada
 604-602-0098
e-mail: tunnel@hollywoodcooks.com
Website: www.hollywoodcooks.com
Staff: Fiona Roeske, M.E. McKnight
Programs: *Hollywood Cooks!**

TV-Unam-Imagenes Vivas de Mexico 2629

TV Azteca, S.A. de C.V. 2831

TV Chile 442

TV Data 1900
 333 Glen St.
 Glens Falls, NY 12801
 518-792-9914
e-mail: tvdata@tvdata.com
Staff: Ken Carter, Tom Cronin, Robyn DiPhillips, Jim McCormick, Suzy Pessutti, Brett Goldstock, Mike Marin, Bernae Rogers, Rita Gonzalez, Elaine Rivers
Services: ClickTV One; listings distribution service; features distribution service; program tracking; market grids

TV France International 901/911
 5 rue Cernuschi
 75017 Paris, France
 33-1 41 33 96 86
Staff: Jean-Louis Guillaud, Olivier-René Veillon, Serge Ewencyk, Catherine Charmet, Xavier Chevreau, Daniel Goudineau

TV Matters BV 3831
 Sarphatikada 10
 1017 WV Amsterdam
 31 20 6272126
e-mail: tvmat@euronet.nl
Programs: *The Irish Tenors**; *Anne Frank—The Missing Chapter**; *Serengeti Stories: A Portrait of Filmmaker Hugo Van Lawick**; *Mint 100 Digital Library film package*; *Select Features Vol. I & II film package*

TV Planet 3374

TVF International 1511-31
 375 City Road
 London EC1V 1NB England
 44 0 171 837 3000
e-mail: int@tvf1.co.uk
Staff: Cristina Lowe, Michelle Berridge, Anne Roder
Programs: *Black Sea: Voyage of Healing*; *A Golfer's Travels*; *Pipe Dreams*; *Tough Love Camp*; *Wildlife SOS series I & II*; *It's a Dog's Life*; *Inside Quarantine*; *Wildlife Photographer**; *Deadly Friends**; *Survival Quest**

20th Century Fox International Television 1175
 P.O.Box 900
 Beverly Hills, CA 90213-0900
 310-369-1000
Staff: Mark Kaner, Marion Edwards, Scott Gregg, Suzanne Krajewski, Peter Levinsohn, Jayne Ferguson, Mark Rosenbaum, Ritchie Yu
Programs: Hour series—*Ally McBeal*; *America's Most Wanted: America Fights Back*; *Buffy the Vampire Slayer*; *Celebrity*; *Chicago Hope*; *Martial Law*; *Millennium*; *NYPD Blue*; *The Practice*; *The Pretender*; *Strange World*;

To Have and to Hold; *The X-Files*; Half-hour series—*Cops*; *Dharma and Greg*; *The Family Guy*; *Futurama*; *The Hughleys**; *King of the Hill*; *The Simpsons*; *Two Guys, a Girl and a Pizza Place*; Specials—*1998 Billboard Music Awards*; *Behind the Planet of the Apes*; *Beyond Titanic*

Twentieth Television 1175
 2121 Avenue of the Stars, Suite 2150
 Los Angeles, CA 90067
 310-369-1000
Staff: Mitch Stern, Rick Jacobson; Domestic Television—Paul Franklin, John MacDonald, David Shall, Cheri Vincent, Nadine Bell, Steve Friedman, Melissa Lefante, Matthew Pugliese, Jodie Rea, Heather Hart-Smith, Shannon Keating; Sales—Jerry Jameson, Steve MacDonald, Jeff Stern, Tannya Evans, Eddie Seslowsky, Cyndi McClellan, Tim Newman, David Raphael, Kevin Walsh, Michael Newsom, Ken Doyle, Ken Lawson, Perry Casciato, Cindy Augustine; Advertiser Sales—Bob Cesa, David Barrington, Jodie Chisarick, Jim Gronfein, Larry VanderBeke
Programs: *Divorce Court**; *Forgive or Forget*; *Student Bodies*; *King of the Hill*; *Buffy the Vampire Slayer*; *Cops*; *The X-Files*; *NYPD Blue*; *The Simpsons*; *Ally McBeal*; *Dharma & Greg*; *The Practice*; *The Pretender*; *Millennium*; Movie packages—Fox Hollywood Theater III; 20th Classics 1; Century 18*; Century 17; Century 16; 20th Holiday Specials; Cable sales—*Real Stories of the Highway Patrol*; *Doogie Howser, M.D.*; *America's Most Wanted Final Justice*; *Tales from the Crypt*

TWI (Trans World International) 2365
 420 W. 45th St.
 New York, NY 10036
 212-541-5640
Staff: Barry Frank, Bob Horowitz, Hillary Mandel, Bob Dudelson, Bill Vaughn, Roy Judelson, Katie Boes, Gene McGuire, Linda Lieberman, Tom Kane, Jennifer Lobo, Vanessa Rivera, Sam Peck, Greg Carroll, Michel Masquelier
Programs: *TV.com*; *Images: A Century in Review**; *Women's Health Specials**; *U.S. Olympic Gold Series**; *Winter Celebrity Sports Spectacular*; *American Ski Classic*; *Joel Siegel's Road to the Academy Awards*; *7th on Sixth*; *Stars of Fashion*; *7th on Sixth: Stars of Fashion Spring Collections*; *Summer Film Preview*; *Summer Celebrity Sports Invitation*; *Escape from Alcatraz Triathlon*; *NFL Pre-Season Special*; *College Football Preview*; *Holiday Celebrity Sports Spectacular*; *Images: A Year in Review 1999*; *College Bowl Championship Show**; International—SNTV; *U.S. Olympic Gold Series*; *Trans World Sport*; *Futbol Mundial*; *V-Max*

2000 Communications 3241
 3113 Pricetown Rd.
 Temple, PA 19560
 610-929-8266
e-mail: bnj1994@aol.com
Staff: Bobbi Nye, Damon Casantini
Programs: *The Golden Spirit of America*; *Flash Forward: The Bob Nye Story*; *Angel High*
Services: Digital video production

UBI Soft Entertainment 3081

Unapix Entertainment 1039
 200 Madison Ave., 24th Fl.
 New York, NY 10016
Staff: George Back, Bruce Casino, Scott Hanock, David Fox, Robert Miller, Tim Smith, Jim Coane, Mike Fleiss, Rebecca Lieb.
Programs: *Scream Theater**; *Unapix Flix**; *Quick Witz**; *Big Stuff*; *Super Structures*; *Blue Reef Adventures*; *Sea Creatures*; *Nova's Century of Discoveries*; *Great Minds of Medicine*;



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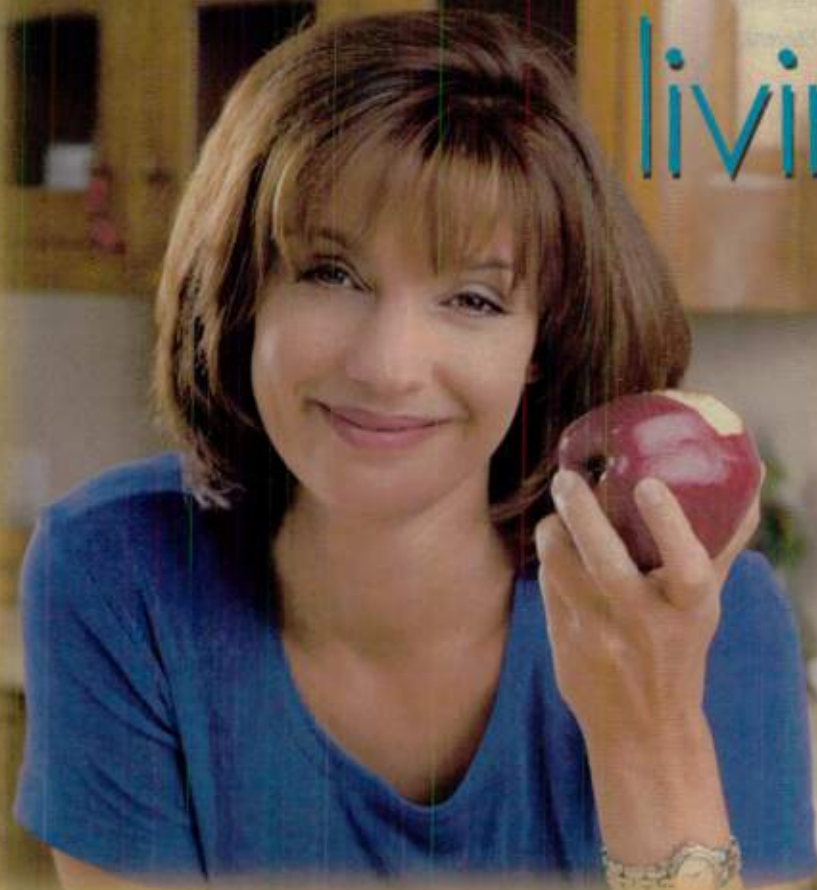
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Great Minds of Science; Great Minds of American History; Great Minds of Politics; Mandela: Legend of Africa; Star Power; Mary Pickford, A Star; Art of Selling Hollywood; Wildside Library; Animal Shorts; Young Heroes.

Unified Film Organization 2920

United Nations 3509

Rm. S-805A
New York, NY 10017
212-963-6982

e-mail: audio-visual@un.org

Website: www.un.org/av

Staff: Barbara Sue-Ting-Len, William Hetzer, Edgar Koh

Programs: *For Everyone Everywhere; UN in Action; World Chronicle; A Cybertale of Three Cities; Year in Review;* UNIA compilation on Human Rights; UNIA compilation on Peace-keeping; UNIA compilation on Drug Abuse

Unity Motion 3931

Universal Studios Florida 399

**Universal Television & Networks Group/
Universal International
Television 399/775**

100 Universal City Plaza
Universal City, CA 91608
818-777-1300

Staff: Blair Westlake, Armando Nuñez Jr., Ned Nalle, Peter Hughes, Steve Jarmus, Barry Chamberlain, Zenon Dmytryk, Anette Grundy, Trace Harris, Jason Keiles, Holly Leff-Pressman, Dave Mayer, Michael Russo, Lloyd Scott, Peter Schoenfeld, Melynda Schuster, Robb Smith, Karin Timpone, Alexander Trauttmansdorff, Damaris Valero; Australia—Pal Cleary; Brazil—Wanderley Fucciolo; Canada—Ron Suter; France—Hendrik van Daalen; Lebanon—Kamal Sayegh; Miami—Alejandro Garcia; United Kingdom—Roger Cordjohn, Penny Craig

Programs: Half-hour series—*Adam-12; Alfred Hitchcock Presents; Alright Already; Amazing Stories; Amen; Brother's Keeper; Charles in Charge; Coach; Dragnet; Dream On; Harry and the Hendersons; Leave It to Beaver; Major Dad; McHale's Navy; The Munsters; The Munsters Today; My Secret Identity; The New Adam-12; The New Dragnet; The New Lassie; The New Leave It to Beaver; Out of This World; Payne; Something So Right; Weird Science; Young Hercules;* Hour series—*The A-Team; Airwolf; Alfred Hitchcock Hour; Alias Smith & Jones; Baretta; Battlestar Galactica; The Bionic Woman; Black Sheep Squadron; The Bold Ones; Buck Rogers; The Burning Zone; Ellery Queen; Emergency; The Equalizer; EZ Streets; Hardy Boys/Nancy Drew; Hercules: The Legendary Journeys; The Incredible Hulk; Ironsides; It Takes a Thief; Knight Rider; Kojak; Law & Order; Magnum, P.I.; Marcus Welby, M.D.; Miami Vice; Murder, She Wrote; New York Undercover; Night Stalker; Northern Exposure; Owen Marshall; Players; Quantum Leap; Quincy; The Rockford Files; seaQuest DSV; Shades of L.A.; Simon & Simon; The Six Million Dollar Man; Sliders; Team Knight Rider; they Came from Outer Space; Timecop; Turks; Xena: Warrior Princess; Mystery movies—*Banacek; Columbo; Columbo (new); Kojak (new); McCloud; McMillan & Wife;* TV movies/miniseries/series—*A Mother's Prayer; An Unexpected Family; An Unexpected Life; The Beast; Brave New World; Captivity; Centennial; The Color of Courage; Escape from Atlantis; E.T. and Friends; Exiled; Funny Valentines; House of Frankenstein; Kidnapped in Paradise; The Making of Jurassic Park; No Laughing Matter; Rhythm, Country and Blues; The Ripper; Universal Horror; the Universal Story;* Talk shows (international TV rights)—*Catherine; The Maury Povich Show; Sally Jessy Raphael; The Jerry Springer Show; Trisha; Vanessa; Vera Am Mittag;* Animation (international TV rights)—*Back to the Future; Beethoven; Casper; Earthworm Jim; Exosquad; Fievel's American Tails; Problem Child; Rocky and Bullwinkle and Friends; Savage Dragon;**

Vor-Tech; Wing Commander Academy; The Woody Woodpecker Show (new); Features—More than 2,300 feature films

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14 Inverness Drive East, F116
Englewood, CO 80112
303-790-7565

Website: www.uswheels.com

Staff: Victor Zimmerman, Rachel Stevens, Ken Bero, Andrea Pearson

Products: USWheels.com



Varga Holdings NA

39 Grafton Way
London, UK W1P 5LA
171 380 1313

Staff: Andras Erkel, Jan Sawkins, István Erkel

Variety 2642

Venevision International 137

VH1 861

1515 Broadway
New York, NY 10036-5797
212-846-7840

Staff: Donald Silvey, Eddie Dalva, Caroline Beaton, Christine Roman, Laura Burrell

Programs: *The 1999 VH1 Divas Live; Storytellers; Behind the Music; VH1 Pop-Up Video; The 1998 VH1 Fashion Awards; Donna Summer Special; My Generation*

Victor Ebner Enterprise 2916

Video Communications Inc. 2861

VideoAge/TV Executive 2817

VideoFashion, Video Ordnance, Scimitar 3438

Vision Enterprises 3637

Vision Films 2636

4626 Lemon Ave.
Sherman Oaks, CA 91403
818-784-1702

e-mail: visionfilms@earthlink.net

Staff: Lise Romanoff, Victoria Plummer, Jean Ovrum, Michelle Slazon

Programs: *Test Flights: To the Limits and Beyond; Tales of the Sea; Urban Ghost Story; Love and Debt; Goosed; The New Swiss Family Robinson*

Vista Street Entertainment 3377

9831 W. Pico Blvd., Suite 4
Los Angeles, CA 90035
310-556-3074

Staff: Gerald Feifer, Michael Feifer, Robyn Mellin

Programs: *Witchcraft* package (10 films); *Dead by Dawn; Divorce Law; Quacs;* City After Dark package (16 films)

Visual International 1511-34

Hampton House
20 Albert Embankment
London SE1 7TJ England
171 820 4410

e-mail: emorris@visual-corp.co.uk

Staff: Shaie Selzer, Justin Rees, Maria Kassova-Mackay, Elfyn Morris

Programs: *Treasures of the World; Famous Planes; Unauthorised*

Voodoo Divorce: Put a Hex on Your Ex 3379

Vox Film Und Fernseh GMBH & Co. KG 3111



Wai Lana Yoga 3239

PO Box 6146
Malibu, CA 90264
805-986-3557

e-mail: info@wailana.com

Website: www.wailana.com

Staff: Sunil Khemaney, Richard Bellord
Programs: *Wai Lana Yoga; Kathy's Kitchen, Self Discovery 2000*

Products: *Wai Lana Yoga* home videos and CDs

Walsh Media Group/Venture Initiatives 3301

Walter K. Gilbride & Associates 2871

PO Box 401
Lexington, MA 02420
781-861-8713

e-mail: wkgilbride@ibm.net

Staff: Walter Gilbride, Kerri Gilbride, Larry Fishbein, Frank Phillippi

Product: *Kiplinger's Personal Finance Report*

Warner Bros. Domestic Television Distribution 2175

4001 N. Olive Ave., 4th Fl.

Burbank, CA 91522

818-954-5652

Fax: 818-954-5697

Website: www.warnerbros.com

Staff: *Los Angeles*--Dick Robertson, Scott Carlin, Dan Greenblatt, Leonard Bart, Mark O'Brien, Chris Smith, Mike Troxler, Brad Hornor, Dan McRae, Stephanie Grossman, Scott rowe. *New York*--Andrew Weir, Eric Strong, Mary Voll, John Buckholtz, Julie Kantrowitz, Paul T. Montoya, Jean Goldberg, Clifford Brown, Roseanne Cacciola, Joan McArthur, Christine Merrifield, Jeffrey Wosleger. *Chicago*--Mark Robbins, Jeff Huford, James Knopf, Jean Medd, Jane Faust. *Atlanta*--Daniel Menzel, Marlynda Salas Lecate. *Dallas*--Jacqueline Hartley, Patrick Parish. Telepictures Productions: Jim Paratore, Alan Parris, Alan Saxe, Kevin Fortson, David Auerbach, Lisa Hackner-Goldberg. Time Telepictures Television: Jim Paratore, David Goldberg. Warner Bros. Corporate Marketing & Advertising Services: Yelena Garofolo, Lauren Dansey, Gene Steinberg, Craig Montgomery, Michelle Jacoba, Judi Stewart, David Tetreault, Debra McCormick. Warner Bros. Media Research: Bruce K. Rosenblum, Wayne Neiman, Liz Huszarik, Kurt Bensmiller. Telepictures Distribution: Scott Carlin, Vince Messina, John Martinelli, Scott Rowe. *New York*--Damian Riordan, Joel Lewin, Pat McDonald. *Chicago*--Bill Hague, Christopher Chico. *Atlanta*--Chuck

Programs: *Judge Mathis; The Rosie O'Donnell Show; Jenny Jones, Extra, Mortal Kombat: Conquest, The People's Court, Suddenly Susan, The Drew Carey Show, Friends, In the House, Living Single, Hangin' with Mr. Cooper, Martin, Murphy Brown, The Parent 'Hood, Step by Step, The Wayans Bros.**

Telepictures Distribution

Programs: *Latifah; Change of Heart, Love Connection, National Geographic: On Assignment, Wild! Life Adventures, WCW Worldwide Wrestling & WCW Pro Wrestling, The Jamie Fox Show, ER, Family Matters, Fresh Prince of Bel-Air, Full House, Mama's Family, This Old House.* Features Packages—Volume 35, Volume 34, Volume 33, Volume 32, Volume 31, Volume 30, Volume 29, Volume 28, Premiere Edition Three, Encore Two, Encore One, Power Package Two, Power Package One

Warner Bros. Domestic Pay-TV, Cable & Network Features 2075

1325 Avenue of the Americas

30th Fl.

New York, NY 10019

212-506-4349

Staff: Edward Bleier, Eric Frankel, Jeffrey Calman, David Goodman, William Short, Ken Parks, Nick Makris, Elizabeth Doree, Pamela Shapiro-Schloss, Christine Labrecque, Charlotte Marlis, Peter Baer, Sandra McKee

Programs: Hour series—*China Beach;*

Crime Story; Midnight Caller; V; Homefront; Freddy's Nightmares; Dark Justice; Guns of Paradise; Time Trax; The Flash; The Yellow Rose; Zorro; The New Adventures of Robin Hood; Sisters; Knots Landing; Falcon Crest; The Colbys; Hotel; The Man from U.N.C.L.E.; The Girl from U.N.C.L.E.; Matt Houston; Harry O; 77 Sunset Strip; Hawaiian Eye; The FBI; Maverick; Bronco/Cheyenne/ Colt 45; How the West Was Won; Tarzan; Dr. Kildare; Russell Simmons' OneWorld Music Beat; Hard Rock Live; Sessions at West 54th; Bullitt; Battlejox; Half-hour series—People's Court; Superior Court; Love Connection; The John Larroquette Show; Nick Freno: Licensed Teacher; Mad TV; Veronica's Closet; Fresh Prince of Bel-Air; Hangin' with Mr. Cooper; Step by Step; Full House; the Ben Stiller Show; Night Court; Olsen Twins; It's a Living; Head of the Class; Perfect Strangers; My Sister Sam; Just the Ten of Us; Roc; Pearl; The Courtship of Eddie's Father; Welcome Back, Kotter; My Favorite Martian; The Adventures of Superman; Chico and the Man; F-Troop; The Days and Nights of Molly Dodd; Mayberry R.F.D.; The New Dick Van Dyke Show; She's the Sheriff; Dukes of Hazzard: The Animated Series; Police Academy: The Animated Series; Tu Ritmo; Channe of the Apes; Specials—Mentor & the Hip Hop Owls

Warner Bros. International Television 2060

4000 Warner Blvd., Bldg. 170,

3rd Fl.

Burbank, CA 91522

818-954-6000

Website: www.wbitv.com

Staff: Jeffrey Schlesinger, Mauro Sardi; Distribution—Kevin Byles, Malcolm Dudley-Smith, Lisa Gregorian, Ronald Miele, Josh Berger, Kelley Nichols, Mara Sternthal, Donna Brett, Michel Lecourt, Richard Milnes, Jorge Sanchez, Robert Blair, Rosario Ponzio, David Guerrero, Tim Horan, Jose Abad, Caroline Lang, Ramon Arnau, Kevin Frank, Florence Yue, Michael Palajac, Annette Bouso, Scott Rowe; Production—Catherine Malatesta, Adam Rosen

Programs: Hour series—*Brimstone; Hyperion Bay; Mortal Kombat Conquest; SOF: Special Ops Force; Vengeance Unlimited; Code Name: Eternity; Crusade; The Sopranos; ER; La Femme Nikita; The New Adventures of Robin Hood; OZ; Half-hour series—The Army Show; Jesse; The Secret Lives of Men; Two of a Kind; Whose Line Is It Anyway?; Baby Blues; Movie Stars; Reunited; Change of Heart; The Drew Carey Show; For Your Love; Friends; In The House; The Jamie Foxx Show; Love Connection; Mad TV; Mr. Show with Bob & David; The Parent 'Hood; The People's Court; Suddenly Susan; Veronica's Closet; The Wayans Bros.;* Half-hour animated series—*Ed, Edd 'n' Eddy; I Am Weasel; the Powerpuff Girls; Warner Bros.' Histeria; Ace Ventura: Pet Detective; Batman Beyond; Cow & Chicken; Johnny Bravo; Steven Spielberg Presents Pinky, Elmyra & the Brain; Superman; The Sylvester & Tweety Mysteries;* TV/cable movies/miniseries—*A Bright Shining Lie; Flypaper; Poodle Springs; When Trumpets Fade; Blade Squad; Terror in the Mall; A Will of Their Own; Babylon 5: A Call to Arms; Babylon 5: The River of Souls; Babylon 5: Thirdspace; CHiPs '99; A Dollar for the Dead; Everything That Rises; Houdini; Legalese; Thicker Than Blood; Documentary—Celebrate the Century; Cold War; Legends, Icons and Superstars of the 20th Century; Millennium; Music—Hard Rock Live; Turndot at the Forbidden City of Beijing; Your Rhythm Presented by AT&T; Sports—HBO Boxing Special Events; HBO World Boxing; World Championship Wrestling; General entertainment specials—Seventeen: The Faces for Fall; Warner Bros. 75th Anniversary Specials: No Guts, No Glory; Feature films—Over 6,000 titles*

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Warner Bros. Television 2075
Warren Publishing 3418
The Weather Channel/El Canal del Tiempo 2941
 777 Brickell Ave., Suite 680
 Miami, FL 33131
 305-375-6100
WebRadio.com 3141
West 175 Enterprises Inc. 525
 2203 Airport Way, Suite 801
 Seattle, WA 98134
 206-233-0753
e-mail: jmclean@west175.com
Staff: John McEwen, Rachel Williams, John McLean
Program: *Great Food**; *Cucina Amore*; *Graham Kerr*; *Joanna Lund*; *Chesapeake Bay Cooking**; *Music City*; *Marcie Adams*; *Christina Cooks**; *Journeys in the New Zealand Heartland**; *Masterchef*
Westcom Media Holding 3111
Western International Syndication 2331
 8544 Sunset Blvd.
 Los Angeles, CA 90069
 310-854-3261
e-mail: denist@wimc.com
Website:
 www.wimc.com/html/syndication.html
Staff: Chris Lancey, Dan Zifkin, Adam Lloyd, Bob Pargament, Ron Geagan, Lori LeGall, Danielle Valdivia, Adrienne Oswald
Programs: *It's Showtime at the Apollo*; *Conan: The Barbarian*; *Acapulco H.E.A.T.*; *Movie Magic**; *Field Trip, 1st & Ten*; *The Adventures of Ozzie and Harriet*; *Knights and Warriors*; *Magic Johnson's All-Star Slam 'n' Jam*
WGBH international 701
Whamo Entertainment 2930
 1850 S. Sepulveda Blvd.
 Los Angeles, CA 90025
 310-477-0338
Staff: Myles Spector, Joseph Szew, Robin Baker, David Field.
Programs: *Series-Wizard Tales**; *Coco & Drila**; *Treasure Attic*; *Kiddie Viddie*. Holiday Specials-*Coco & Drila Christmas Special*, *Brer Rabbit's Christmas Carol*, *Treasure Attic Christmas Special*, *Treasure Attic Forever Friend Christmas*, *Kiddie Viddie Christmas Joy*. One-Hour Animations-*Classic Gold*, *Library of Animated Video Treasures*, *Library of Animated Video Treasures II*, *Burbanks Animated Classic Tales*.
Wingspan 2929
Winklemania 1511-24
 5 Courtlands Rd.
 Shipton Under Wychwood
 Oxford OX7 6DF England
 44 1608 644444
Staff: Ellis Iddon, Phil Meagher, Vince Alati
Programs: *Back to Sherwood*; *Spy Fly*; *Astral Agents*; *Jungle Vet*
World Events Productions 2641
 One South Memorial Dr.
 St. Louis, MO 63102
e-mail: wep@wep.com
Website: www.wep.com
Staff: Ted Koplak, Kevin Harlan, Brian Jones, Bill England, Vicki Lowry, Tiffany Yost, Josh Stevens, Robin Dickey
Programs: *Voltron: The Third Dimension**; *Voltron: Defender of the Universe*; *Denver: The Last Dinosaur*; *Vytor: The Starfire Champion*; *Saber Rider and the Star Sheriffs*
World Screen News 3672
World Wrestling Federation 115
 1241 East Main St.
 Stamford, CT 06902
 203-352-8600
Staff: Jim Rothschild, Andrew Whitaker, John

Howard, Joe Perkins, Craig Cassarelli, Scott Basilotta, Toni Starson, Andrew Knopf, Jon Sayer, Lisa Fox, Steven Namm, Chris Rooney
Programs: *Shotgun Saturday Night*, *Shotgun*, *WWF New York*.
Worldnow Online 2830
Worldvision Enterprises 1775
 1700 Broadway
 New York, NY 10019
 212-261-2700
Staff: John D. Ryan, Bert Cohen, Robert E. Raleigh, Gary G. Montanus, Tony Colabraro, Philip Marella Sr., Charles Quinones Sr., Robert Chenoff, Therese Gamba, Deborah Hackenberry, Rita Scarfone, Linda Tobin, Michael Hong, Doreen Keever, Alison Lazar, Andy Samet, Russell Kolody, Alicia Lynch, Julie DeTraglia, Therese Cocoran, Bill Baffi, Brian O'Sullivan, Frank L. Browne, Tony Bauer, Damon Zaleski, John Barrett, David McNaney, Ed O'Brien, Kim Schlotman, Paul Stuart, Raymundo Rodriguez, Bruce Swanson, Bill Peck, Charles Farmer, Leslie Drukker, Mary Jane Fourniel, Catherine Molinier, Mie Horasawa, MaryAnn Pasante, Leticia Estrada
Programs: *2000 Malibu Rd.*; *The Addams Family*; *The Adventures of Champion*; *After Hours*; *Almost Live*; *America's Dumbest Criminals*; *American Chronicles*; *The Andros Targets*; *Annie Oakley*; *Any Day Now**; *Barnaby Jones*; *Beauty and the Beast*; *Bellevue Emergency*; *Ben Casey*; *Better Homes & Gardens Television*; *Beverly Hills, 90210*; *The Bill Cosby Show*; *Bonanza*; *Breaking Point*; *Buddy Faro**; *Buffalo Bill Jr.*; *Burke's Law*; *Car 54, Where Are You?*; *Charmed**; *Combat*; *Come Along*; *Cowboy in Africa*; *Country Homes, Country Gardens*; *Dallas*; *Dan August*; *Dark Shadows*; *Dickens & Fenster*; *Dr. Kildare*; *The Don Lane Show*; *Doris Day Show*; *Douglas Fairbanks Presents*; *Eight Is Enough*; *F.D.R.*; *Flying "A" Series*; *The Fugitive*; *Garrison's Gorillas*; *Get Smart*; *Heaven Help Us*; *The Heights*; *The High Chaparral*; *High Road*; *Highway to Heaven*; *Hunter*; *I Spy*; *The Invaders*; *It Pays to be Ignorant*; *Judge Joe Brown*; *Judge Judy*; *Kaz*; *Kin-dred*; *The Embraced*; *Little House on the Prairie*; *Love Boat*; *Love Boat II*; *Love Boat: The Next Wave**; *The Lucie Arnaz Show*; *Madman of the People*; *Malibu Beach*; *Man with a Camera*; *Married: The First Year*; *Melrose Place*; *Mickey Rooney*; *Models Inc.*; *Momentous Events*; *Monsters*; *The Most Deadly Game*; *The Mod Squad*; *Moesha**; *Next Step Beyond*; *Night Heat*; *Night Stand*; *N.Y.P.D.*; *On the Air**; *On the Mat*; *One Step Beyond*; *Pacific Palisades*; *People's Choice*; *Pictionary*; *Project UFO*; *The Pruitts of Southampton*; *Range Rider*; *The Rebel*; *Rescue 77**; *Return to Eden*; *Robin's Hoods*; *The Round Table*; *Sable*; *Savannah*; *7th Heaven**; *Spencer's Pilots*; *Starring the Actors*; *Starting from Scratch*; *Stephen King's Golden Years*; *The Streets of San Francisco*; *Sunset Beach*; *Sydney*; *Take My Word for It*; *Tales from the Dark Side*; *Tarzan*; *That Girl*; *Throb*; *Thunder*; *Twin Peaks*; *University Hospital*; *Urban Anxiety*; *Victory at Sea*; *Wendy and Me*; *Winnetka Road*; *You Again?*
Features/packages—ABC Pictures; Carolco IV; Carolco III; Champions, Color Movies 3, Color Movies 4, Color Movies 5, Fantastic Features; Hollywood Stars; John Wayne Collection, Paragon Features; Prestige Features; Prestige II Features; Prime I; Prime II; Prime III; Prime IV; Prime V; Prime VI; Prime VII; Prime VIII; Prime Time, All the Time; Republic Pictures; Republic Premiere One; Republic Premiere Two; Republic Premiere Three; Republic Premiere Four; Showcase One; Star Performers; Take 3; Worldvision 3; Worldvision 2; Worldvision 1; animated features; animated cartoons; theatrical cartoons; Made-for-TV movies—*After Jimmy*; *Angel in Green*; *Armed and Innocent*; *Back to the Streets of San Francisco*; *Bare Essentials*; *Born Too Soon*; *Child of Rage*; *Class Cruise*; *The Conviction of Kitty Dodd*; *Dark*

Angel; *David Lynch's Hotel Room*; *A Deadly Business*; *Eye on the Sparrow*; *Family Sins*; *Fatal Vows: The Alexandra O'Hara Story*; *Final Appeal*; *Fire: Trapped on the 37th Floor*; *The Forget-Me-Not Murders*; *Fulfillment*; *Green Dolphin Beat*; *The High Price of Passion*; *I Posed for Playboy*; *Indiscreet*; *Jailbirds*; *Jane's House*; *Jessee*; *Judgment Day: The John List Story*; *Kids Like These*; *Kiss and Tell*; *Liberace*; *The Love Boat: A Valentine Voyage*; *Love on the Run*; *Lucy and Desi: Before the Laughter*; *Mistress*; *Murder in Black and White*; *Murder Times Seven*; *My Two Loves*; *Night of Courage*; *One Against the Wind*; *Overkill*; *Pope John Paul II*; *Precious Victims*; *Promised a Miracle*; *Rich Men, Single Women*; *Sam's Son*; *Sexual Advances*; *Shades of Gray*; *Sidney Sheldon's A Stranger in the Mirror*; *A Silent Betrayal*; *Somebody's Daughter*; *The Stepford Children*; *Stone Fox*; *Stones for Ibarra*; *Stranger in My Bed*; *Stranger on My Land*; *Terror on Track 9*; *Unholy Matrimony*; *The Vernon Johns Story*; *Welcome Home, Bobby*; *When the Bough Breaks*; *When the Time Comes*; *Wild Texas Wind*; Theatrical movies—*Ironweed*; *Light of Day*; *Monster Squad*; *The Running Man*; *Specials*—*AFI Life Achievement Award: Martin Scorsese*; *AFI Life Achievement Award: Clint Eastwood*; *AFI Life Achievement Award: Steven Spielberg*; *AFI Life Achievement Award: Jack Nicholson*; *AFI Life Achievement Award: Elizabeth Taylor*; *AFI Life Achievement Award: Sidney Poitier*; *AFI Life Achievement Award: Kirk Douglas*; *AFI Life Achievement Award: David Lean*; *AFI Life Achievement Award: Gregory Peck*; *AFI Life Achievement Award: Robert Wise*; *Alvin & the Chipmunks Reunion*; *Amahl and the Night Visitors*; *An Act of Love: The Patricia Neal Story*; *Baseball Our Way*; *Bay City Rollers*; *The Bobby Vinton Show*; *Candid Camera Specials*; *Children of the Gael*; *Chris Evert Specials*; *A Christmas Carol*; *A Christmas Memory*; *Cliffhanger Serial Specials*; *Dick Smith: Master of Makeup*; *Dracula: Fact or Fiction*; *Echo 1*; *An Evening with Irish Television*; *Fabulous Sixties*; *Frankenstein*; *Freedom Road*; *Greatest American Film*; *Halloween with the Addams Family*; *Herbie Mann/Roland Kirk*; *Hollywood Mavericks*; *I Love the Chipmunks Valentine Special*; *Irish Rovers Special*; *Is It Christ?*; *Jack Nicklaus At Home of Golf*; *The Last Nazi*; *Little House on the Prairie Specials*; *Little Mo*; *Momentous Events: Russia in the '90s*; *Musical Ambassadors*; *The New-Fangled Wandering Minstrel Show*; *The Night the Animals Talked*; *The Ordeal of Patty Hearst*; *Raphael*; *Reincarnation*; *Remember Me*; *Roberta Flack/Donny Hathaway*; *Ron Luciano's Lighter Side of Sports*; *Russian Festival of Music and Dance*; *Shark's Paradise*; *Soul Train 25th Anniversary Hall of Fame Special*; *Sunshine Specials*; *Tennis Our Way*; *Thank You, Mr. President*; *The Trial of Lee Harvey Oswald*; *Wedding Planner*—*Marion Ross*; *World of Miss World*; *Worldvision Dramatic Specials*; *Miniseries*—*Doubletake*; *Dynasty: The Reunion*; *Four-Minute Mile*; *Grass Roots*; *Hands of a Stranger*; *Holocaust*; *Home Fires*; *Internal Affairs*; *The Invaders*; *James A. Michener's Texas*; *The Key to Rebecca*; *The Last Frontier*; *Love, Lies & Murder*; *On Wings of Eagles*; *Return to Eden*; *A Season in Purgatory*; *Separate but Equal*; *Son of the Morning Star*; *Stephen King's The Langoliers*; *Stephen King's The Stand*; *Sword of Honour*; *Voice of the Heart*; *Children*—*Alvin and the Chipmunks*; *Bugaloos*; *Camp Candy*; *Discovery*; *George of the Jungle*; *Hot Wheels*; *Hugo the Hippo*; *Jerry Lewis Show*; *Jackson 5*; *King Kong*; *Krofft Superstar Hour*; *Starring the Bay City Rollers*; *Lancelot Link*; *Land of the Lost*; *Lidsville*; *Milton the Monster*; *The Point*; *Professor Kitzel*; *Reluctant Dragon and Mister Toad*; *Sigmund and the Sea Monster*; *Skyhawks*; *Smokey the Bear*
Wyland Group 225

X

X-Dream International 1511-44

Y

Yomiuri Telecasting Corp. 3415
 2-2-33 Shiromi Chuo-ku
 Osaka, Japan 540-8510
 81 6 947 2891
e-mail: ts846103@ytv.co.jp
Staff: Mitsuki Tanaka, Toshikazu Sugae, Kyoko Otake
Programs: Animation; drama series; drama specials; variety; sports; documentary

Z

Zagreb Film 2878

ZDF Enterprises NA
 Lise-Meitner-Str. 9
 D-55129 Mainz, Germany
 49 61 31 991 221
e-mail: sales.zdf@zdf.de
Staff: Alexander Coridass, Fred Burcksen, Christine Denilauler, Horst Muller, Effi Muller
Programs: *Siska*; *Derrick*; *A Case for Two*; *Coastguard*; *Murder Squad*; *Our Charly*; *Girl Friends*; *T.E.A.M. Berlin*; *World War III*; *Twiggy—Love on a Diet*; *Death by Rape*; *Everyday Heroes*; *The Rights of Children*; *If Animals Could Talk*; *Hitler's Warriors*; *Sphinx III*; *Journeys into Hell*; *Little Dieter Needs to Fly*; *The Spell of the North*; *A Big Mouth and a Lot Behind It—The Hippopotamus in Western Uganda*; *Oman—Animal Paradise in Southern Arabia*

ZDTV 3029

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 Burbank, CA 91505
 818-556-4155
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Services: Transcriptions; translation; script continuity; tape duplication

Zia Film Distribution LLC 2361

8306 Wilshire Blvd., Suite 690
 Beverly Hills, CA 90211
 323-935-8190
e-mail: ziafilm@earthlink.net
Website: www.ziafilm.com
Staff: Bobbi Valentine Heller, Douglas Heller, Dario Martinez
Programs: Series—*The American Bounty Hunter*; *Okavango: Season 1*; *Escape from Jupiter*; *Return to Jupiter*; *Zooper Kids*; *Features*—*The Marianao Kid*; *Misfit Patrol*; *Prima Donnas*; *Sherlock Holmes: The Hound of the Baskervilles*; *Sherlock Holmes: The Sign of Four*; *Sidekicks*; *Whiskey, Riddles & Dandelion Wine*; Magazine/talk—*At Home on the Range*; *Box Office America*; *Kathy's Kitchen**; *Wai Lana Yoga**; Reality—*The Serial Killers*; *It Could Never Happen to Me*; *Ban-gin**; *Specials*—*About Us: The Dignity of Children**; *Escape to Paradise**; Documentaries—*Roswell: The UFO Uncover*; *The Healers* It's Not Me, It's My OCD**; *Psychic Chronicles**; *Rock Down Central America*; *Spirit of Endeavor*; *The Strange Demise of Jim Crow*; *Testimony of a Big Chief*; *Texas Rangers*; Light erotica—*Satin Smoke**; *Starbodies*; *Starcrossed Lovers**

CEA New York

Mergers/Acquisitions/Divestitures

The following is a partial listing of mergers, acquisitions and divestitures completed by CEA New York:

December 1998

Sold

Great Trails
Broadcasting Corp.
to
Midwest Television Statutory Trust

CEA served as advisor to the seller

December 1998

Sold

Midwest Television Statutory Trust
WHAG-TV, Hagerstown, MD
WFFT-TV, Ft. Wayne, IN
KSVI-TV, Billings, MT
& time brokerage rights to
KHMT-TV, Hardin, MT
to

Quorum Broadcasting
CEA served as advisor to the seller

October 1998

\$39,000,000

Sold

Venture Technologies Group
WNPA-TV
Pittsburgh, PA
to
Paramount Stations Group

CEA represented the buyer
*closing pending FCC approval

August 1998

Sold*

U.S. Broadcast Group
WWCP - TV, Johnstown, PA
to
Peak Media

CEA represented the seller
*closing pending FCC approval

August 1998

\$9,000,000

Sold

U.S. Broadcast Group
WMGC - TV, Binghamton, NY
to
Ackerley Communications

CEA represented the seller

July 1998

\$5,200,000

Sold

Cramer Outdoor
to
DeLite Outdoor

CEA represented the seller

June 1998

\$6,700,000

Sold*

Coltre Broadcasting
WFUN-FM
St. Louis, MO
to
Arch Broadcasting

CEA represented the buyer
*closing pending FCC approval

June 1998

\$62,500,000

Sold

U.S. Broadcast Group
KFDX - TV Wichita Falls, TX
KJAC - TV Beaumont, TX
KSNF - TV Joplin, MO
to

Nexstar Broadcasting
Management
CEA represented the seller

June 1998

\$26,000,000

Sold

U.S. Broadcast Group
WVNY - TV Burlington, VT
to
Straight Line
Communications

CEA represented the seller

May 1998

Sold

Petracom Equity Partners, L.P.
KAYD-FM, KQXY-FM,
KAYD-AM, KQHN-AM
Beaumont-Port Arthur, TX
to

Cumulus Media, LLC
CEA served as advisor to the seller

May 1998

Sold

Petracom Equity Partners, L.P.
KDEB - TV Springfield, MO
WTVW - TV Evansville, IN
KARD-TV Monroe, LA
WQRF - TV Rockford, IL
KLBK - TV Lubbock, TX
to

Quorum Broadcasting
CEA served as advisor to the seller

May 1998

Sold

Pacific Broadcasting, Inc.
KTCX-FM
Beaumont-Port Arthur, TX
to

Cumulus Media, LLC
CEA represented the buyer

CEA is a member of the National Association of Securities Dealers, Inc. and its professional associates are registered with the NASD. Member SIPC.

Delivers Again in 1998

Financings

The following is a partial listing of financings completed by CEA New York:

December 1998
\$90,000,000
Senior Debt Financing
has been arranged for
PNE Media, LLC
Funding was provided by:
Union Bank
CIBC
Fleet
FINOVA Capital
IBJ Schroder
CEA represented the borrower

December 1998
\$12,000,000
Senior Debt Financing
has been arranged for
Peak Media, LLC
Funding was provided by:
Societe Generale
CEA represented the borrower

December 1998
\$7,925,000
Follow On Equity Capital
has been arranged for
PNE Media Holdings, LLC
Funding was provided by:
BancBoston Ventures, Inc.
Alta Communications, Inc.
CEA represented the issuer

June 1998
\$200,000,000
Equity Capital
has been arranged for
Paxson Communications Corp.
13 1/4% Cumulative Junior
Exchangeable Preferred Stock
CEA advised
Paxson Communications Corp.

June 1998
\$75,000,000
Equity Capital
has been arranged for
Paxson Communications Corp.
9 3/4% Series A Convertible Preferred
Stock with Warrants
CEA advised
Paxson Communications Corp.

June 1998
\$38,000,000
Senior Debt Financing
has been arranged for
S&P Cellular Holding, Inc.
Funding was provided by:
ING Barings
AT&T Commercial Finance Corp.
CEA represented the borrower

June 1998
\$18,000,000
Equity Capital
has been arranged for
S&P Cellular Holding, Inc.
Funding was provided by:
Stewart Capital, LLC
Hibernia Capital Corp.
Science Applications International Corp.
Tyco Submarine Systems Ltd.
Advantage Capital Partners
AT&T Commercial Finance Corp.
Dominion Financial Group Int'l.
CEA represented S&P Cellular Holding, Inc.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

May 1998
\$10,500,000
Equity Capital
has been arranged for
Peak Media, LLC
Funding was provided by:
Alta Communications, Inc.
BancBoston Ventures, Inc.
CEA represented the issuer

January 1998
\$20,000,000
Senior Debt Financing
has been arranged for
PNE Media, LLC
Funding was provided by:
Union Bank of California
CEA represented the borrower

CEA New York
375 Park Avenue
Suite 3808
New York, NY 10152
(212) 319-1968
<http://www.ceaworldwide.com>

January 1998
\$12,400,000
Equity Capital
has been arranged for
PNE Media Holdings, LLC
Funding was provided by:
BancBoston Ventures, Inc.
Alta Communications, Inc.
CEA represented the issuer

**Please call for an
appointment during NATPE**

FCC's Ness looks to stay put

With White House distracted, commissioner, whose term is up in June, will likely remain on job

By Bill McConnell

Susan Ness's term at the FCC expires in June and by all accounts the commission's most tenured member is eager to stay.

But with the White House absorbed by President Clinton's impeachment trial, the administration is unlikely to put nominations for a non-cabinet post on the front burner.

Even if the impeachment proceedings end soon, sources predict the White House won't want to entangle itself in a fight over a single FCC seat. Putting Ness or any other candidate up for the post would give presidential hopeful and Senate Commerce Committee Chairman John McCain (R-Ariz.) a chance to use the hearings as a forum to criticize the administration's telecommunications policy, for which Vice President Gore, a likely rival for the nation's top job, has been point man.

Ness would not comment on her renomination prospects, but Washington sources say she has told the administration of her desire to remain.

The most likely scenario for Ness is that, with no nomination forthcoming, she will be allowed to remain on the panel until the next administration and then seek another five-year appointment to the open Democratic seat when a new administration arrives in 2001.

Though Capitol Hill Republicans have a cantankerous relationship with the FCC's Democratic majority, it's unlikely that lawmakers would try to prevent her from keeping her post, unless industry groups strongly push for her exit. Despite strained relations with some sectors, particularly telcos, no such push has materialized.

McCain staffers say their boss has not focused on the nomination, but predicted that he would let the administration make its call.

No industry officials were willing to openly complain about her, although privately they find her too regulatory. The former communications banker wins praise, however, for frequently playing a key role in working out technical details on controversial issues and for her willingness to seek compromise with industry.

Former aide David Siddall, who left her office in February, says her relations with most industry groups remain favorable, despite disagreements. "Susan contributes to the commission a valuable perspective and strong sense of fairness," he says. "She shows no favor or disfavor with any industry segment and makes her decision based on a pro-consumer viewpoint."

Only one industry group, the regional Bell operating companies, has consistently been at loggerheads with her. Ness has been an outspoken critic of the Bell companies, complaining that they have not met their obligation to open their networks to local competition. Consequently, she has opposed their bid to offer long-distance service.

She gets mixed reviews from other industries, particularly broadcasters, who are wary of her desire for tighter rules on broadcast ownership. At the same time broadcasters credit her with playing a critical role in setting acceptable standards for digital television and

brokering a compromise with other Democrats on children's programming rules. "She did an outstanding job for broadcasters on digital TV," said David Donovan, lobbyist for the Association of Local Television Stations.

On digital TV, Ness pushed the computer industry to compromise over display standards—a final critical last step toward

FCC adoption of a TV standard. She also helped the industry get some breathing room on the DTV rollout by pushing for a longer implementation schedule than former chairman Reed Hundt wanted.

Ness also helped TV stations cope with rules requiring them to air three hours of educational children's programming each week. Over the objections of other Democrats, Ness agreed to allow some stations to preempt children's programming so that they could air profitable Saturday sports programming.

Since coming to the commission, Ness repeatedly has crossed swords with broadcasters over ownership rules. She has long argued that the FCC should count TV local marketing agreements toward national ownership caps. (LMAs allow broadcasters to get around the ban on TV duopolies by operating a second station without actually owning it.) She also wants the FCC to set clearer standards for waivers to the one-to-a-market rule, which prohibits cross ownership of TV and radio stations in the same market.

Several lobbyists say she was a key player in drafting LMA and one-to-a-market last fall. Fierce industry lobbying and complaints from Capitol Hill forced Chairman William Kennard to cancel a scheduled vote on the plan in December. "That was a wake-up call for the industry," said one lobbyist. "We finally realized that this crowd [Commission Democrats] just doesn't get it. But with Susan you get the government. You get it either on your side or you get it on your back."

Public advocacy groups, however, say the old-time Democrat label doesn't fit Ness. "She really has tried to stake out a position as a facilitator on issues like digital television," said Andrew Schwartzman, Media Access Project. "She certainly hasn't done everything we asked." He praised Ness for a willingness to stand her ground against the two chairmen she's served with (Reed Hundt was the other) and for picking legal advisers who are generally more experienced than aides to most commissioners. (Mass Media aide Anita Wallgren was once rumored to be a candidate herself for a commission slot.) "She has no problem with senior people who may know a lot more about an issue, that takes a certain kind of confidence." ■



Ness has crossed swords with broadcasters over ownership rules.

Ness on Ness

Broadcasters may be bashing her stand on industry ownership rules, but the FCC's longest serving commissioner says she is willing to take a little heat.

Although Susan Ness was unwilling to discuss for the record her plans for seeking renomination (See above), she was eager to talk about the issues.

"We're not always going to agree and that's OK," she says. "I feel I've been an honest broker throughout my tenure and I believe all the industries—broadcast, computer and cable—would say I have been fair."

Ultimately, she would prefer to be judged on how

she performs for the average viewer or listener. "This is interesting and compelling work. The policies we make have enormous impact on the American consumer and that's who I've tried to serve."

Since taking office in 1994, Ness has clashed with broadcasters over her desire to tighten ownership rules. One sore spot for the industry: She wants to make local marketing agreements count toward national and local ownership caps. Companies shouldn't be able to use LMAs to get around the ban on TV duopolies, she says.

"Common sense says if you are organizing the pro-

gramming and doing everything else for a station why shouldn't it be attributable? That's not to say all duopolies are bad."

The FCC has weathered a firestorm of industry complaints since details leaked in November of a staff plan that would require most of the 78 in-market LMAs to be divested.

But Ness says the industry instead should be fighting for rules that would allow the FCC to permit some duopolies.

"The debate should be over the extent to which duopolies are appropriate and which ones should remain," she says. "I don't know how I'm going to come down."

FCC Chairman William Kennard particularly has come under fire from Cap-

"The debate should be over the extent to which duopolies are appropriate and which ones should remain."

itol Hill after the proposed LMA restrictions were revealed, but Ness says that tighter restrictions would not necessarily go against congressional intent. "I'm guided by what Congress wants, but Congress does not speak with one voice." For example, some in Congress are now calling for an increase in the national audience-reach

cap to 50%, or are even for removing the limits. But Ness notes that today's 35% cap barely passed when it was included in the 1996 Telecommunications Act.

Ness predicts that the current disputes over ownership can be resolved with the same willingness to negotiate and consumer focus that she brought to the digital TV and children's programming debates.

It was important to let the industry know that if a deal couldn't be reached on technical standards, the FCC would impose its own scheme.

"I believe in the marketplace and we've got to work with industry," she says. "We have to be fair, but aggressive."

—Bill McConnell



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FCC: Minorities not getting fair shake

Ad dollar discrepancies due to 'no urban/Spanish' dictates and minority discount policies, say GMs

By Bill McConnell

Ad reps at Emmis Broadcasting's WRKS-FM were disheartened when they learned the target market for the New York Volvo dealers' 1997 ad campaign: advanced degree, \$75,000+ income, age 24-54.

Without mentioning race, the profile automatically excluded the audience of WRKS, an urban-formatted station in New York City. Determined to get Volvo business anyway, Emmis conducted its own profile of Volvo buyers in the Big Apple. It found little relationship between the dealers' target demos and the actual profile of Volvo owners. In fact, 60% had household incomes less than \$75,000 and 65% did not graduate from college.

Still, the dealers refused to give WRKS any business.

Managers at other New York minority-formatted stations experienced a similar episode with BMW. They say BMW had an established policy of avoiding minority outlets, despite data showing that black adults accounted for 46% of people owning or leasing BMWs in New York.

Those stories, along with data showing that ad revenue at minority-owned stations lags majority stations, led FCC Chairman William Kennard last week to charge that African-American and Spanish-language outlets face discrimination from major marketers.

Kennard called on the advertisers to come up with "voluntary, pro-competitive" industry guidelines to eliminate race-based ad practices.

Many big advertisers intentionally steer away from black and Hispanic audiences or refuse to pay prevailing ad rates to minority-targeted stations, according to an FCC-sponsored report prepared by the Civil Rights Forum on Communications Policy.

"These practices are not only unfair," Kennard said. "They do not make any business sense."

Commissioner Gloria Tristani and Rep. Carolyn Kilpatrick (D-Mich.) joined Kennard at a press conference on the report. Civil rights advocates and advertising industry officials also attended.

But lawmakers controlling the FCC's budget are likely to balk at following up on the latest report, which cost the agency \$12,000. "This certainly seems like a waste of taxpayers' money," said a spokesman for House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) "If a marketer doesn't spend money, it doesn't mean he is guilty of discrimination."

But Kennard insists the discrimination is real and the agency has a duty to make sure broadcasters provide all the consumers with advertising information and that media outlets compete on a level playing field.

Based on the 1996 revenues of 3,745 radio stations, the report concluded that stations that are minority-owned or that target minority audiences have lower

gross revenues than their competitors. Revenue earned per listener is also less for those outlets. The report focused primarily on radio because TV generally does not aim to reach the same narrow demographics, but some Spanish-language TV stations reported similar difficulties.

Discriminatory advertising practices are commonplace, according to comments from general managers at 64 minority-owned stations that also were included in the report. But author Kofi Ofori stopped short of blaming racist practices for the revenue discrepancies, conceding that the survey response was too small. "We acknowledge that there could be other causes as well. To find out, we would need further study," he said.

Ofori suggested several remedies if such an assertion is borne out. For one thing, he said, federal agencies could be forbidden from contracting with ad firms that discriminate against minority-oriented stations.

Other Republican critics complained that an advocacy group such as the Civil Rights Forum was a poor choice to conduct the survey. Ofori insisted,

Majority rules

Average radio station revenues, 1996

General format, majority-owned	\$2.2 million
General format, minority-owned	\$1.2 million
Minority targeted, majority-owned	\$2.1 million
Minority targeted, minority-owned	\$1.7 million

Source: Civil Rights Forum on Communications

however, that he tried not to interject his views into the analysis.

According to the report, revenues at minority-oriented outlets under-perform, even when the stations are ratings winners. For instance in 1997, two of the three most popular stations in Washington targeted African-American audiences. But those stations, Radio One-owned WKYS-FM and Howard University-owned WHUR-FM, earned less overall and per listener than lower-rated outlets owned by Chancellor and ABC.

On a nationwide basis, minority-targeted stations consistently earned lower "power ratings," a measure of a station's revenue and market share. During 1996, the average power rating at minority-owned and targeted outlets was 0.82, while ratings for "majority-owned" generally formatted stations averaged 1.16. (Ratings below a 1 indicate that a station is

earning less than the prevailing rate per listener.)

General managers questioned about the discrepancies put much of the blame on two advertising practices they say are commonplace.

One is "no urban/Spanish" dictates, in which advertisers refuse to target minority audiences. The others are "minority discounts," in which advertisers insist on reduced rates before they will place ads on minority stations.

Some advertisers also avoid minority audiences by insisting on unrealistic income demographics that often don't reflect their actual buyers, many general managers said.

"This is totally unacceptable," said Kilpatrick, who with Kennard and Rep. Robert Menendez (D-N.J.) will meet with the American Advertising Federation on Feb. 22 to seek ways to eliminate discriminatory practices. AAF President Wally Snyder said minorities are increasingly powerful consumer markets and advertisers are doing themselves a disservice by or undervaluing them. "We urge advertisers and agencies to make decisions based on facts and not fiction," he said. ■



By Bill McConnell and Paige Albinak

NAB: Happy to hire minorities

Broadcasters are committed to hiring minorities and women, but they don't want their licenses to be tied to meeting that commitment, the National Association of Broadcasters board of directors decided at its winter meeting in Naples, Fla., last week. In its comments on the issue, which were due at the commission Feb. 13, NAB was to tell the FCC that its member stations are willing to submit checklists detailing their minority and female hiring. The FCC began a proceeding on new equal employment opportunity rules after the U.S. District Court in Washington struck down as unconstitutional parts of the FCC's old rules. Some broadcasters would like to eliminate the paperwork that adhering to the FCC's old EEO rules forced on them, while still recruiting and hiring minorities and women.

NAB raises money for diversity

LIN Television, the Robert McCormick Tribune Foundation

and the NAB last year collectively contributed \$1.5 million to the NAB's Education Foundation, which is headed by Chuck Sherman, NAB's executive vice president of television. The money will be used to "increase diversity in broadcasting and train managers with non-news backgrounds in newsgathering," according to the NAB. The NAB also will hold its first annual "Service to America Summit" on June 21 in Washington. The event will kick off NAB's summer board meeting and will be presented along with awards for community service efforts and service to children's TV within the radio and TV industries.

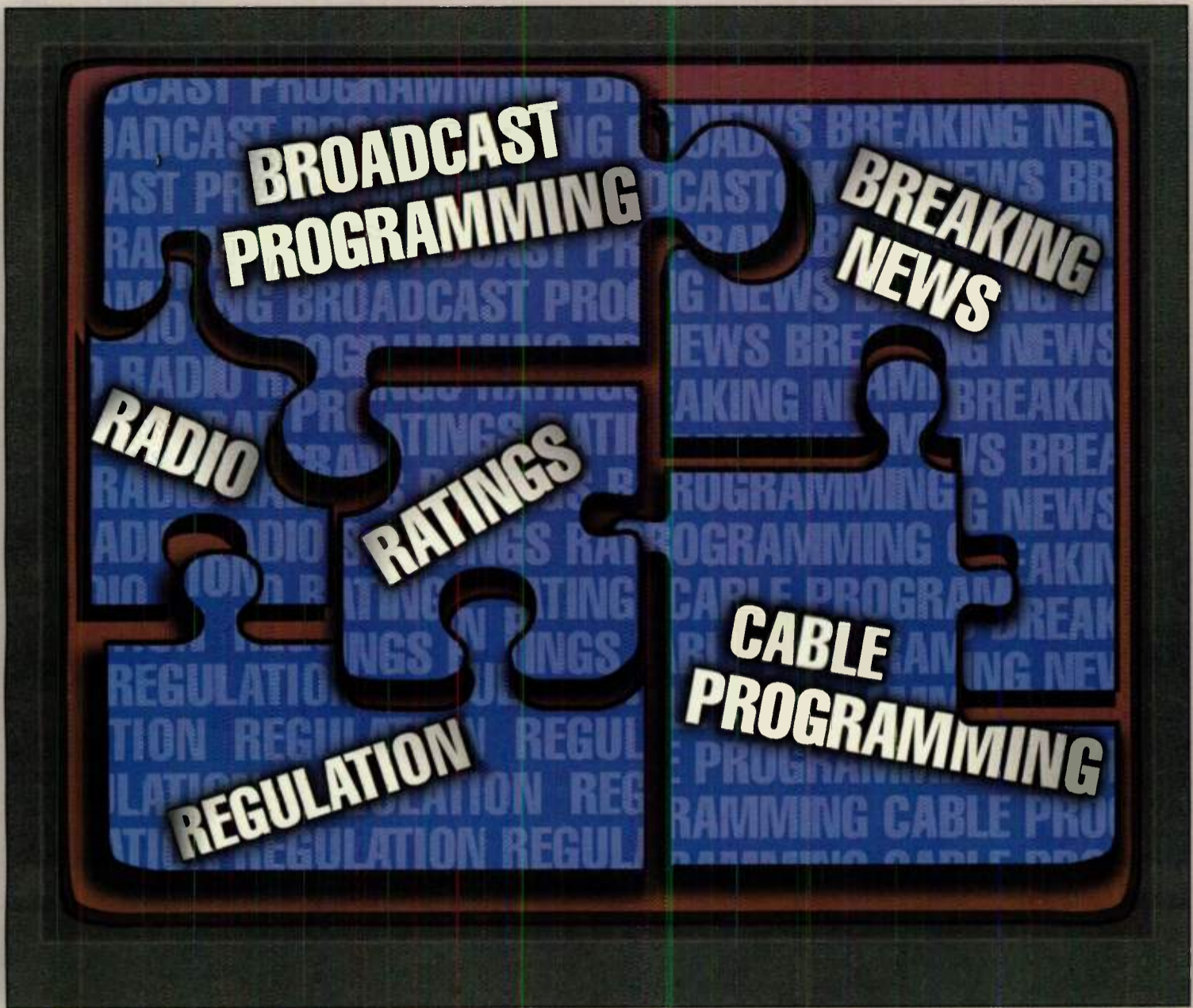
Burns puts pressure on bandwidth

The FCC is shirking its duty to make sure high-speed Internet and other advanced telecommunications services are available to all Americans, Montana's Sen. Conrad Burns, a Republican, said last week. The agency is not taking seriously a provision in the 1996 Telecommunications Act that requires the FCC to ensure that advanced telecommunications services are deployed in "a

reasonable and timely manner," Burns wrote in a letter to FCC Chairman William Kennard. To comply with the requirement, the FCC at its Jan. 28 meeting is expected to recommend ways to speed the availability of high-speed Internet and other advanced services. Lawmakers gave the FCC "broad authority to eliminate excessive regulation if it hindered deployment," Burns wrote. However, "I anticipate that the commission will decide that no additional action is necessary. If the commission does not alter its course . . . you and I will be long gone before most Americans have access to truly interactive broadband capability," he said.

MSTV rips Kennard

The Association for Maximum Service Television last week criticized FCC Chairman William Kennard for hinting that cable companies should not be required to carry both the analog and digital signals of broadcasters. Kennard told reporters two weeks ago that the FCC should not "preemptively say how the marketplace takes shape" for digital TV. But MSTV President Margita White said any delay in carriage rules would doom DTV to failure: "By not acting promptly on must-carry, the commission itself likely will preempt" the marketplace, she said.



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GET WITH THE PROGRAM

By Michael Stroud and Joe Schlosser

LMNO, Warner Bros. TV sign pact

Warner Bros. Television signed a "first-look" agreement with LMNO Productions, producer of the hit CBS series *Kids Say the Darndest Things* and Fox's *Guinness World Records: Primetime*. Under the agreement's terms, LMNO will produce non-traditional dramas and telefilms under the Warner Bros. Television banner. The studio will also partner with LMNO to produce reality-based specials and series on a non-exclusive basis. Financial terms of the agreement weren't disclosed.

Hearst makes HouseCalls

Hearst Entertainment has cleared its new weekly half-hour *Ron Hazelton's HouseCalls* on WABC-TV New York. *HouseCalls* is one of two new weekly strips Hearst is bringing into the syndication marketplace for next fall. The other is *Famous Homes & Hideaways*.

Seventh seals clearances

Worldvision has cleared drama *Seventh Heaven* in over 72% of the

country for fall 2000. The WB drama has been cleared in the majority of the major markets, including WPIX-TV New York, KTLA-TV Los Angeles and WGN-TV Chicago.

Picking up Relic

Relic Hunter, Rysher Entertainment's upcoming action hour with Tia Carrere has been cleared in over 50% of the country. The action series has been cleared on WLS-TV Chicago and the Partners Stations Networks.

CBS ups Schruth

CBS Television has named Peter Schruth president of affiliate relations. Schruth had been senior vice president and general manager of affiliate relations since October 1995. The executive has had two decades of experience with CBS-owned television stations, group-owned affiliates and independent stations.

She's not gonna make it after all

ABC has dropped plans to air a new

sitcom that would reunite Mary Tyler Moore and Valerie Harper. "The stars didn't line up correctly," said ABC Entertainment President Jamie Tarses during the semi-annual television critics' press tour. It wasn't clear whether she was speaking literally or figuratively—Tarses didn't comment further. In any event, the sitcom's prospects had long been wavering due to problems developing a workable script.

They're, like, for midseason, OK?

ABC said it would premiere its mid-season comedies *It's like, you know...* and *The Norm Show* on March 24. *It's like...you know*, created by *Seinfeld* co-executive producer Peter Mehlman, will premiere at 8:30 p.m. for six weeks, replacing *Two Guys, a Girl and a Pizza Place*, which returns to the schedule in time for May sweeps. ABC executives told journalists at the semiannual Television Critics Association conference in Pasadena that they are happy with *Pizza's* performance and don't plan to cancel the show. They didn't say where on the prime time schedule the show will air. *The Norm Show*, starring former *Saturday Night Live* cast member Norm Macdonald, replaces *Whose Line is it Anyway?* for the remainder of the season.

NBC, WB team on 'Access Hollywood'

The two will market 'Access' and 'Extra' as a magazine block

By Steve McClellan

NBC and Warner Bros. Domestic Television Distribution have formed an alliance to package *Access Hollywood* and *Extra*, the entertainment and lifestyle magazines, as companion programs in syndication for the 1999-2000 season and beyond.

Last week, NBC picked WBTD to handle the syndication of *Access Hollywood*, the network-owned first-run daily magazine. The network has yet to form an in-house syndication division.

Warner will syndicate day-and-date episodes of each program. In an unusual move, the company also said it would syndicate a repeat package that combines the shows into an *Extra-Access Hollywood* hour for airing in daytime and early fringe.

Warner Bros. will handle both station sales and the sale of the 90 seconds of daily national barter ad time in *Access Hollywood*, which had been syndicated by Twentieth Television, NBC's former partner on the show. WBTD already handles distribution chores for *Extra*. In a teleconference last week, Warner and NBC executives said the two companies would collaborate in an effort to jointly market both *Access Hollywood* and *Extra* as an hour program block.

Currently, about 30 stations own both shows, the executives said. Under the collaboration, the two programs may even share stories, says WBTD President Dick Robertson. *Extra* producer Telepictures and NBC-owned KNBC-TV Los Angeles, which produces *Access Hollywood*, will have an ongoing "dialogue about what goes on in both shows to position them as competitively as possible in the marketplace together," said Steve Cagle, senior vice president, programming, NBC Television Stations. The companies underscored that they would also create an aggressive joint marketing and promotion campaign linking the two programs. "The obvious key area is promotion," said Robertson. "These shows, because they are made fresh every day, have got to be sold every day," he said.

In addition, WBTD will syndicate a separate package of one-day-delayed *Extra* and *Access Hollywood* episodes for daytime and early fringe use.

The one-day-delayed *Extra-Access* hour package would be offered on a straight barter basis (6 minutes national ad time, 8 minutes local). It would be available in markets where the shows aren't currently cleared. "We're realists and we know there are not a whole lot of access time periods

CBS, ABC meet the press

Moonves rides high on network rebound; ABC guns for more 18-34s

By Michael Stroud

CBS, flying high after its best season start in years, could have an even better year in 1999, CBS Television President Leslie Moonves told TV critics last week. Meanwhile, ABC said it was looking to close the gap with NBC, the front runner in the key 18-34 demo.

CBS began 1999 with no makegoods for the first time in many years and stands to make a profit on its multi-billion-dollar bet on professional football next year after breaking even this year, Moonves told attendees at the semiannual TV critics' press tour in Pasadena.

CBS News, hurt by slumping ratings in the evening news a few years ago, has rebounded and will also be profitable this year, CBS executives said. The division will also likely get a boost from *60 Minutes II*, which Moonves ascertained would be as strong as the original.

This year "for us financially is going to be a much better year than '98 because we figured out how to do a lot of things differently," Moonves said.

The predictions come as CBS celebrates its best new season start since 1992-93, winning nine weeks in households so far this season, compared with five last year as *Everybody Loves Raymond*, freshman comedy *Becker* and



CBS's Moonves (left) says '60 Minutes II' will match the original's success; Bloomberg hopes to keep 'Home Improvement' on ABC schedule.



JAG boosted its showing on Monday and Tuesday nights.

The network's strong performance means it doesn't need to consider a merger with another media entity or studio, Moonves said. He called unlikely a scenario in [Steven] Brill's *Content* that had CBS News and CNN merging.

Both Moonves and Entertainment President Nancy Tellem, making her first appearance in the position at the press tour, rejected the notion that CBS needs to target itself more strongly to specific demographics in an increasingly fragmented programming universe.

"We have to maintain being broadcasters," Tellem said. "The other guys are really buying into the niche programming, and, in my opinion, it'll become indistinguishable."

For ABC, 1999's key goal will be to close the ratings gap in 18-49s with NBC, executives told press tour attendees. At the end of 1998, ABC was 11 percent behind NBC's 5.9 rating, compared with 21 percent the year before, according to ABC figures.

Reestablishing its Tuesday night comedy franchise will be critical to closing the gap. Hurt by the strength of *JAG*, ABC has nevertheless had encouraging starts for freshman shows *The Hughleys* and *Sports-Night*, both of which are winning their time periods. But the network's prospects for the evening have been dampened by uncertainty over prospects for *Home Improvement* after this season.

Although star Tim Allen has said publicly that he will probably leave after this season, ABC Entertainment Chairman Stu Bloomberg said discussions have been held about keeping the show.

"It's a delicate situation," he said.

The network's other priorities for the remainder of the year include building on the strong Wednesday night performances of *Dharma & Greg*, *Drew Carey and Two Guys, a Girl and a Pizza Place*; lure more adults to its "TGIF" Friday night franchise with its top-heavy appeal to teens and kids; and launch more alternatives to movies on Sunday night, building on its *20/20 Sunday* and *The Practice* beachheads. ■

available," says Scott Carlin, executive vice president, WBDDT. "At the end of the day, if you can't find time periods [in access, early fringe or late night] the logical thing to do is connect the two shows and pitch it as a killer hour for daytime," said Carlin, noting that some \$70 million is spent producing the shows each year.

Terms for *Access Hollywood* under Warner syndication will remain as they were under previous distributor Twentieth Television: cash plus 1.5 minutes of national barter time with 5.5 minutes for stations to sell locally.

WBDDT's Robertson said the repeat package of *Extra-Access* shows would position the shows down the road for upgrades to the prime time access period (7 p.m.-8 p.m. ET) when that daypart becomes less crowded. According to Petry Television, *Access Hollywood* had just 18 clearances in prime access in November 1998. Seventy-two stations, representing more than half the show's clearances, aired the show in late night, while about 40 stations aired



the show in daytime or early fringe.

In making the announcement, Pat Wallace, head of the NBC station group, said it was committed to airing *Access Hollywood* for one additional year, through the 2000-2001 season.

In acquiring rights to distribute *Access Hollywood* (a deal described as a straight distribution deal with no equity involved) WBDDT picked up its ninth first-run strip, which Robertson said was a single-season record "in the history of the television business." The others include: *Rosie O'Donnell*, *The People's Court*, *Extra*, *Love Connection*, *Change of Heart*, *Jenny Jones*, *Judge Mathis* and *Queen Latifah*. ■



By Dan Trigoboff

Extra innings in Kansas City

Despite two votes, the issue of collective bargaining at WDAF-TV Kansas City remains unsettled. The American Federation of Television and Radio Artists, which has been working to unionize the station for a year, won the 12-6 vote to represent station photographers. But the vote on representing on-air staff deadlocked at 15-15, according to the union, with one ballot unopened due to a challenge by station management. Sources say the ballot is likely to be pro-union, but management questions whether the employee was temporary, and therefore ineligible.

The closeness of the vote suggests that AFTRA would have won the right to represent photographers and on-air reporters had it been successful in keeping both groups together in a voting unit. But the National Labor Relations Board deemed it appropriate to split the groups.

Contempt charges for Montana station

A Wyoming prosecutor is seeking contempt charges against Billings, Montana's KTVQ-TV for allegedly revealing information about a sexual assault victim who was a minor. The defendant in the case being covered had pled guilty to killing and sexually assaulting an 8-year-old girl, who has been identified, and another girl. The judge in that case closed part of the file and ordered media groups not to use any information that could identify the second victim.

The television station, in covering the proceedings, did not use the victim's name but said she was the

five-year-old-daughter of the defendant. According to station sources, the judge said during trial that stations should not use the victim's name, but had put into the file a broader order just prior to the defendant's sentencing and that reporters covering the story were unaware of the order. Had they been, they said, they would have sought to talk with the judge because they believed that leaving out the name was sufficient.

California coverage criticized

California TV stations gave less than a third of 1% of their broadcast news time to the 1998 governor's race, according to figures released by the Annenberg School of Communications at the University of Southern California, and the Alliance for Better Campaigns. Moreover, the study found, station coverage focused more on strategies than issues. Similar findings were released last month, but Annenberg re-released the study in greater detail last week. More details are scheduled for presentation at a conference at the University of California at Berkeley later this month.

Overall, the study said, although the candidates spent millions at local stations for advertising in political campaigns, nearly 9,000 hours of local news monitored in several California cities showed the governor's race largely ignored by the stations.

During the campaign, coverage was frequently criticized as inadequate. Those critics included newspaper columnists and losing Republican candidate Dan Lundgren, who suggested that the next time he runs, he'd hold all his press conferences in a white Bronco driving down a

Los Angeles freeway—a reference to the O.J. chase.

Reno stations raided for interview tape

Reno TV stations were waiting last week for Washoe County, Nev. prosecutors to serve them with subpoenas for videotape of a jailhouse interview with a shooting suspect. Earlier, Washoe sheriff's deputies had seized the tape from KOLO-TV during a raid on three Reno TV stations, but returned it following threats of legal action. KOLO-TV News Director Ed Pearce said his station was the first hit. He'd gotten a tip just prior to the raid, and called the station's lawyer. "The DA's contention was that once we do an interview with a suspect, we are a witness. I told [deputies] I would comply but I warned them it was an illegal search," he said. "There are probably some who thought I should have been hauled off in chains, taken the martyr's approach. I would have done that. But that was not my attorney's advice."

His attorney's advice was to threaten legal action, and the tape was returned the next day. At other Reno stations, KTNV-TV sent the tape to its attorney, and KRNK sent its interview to a justice of the peace until the legal wrangling was settled. Both those strategies preserved the tape for possible evidentiary use later, without the stations' giving them up. The stations will likely seek to quash any subpoenas.

Nevada's shield law protects reporters from being forced to surrender their work product. Lawyers for the stations also cited the federal Privacy Act of 1980 as legal protection from a police raid.

All news is local. Contact Dan Trigoboff at (301) 260-0923, fax, (202) 429-0651, or e-mail to dtrig@erols.com.

Leeza with an 'S,' as in syndication

Paramount sells syndicated version of one-time NBC talker in five top markets

By Joe Schlosser

Paramount Domestic Television executives are rapidly transforming *Leeza* from a network talk show into a syndicated program for next fall.

In less than six weeks in the marketplace, Paramount executives have cleared the show for its initial effort in first-run syndication in the top five markets, including the top two Chris-Craft/United stations, in New York and Los Angeles, respectively. NBC, which has aired *Leeza* since January 1994, notified Paramount executives less than two months ago that it was

not going to renew its contract for the program, which currently airs in 9 a.m. time periods on most of the NBC affiliates.

Leeza will now air on a variety of stations in syndication, including WWOR-TV New York and KCOP-TV Los Angeles. Other clearances include WMAQ-TV Chicago, WPHL-TV Philadelphia and KRON-TV San Francisco. Paramount executives say they will be announcing "many" more markets for the show in the coming weeks.

"We wanted to get New York and Los Angeles done, but we also wanted to get on a [station] group that we

really felt was going to stick with us and that has a lineup on their stations that is really a talk environment," says Paramount Domestic Television executive vice president and general sales manager John Nogawski. "I think we've done just that."

Leeza, which has had 19 minutes of advertiser time built into the one-hour show since it debuted five years ago, will now be five minutes longer because the syndicated run will be sold with the traditional 14 minutes of ad time in it. Nogawski also says *Leeza* will be better promoted in syndication than it had been on NBC. He says the network never spent money

on radio advertising. The show will get additional promotion via co-op deals with stations.

Paramount executives also say station executives are looking for proven product compared to many of the new, unproven products produced by syndicators.

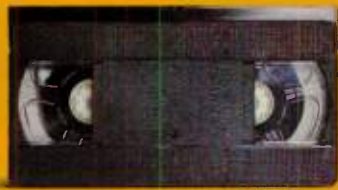
"People are worried about starting another new show, all the new promotion that you've got to put into a new program just to get it noticed," Nogawski says.

"We've got a proven player and we are confident it is going to do just as well if not better in syndication than it did on the network." ■



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Broadcast network prime-time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

'Providence' blessed NBC with a strong Friday premiere; the show's numbers helped nudge the network into a first-place finish this week.

Week 16	abc	CBS	NBC	FOX	UPN	
	17.1/25	10.9/16	8.8/13	7.1/10	1.6/2	3.3/5
MONDAY	8:00 8:30 9:00 9:30 10:00 10:30	39. Ev Lvs Raymd 9.7/15 55. Maggie Winters 7.8/11 16. CBS Movie Special—Sleepless in Seattle 12.0/18	46. NBC Movie of the Week—The Wrong Girl 8.5/12 35. Dateline NBC 9.6/16	70. Ally McBeal 6.9/10 62. Ally McBeal 7.4/10	110. Malcolm & Eddie 1.9/3 114. Guys Like Us 1.6/2 113. Malcolm & Eddie 1.7/2 116. DiResta 1.4/2	85. 7th Heaven 4.3/6 105. Charmed 2.3/3
	10.3/16	9.1/14	9.2/15	5.8/9	2.1/3	2.5/4
TUESDAY	8:00 8:30 9:00 9:30 10:00 10:30	16. Home Imprvmt 12.0/19 49. JAG 8.2/13 36. CBS Tuesday Movie—In My Sister's Shadow 9.5/15 24. NYPD Blue 10.7/18	49. 3rd Rock fr/Sun 8.2/13 54. NewsRadio 7.9/12 29. Just Shoot Me 9.9/15 41. Will & Grace 9.0/14 26. Dateline NBC 10.1/17	81. King of the Hill 5.2/8 80. World's Funniest! 5.5/8 73. Guinness World Records 6.3/10	100. Moesha 2.6/4 105. Clueless 2.3/3 110. Am Greatest Pets 1.9/3 112. Am Greatest Pets 1.8/3	93. Buffy the Vampire Slayer 3.0/5 108. Felicity 2.0/3
	10.9/17	6.2/10	9.1/14	7.5/11	2.4/4	2.7/4
WEDNESDAY	8:00 8:30 9:00 9:30 10:00 10:30	19. Dharma & Greg 11.8/18 26. Two Guys, a Girl 10.1/15 21. Drew Carey 11.5/17 34. Whose Line Is It 9.8/15 23. 20/20 11.0/18	73. The Nanny 6.3/10 79. Maggie Winters 5.6/8 60. Candid Camera: Battle of the Sexes 7.5/11 81. Chicago Hope 5.2/9	36. Dateline NBC 9.5/15 71. Lateline 6.6/10 73. Encore! Encore! 6.3/10 22. Law & Order 11.4/19	60. Fox Movie Special—The Craft 7.5/11 108. 7 Days 2.0/3 96. Star Trek: Voyager 2.8/4	95. Dawson's Creek 2.9/4 100. Charmed 2.6/4
	4.5/7	9.2/14	18.0/28	6.5/10	1.6/2	3.1/5
THURSDAY	8:00 8:30 9:00 9:30 10:00 10:30	83. Vengeance Unlimited 5.1/8 45. Promised Land 8.8/13 25. Diagnosis Murder 10.5/16 86. Cupid 4.2/6 86. Behind Closed Doors 4.2/7 52. 48 Hours 8.1/13	2. Friends 17.6/27 5. Just Shoot Me 15.7/23 4. Frasier 16.9/25 6. Veronica's Clst 14.7/22 1. ER 21.7/34	68. World's Wildest Police Videos 7.0/11 77. Fox Files 6.0/9	114. UPN Thursday Night Movie—Amanda and the Alien 1.6/2	96. Wayans Bros. 2.8/4 92. Jamie Foxx 3.3/5 91. Steve Harvey 3.5/5 93. For Your Love 3.0/5
	9.2/15	8.5/14	11.6/19	4.0/6	1.7/3	
FRIDAY	8:00 8:30 9:00 9:30 10:00 10:30	62. Two of a Kind 7.4/12 41. Kids/Darndest 9.0/15 41. Candid Camera 9.0/14 57. Magnificent Seven 7.7/12 46. Nash Bridges 8.6/15	8. Providence* 13.1/21 12. Dateline NBC 12.7/20 44. Homicide: Life on the Street 8.9/15	88. Brimstone 4.0/7 52. Millennium 4.0/6	117. Legacy 1.3/2 107. Love Boat: The Next Wave 2.1/3	
	5.0/9	8.6/15	5.8/10	7.4/13	KEY: RANKING/SHOW 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	
SATURDAY	8:00 8:30 9:00 9:30 10:00 10:30	78. ABC Saturday Night Movie—The Flintstones 5.7/10 49. Early Edition 8.2/14 57. Martial Law 7.7/13 28. Walker, Texas Ranger 10.0/18 90. Fantasy Island 3.7/6	84. SNL Special: Best of TV Parodies 4.7/8 72. The Pretender 6.5/11 76. Profiler 6.1/11	67. Cops 7.1/12 53. Cops 8.0/14 65. AMW: America Fights Back 7.2/12		
	7.8/11	14.6/21	8.7/13	12.9/19	2.6/4	
SUNDAY	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30	38. Wonderful World of Disney—The New Swiss Family Robinson 9.3/14 14. Touched by an Angel 12.5/18 9. 60 Minutes 12.9/20 9. 25th Annual People's Choice Awards 12.9/20	68. Dateline NBC 7.0/11 65. NBC Sunday Night Movie—The Juror 7.2/11	7. NFC Playoffs—Arizona vs. Minnesota 14.2/22 20. The Simpsons 11.6/17 13. The PJs 12.6/18 14. The X-Files 12.5/18	96. 7th Heaven Beginnings 2.8/4 92. Sister, Sister 3.0/4 90. The Smart Guy 3.2/4 93. Unhap Ever After 2.9/4 97. Unhap Ever After 2.7/4	
WEEK AVG	9.4/15	9.5/15	9.8/15	7.7/12	1.9/3	2.8/4
STD AVG	8.5/14	9.1/15	8.7/15	7.1/12	2.0/3	3.2/5

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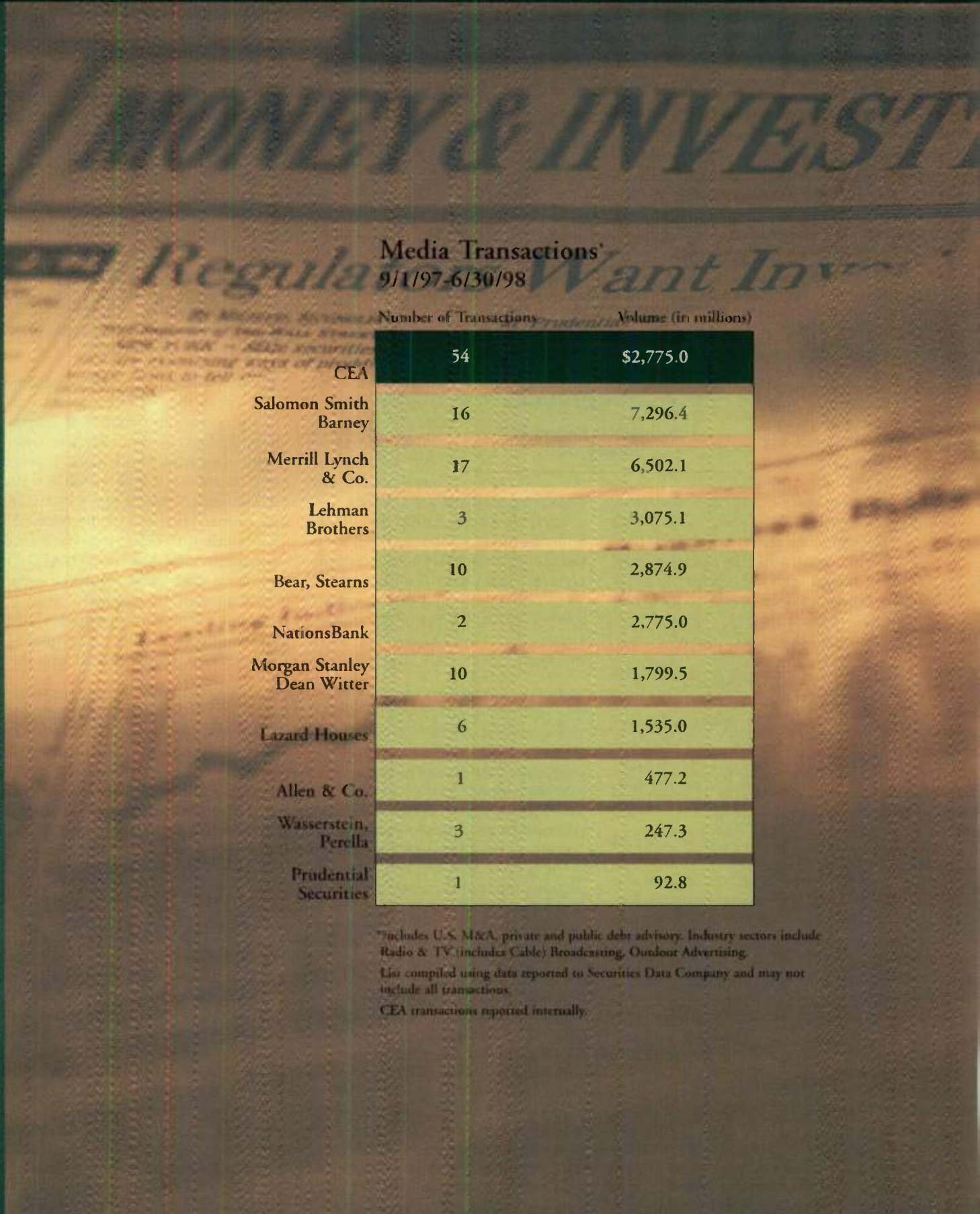
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BUT OUR

NUMBERS ARE.



Media Transactions*

9/1/97-6/30/98

	Number of Transactions	Volume (in millions)
CEA	54	\$2,775.0
Salomon Smith Barney	16	7,296.4
Merrill Lynch & Co.	17	6,502.1
Lehman Brothers	3	3,075.1
Bear, Stearns	10	2,874.9
NationsBank	2	2,775.0
Morgan Stanley Dean Witter	10	1,799.5
Lazard Houses	6	1,535.0
Allen & Co.	1	477.2
Wasserstein, Perella	3	247.3
Prudential Securities	1	92.8

*Includes U.S. M&A, private and public debt advisory. Industry sectors include Radio & TV (includes Cable) Broadcasting, Outdoor Advertising.

List compiled using data reported to Securities Data Company and may not include all transactions.

CEA transactions reported internally.



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World Radio History

Uncommon carrier for unbundling

Ex-Denver politician takes platform on the road

By Price Colman

In Tim Sandos, Baby Bell US West may have found the perfect advocate to argue its case for open access to cable networks.

Sandos, 41, is nothing if not connected. And when it comes to unbundling, his connections are particularly powerful. Consider:

Sandos is A.) an ex-aide to former Denver Mayor Federico Pena; B.) a former employee of TCI—the company he's now lobbying against, and C.) a former Denver City Council member.

"I'm in a very unique position here, given my background," Sandos acknowledges in classic understatement.

Internet unbundling, of course is a complicated issue, largely because federal and local regulations governing telephone and cable operations are vastly different. The 1992 Telecommunications Act characterizes telephone networks as common carriers, and as such are required to allow competitors open access to their networks. Cable networks, conversely, are considered closed networks by the act.

In TCI's case, the issue focuses on whether TCI (and subsequently AT&T) should be required to open its cable network to competitors, primarily Internet Service Providers and local telephone companies seeking to provide high-speed Internet access. Not surprisingly, TCI and AT&T say no and are prepared to fight the issue in court.

"This is fundamentally an issue of the cable industry and AtHome having built a better mousetrap," says Madie Gustafson, TCI's senior vice president of franchising and local government affairs. "Our competitors are saying, 'They have powerful product; give us a piece of them.' That would have a chilling effect on investment."

On the local level, public utilities commissions, typically state-level agencies, oversee phone companies while local franchising authorities regulate cable.

And who better to help tilt the issue in favor of the telcos than Sandos, who initially traveled to Portland, Ore. to lead the unbundling effort at the local level. Portland and surrounding Multnomah County riveted attention on the issue when they imposed unbundling on TCI in December. It was the first of a handful of cities, most in high-tech havens along the West Coast, that started focusing on the issue.

As his argument goes, "the desired end-game" would be a level playing field where all competitors providing identical consumer services are regulated uniformly.

"Consumers shouldn't have to buy services they don't want to get to

services they do want," he contends.

It's an argument that invites skepticism in Denver. Critics charge that Sandos is a chameleon of shifting loyalties and insider status with Denver city government. "He has a politician's ability to embrace the interests of a variety of employers and a variety of positions," acidly notes a city staffer, requesting anonymity.

Says a person close to the cable industry who observed a recent council committee discussion of unbundling: "The whole process just sickens me. I watched two city council members turn to Sandos and shrug their shoulders as though to say, 'Did I do OK?'" One of those council members introduced the unbundling amendment to the existing franchise transfer ordinance. When asked who had written the amendment, she

acknowledged that it was US West. Such tactics are hardly new in the lobbying arena, of course. But it's less the tactics than the phone company argument that draws fire from critics. They're quick to note that the phone companies—US West in this case—argue for the same network unbundling at TCI that they've

opposed at nearly every step for themselves since the '96 Telecom Act. "I'm continually amazed and delighted by the logic of some telephone operators—they want it both ways. They're so unbelievably comfortable with dichotomies," says Susan Littlefield, the former president of the National Association of Telecommunications Regulators and Advisors (NATOA) who now heads cable regulation in St. Louis, another TCI franchise.

Sandos rebuffs the notion that US West is acting hypocritically. "Every place I have testified, I have opened with this

'I'm in a very unique position here, given my background.'

Tim Sandos, former TCI employee



Tim Sandos sought the Democratic nomination for Colorado's 1st Congressional District in 1996. He made the formal announcement at his Sandos Westside Health Center in suburban Denver that year. He subsequently was defeated.

Hal Stoeitzle / Rocky Mountain News

statement: "US West does not believe that anyone should be regulated in a fashion that requires them to open their network or unbundle." Our point is this: Once you enforce that requirement on one provider, then you have to enforce it on all providers or you create an unequal environment in which to compete."

Now comes the critical Denver unbundling vote. And however it turns tomorrow (Tuesday, Jan. 19), Sandos' work on unbundling won't be done.

"We're going to be presenting in a number of cities in our 14-state region," he says.

■

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Local Motions

More local franchising authorities are examining whether TCI should be required to open access to its cable network as a condition of its merger with AT&T.

Thus far, only Portland and surrounding Multnomah County, Ore., have imposed an open-access requirement—also known as Internet unbundling—on TCI. Oregon officials approved transfer of the 100,000-subscriber cable franchise from TCI to AT&T only if TCI would allow competing Internet and online service providers access to TCI's cable modem network. TCI subsequently rejected the condition and Oregon officials denied the transfer.

Although TCI has obtained franchise transfer approvals from nearly 600 of roughly 1,000 franchisees, regulators and elected officials in some key markets are considering imposing unbundling.

Jurisdictions examining the issue include:

■ **Denver**, a 112,000-subscriber franchise. Dean Smits, Denver's top cable regulator, has advised the Denver City Council against imposing unbundling but Baby Bell US West has been lobbying hard for an open-access requirement. The council could vote on the issue Tuesday. Denver is a focal point for the debate because the metro area is headquarters to both TCI and US West.

■ **Dallas**, a 150,000-subscriber franchise. Cable penetration in Dallas, at roughly 30%, is around the lowest in the nation and customer service problems with TCI there are near legendary. Thus, it's little surprise that the Dallas City Council was looking at imposing unbundling on the cable operator. Last week, however, the council voted 9-to-6 in favor of transferring the franchise to AT&T without imposing unbundling.

■ **Los Angeles**, a 99,000-customer franchise. Cable regulators and city officials have conducted one public meeting with TCI, AT&T, AOL, local ISPs and

Pacific Bell and continue to examine the issue. No action is likely until mid-February.

■ **San Francisco**, a 189,000-subscriber franchise. TCI and San Francisco's Board of Supervisors are at odds over whether TCI must obtain franchise transfer approval from officials. The dispute remains unsettled and city officials are mulling options that include imposing unbundling locally or filing comment with the FCC.

■ **Oakland, Calif.**, a 75,000-subscriber franchise. Unbundling isn't the top issue in Oakland; non-payment of roughly \$750,000 in taxes and franchise fees is. However, city officials are looking at the threat of an unbundling requirement as a lever to get TCI to pay up. Still negotiating with TCI, no action is likely before Feb. 9.

■ **Seattle**, a 140,000-subscriber franchise. Unbundling is one of several issues in this Internet-savvy market. TCI has missed its deadline on a scheduled rebuild and has asked for a nine-month extension. City officials see an open-access requirement as a potential means for speeding high-speed data services to the area's residents. The Seattle City Council has until Feb. 16 to vote on the franchise transfer.

■ **King County, Washington**, a 100,000-subscriber franchise. Although King County encompasses Seattle, its franchise purview is for the unincorporated part of the county. At the county executive's recommendation, the county commission is reviewing a franchise-transfer ordinance that includes an unbundling requirement. A final vote is set for early February.

■ **Spokane, Wash.**, a 90,000-subscriber franchise. Spokane City Council members stopped short last week of imposing unbundling on TCI, despite lobbying by a local ISP. However, officials included language in the franchise transfer ordinance calling for assurances on competition and consumer choice. ■

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Source: NHI average audience HH and P18-49 ratings and projected audience estimates. 1998 vs prior years, Total Day and Mon-Sun 8p-11p. Audience composition based on P18+.
Subject to qualifications which will be supplied upon request.

World Radio History

100 top athletes get ESPN celebration

Chris Evert profile to lead off 60-hour series

By Donna Petrozzello

ESPN unveiled last week the first reel of its mammoth documentary series, *SportsCentury*, which celebrates ESPN's choices for the best athletes of the 20th Century. It premieres Friday, Jan. 22.

ESPN chairman and chief executive Steve Bornstein called the 60-hour, millennium-themed series "one of the network's proudest accomplishments" in the 20 years he's been with ESPN.

In weekly and bi-monthly features airing through December, 1999, *SportsCentury* profiles legendary athletes, relives sports news in various eras and honors the century's greatest coaches, games and sports personalities in the past 100 years.

SportsCentury coordinating producer Mark Shapiro says ESPN relied on 48 journalists and sports commentators to select the top 100 athletes of the century. Panel members were instructed to evaluate on the basis of their athletic ability and accomplishments, not on their impact on society, says Shapiro. ESPN hired 35 additional staffers and by year's end, will have conducted more than 1,000 interviews in prepar-

ing the series, says Shapiro.

SportsCentury consists of several parts. The first is a half-hour weekly series that will profile one of the top 50 athletes each Friday night at 10:30 p.m. The first installment profiles tennis star Chris Evert. The series will run for 48 weeks on ESPN. Profiles of the top two athletes will air back-to-back on ABC on Dec. 26, and subsequently on ESPN.

ESPN officials declined to announce the names of all of the top 50 athletes, but some of them—Carl Lewis, Gordie Howe, Mark Spitz and Jim Brown—attended ESPN's *SportsCentury* press conference last week. Throughout the year, ESPN will recognize athletes ranked 100 through 51, which range from Mario Andretti to Rocky Marciano, in small vignettes and short segments tacked on to profiles of the top 50 athletes.

The second part of the series, dubbed *SportsCenter of the Decade*, consists of six, two-hour special editions of ESPN's signature sports news show *SportsCenter*. The special editions recast the sports highlight series as if it were taking place on the last day of a particular decade. The first



Clockwise from left: Jim McKay, Dave Anderson, Dick Schaap, Jack Whitaker and Curt Gowdy will host the two-hour 'SportCenter 1900-49.'

SportsCenter of the Decade covers the era of 1900 through 1949 and debuts at 8:30 p.m. ET on January 22.

The first *SportsCenter of the Decade* recreates sports news talk as it would have been on December 31, 1949. The show features hosts Curt Gowdy, Dave Anderson, Jim McKay, Dick Schaap and Jack Whitaker, who discuss Jesse Owens' performance in the 1936 Olympics and boxers Jack Dempsey and Jack Johnson, among other topics. Other *SportsCenter of the Decade* installments devote two hours of discussion to individual decades from the

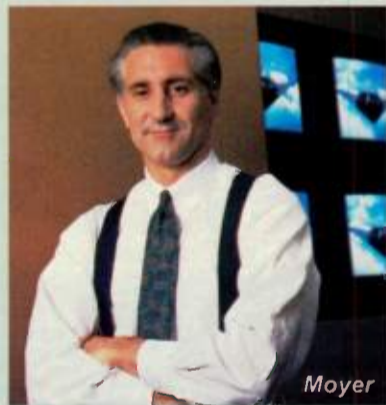
1950s through the 1990s. The series will air every other month through November 1999 on ESPN.

Other segments of *SportsCentury* include four themed shows which celebrate great coaches, landmark games, influential sports figures and sports teams of the past century. These themed documentaries will premiere in second quarter, 1999 on ABC, ESPN and ESPN 2. ESPN.com will also incorporate elements of *SportsCentury* features online and will give Web browsers the opportunity to cast their picks for top athletes of the past century. ■

Moyer finds a Rainbow

Leaves Discovery after 13 years to head N. Y. regional networks

By Donna Petrozzello



After 13 years at Discovery Communications, Greg Moyer announced last week that he'll join Cablevision's Rainbow Media Holdings to oversee Rainbow's regional programming division in New York, including the News 12 Networks, Rainbow Sports and MSG Metro Channels.

Moyer fits into a newly created position at Rainbow, one which the company created to manage its portfolio of regional properties that were expanded last year with the addition of a Bronx-based News 12 franchise and a trio of regional programming channels, called MSG Metro Channels, in the New York tristate area.

Those properties, along with Rainbow Sports, have traditionally been managed by Rainbow president and chief executive Josh Sapan. Rainbow chief operating officer Hank Ratner says Sapan will continue to "oversee everything" and that Moyer's appointment shouldn't bring "much change to Sapan's role." Moyer will report to Ratner.

"We've expanded so much in the regional programming area that we've just added more management to the team to focus on the area of regional product," says Ratner.

Rainbow says it will retain the managers who oversee individual regional divisions. Specifically, Pat Dolan remains senior vice president of regional news. Laurie Giddins remains executive in charge of MSG Metro Channels, and Andrea Greenberg remains executive vice president of Rainbow Sports.

Moyer joined Discovery Communications just six weeks after the company launched Discovery Channel in 1985. He oversaw the launch of Discovery's The Learning Channel and spearheaded Discovery's entry into original program production. Most recently, Moyer helped design Discovery's joint venture with the BBC to launch BBC America and opened the Discovery Channel flagship retail store in Washington.

Moyer says he's intrigued by "the idea of making local TV programming that's built around a locale." He also wants to take advantage of synergies within Cablevision to "entertain people at home with cable TV and outside the home with Cablevision's interest in Madison Square Garden and Radio City Music Hall." ■

More house calls for AHN

Fledgling net battles Discovery's Health Channel

By Donna Petrozzello

America's Health Network is preparing to stand up to what may be its greatest challenge in three years, Discovery's planned Discovery Health Channel.

Less than a month after Discovery said it will invest up to \$350 million to launch its digital Discovery Health channel as a basic service, AHN chairman and chief executive Web Golinkin last week unveiled plans to ramp up AHN's original programming with five new series slated for a spring launch. Two of those shows, *Headline:Health* and *AHN Daily Journal*, are live news shows about health-related topics. AHN expects to air them twice daily, back-to-back, from noon to 1 p.m. and again from 4 p.m. to 5 p.m. ET weekdays.

"It's always been the network's vision to have a vehicle for health news," says Golinkin. AHN typically incorporates some health news into its *Ask the Doctor* series, which answers viewers' questions and provides some news about health trends and products. But, *Headline:Health* and *AHN Daily Journal* will give the network a venue in which to report breaking news about health topics and offer in-depth analysis of health concerns in the news, Golinkin explains.

The three remaining shows set to debut next spring are *The Sex Files*, a half-hour, live weeknight call-in show that addresses questions about sex and relationships; *Out of Control*, a weekly, half-hour show about mental and emotional health issues featuring seg-

ments about how to cope with relatively mild depression and anxiety as well as other mental health concerns; and *Anatomically Correct*, a live game show akin to *Jeopardy* with a medical theme, says Golinkin.

Despite AHN's commitment to launch new original programs in the hope of gaining more attention from cable operators, the network cannot match the bankroll muscle of Discovery.

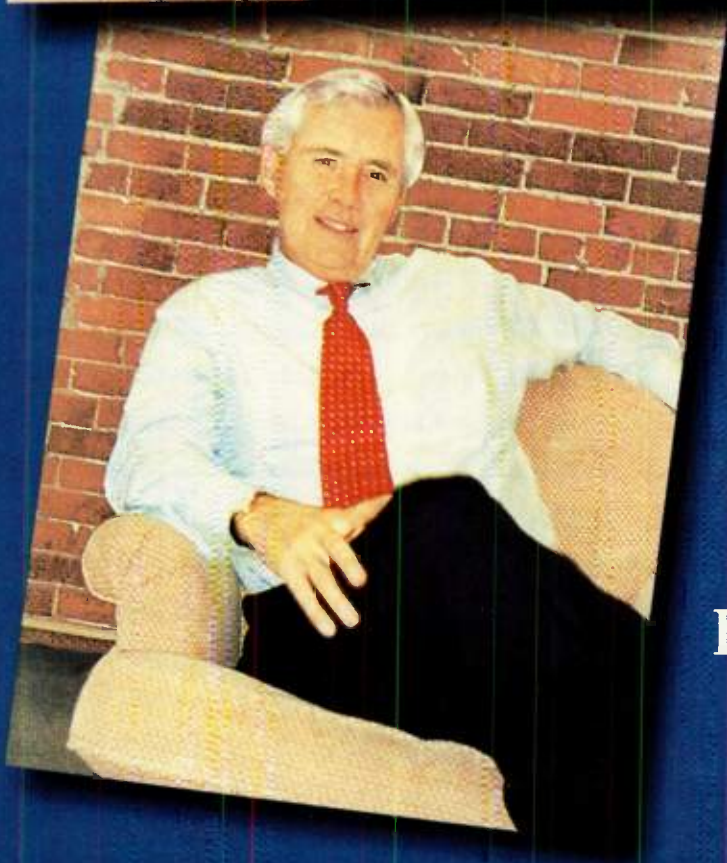
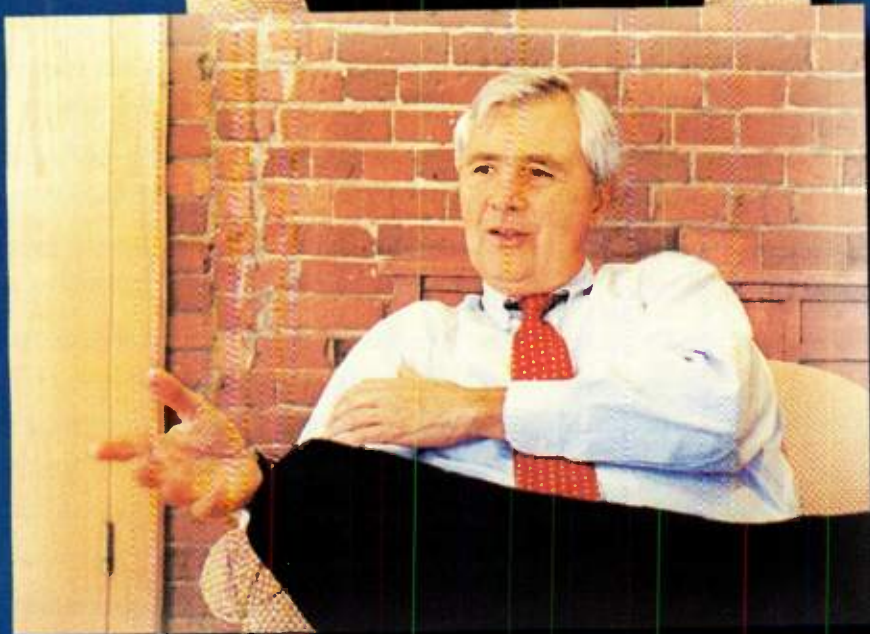
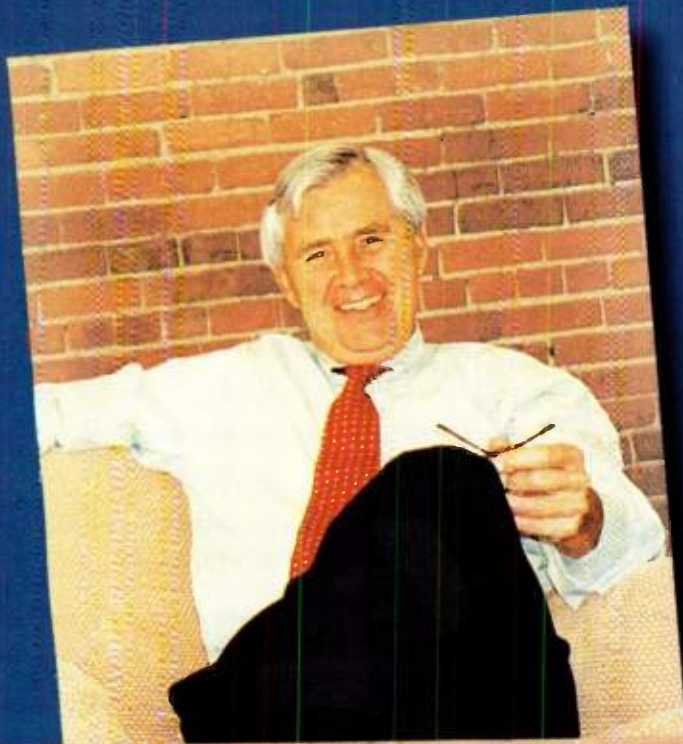
AHN has 9.2 million subscribers, 3.5 million of whom are DirecTV customers. In the past three years, AHN has invested about \$100 million to program and distribute the network's fare, with the bulk of that money coming from health-oriented institutional investors.

Discovery is prepared to invest more than three times what AHN can. Discovery also aims to distribute Discovery Health to 60 million subscribers during the next five years.

Golinkin admits that Discovery Health will be "a tough competitor." But he contends that the health category on cable "is big enough for the two of us. We're clearly the little guy here, but we have experience in this category." Golinkin says the best way to outsmart the competition is to "produce programming that consumers and operators will value."

Discovery Communications Inc. chairman and chief executive John Hendricks agrees that "the health category is large enough" for two channels. "But, for any analog channel launch today, there's got to be an investment north of \$250 million," Hendricks says. ■

“I hope my epitaph shows that I was associated with C-SPAN. It’s something I’m very proud of.”



**Amos B.
Hostetter, Jr.**

Pilot House
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World Radio History

“I grew up in Short Hills, New Jersey. There were two kids. A genius older sister and me. My father worked his way through Wharton and was sort of a legendary commodities trader. My mother was a Barnard graduate and a schoolteacher who I often referred to as Gracie Allen. My paternal grandfather was a cigar-smoking, liquor-drinking, swearin’ and cussin’ farmer from Lancaster, Pennsylvania. My grandmother was a buttoned-up Mennonite who never rode in a car.”

“In 1961, Irv Grousbeck and I, after graduating from Harvard Business School, decided we wanted to do something on our own. He was a junior faculty member at the business school; I was working for Cambridge Capital. One of the first deals that came through the door was the cable system in Keene, New Hampshire that Bill Daniels was brokering. After about six months of analysis, I knew cable was it. If it were not for Bill, I never would have been in this business.”

“We wanted to stay close to Boston, so in our wisdom, we found areas in Ohio, the first being Tiffin, that needed cable systems. I remember that the guy who was head of the Roads and Byways Committee of the Tiffin City Council was also the town barber. Irv and I had at least one haircut a week just as a way of finding 20 minutes to talk with him about the franchise.”

“We called our company Continental because we needed a name that made us seem bigger than we were. It was just the two of us, in our 20s, with personal assets of less than \$5,000. By the ’70s, we were on both coasts with a little in between. Until the TV lights went on in the Plaza Hotel ballroom when we announced the deal with US West, I don’t think I had the sense that this company was a big deal, that there weren’t lots of other people doing the same thing.”

“For a good part of my college career, I was sure I was going to join the ministry or teach. But there are lots of ways to affect the world positively. There’s a lot you can do in business that can make a difference. I hope my epitaph shows that I was associated with C-SPAN. It’s something I’m very proud of.”

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By Donna Petrozello

On heels of restructuring, Green leaves E!

Debra Green has resigned as senior vice president of affiliate relations for E! Entertainment Television, just weeks after a company-wide restructuring at E! left Green reporting to newly hired E! executive vice president Dave Cassaro. Green had reported to Lee Masters, who exited the network last December after nine years as its chief executive. Cassaro was hired by E! acting president Fran Shea, who took over for Masters. Green departs to launch a strategic marketing and consulting company, Greehouse Associates, which will be geared toward the entertainment industry and based in Los Angeles. Green says E! will be her first client. Green was one of the original co-founders of E! in 1990. Cassaro will oversee Green's duties in affiliate relations, says Shea.

Fox News Channel stomps MSNBC

Twice last week, Fox News Channel beat MSNBC in the ratings. According to Nielsen, FNC averaged a .8 rating/308,000 homes in

primetime on Monday, Jan. 11 compared with MSNBC's .5/241,000 on the same night in primetime, according to Nielsen data.

FNC's total day rating on Jan. 12 averaged .4/131,000 homes, higher than MSNBC's total day average of .3/128,000 homes for the same day, according to Nielsen. MSNBC officials offered no reason for FNC's ratings spike, saying that "it has been programming as usual" at MSNBC all week. MSNBC also said that last week marks the first time in 18 months that FNC beat them in total day ratings.

Showtime reups *Linc's*, *Rude Awakening*

Showtime has ordered another 22 episodes of both *Linc's* and *Rude Awakening*, two comedy series the network introduced last summer. Showtime programming president Jerry Offsay says he's pleased with reaction to the series from critics, and says the shows "break television stereotypes." *Rude Awakening* stars Lynn Redgrave, Sherilyn Fenn and Jonathan Penner and is about a woman's struggle with sobriety and her eccentric friends and relatives. *Linc's* features an ensemble cast starring Pam Grier who gather in a Washington bar to discuss sex, politics and race from an African American perspective.

At Home stock drops

Market unhappy with depressing net income

By John M. Higgins

Hey, maybe Internet investors care about earnings after all. At Home Corp. stock took a harsh beating last week after disclosing it would depress reported net income for the next five years by reversing the accounting treatment of a distribution deal with Cablevision Systems Corp.

Mind you, the move doesn't have any effect on the high-speed Internet company's operations, nor do the stock payments to Cablevision have any effect on At Home's ability to generate actual cash.

Nevertheless, the market reacted badly and hammered At Home's stock, gyrating from \$121.88 to as low as \$80.63 in two days—down 34%. It finally settled down around \$105, leaving the stock down 14%. Thus was halted At Home's steady upward march during the last several months, which tripled the company's stock price.

The running Wall Street joke about the huge run-up in Internet stocks is that the flakier a company's income statement, the higher the stock price. But some investors are indeed hoping to see net earnings some day, and even changes that have zero effect on cash flowing into the company can rattle the market.

"I don't understand it," said Morgan Stanley media analyst Richard Bilotti. "I don't think you can tell anything from these stocks today."

Even tucking the disclosure at the bottom of a release talking about boosting subscribers 57% since Sep-

tember to 330,000 didn't seem to blunt market reaction. The move was ordered by the Securities and Exchange Commission. In October 1997, Cablevision agreed to scrap its Optimum Online high-speed Internet service and use At Home's @Home network instead. That meant @Home would not only share part of the \$40 or so a month that speedy Web surfers pay but, more importantly, would be able to deliver content, advertising and shopping opportunities to Cablevision's four million subscribers.

Cablevision demanded the same financial deal other major operators like Tele-Communications Inc., and Cox Communications Inc. got when At Home was created two years earlier—millions of stock warrants priced at 50 cents per share.

But by the time Cablevision's deal was cut, At Home had gone public and was trading for \$22.38 per share. The warrants for 11 million shares were instantly worth about \$247 million. At Home quickly wrote the value of the stock off as a non-cash expense in two chunks, treating it as it would the "cost" of an employee using options to buy stock at a discount.

At Home's net income took a big hit, but since the company is in startup phase, steep net losses and negative cash flow are expected. But the SEC protested, saying that the five-year distribution agreement should be written off gradually over almost four years, which is in some ways a less-conservative accounting approach.

That will depress At Home's reported net income by \$13 million per quarter. ■

Charter's world vision

Cable company's agenda might include telephony

By Price Colman

Now that Jerry Kent has achieved his first priority for 1999—closing on Charter Communications' \$4.5 billion acquisition by Paul Allen—the real work begins.

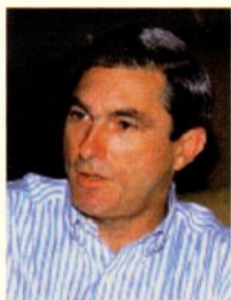
Kent, president-CEO of Charter and Marcus Cable, must now complete a short list of other key goals. These include completing the Charter-Marcus consolidation, launching new products and services, such as digital set-tops and cable modems, and maybe establishing a national cable-training center in suburban St. Louis.

Telephony is barely a blip on Kent's radar screen for 1999, but that doesn't mean he isn't interested in the right deal—if AT&T were involved, for instance.

"Clearly, an AT&T branded product would have some interest for us," says Kent. "But we need to see details. I'm not a proponent of massive circuit-switched telephony."

Beyond meshing disparate corporate cultures, Kent said he's leading a technology company that provides full broadband services, while attempting "to execute and bring about Paul Allen's 'wired world' vision."

Charter and Marcus, with a combined 2.4 million subscribers and a No. 7



Kent

ranking among top MSOs, are the cable core of Allen's growing universe. Allen last year spent about \$7.3 billion to acquire the two MSOs. The 13.7 times projected 1999

cash flow he paid for Charter raised eyebrows at the time, but the subsequent surge in many public valuations for MSOs have pushed them above that mark.

Meanwhile, consummation of the Charter-Marcus marriage still requires a number of franchise transfers, though most of the personnel changes have been made. Charter is maintaining Marcus's data center and regulatory operations in Dallas, encompassing about 30 people. Another 20 former Marcus corporate staffers accepted the invitation to move to Charter headquarters in suburban St. Louis. Most of Marcus's field staff remains, Kent says.

On the acquisition front, the bigger the property the better, Kent says. Systems connected or close to existing Charter-Marcus clusters are ideal, but Kent says large stand-alone operations also qualify. ■

CABLE'S TOP 25

PEOPLE'S CHOICE

TNT's 'Purgatory' scored a 6.6 rating/9 share, making it the second most-watched original movie premiere on basic cable.

Following are the top 25 basic cable programs for the week of Jan. 4-10, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	Movie: 'Purgatory'	TNT	Sun	8:00P	120	6.6	5	4959	9
2	WWF Wrestling	USA	Mon	10:00P	65	5.8	4.4	4396	8.7
3	WWF Wrestling	USA	Mon	9:00P	60	5.7	4.3	4263	7.5
4	WCW Monday Nitro	TNT	Mon	8:00P	60	5.5	4.2	4174	7.6
5	WWF Wrestling	USA	Sun	7:00P	60	4.9	3.7	3678	7.1
6	WCW Monday Nitro	TNT	Mon	10:00P	65	4.8	3.6	3597	7.1
7	WCW Monday Nitro	TNT	Mon	9:00P	60	4.6	3.5	3437	6.1
8	Movie: 'The American President'	TNT	Sat	8:00P	150	4.5	3.4	3375	7.2
9	WCW Thunder	TBS	Thu	9:05P	70	4.4	3.4	3347	6.4
10	WCW Thunder	TBS	Thu	8:05P	60	4.2	3.2	3184	6.3
11	Movie: 'Purgatory'	TNT	Sun	10:00P	121	3.6	2.7	2678	5.3
12	Rugrats	NICK	Mon	7:30P	30	3.5	2.6	2600	5.2
12	Movie: 'Murder in a Small Town'	AEN	Sun	8:00P	120	3.5	2.6	2553	4.9
14	Rugrats	NICK	Sat	8:00P	30	3.3	2.5	2460	5.4
14	Movie: 'Her Final Fury'	LIF	Sat	4:00P	120	3.3	2.5	2446	6.4
14	Rugrats	NICK	Thu	7:30P	30	3.3	2.5	2438	5.1
17	Movie: 'Mother, May I...'	LIF	Sun	4:00P	120	3.2	2.3	2319	5.6
18	Rugrats	NICK	Wed	7:30P	30	3.1	2.3	2325	4.8
18	Movie: 'The Babysitters Seduction'	LIF	Sun	2:00P	120	3.1	2.3	2270	6.1
18	Movie: 'Awake to Danger'	LIF	Sun	8:00P	120	3.1	2.3	2241	4.7
18	Movie: 'Cries unheard'	LIF	Thu	9:00P	120	3.1	2.3	2232	4.5
22	Walker, Texas Ranger	USA	Mon	8:00P	60	3	2.2	2225	4
22	All That	NICK	Sat	8:30P	30	3	2.2	2220	4.8
22	Rugrats	NICK	Sun	10:00A	30	3	2.2	2218	8
22	Movie: 'Because Mommy Works'	LIF	Sat	5:00P	120	3	2.2	2158	5
26	Kenan and Kel	NICK	Sat	9:00P	30	2.9	2.2	2165	4.6
26	Rugrats	NICK	Fri	7:30P	30	2.9	2.2	2152	4.6
26	Hey Arnold	NICK	Wed	8:00P	30	2.9	2.1	2130	4.2
26	Sat Nickelodeon TV	NICK	Sat	10:30A	30	2.9	2.1	2121	7.4
26	Rugrats	NICK	Tue	7:30P	30	2.9	2.1	2116	4.4

Hearst-Argyle teams with WGBH-TV

1080i broadcast should provide clear pictures of 'Muddy Waters'

By Glen Dickson
and Karen Anderson

WCVB-DT Boston, the digital station operated by Hearst-Argyle's WCVB-TV, is teaming with noncommercial WGBH-TV to simulcast a PBS documentary next week.

On Jan. 27 at 8 p.m., WCVB-DT will show *The Kennedy Center Presents: A Tribute to Muddy Waters, King of the Blues* in HDTV, while WGBH-TV airs the program in analog NTSC.

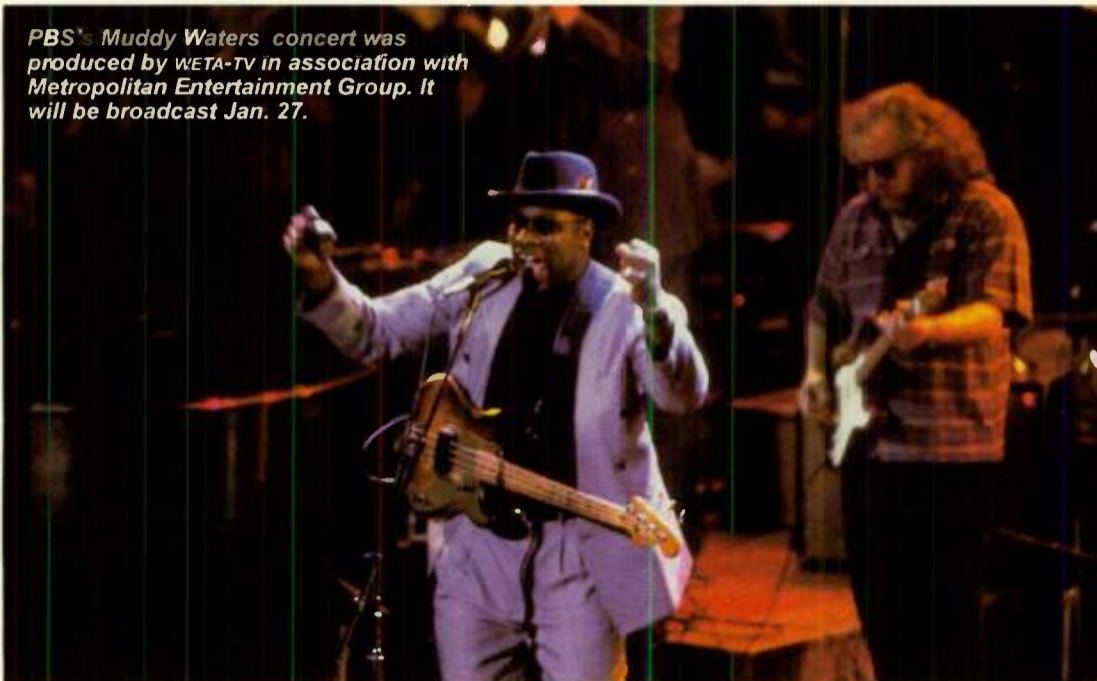
"They're providing the signal, and we're providing the programming," says WGBH-TV spokeswoman Beth Potier.

WCVB-DT's participation is the only way for Boston viewers to see the PBS special in 1080i HDTV, because it is the only DTV station currently on air in the market. WGBH-TV doesn't expect to begin broadcasting DTV until May 1999.

In addition to WCVB-DT's broadcast in Boston, the program will be aired in HDTV by the seven PBS digital stations that are currently on air: WETA-DT Washington; KCTS-DT Seattle; KOPB-DT Portland, Ore.; WMVS-DT Milwaukee; KCPT-DT Kansas City, Mo.; WITF-DT Harrisburg, Pa.; and WMPN-DT Jackson, Miss.

WETA-TV produced *A Tribute to Muddy Waters* in HDTV in October

PBS's Muddy Waters concert was produced by WETA-TV in association with Metropolitan Entertainment Group. It will be broadcast Jan. 27.



1997 in conjunction with the Metropolitan Entertainment Group and Japanese broadcaster NHK. The HD program includes concert footage and interviews that were shot in HDTV along with some archival film material, says Metropolitan Entertainment Group Executive VP Jeff Rowland. The letterboxed NTSC version of the program was made by downconverting the HD master.

Although ABC affiliate WCVB-DT normally broadcasts 720p HDTV, it will be broadcasting *Muddy Waters* in 1080i. That's because WCVB-DT isn't encoding the signal itself, but is simply "passing through" a 19.39 Mb/s 1080i

feed delivered by PBS via satellite. WCVB-DT will receive the Ku-band signal using a data modem provided by PBS, and will then use its own studio-to-transmitter link to send the signal to its Harris transmitter for broadcast.

"We're just passing through the transport stream," says WCVB-TV engineer Mike Keller, who adds that WCVB-DT will be hosting a promotional event for the broadcast at a local Tweeter high-end audio/video store.

In other Hearst-Argyle digital news, the station group has selected Harris Broadcast to provide digital and analog transmission equipment to several of its 17 television stations.

In the first transaction under a master-purchase agreement, Harris will provide SigmaCD UHF DTV transmitters to WBAL-TV Baltimore and WTAE-TV Pittsburgh. Both stations are scheduled to begin broadcasting digitally in November 1999. WCVB-DT Boston has been broadcasting its digital signal since November 1998 using a SigmaCD transmitter.

"We've had a very good working relationship with Harris in the past few years and have purchased other SigmaCDs, plus the success in Boston, so we committed for several more," says Hearst-Argyle Vice President of Engineering Martin Faubell.

Hearst-Argyle has also purchased a Platinum Solid-State DTV-ready analog transmitter for its Salinas, Calif. NBC affiliate, KSBW-TV. Faubell says the station is purchasing the analog transmitter because the station is moving from its current site to a new location 40 miles away and the station, which is in the 122nd market, has five years to convert to DTV.

Hearst-Argyle is completing the purchase of nine Pulitzer TV stations, which will bring its number of stations up to 26. While he won't talk details or dollars, Faubell says Hearst-Argyle will continue to upgrade with Harris transmitters. ■

SGI opens Windows (NT)

Offers two low-cost workstations based on Microsoft software with an eye on broadcast market

By Karen Anderson

Nearly two years after announcing that it would develop Windows NT products, Silicon Graphics has begun rolling out two new workstations based on the Microsoft operating system in hopes they will help reverse SGI's three-year financial decline.

SGI, known for its powerful Unix-based graphics workstations, has built a strong name for itself among the broadcast and post-production markets. But competition from lower-cost NT workstations like the Hewlett-Packard Kayak has eaten away at its profits, analysts say.

The new SGI 320 and 540 workstations are priced at \$3,395 and \$5,995, respectively. That's about half the cost of its Unix products.

SGI Director of Entertainment and Media Marketing Greg Estes calls the

new Windows NT workstation a "dream machine" for broadcasters looking for more affordable, lower-end graphic creation.

"We absolutely targeted...digital content creation with this product. It's got built-in video, built-in graphics, built-in AES/EBU audio," he says. "It's a Windows machine, so it runs all shrink-wrapped software, it has an Intel processor, so it feels like home to people who are used to working in that environment."

While the new workstations may be SGI's answer to the dream broadcast computer, it may not be the answer to the company's financial challenges, says Daniel Kunstler, an analyst with JP Morgan Securities.

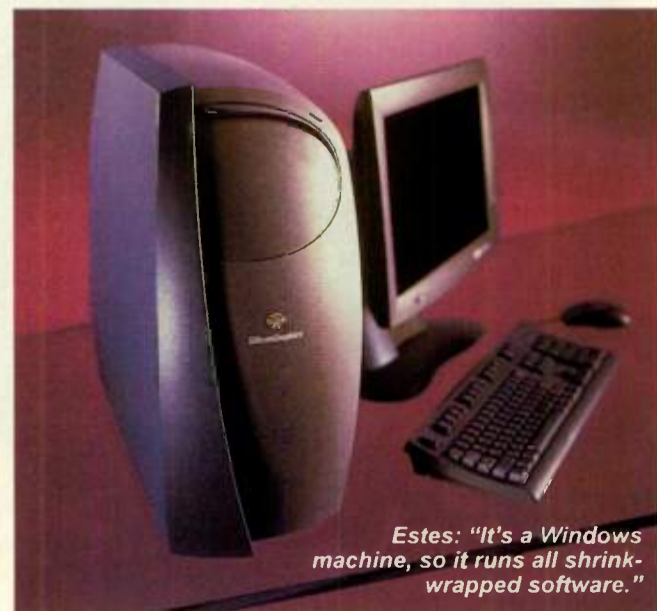
"You have very credible NT-based product from SGI," he says. "Where people shouldn't get too far ahead of themselves is in how dependent the company can be on the new NT work-

station products really driving its financial fortunes as we look forward."

He notes that graphics workstation sales are just a part of a \$3.1 billion company. "What they really need to work on is a roadmap for their server business that works and they can execute, and general corporate items such as cost and expense control, which they have more work to do on as well."

SGI will continue partner-

ships with Avid and Discreet Logic, which are modifying existing software so that it will also work with



Estes: "It's a Windows machine, so it runs all shrink-wrapped software."

the NT products. Discreet Logic has already demonstrated Paint and Effect on the Windows NT workstation and promises that Edit will soon follow. SGI has also formed new partnerships with Kinetix, manufacturer of 3D Studio Max, and In:sync, manufacturer of Speed Razor RT real-time editing and effects generating software. Peak Systems has also announced that its

Everest 3D real-time graphics software will be compatible with SGI's new workstation.

Estes promises that SGI will continue to support and develop its line of Unix-based products. More graphics and CPU upgrades are planned for its O2 and Onyx workstations.

"Our core strategy is to offer our customers a choice, to be multi-platform...to live in the Unix and NT

worlds," he says.

He predicts that the new NT products will be popular for broadcast graphics and journalist edit stations. The Unix products, he says, will still be used for higher-end renderings, such as weather fly-throughs and virtual set creation.

The Silicon Graphics 320 model can be configured with up to two Intel Pentium II 450 MHz processors with

1 GB of ECC SDRAM memory. The 540 quad-capable workstation can be configured with up to four Pentium II Xeon 450 mhz processors with 512 KB, 1 MB or 2 MB of L2 cache and up to 2GB of EEC SDRAM memory. Both models support up to 1920x1200 resolution graphics. When used with SGI's flat panel monitor, which costs an additional \$2,500, the systems can display 720p native resolution. ■

Reports from CES

DirecTV, New Line to offer HD-PPV

In addition to its interactive initiatives (BROADCASTING & CABLE, January 11, 1999), DirecTV also made HDTV news in Las Vegas by announcing a deal with New Line Cinema to license and distribute HD pay-per-view movies. The deal is the first HDTV pay-per-view agreement by a major movie studio. DirecTV President Eddy Hartenstein says the New Line movies, which include titles such as *Pleasantville* and *Living Out Loud*, will be available in May 1999. In other HDTV-over-DBS news, DirecTV competitor EchoStar demonstrated the delivery of HBO 1080i programming at the show. EchoStar CEO Charlie Ergen says his company will begin HDTV service this spring with HBO, and that HDTV-compatible EchoStar set-tops will hit retail shelves this fall. Primestar also showed a hi-def HBO feed, but hasn't announced any timetable for offering it.

Thomson: HDTV from DVD

Thomson Consumer Electronics demonstrated the playback of high-definition programming from a DVD Divx player specially configured for HDTV. The demonstration

used material that was encoded at the Model HDTV Station in Washington and stamped onto a dual-layer DVD Divx disc. Thomson's HDTV DVD player delivered an encrypted, 8-VSB modulated output that was fed into the antenna jack on a Thomson HDTV set and decoded and decrypted within the set. Thomson executives said a dual-layer DVD Divx disc could store about 133 minutes of HDTV content. However, the video would have to be compressed at an average encoding rate of 10 Mb/s. The company thinks it could deliver the HDTV product by early 2000, but has yet to run the idea by Hollywood studios. Thomson said it would deliver its long-awaited DTV/DirecTV set-top converter this spring for \$649, and also showed a prototype 38-inch direct view HDTV receiver using new "Performax" tube technology developed at its Marion, Ind. Plant.

Toshiba joins DBS set-top crowd

Toshiba has joined Thomson and Hitachi in building HDTV sets that include DirecTV tuners that can receive both SDTV and HDTV programming from the DBS provider. Toshiba unveiled two HDTV projection models with DirecTV capability—

a 65-inch set for \$8,999 and a 56-inch model for \$6,999—that will be available in third quarter 1999. "Purchasers will have ready access to great signals," says Toshiba VP of Marketing Steve Nicker-son, who adds that he expects DirecTV to be the major source of HDTV movies in 1999. Toshiba also introduced an HDTV set-top converter at CES that will be available in the first half of 1999 for \$1,499.



Panasonic's new 1080i studio camera

New HDTV receiver from Panasonic

Panasonic showed an end-to-end HDTV system at CES that included consumer products such as a new 34-inch "Tau Series" HD-compatible 16:9 flat-screen monitor and a 42-inch widescreen plasma display as well as professional HDTV broadcast equipment. (With a 22,000-square-foot booth, it had the space.) Most notable on the professional side was Panasonic's production-model 1080i studio camera that is now available for \$175,000. Panasonic product marketing manager Jeff Merritt says the company is due to deliver several cameras to CBS "very shortly," and is also on schedule to ship a 720p version of the camera to ABC by the end of February.

All for under \$10K

HDTV satellite service Unity Motion has begun broadcasting two additional channels of HDTV programming on top of the HD-1 demonstration channel it has been delivering since last September. Unity Motion's HD-2 channel will feature 1080i movies, while HD-3 will feature hi-def sports. The company also announced that its \$9,995 complete HDTV system has begun shipping to dealers. The system includes a multi-sync Princeton monitor, satellite/terrestrial ATSC receiver and

35-inch satellite dish. Unity Motion's service is free to charter customers; the company will begin charging in late spring.

Sony's latest DTV entries

Sony previewed a 65-inch HDTV projection television with an integrated DTV receiver. The big-screen unit will be available this spring for \$11,999, and includes an 80-watt Dolby ProLogic Optical Surround Sound system. Sony already has

an \$8,999 34-inch direct view HDTV set on the market and will ship a \$1,599 DTV set-top in February.

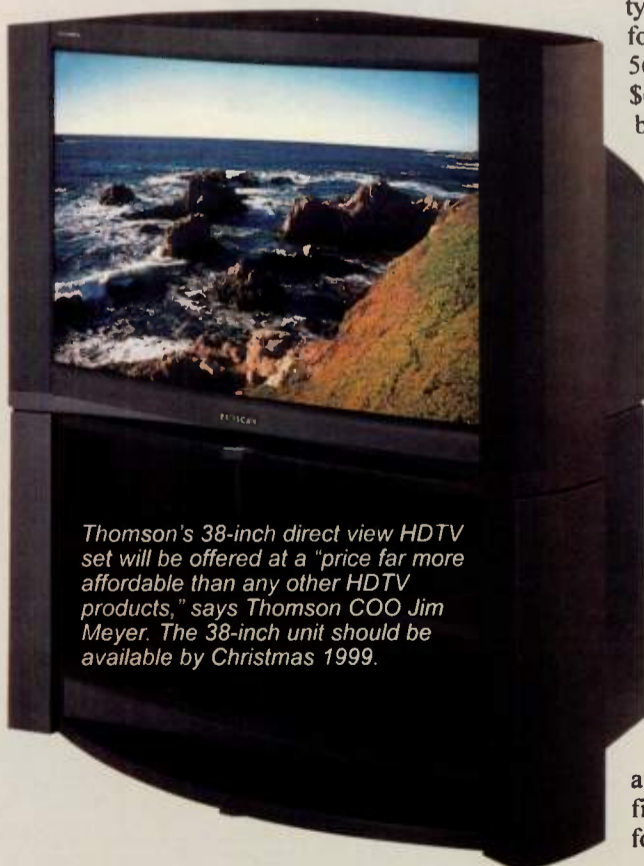
Samsung's way to watch HDTV

Samsung introduced a 65-inch HDTV "Tantus" rear projection set as a companion to its existing 55-inch model. The new set, called the HCJ651W, includes full 1920x1080 pixel display, new high-resolution nine-inch CRTs, an integrated Dolby Digital Decoder and the ability to upconvert analog NTSC signals to the 1080i format. The integrated HDTV set includes an ATSC-compliant tuner.

Who needs cable?

TERK Technologies showed its new outdoor antenna designed to improve DTV reception, the TV60HD. The antenna, which features a smaller design than most outdoor antennas, has a helical coil that receives both UHF and VHF frequencies. It also includes a reflector to reduce the effects of multipath interference, which can wipe out a DTV picture, and a pre-amplifier that boosts the signal at its cleanest point to combat signal loss between the antenna and a viewer's television.

TERK Technologies TV60HD antenna is designed to improve the reception of digital and analog signals.



Thomson's 38-inch direct view HDTV set will be offered at a "price far more affordable than any other HDTV products," says Thomson COO Jim Meyer. The 38-inch unit should be available by Christmas 1999.



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245 West 17th Street
New York, NY 10011

Traffic Manager: Univision San Diego has an immediate opening for an experienced Traffic Manager. Prefer minimum three years experience in traffic with some supervisory experience. Responsibilities include all aspects of the Traffic Department. Requires computer literacy in Microsoft products as well as excellent communications/customer service skills. Experience with Marketron and bilingual a +. Entravision is an Equal Opportunity Employer. Fax resume to: Human Resources 619-715-1919.

Syndication Manager. Warren Miller Entertainment, the leader in outdoor and action programming, is currently seeking a Syndication Manager for worldwide programming. The primary responsibilities of this position are to develop and manage existing and new areas of television and non-theatrical distribution including: National syndication, Pay-Per-View, In-flight, and international rights opportunities. Critical skills for this position include executive sales skills and the ability to manage independent third party sales representatives. The position also requires sales administration including contract development, contract reviews and finalization. Candidates must have 3-5 years of related experience. Strong Mac/PC skills and Microsoft Office software knowledge are mandatory. We offer competitive salary and benefits package including matching 401k and relocation assistance. Send or fax resumes to: Human Resources, Warren Miller Entertainment, 2540 Frontier Ave., Suite 104, Boulder, CO 80301. Fax: 303-442-3402. E-mail: Humanresources@warrenmiller.com. No phone calls.



ACCOUNT EXECUTIVE

KGO Television is seeking an experienced Account Executive. Applicant must have 3 to 5 years major market television sales experience. Excellent communication skills and exceptional organizational and presentation skills are required. Must have superior PC skills with Window software preferred. A four year college degree or equivalency desired. Closing date for applications: January 29, 1999. Please send cover letter and resume to:

KGO Television
900 Front Street
San Francisco, CA 94111
Attn: Kathryn Cox - Personnel Manager

No phone calls accepted.

KGO Television, an owned station of ABC, Inc. is an Equal Opportunity Employer.

Powerhouse Big 3 affiliate in Top 50 market is looking for an aggressive and highly motivated Local Sales Manager. A wonderful career opportunity for a current LSM in a smaller market to join a ratings leader. Experience in new business development and non-traditional sales are a necessity. This position offers a highly competitive salary and bonus program plus equity in a growing broadcast operation. Reply to Box 01484. Equal Opportunity Employer.

Specialist, TV Traffic. MATC is seeking a TV Traffic Specialist for its Public TV Stations, 10/36. Under the direction of the supervisor of TV Traffic. The successful candidate will assist in preparing the television station's program log, program recordings and perform various shipping and receiving functions. Qualifications include an Associate's degree in communications, broadcasting or a related field. Additional training or professional level occupational experience in television operations is desirable. Knowledge of principles, methods and techniques used in area of television operations is required. Additionally, experience with computer software and applications in areas such as spreadsheets and word processing. To apply, please call (414) 297-7770 for an application form and job description. The deadline is February 12, 1999. Resumes and letters of application will not be accepted in lieu of an MATC application. MATC is an Affirmative Action/Equal Opportunity Institution and complies with all requirements of the Americans With Disabilities Act.

FOR DAILY CLASSIFIED UPDATES...

VISIT BROADCASTING & CABLE ONLINE

www.broadcastingcable.com

WGGB-TV the ABC affiliate serving Springfield, MA seeks highly motivated GSM. Candidate must have strong background in TV sales and solid people skills. WGGB-TV management encourages female and minorities to apply to General Manager at WGGB-TV, PO Box 40, 1300 Liberty Street, Springfield, MA 01102-0040. EOE.

Traffic/Operations Manager. WKMG (CBS) is seeking an experienced Traffic/Operations Manager with proven management and leadership skills. Must have thorough knowledge of traffic and data processing systems. Enterprise experience preferred. Send resume to Kathleen Keefe, WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. EEO.

New Business Account Executive: Terrific company (ABC), hot location, (Raleigh)/Durham and exciting growth market (#29 and growing) = an opportunity of a lifetime for a creative New Business Specialist! Successful candidate will be responsible for generating new business at client/direct and agency levels. Computer proficiency, good negotiation skills, and strong written and verbal skills a must. Radio or television experience is required. This position will work closely with our research director so knowledge of pure and applied research is helpful. Send resume to: William Webb, General Sales Manager, P.O. Box 2009, Durham, NC 27702. No Phone Calls. EOE.

National Sales Manager. Seattle's WB affiliate, WB22, KTZZ-TV, a Tribune Broadcasting Company has an immediate opening for an aggressive National Sales Manager. This individual will be responsible for all National Sales generated thru Rep firm. Inventory and pricing control knowledge helpful. Individual must possess strong organization, motivational and leadership skills. College degree preferred. Minimum 5 years of spot sales at Rep firm or Station required. If you are ready to take the next step and be apart of the fastest growing Network in the 12th largest marketplace. Please send resume to Human Resources, KTZZ-TV, 945 Dexter Avenue North, Seattle, WA 98109. EOE.

Local Sales Manager - WMC-TV. Successfully motivate local sales to incremental revenue growth through tradition and non-traditional selling. Must be able to plan and execute sales strategies, projects, pricing, package and incentive programs. Must direct departmental functions: hiring, training, evaluations and prepare and submit revenue budgets for Local Sales. Please send resume to: LSM; WMC Stations; 1960 Union; Mphs, TN 38104. *Must Be Able To Pass Drug Test.*

General Sales Manager-FOX and UPN. FOX KJTV34 and KUPT UPN22, Lubbock, TX, seeking a General Sales Manager. If you have at least 5 years of television sales management experience and seek to lead a multi-faceted sales operation maximizing the best of two network worlds, consider this a great opportunity. Position requires knowledge of TV Works, Columbine, qualitative research and Internet marketing. New business development, sales training skills and computer literacy of course essential. Contemporary human relations skills required. Station offers excellent compensation, stable ownership, industry visibility. Fax 806-748-9394 or email LLandaker@ramarcom.com cover letter and resume ASAPI EOE.

Account Executive: WZDX-TV, FOX 54 has a senior list available for a highly motivated, experienced AE. Candidates skilled in new business development and agency negotiation with superior communication and organizational skills will excel in this job. Come join a growing company in Huntsville, the highest annual income market in the Southeast, as well as a great place to live. Three years media sales experience preferred. Send resume to: Cindy Butler, WZDX-FOX 54, PO Box 388, Huntsville, AL 35810. No phone calls please. EOE.

General Sales Manager. Pappas Telecasting seeks a sales leader for its "Nebraska Television Network" stations. The network consists of two heavily news oriented ABC affiliates and two emerging FOX stations (LMA) in the Lincoln/Kearney/Hastings (101) market. Our ideal candidate will have strong leadership and organizational skills for use in directing the exciting growth of our stations. A strong local/regional and developmental bias along with 5 years experience in sales management will give you the background for success in this job. General sales management experience would be a plus...but an able and ready local manager might be successful. This is a terrific opportunity to have a major role in an exciting, growing situation. Please apply to: Stephen Morris, General Manager, Nebraska Television Network, Box 220, Kearney, NE 68848. 308-743-2494. Pappas Telecasting is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

UPN 45, KUVI in Bakersfield, California has an immediate opening for a "hands-on" Chief Engineer. Applicants should possess strong working knowledge of routing and production switchers, high power UHF transmitters (klystron or IOT), new studio and control room design and construction, the maintenance of Sony Betacam and one-inch video tape formats and must be familiar with current FCC Rules and Regulations. For consideration, fax a confidential resume including salary requirements to: 310-348-3659, Attention: Bakersfield Chief Engineer Position. EOE.

Engineering Maintenance Technician. Do you want to live in paradise? Work on the cutting edge of digital conversion? Join a fast-paced #1 news leader in the beautiful Northwest? Apply here! KOIN-TV, a CBS affiliate in the 24th ranked market in Portland, OR has an immediate opening in their technical department. Position needs five years experience in repair, installation, and construction of broadcast television equipment. BSEE or ASS-Electronic Tech or equivalent training and/or experience. Good mechanical aptitude, trouble-shooting skills and a strong background in digital, analog and radio frequency electronics engineering required. Send resume and application attn: "Maintenance Technician Search," to KOIN-TV, 222 SW Columbia, Portland, OR 97201. *Deadline: 1/30/99.* Call receptionist at 503-464-0647 to request application. KOIN-TV is an Equal Opportunity Employer.

Digital Media Manager, KRON-TV. The NBC affiliate in San Francisco has an immediate opening on our Information Services Team for a Digital Media Manager. This position will be responsible for: managing the implementation of new computer systems technology for KRON news, BayTV, and Special Programming; managing the integration of digital media acquisition, storage, and archiving into KRON-TV, BayTV, and Special Programming operations; managing AvidNews System and client Workstation support; evaluating the impact of new technology on functions and responsibilities within the News organization and preparing recommendations to management, documenting work flows and procedures for new functions resulting from technological changes; handling other related projects and responsibilities as needed. Qualifications include: effective problem-solving skills; the ability to create and generate new ideas, concepts, and/or theories; previous management/supervisory experience, the ability to look at the way News is currently organized and be able to forecast potential changes with the introduction of digital media; previous experience in managing a budget; minimum of five years Newsroom experience and a Bachelor's Degree in a related field. Send resumes by Friday, February 12, 1999 to KRON-TV, Human Resources, PO Box 3412, San Francisco, CA 94119. Pre-employment drug testing and background checking required. EOE.

Broadcast Maintenance Engineer. WMBD-TV/AM/FM seeks applicants who possess strong maintenance skills for both studio and transmitter facilities. Requires 3-5 years experience. Good communications skills and ability to work under pressure with minimum supervision required. Apply to: Dept. BKC, WMBD-TV/AM/FM, 3131 N. University, Peoria, IL 61604. EOE.

Chief Engineer wanted for Northern California news powerhouse. KFTY TV is looking for a hands on manager to oversee the engineering department, work with news and operations. Must have strong computer, transmitter, RF, FCC, DTV, management and organizational skills. We offer a tremendous work environment in the California wine country. Applicants should have at least five years experience as an assistant chief or chief engineer. Cover letters and resumes to Shauna Lorenzen, Chief Engineer, KFTY-TV, 533 Mendocino Avenue, Santa Rosa, California 95401. No phone calls please. KFTY is an Equal Opportunity Employer.

Chief Engineer. Tallahassee, Florida. WTWC-TV NBC News 40 has an immediate opening for a Chief Engineer. Successful candidate will be a motivated self-starter with solid technical and trouble-shooting skills. Hands-on transmitter operations and maintenance with 3-5 years experience as a Chief or Asst. Chief. Must be thoroughly familiar with studio operations, FCC regulations, and computers. Ability to manage personnel and budget effectively a must. Fax resume and salary requirements to 850-893-1733. WTWC-TV is an EOE. No phone calls please.

Technical Director/MC Operator needed for major market state of the art television facility. Must have a minimum of 3 years broadcast television experience in master control and have switched a fast paced newscast for a minimum of 2 years. Ability to work multiple tasks under pressure of fast pace operations. FCC and/or SBE certification required. Send resume to Recruitment, PO Box 22810, Houston, Texas 77227. EOE M/F/D/V.

ABC22, WVNY-TV in Burlington, Vermont is looking for the following in conjunction with the launch of ABC22 News: newscast Directors, Technical Directors, Production Assistants, a Graphic Artist, and a Live Truck Operator. Send tapes/resumes to: Personnel Director, ABC22, WVNY-TV, 100 Market Square, Burlington, VT 05401. No phone calls please. ABC22 WVNY-TV is an Equal Opportunity Employer.

Engineer. Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume to Roscor Corp., 1061 Feehanville Drive, Mt. Prospect, IL 60056 or fax them to 847-803-8089, to the attention of V. Schwantje.

HELP WANTED NEWS

KHOU-TV

CBS Affiliate

PHOTOGRAPHER: Photographs news events, both live and on tape, edits material to match prepared script, may cover stories without a reporter, suggest stories, keeps assigned vehicle in good working condition. Position requires a valid Texas driver's license, minimum five years experience as a news photographer preferably in a top thirty market with at least three years experience in editing video tape. Must be able to work flexible hours. **Fax resume to Linda de Prado 713-284-8818.**

TAPE EDITOR: Full time position, minimum five years experience as a tape editor. Must be able to operate Beta editing equipment and feed room which receives and transmits stories for newscast. Computer skills and non line editing experience helpful. College degree in related field preferred. Must be flexible regarding schedule, early morning or weekends strong possibility. **Send resume and tape to Lisa Primrose, Chief Editor, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019.**

ELECTRONIC FEEDS COORDINATOR: Responsible for recording all incoming news feeds from satellite and other video sources and for feeding all outgoing material; logs all satellite feeds; capable of functioning under extreme pressure; must be thoroughly familiar with both ENG and SNG techniques. Requires three to five years experience as a video tape editor and two years as video photographer. **Fax resume to Linda de Prado 713-284-8818.**

ASSOCIATE PRODUCER: Seeking candidate to write for major newscast and serve as back up producer for morning and noon news programs. Responsibilities include writing stories, directing editing of video taped stories; logging of video feeds; answering newsroom phones, assisting in monitoring scanners for possible stories; may occasionally do interviews. A minimum of three years writing and/or producing experience required with experience producing shows preferred. **Fax resumes to Human Resources attn: Linda de Prado 713-284-8818.**

OPERATIONS ENGINEER: Coordinates video and audio portions of programming that comes from the studio, the networks, pre recorded segments, satellites, ENG crews and any other source and then delivers the signals via the master control switcher and processing equipment to the transmitter. Responsibilities also include ensuring the smooth transition from program to commercial to station break while ensuring the station's output meets the FCC technical requirements. Position requires two years broadcast engineering experience and thorough knowledge of the electronics of television. **Fax resumes to Linda de Prado 713-284-8818.**

NEWS PRODUCER/WRITER: Responsibilities include producing and/or writing for both regular scheduled and special news programs. As producer, individual responsible for producing broadcasts that incorporate the creative editorial and production values of the News Department. As writer, individual will assist other producers by writing news stories and handling other duties assigned by producer. Individual must be experienced, fast and accurate writer; organized, easy to work with and have a definite, sound sense of news judgement. Meeting deadlines and reacting quickly in pressure situation a must. Requires a college degree or equivalent experience in journalism. Three to five years in medium to major market. **Fax resumes to Human Resources attention: Linda de Prado 713-284-8818.**

No telephone calls please.

EOE

SENIOR WRITER

Leading trade publication in advanced television technical market is seeking a senior writer. Previous experience writing about TV technology for a business magazine preferred. Great opportunity with expanding publication. Please send resume with salary requirements and two writing samples to:

Cahners Business Information
HR Dept. - DTV
245 West 17th Street
New York, NY 10011
Fax: 212-463-6455

WGRZ-TV, Gannett owned NBC affiliate in Buffalo, New York is seeking a Newscast Director. Candidate should have 3 years experience in directing and switching newscasts. Individual will work closely with news producer in planning and coordinating all production and technical elements of our shows. Other responsibilities include supervising studio crews, creating pre-production elements for newscasts, and special project work. Knowledge of Sony production switcher is a plus. Send resume and reel to: Robert Connell, Production Manager, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202. No phone calls. EOE.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:
Box _____,

245 West 17th St., New York, New York 10011

WAAY is looking for an Assignments Manager. Our Assignments Manager will have authority over scheduling, editorial content, and two desk assistants. You will be able to dispatch a fully equipped ENG helicopter, a dual path satellite truck, storm chaser van, 8 working live trucks 1996 or newer, and have four bureaus at your disposal. WAAY is a truly fun place to work in a great city. Interested? Send resume ASAP to Human Resources, 1000 Monte Sano Boulevard, Huntsville, AL 35801. Boles@waaytv.com

TV News Director: We're looking for a hands-on leader with successful background in news management. Candidate must have excellent news judgement, be able to motivate staff, and manage news budget. Send resumes to: Fred Jordan, General Manager, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77704.

Reporter/Producer. A rare opportunity for the right candidate at Medstar Television, Inc., the nation's leader in televised medical news and information. You'll need 2-3 years experience in tv news, excellent writing and interviewing skills, college degree, and interest in medical health issues. Frequent nationwide travel, excellent benefits. Resume plus non-returnable VHS reel to Producer, Medstar Television, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. Writer/Producer 1 year or more of news experience, excellent writing skills, interest in medical/health issues. Resume plus writing sample to Writer, Medstar Television, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. No calls/EOE.

Photographer. CBS58 News has immediate openings for news photographers. Ideal candidates will have experience in shooting Betacam and in non-linear editing. We are a state-of-the-art shop with an all AVID environment. Our photo-journalists are an important part of our news team. If you have a minimum of three years experience, please rush your resume and non-returnable tape to (no phone calls please): Director of Human Resources, WDJT-TV, 809 S. 60th Street, Milwaukee, WI 53214. EOE.

News Director. Build a better news department, from the ground up. FOX 18/WCCB-TV in Charleston, NC (Mkt. 28) is starting a news department to produce a nightly 10pm newscast with a FOX attitude. We're seeking an energetic, creative leader with vision, solid news judgement, strong people skills, and the ability to train, motivate and inspire people. Candidates must have a minimum of 3-5 years experience in news management with a background in all facets of television news. Send resumes/tapes to Marcia Lowe, Administrative Assistant, FOX 18/WCCB-TV, One Television Place, Charlotte, NC 28205. No phone calls please. EOE.

News Co-Ancor. For 6 and 10pm newscasts. At least two years experience full time reporting and anchoring. Candidate will compliment our male co-ancher. Excellent writing skills, personable on-air manner, and commitment to community are all of equal value. Send a non-returnable VHS tape to: News Director, KTTC-TV, Rochester, MN 55902. No phone calls please. EOE.

Executive Producer. Top 20 market station getting ready to start up a major morning news program for launch in the fall, seeks candidates for Executive Producer. Help us create the show and then guide it day to day once on the air. Previous experience producing or managing a multi-hour daily morning news program is preferred, and experience with a new program startup is a strong plus. Candidates need not be available immediately; we don't plan to hire for a few more months. A great opportunity for someone still under contract and wondering what's next. Tape and resume to Box 01485. We are an Equal Opportunity Employer.

Executive Producer-Nightside. WKMG-TV in Orlando, a Post-Newsweek station, is looking for an Executive Producer to supervise our coverage, nightside. Need smart, hands-on leader with major market producing experience or management experience in a smaller market. Solid news judgement and good people skills are essential. Send resume and VHS tape to Lena Sadiwskyj, News Director, WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. EEO

Co-Ancor/Reporter. Small market, CBS affiliate, seeks a Co-Ancor/Reporter for its 6:00 pm and 10:00 pm weekly newscast. Must be able to edit video tape for broadcast. Degree and on-air experience required. Send tape and resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

WFTX-TV, FOX News is accepting applications for the following positions: *Weekend Weather Anchor/Reporter* full-time, two years experience, college degree preferred. *Co-Ancor* 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 WFTX-TV, Mark Pierce, 621 SW Pine Island Road, Cape Coral, FL 33991. Emmis Communications is an Equal Opportunity Employer.

Assistant News Director. WDAF-TV, a FOX O&O in Kansas City, is seeking a dynamic number two person for the News Department. As Kansas City's leading news source, we produce 7.5 hours of news each day! The Assistant News Director is responsible for overseeing the content of the daily newscasts as well as hiring and supervising the talent. The qualified applicant will have a minimum of 8 years of broadcast news experience of which a minimum of 3 years is in a management position. Excellent leadership and interpersonal communication skills are essential. A college degree is required. Must also have strong computer skills and be familiar with production and editing equipment. For immediate consideration, please submit resume to WDAF-TV; Human Resources Dept., 3030 Summit, Kansas City, MO 64108. M/F/V/D.

Assistant News Director. WVUE-TV FOX 8 NEWS is looking for a dynamic news executive to help lead a team of dedicated journalists. Candidates need vision, and the skills to implement that vision. 3-5 years of news management or major market experience preferred. No phone calls. Send resume to: Keith Esparros, Vice President of News, 1025 S. Jefferson Davis Parkway, New Orleans, LA 70125.

Assignment Manager. If you thrive on breaking news, can juggle a dozen balls, know how to sniff out a story, and make sure we're first everytime, have we got a job for you! The Project for Excellence in Journalism rates us as one of the top ten newsrooms in its survey, and the November book backs it up! You'll play a major role in continuing that trend. If you've got more than two years of experience and want a bigger challenge, then rush your resume and letter of philosophy to Assignment Editor, NewsChannel 27, 7927 Thomasville Road, Tallahassee, FL 32312. Women and minorities are encouraged to apply. EOE.

Are you a coach and a leader? We need someone who can lead our news department back to first place, and who can coach the individuals in our talented staff to higher levels of performance. We're not looking for the same old approach to TV news, or for a "my way or the highway" management style. Excellent opportunity for small market ND to move up, or medium market EP or Asst. ND to get that first news director job. College degree required and at least 8 to 10 years of newsroom experience. Qualified candidates should send resume to: Pat Niekamp, WYTV, 3800 Shady Run Road, Youngstown, OH 44502. No phone calls please. EEO employer.

ABC22, WVNY-TV in Burlington, Vermont, is preparing to launch the all-new ABC22 News. New station ownership means all-new equipment, an all-new look, and a full-scale seven-day-a-week commitment to news. We are currently looking for: *Anchor, Reporters, Meteorologists, Sports Anchors, Assignment Editors, Producers, and Photographers.* Ideal candidates will be aggressive self-starters, full of energy and ideas, and very serious about news. Send tapes and resumes to: Personnel Director, ABC22, WVNY-TV, 100 Market Square, Burlington, VT 05401. No phone calls please. ABC22 WVNY-TV is an Equal Opportunity Employer.

Anchor/Reporter. We have an opening for a person who is competitive, loves to break stories and is a superb communicator. This person would anchor our weekend newscasts and keep them number one in addition to breaking stories three days a week. No beginners, please. A minimum of two years experience. If you are this person, please send your resume and tape to Personnel Administrator-112, WTOL-TV, PO Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an EOE.

HELP WANTED PROMOTION



PROMOTION WRITER/PRODUCER

KGO-TV, the ABC owned station in San Francisco is seeking an experienced promotion producer to produce promotional pieces for news and programming. Candidates should have outstanding writing skills, a strong production background including film experience and a developed sense of graphics. Knowledge of strategic marketing and non-linear editing is helpful. Excellent communication skills and the ability to work well with others is required. Closing date for applications: January 29, 1999. Please send cover letter and resume to:

KGO Television
900 Front Street
San Francisco, CA 94111
Attn: Kathryn Cox - Personnel Manager
No phone calls accepted.

KGO Television, an owned station of ABC, Inc. is an Equal Opportunity Employer.

Senior Promotion Producer needed at *KSAT-TV, a Post Newsweek Station*, ABC affiliate in San Antonio. Write, produce and edit daily topical, news series, news image and station image promos. Must have writing and video tape editing experience. Ability to handle multiple tasks, meet deadlines under strict time constraints, location production experience and/or ability to shoot video a plus. Mail resume to Kim McReynolds, Creative Services Manager, KSAT-TV, 1408 N. St. Mary's, San Antonio, TX 78215. *No phone calls.* Any job offer contingent upon successful completion of pre-employment physical including drug screen; verification of references and education. EOE/M-F/DV/ADA.

Promotion Producer (Job #179-200): WBNS-TV, the #1 station in Columbus, Ohio, is looking for a talented, aggressive, and positive Promotion Producer. Incredible tools, incredible team, incredible company. Non-linear editor, Quantel HAL, After Effects, and a willingness to win that is unmatched. Come help us promote our new helicopter, our new radar, and the #1 anchor team in town. Minimum of 1 year promotion experience preferred, non-linear experience a plus. WBNS, a member of the Dispatch Broadcast Group, is a smoke free and drug free workplace. Send resume and reel to Human Resources Department, WBNS-TV, Job #179-200, 770 Twin Rivers Drive, Columbus, Ohio 43215. WBNS is an Equal Opportunity Employer.

ACME Television, one of the fastest growing broadcast groups in the nation, currently 6 WB affiliates and counting, is seeking a Creative Director to oversee Promotion and Production for its Salt Lake City affiliate. 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 Stratler Street, Murray, UT 84107. No phone calls please.

HELP WANTED CREATIVE SERVICES

GRAPHIC ARTIST

If you're a news-driven designer have we got a job for you in the news capital of the world!

Produce eye candy with these cool toys: Flint, SGI Indigos & Octane, Liberty, ALIAS/Wavefront, Maya, PowerMac & Infini!

This job requires a keen sense of consistency. Must have a killer demo reel. If you have at least three years experience in a dynamic news environment plus a positive and cooperative attitude, rush your resume, non-returnable reel, salary history and requirements to: **Mary Talley, VP/Human Resources, FOX 5, WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016.** EOE/M/F/D/V.



Creative Services Director. Tallahassee, Florida. Creative Services Director needed at WTWC-TV, the NBC affiliate in beautiful Tallahassee, Florida. We seek a creative, energetic person to manage marketing, commercial production and promotion for the market's up-and-comer. Responsibilities include station branding, creative direction, on-air look, topical news promotion, and outside media advertising. Also involves managing special events and projects as well as a creative staff responsible for both commercial and promotion production. Advanced computer skills and Internet experience required. College degree preferred. Mail resume to WTWC-TV, Attn: Human Resources Coordinator, 8440 Deerlake Road, Tallahassee, FL 32312. WTWC-TV is an Equal Opportunity Employer. *No phone calls please.*

Broadcast Designer. Major market CBS owned television station is in search of an experienced graphic designer. The Designer must be able to work in a fast paced quick turnaround environment, and be available for varying work schedules. He or she must possess a working knowledge of the following: Hal, Harriet or Express, Adobe After Effects, Photoshop and Illustrator, Chyron Infini! And Newsmaker a plus! Send letter, resume and tape of work to: Karen Dahlquist, Art Director, WCCO-TV, 90 S. 11th Street, Minneapolis, MN 55403. No phone calls please.

HELP WANTED PRODUCTION

Talk Show Executive Producer. KTRK-TV (ABC owned) needs an Executive Producer for its live, daily talk show *Debra Duncan*. Responsible for overseeing all aspects of the show...from content to production to promotion. Must be a team leader and manager...someone who is relentless and creative coming up with compelling content. Must possess superb writing and storytelling skills. Must have excellent people skills, exceptional control room demeanor, production skills, ability to work under tight deadlines. Five years television producing experience preferred. Please send resumes to: Kim Nordt-Jackson, Program Manager, 3310 Bissonnet, Houston, TX 77005. *No phone calls, please.* Equal Opportunity Employer. M/F/V/D.

Producers Needed! Health/medical producers needed for steady freelance position with TV production company specializing in electrical publicity for pharmaceutical and healthcare clients. Must have news writing experience as well as experience producing/writing video news releases. Strong account and client skills a must! Fax resume to 212-715-7303. Attn: H.D.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to: Box _____,
245 West 17th St., New York, New York 10011

Producer (Fundraising), WSIU/WUSI-TV, Southern Illinois University Carbondale: Responsible for producing all on-air TV fundraising programs and promotions, assisting in on-air promotion of station special events, working cohesively with TV Production and Membership departments. Produces on-air pledge drives, and other on-air messages for local revenue generating activities. Required: Bachelor's Degree in TV Broadcasting of Communications (Master's preferred), three years experience as TV producer, one year fundraising production experience, valid driver's license. Production skills required: EFP videography, remote lighting, electronic still store operation, studio and remote audio applications, and electronic still store operation, studio and remote audio applications, and electronic graphics. Macintosh/PC computer familiarity required. Must project pleasant, mature, persuasive personality in all relationships with public including on-air. Long hours, night and weekend work required. Good time management and team work skills required. Must be able to deal effectively with the public and represent the University well at times. Additional skills desired: ability to work under extreme pressure and deadlines, to communicate initiatives with multiple individuals and departments, to organize multiple projects at once, to work with linear and non-linear editing formats and with live television productions, to adapt to a constantly changing environment. Application deadline: December 31, 1998 (or until filled). Send letter of application, resume, VHS tape and 3 letters of professional reference to: Robert Henderson, TV Production Operations Manager, WSIU/WUSI-TV, 1048 Communication Building, SIUC, Carbondale, IL 62901-6602. SIUC is AA/EOE. Please indicate source of position notice.

Graphic Designer. NBC's number one rated affiliate seeks experienced designer to join our creative team. We work on a wide variety of projects where the goal is quality design, not quantity. If you want to be an integral part of a creative team, then we want to see your best work. Please send a tape and resume to: KSDK-TV, Human Resource Administrator, 1000 Market St., St. Louis, MO 63101. No calls please. EOE.

Fundraising Producer. Tri-state area PBS station is looking for experienced producer to handle on-air funding efforts. Must be a people person who has a proven track record for being self-motivated, energetic, creative and for making decisions on one's feet. Must be available immediately. Send resumes to Lisa Rosas, WLIW21, 1790 Broadway, 16th Floor, New York, NY 10019. EOE/AA.

HELP WANTED PROGRAMMING

Programming & Community Affairs Director. Tallahassee, Florida. Programming and Community Affairs Director needed at WTWC-TV, the NBC affiliate in beautiful Tallahassee, Florida. Requires minimum of three years experience in broadcast programming, community affairs, public relations and/or audience research. Responsibilities include program scheduling, syndicated program acquisition, audience research, network relations, and community affairs. Advanced computer skills and Internet experience required. College degree preferred. Mail resume to WTWC-TV, Attn: Human Resources Coordinator, 8440 Deerlake Road, Tallahassee, FL 32312. WTWC-TV is an Equal Opportunity Employer. No phone calls please.

**FOR DAILY
CLASSIFIED UPDATES...**

**VISIT BROADCASTING
& CABLE ONLINE**
www.broadcastingcable.com

HELP WANTED FINANCIAL

FINANCIAL DIRECTOR OF PLANNING & ADMINISTRATION

Our major media organization has an excellent opportunity for a hands-on professional to assist the Senior Vice President Business Development with all aspects of administration and financial planning and analysis. Diversified position involves coordinating and administering financial overview to ensure accounts tracking of actual expenditures against budget, and develop monthly and quarterly reporting systems among senior managers. Selected candidate will interface with corporate finance to ensure proper reporting of budget and coordinate with Ad/Sales to develop and oversee a system for tracking revenue streams, rate update information and revenue projections. Responsibilities also include assisting with all aspects of the business plan, preparing yearly operations and capital budgets, and short/long term forecasts.

Position requires a minimum of 5 years financial planning and administrative experience preferably within a media type organization. BS degree a must, MBA desired. Good written and verbal communication skills and ability to work under deadline pressure a must.

Excellent salary and benefits provided. Mail resume in confidence to
P.O. Box 9052, Department RAG, Bethpage, New York 11714.

HELP WANTED ALL POSITIONS

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When you join DIRECTV®, you become part of the ultimate home entertainment experience. With over 200 digitally delivered channels, we offer subscribers the very best in sports, movies, music and more. It's no wonder DIRECTV and the DIRECTV system are the fastest-selling consumer electronics products in U.S. history. If you've always wanted to be a part of the entertainment industry, you can do it here. After all, the only thing growing faster than our reputation is our audience.

These exciting positions are located in our brand new, state-of-the-art Los Angeles Broadcast Center in Marina Del Rey, California.

Editor and Senior Editor (Dept. Code: DM)

You will be responsible for applying computer graphics technologies in order to create, assemble and prepare program material to be looped to media tapes. This includes editing customer program material, database maintenance and enhancing overall graphics. Requires an undergraduate degree. Senior editors should have 5-10 years of editing experience and the ability to work autonomously. Editors should have at least 2-5 years of editing experience.

Program Preparation Technician (Dept. Code: NB)

You will review and edit audio, video and closed caption signals of media tapes to ensure company quality standards. This includes the mastering of media tapes, interstitial material and EDL lists. You will also troubleshoot and identify solutions as well as perform data entry and cloning finished tape reels for back-up. Requires strong interpersonal skills and at least 2 years of college or technical training. One to two years of broadcast experience is preferred.

Media Librarian and Senior Librarian (Dept. Code: DM)

You will ship, receive, store, purge and track various media tapes. Must be detail-oriented in order to maintain inventory and database systems. Senior Librarian must have 2-5 years of related experience and the ability to work under limited supervision. Media Librarians need at least 1 year of related experience. Both positions require 2 years of college education.

DIRECTV offers an excellent compensation and benefits package, as well as the chance to make an impact on a huge audience, in an industry that gets more exciting every day. For immediate consideration, please forward your resume and salary history, indicating the appropriate department code, to: DIRECTV, Inc., Attn: Human Resources, 12800 Culver Blvd., Los Angeles, CA 90066. Faxed copies accepted, but you must send hard copy in the mail; fax: (310) 964-8199. E-mail (text format only, no attachments): labchr@directv.com or see www.directv.com for other career opportunities. DIRECTV is proud to be an Equal Opportunity Employer. We do more than support workforce diversity — we live it!

GA Reporter- GNET. This position requires at least two years minimum professional experience. Must be able to shoot and edit own. Please forward cover letter, resume, references and non-returnable tape on 1/2" vhs to: News Director, GNET, P.O. Box 603, Lawrenceville, Georgia 30046. Pre-employment drug testing. EOE. No calls please.

HELP WANTED TECHNICAL

Broadcast Engineer. Due to our incredible growth and the creation of our Studio Park location, QVC, Inc. seeks a Broadcast Engineer. Under the direction of the Systems Support Supervisor, the successful candidate will perform various duties to provide technical support to the live broadcast. This includes repair and interface of broadcast equipment as well as construction, testing and documentation of new system installations and upgrades to existing systems. Required skill sets include: basic electronics technology, construction techniques, test instruments, NTSC television fundamentals and some equipment repair. In addition, the individual we select will have, or develop, a full technical competency in one or more of the following major areas: Interface Circuit Design/ Construction; HPAs; CATV System; Downlink Systems; VTRs; Cameras; Graphics; Audio Systems; Audio/Video Switchers and Routers; and Robotics. Other qualifications include: an Associate's degree in Electronics or an equivalent combination of training and experience; experience with troubleshooting broadcast equipment and systems; and a competency in dealing quickly with critical problems that occur in live broadcast situations. 1-3 years or recent engineering experience in a television broadcast environment, computer programming experience, and SBE Broadcast Engineer certification or FCC license preferred. Add a world of experience to your resume by joining the nation's pre-eminent electronic retailer. Interested individuals may send resume and salary requirements to: QVC, Inc., Studio Park, West Chester, PA 19380. Visit our website at <http://www.qvc.com>. Equal Opportunity Employer. Drug Free/Smoke Free Work Environment. Pre-employment drug screening required. QVC, a great place to work.

HELP WANTED LIBRARIAN

LIBRARIAN

Outdoor Life Network, a new cable channel dedicated to all aspects of the great outdoors, is currently seeking a Librarian. The applicant will provide overall supervision for library services and interface with Broadcast facility and production personnel in an operating environment. The successful candidate will develop and implement procedures and department policies, and handle real-time issues regarding the library. These include but are not limited to, material storage of on-air and raw stock inventory, shipping and tracking materials, coordination and prioritization of on-air and billable workloads. Requirements include a strong working knowledge and experience with Library management systems, as well as strong organizational and decisive leadership skills. Must be able to work well under deadlines and to prioritize workloads. Flexibility and a willingness to work various hours including some weekends, and a strong working knowledge of MS, DOS and MS Windows is required. Starting pay is commensurate with experience level. Send or fax resumes to:

Human Resources
OUTDOOR LIFE NETWORK
Two Stamford Plaza
281 Tresser Blvd, 9th Fl.
Stamford, CT 06901
Attn: Librarian
Fax: (203) 406-2530
No Phone Calls Please



HELP WANTED SALES

Local Ad Sales and New Business Manager. Denver, CO. For more details, see our job posted on the Broadcasting & Cable website at: www.broadcastingcable.com. Please send resume to: ESPN, Inc., ESPN Plaza, Bristol, CT 06010-7454, Ad# TT-07, E-mail: jobs@espn.com. EOE/M/F/D/V.

CABLE

HELP WANTED NEWS

Editorial Manager. Cablevision is seeking an Editorial Manager for our News 12 Network with the ability to research, write and present editorials for our Bronx/NYC region. Responsibilities also include proposing editorial subjects and positions for consideration by the editorial board. Ability to develop and nurture relations with state and local officials and other opinion leaders is required. The ideal candidate will be college educated with broad professional experience in electronic or print journalism, public affairs, or public relations. On-air experience preferred. We offer a competitive salary and benefits package. Please mail or fax your resume to: CABLEVISION, Attn: LL, Corp. Staffing Dept, 1111 Stewart Avenue, Bethpage, NY 11714. Fax: 516-803-3134 or 3151. EOE.

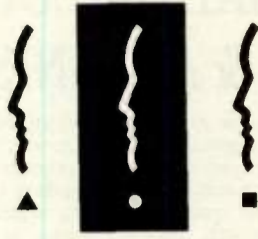
HELP WANTED ALL POSITIONS



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- Vice President/General Manager of Hispanic Networks, Denver
- Vice President of Marketing, Denver
- National Director of Affiliate Support, Denver
- Affiliate Marketing Manager, New York
- Senior District Sales Manager, New York
- Research Manager, Denver
- Field Marketing Representative, Los Angeles
- Production Coordinator, Denver

Send resume, indicating position, and salary history to: International Channel, P.O. Box 4917, Englewood, CO, 80155, or fax to (303) 267-5840 reference department IC-WKF. Successful candidates will be subject to drug testing. EOE.

HELP WANTED MARKETING

Right Here. Right Now!

You're a highly motivated, ambitious professional looking for the best possible environment for your career. We're TCI Great Lakes, Inc., the nation's dominant leader in the world of entertainment and telecommunications.



We are currently seeking a **MARKETING MANAGER** to join our management team in Deerfield, IL. In this highly visible position you will develop, implement and track marketing plans to increase revenues and meet profit objectives; instruct staff in marketing objectives and review performances; develop local advertising to complement existing programs and work with ad agencies and printers to ensure accuracy and adherence to Company standards.

A Bachelor's degree or equivalent, and 3-4 years experience in the cable industry required. Proven leadership and supervisory skills are essential.

If you've been looking for a truly outstanding career move, this is it! We offer a very competitive compensation package. Please send your resume/salary history to: **TCI Great Lakes, Inc., Dept. HR/JS/MM, 111 Pfingsten Rd., Ste. 400, Deerfield, IL 60015 or, FAX (847) 480-7462. EOE**

We're taking television into tomorrow.

HELP WANTED PRODUCTION

VIDEO PRODUCTION
DIRECTOR/EDITOR

Time Warner Cable in Bakersfield, CA is seeking an enthusiastic and self-motivated producer director who can "do-it-all" - write a creative script, light a remote location, shoot, and edit (linear and nonlinear). Must be experienced in commercial production, multicamera directing, graphic design and layout, 3D animation and be a seasoned "videographer-editor". Must be experienced in all areas of video production and post-production. Requires excellent communication and customer service skills and the ability to troubleshoot is a must. A B.A. degree in television/film is preferred and system engineering/technical experience is helpful. Bilingual skills are a plus.

TWC has a Statosphere G3 nonlinear editor with after FX photoshop and logomotion. Digital Betacam on-line suite, 30x35 ft. studio, 5-camera full remote production van. Lightwave 3D graphics workstation.

If interested, please send resume, salary history and your production reel to: Human Resources Dept., Time Warner Cable, 3600 N. Sillect Ave., Bakersfield, CA .93308. FAX: (805) 327-4074.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Radio-Television Faculty. The Department of Radio-Television at Southern Illinois University Carbondale seeks and assistant professor to teach undergraduate/graduate courses in two or more of the following areas; radio/television writing and production, new media, radio/television journalism, media economics, media theory. Research/creative activity and service required. *Requirements:* Earned doctorate or Master's Degree in Communications or a related field with significant professional experience. *Preferred:* Teaching experience. Experience with development and application of new media technologies to include www, multimedia, and digital media. Outstanding research record or creative activity and media experience in any of the following: audio or video production, new media, television graphics, media economics, telecommunications policy. Application deadline: February 15, 1999 or until filled. Send a letter, resume, and three references to Phylis Johnson, Search Committee Chair, Department of Radio-Television, SIUC, Carbondale, IL 62901-6609. SIUC is an Equal Opportunity/Affirmative Action Employer. For a more in-depth look at our department, visit our web site at <http://www.siu.edu/departments/~cmcmartv>.

Michigan State University. Endowed Chair and Director of the Quello Center for Telecommunication Management and Law. Person of significant academic and/or industry stature to develop the new, substantially-funded Center for research, outreach and teaching in telecommunication and media management and policy. Send vita or resume to: Thomas Baldwin, Dept. of Telecommunication, 409 CAS, Michigan State University, E. Lansing, MI 48824-1212. Tbalwin@msu.edu (517-353-6336).

Graduate Assistantships. Central Michigan University. Provide stipend and tuition remission. Deadline: February 12. See www.bca.cmich.edu for details.

HELP WANTED TECHNICAL

Technical Operator. Must have master control or other relevant broadcast television experience. Must be able to use routing switchers, audio/video patch bays, uplink/downlink equipment. Must be willing to work various shifts. Working knowledge of Washington, DC media preferred. Must possess strong organizational skills and maintain a high degree of proficiency during peak periods of operation. Minimum 2 years experience with a Bachelors degree in communications or related field required. Send resumes to ATC Teleports, Attn: Kimberly Alberts, 6461 Stephenson Way, Alexandria, VA 22312 or email kalberts@atcteleports.com.

Satellite Earth Station Technician. Must be knowledgeable in the installation and repair of RF, baseband and satellite equipment used at a diversified earth station. Must have excellent troubleshooting and repair skills. Must possess a strong digital network and computer background to include Cisco router. Must have a minimum of 5 years Earth Station experience. Bachelor's degree preferred. Send Resumes to ATC Teleports, Attn: Bill Hyder, 6461 Stephenson Way, Alexandria, VA 22312 or email bhyder@atcteleports.com.

Satellite Technicians. GlobeCast North America, a France Telecom Company and a leading supplier of satellite transmission and production services to the broadcasting community, has immediate openings in our Staten Island Facility. Engineering Technician (italicize this): This position will be responsible for maintenance and repair of video and RF equip. with video, RF, computers and basic x-mitter maintenance. HS Diploma req. **Operations Technician (italicize please).** Responsibilities inc. audio, video and digital switching satellite services, trouble shooting and quality control. 1 year related exp. required plus HS diploma. GlobeCast offers competitive salaries and exc. benefits. For immediate consideration, please send or fax your resume Curatola, 5 Teleport Dr., Staten Island, NY 10311. Fax: (718) 289-4401. No phone calls please.

HELP WANTED SALES

Traffic Coordinator. Must be customer focused with a strong attention to detail and ability to work in high pressure situations. Responsibilities include order taking and processing which includes the scheduling of fiber, microwave, antennas, satellites and third party facilities. Minimum 2 years experience in related field. Bachelors degree in communications or related field required. Send Resumes to ATC Teleports, Attn: Kimberly Alberts, 6461 Stephenson Way, Alexandria, VA 22312 or email kalberts@atcteleports.com.

FOR DAILY CLASSIFIED UPDATES...

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www.broadcastingcable.com

**HELP WANTED
FINANCIAL & ACCOUNTING**



**Vice President
Finance & Administration**

The Corporation for Public Broadcasting, a private, nonprofit corporation that promotes non-commercial public telecommunications services (TV, radio, online and digital) for the American people, is seeking a VP of Finance and Administration. Individual will serve as CFO and Treasurer of CPB, and will oversee the effective and efficient operation of CPB's administrative units. Requires CPA and degree in Finance, Business Mgt or related field; 4+ years CFO or COO experience at a senior level at a public TV or radio station, or equivalent exp. in Federal or non-profit financial mgt; solid knowledge and exp. in Federal and nonprofit budgeting and accounting; 4+ years demonstrated experience managing resources and overseeing a broad range of administrative/resource areas of an organization; strong interpersonal, supervisory, communication, and strategic planning skills; and solid working knowledge of IT and process improvement tools. Please send cover letter, resume and salary history/requirements to: Alicia Romero, Human Resources Manager, 901 E. Street NW, Washington, D.C. 20004. AA/EOE.

HELP WANTED FACULTY

School of Journalism, Media and Graphic Arts, Florida A & M University, seeks a broadcast journalism assistant or associate professor. Ph.D. in appropriate field and five years of solid professional experience in TV news as reporter/anchor/producer. An MFA in a related field will be considered. Previous successful teaching and TV graphics a plus. Research and publication record and ability highly desired. Starting date: August 8, 1999. Application deadline: February 15, 1999. Letter of interest citing Position No. 0170560 and resume should be sent to: Dean Robert M. Ruggles, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A&M University, Tallahassee, FL 32307-4800.

Broadcasting Faculty: Assistant Professor tenure-track position to begin August 1, 1999 or thereafter. Person needed to teach courses in electronic media management or broadcast advertising and promotion, preferably with a knowledge of or an interest in new media and technology. Also expected to publish research, perform service assignments, and advise on the undergraduate and graduate level. Ph.D. or ABD in Communications or a related discipline required. University teaching experience and professional experience desirable. Send letter of application, names of three references, and vita to: Dr. Barbara Moore, Department of Broadcasting, 333 Communications Building, University of Tennessee, Knoxville, TN 37996-0333. Review of applications will begin January 29 and will continue until the position is filled. UTK is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA Employer.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in University of Illinois/Springfield's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact: Charles Wheeler, PAC 418, UIS, Springfield, IL 62794-9243. (217) 206-7494. E-mail: wheeler.charles@uis.edu. PAR Home Page: http://www.uis.edu/~wheeler/. EOE.

HELP WANTED PRODUCTION

Videotape Editor. Creative "superstar" video editor needed asap for advanced facility in coastal Virginia. Super design ability, positive attitude and great client skills required. Only editors with a minimum of 3 hands-on experience in Digital Betacam or D-2 digital environment need apply. Metro Video Productions is a 40 person full-service company with four locations in Virginia and Florida producing high-end video presentations for regional and national clients. Send resume via fax 757-627-1400, e-mail: jwillcox@metrovideo.com, or mail John Willcox, Metro Video Productions, 626 West Olney Rd., Norfolk, VA 23507. MVP is a great place to work and an equal opportunity employer. See metrovideo.com for more.

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AM Florida Gulf Coast (Tampa) Cash flow.....	\$950K

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Shenandoah Valley, VA AM/FM

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252-355-0327

Missouri: KDJR-FM and KHAD-AM. Price Reduced to Best Cash Offer. Qualified Principals. 573-449-3883. fax: 573-874-9656.

For Sale: Full time AM station covers Henderson, Kentucky and Evansville, Indiana. Call Bill Van Huss 317-580-0096. Principals only.

For Sale LPTV Stations, East Coast Major markets \$450K to 1M., Lease options available. (909) 584-7199.

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

FM-CP-Heart of Missouri Lake Country. C-3 upgrade in process. Contact Mahaffey Enterprises, Inc. 1-800-725-9180.

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Ray Sharp
rsharp@lbusd.k12.ca.us
Office of Multimedia Services
Long Beach Unified School District
Long Beach, CA 90813
http://www.lbusd.k12.ca.us
* \$25 lab fee required

LICENSING

News Bloopers Footage Wanted! A major video distribution company is licensing news bloopers footage of all kinds for use in a high-end home video. If interested in having your station represented in this lighthearted romp through the foibles of your profession contact: Bloopers, 2020 Howell Mill Rd., Suite C-Box 346, Atlanta, GA 30318-1732. (404) 350-9185. bloopers@threeonamatch.com.

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212.337.7073
email: apellegrino@cahners.com
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Broadcasting & Cable

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Display rate: Display ads are \$218 per column inch. Greater frequency rates are available in units of 1 inch or larger.

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Online Rates: \$50 additional to cost of ad in magazine

Blind Boxes: Add \$35.00 per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: Line ad Display
 Online: 1 Week 2 Weeks

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Phone: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____

Payment:

Check Visa MasterCard Amex

Credit Card #: _____

Name on Card: _____

Exp. Date: _____ Phone: _____

Clip and Fax or Mail this form to:

B & C

245 W. 17 Street • NYC 10011 • Attention: Antoinette Pellegrino or Francesca Mazzucca

FAX NUMBER: 212-206-8327

apellegrino@cahners.com

fmazzucca@cahners.com

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 in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.50 per word, \$50 weekly minimum. Situations Wanted: 1.35¢ per word, \$27 weekly minimum. Optional formats: Bold Type: \$2.90 per word, Screened Background: \$3.00, Expanded Type: \$3.70 Bold, Screened, Expanded Type: \$4.20 per word. All other classifications: \$2.50 per word, \$50 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$218 per inch. Situations Wanted: \$109 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Color Classified Rates

Non-Display: Highlighted Position Title: \$75. Display: Logo 4/C: \$250. All 4/C: \$500.

Online Rates: \$50 additional to cost of ad in magazine

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$35 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

To place your classified ad in Broadcasting & Cable,
 call Antoinette Pellegrino (212) 337-7073
 or Francesca Mazzucca (212) 337-6962

The Focal Press Broadcasting and Cable Series



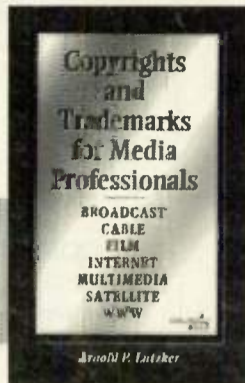
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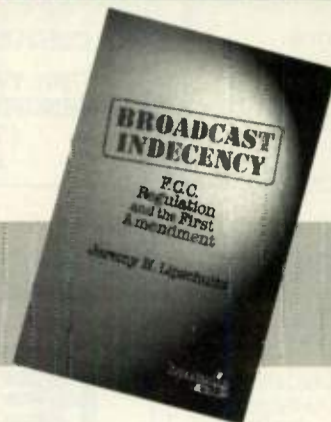


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THIS WEEK'S MAGAZINE



UPN may reduce programming. Sinclair Broadcasting President, Barry Baker says that UPN has privately admitted its error in going to five nights this season before getting its first three nights firing on all cylinders. Baker told a gathering yesterday at the Paine Webber Media Conference in New York that he wouldn't be surprised if the network - which is down 30%-40% in the ratings this season - cut back by a night or two to shore up its schedule. Sinclair operates seven UPN affiliates.



Speaker-elect speaks out on LMA. House Speaker-elect Bob Livingston (R-Va.) has signed a letter telling the FCC to drop a proposal that would eliminate local TV marketing agreements (LMAs) because it is contrary to the 1996 telecommunications Act. "Most broadcasters who invested the time, money and resources in LMAs will face financial hardship if forced to walk away from their investments," the letter says. "This is a harsh message to send to broadcasters who now face the multi billion dollar challenge of absorbing the infrastructure costs in the transition to digital television."



AT&T waits on Time Warner. Cable operators being wooed by AT&T to cut telephone joint ventures are waiting for Time Warner Cable to do its deal first. At least that's what cable executives were saying in the hallways of the Paine Webber, Inc. annual media investment conference in New York, Tuesday. Even after buying Tele-Communications Inc., AT&T needs to line up other MSOs as telephone affiliates to fully execute its strategy of finding a way around the Baby Bells' monopoly of funneling long distance calls to the home.

BREAKING NEWS

TOP OF THE NEWS

With the cancellation of the NBA All-Star game, NBC becomes yet another casualty in the basketball lockout. NBC planned to air the game during the key Feb. sweeps.

CENTURY UP

The New Canaan, Conn. - based Century Communications Corp., expects cash flow to increase 12.5%.

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World Radio History

Disney, Infoseek give it a Go

Using news, entertainment and commerce, fledgling portal's month-long test draws 8 million

By Richard Tedesco

The Walt Disney Co. and Infoseek formally dove into the Web portal business with the launch of their Go Network to an initial universe of eight million users.

That's the number of visitors the month-long beta test of the fledgling, but potentially potent, Disney portal www.go.com attracted, but Disney Online expects to quickly increase that to 20 million, says Jake Winebaum, chairman of Disney's Buena Vista Internet Group.

Winebaum says the site has broad demographic appeal, primarily by drawing content from, and linking to, Disney sites, ABCNews.com and ESPN.com. "It'll probably be the most family-friendly portal," says Winebaum.

Go news and sports areas will draw heavily on ABC News and ESPN. But Disney and Infoseek are trying to downplay the Disney-centric nature of Go by pointing to a more utopian future. "We are helping people use the Internet in meaningful ways in their daily lives," says Harry Motro.

In addition to what it is calling its "deep partnership" with other Disney sites, Disney and Infoseek are

also touting Go's functionality and Internet navigation.

The partnership with Infoseek that spawned Go provides insight into Disney's online commitment: Disney is paying \$209 million—\$70 million in cash—for a 43% stake in Infoseek. Under terms of the deal, the Silicon Valley search engine company gains control of Starwave Corp., the Disney design dynamo responsible for ABCNews.com, ESPN.com, and the NFL and NBA Web sites.

This "sticky" portal play, integrating features of community, news, entertainment and commerce, represents Infoseek's best bet to survive the portal wars, and Disney's shot at portal dominance, analysts say.

All the Disney sites, including ABC, ABC News, ESPN and Mr. Showbiz, offer a Go toolbar enabling Infoseek search functions, free e-

mail and links to other segments of the Go Network.

Whether Go evolves into more than a Disney rallying site remains to be

seen. "It's a way they can rally large audiences to Disney content in the guise of a portal," says Mark Hardie, analyst for Forrester Research. ■

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- 7) My attitude is "*Quotas Schmotas!*"
- 6) Learning new sales techniques gives me *brain cramps*
- 5) Making big money in Web sales is *impossible*
- 4) My *friends* will be *jealous* if I sell more than them
- 3) Learning from experts *makes me feel inferior*
- 2) Networking with peers is way *too time consuming*
- 1) It's just a matter of time until the *inheritance comes in*

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World Radio History

SITE OF THE WEEK www.ABC24.com



WPTY-TV ABC, Memphis, Tenn.

Site features: Live video streaming of three WPTY newscasts daily, at 5 p.m., 6 p.m. and 10 p.m. in RealVideo; links to ABCNEWS.com and its real-time news crawl, along with ESPN's SportsZone and ABC's College Football. **Site launched:** March 1998

Site director: Darrin Eggert, principal, Planet Memphis, Memphis, Tenn.

Number of employees: 1

Design: in-house and Planet Memphis

Streaming: RealVideo

Traffic generated: 2,000 hits per week

Advertising: Banner ads

Highlights: Hit the peak of its inaugural year online during and after the University of Tennessee Volunteers' victory over Florida State.

—Richard Tedesco




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CHANGING HANDS

The week's tabulation of station sales

PROPOSED STATION TRADES

By dollar volume and number of sales does not include mergers or acquisitions involving substantial non-station assets

THIS WEEK

TVs ■ \$48,000,000 ■ 2
Compos ■ \$19,375,000 ■ 4
FMs ■ \$12,135,000 ■ 6
AMs ■ \$4,040,000 ■ 4
Total ■ \$83,550,000 ■ 16

SO FAR IN 1999

TVs ■ \$63,500,000 ■ 3
Compos ■ \$19,375,000 ■ 4
FMs ■ \$12,135,000 ■ 6
AMs ■ \$4,040,000 ■ 4
Total ■ \$99,050,000 ■ 17

SAME PERIOD IN 1998

TVs ■ \$189,000,000 ■ 2
Compos ■ \$219,700,000 ■ 18
FMs ■ \$48,632,505 ■ 21
AMs ■ \$68,240,942 ■ 14
Total ■ \$525,573,447 ■ 55

Source: Broadcasting & Cable

TVS

KMTZ(TV) Coos Bay, KMTR(TV) Eugene and KMTX-TV Roseburg, all Ore.

Price: \$26 million

Buyer: Ackerley Group Inc., Seattle (Barry Ackerley, CEO); also owns seven TVs, two AMs and two FMs
Seller: Wicks Broadcast Group LP, New York (WBG Management Inc., general partner; Edgar R. Berner, 41.7% owner); owns one TV, five AMs and nine FMs

Facilities: KMTZ: ch. 23, 12.3 kw, ant. 623 ft.; KMTR: ch. 16, 1,919 kw, ant. 1,685 ft.; KMTX-TV: ch. 46, 13.63 kw, ant. 728 ft.

Affiliations: All NBC

WBPT(TV) Bridgeport, Conn.

Price: \$22 million

Buyer: Cuchifritos Communications LLC, New York (Barbara Laurence, owner); no other broadcast interests
Seller: Paxson Communications Corp., West Palm Beach, Fla. (Lowell Paxson, chairman/owner); owns

56 TVs, one AM and one FM

Facilities: ch. 43, 2.5 kw, ant. 620 ft.

Affiliation: Pax TV; to be Spanish-language home shopping

Broker: Media Venture Partners

COMBOS

WJON(AM)-WWJO(FM) St. Cloud and KMXK(FM) Cold Spring/St. Cloud, Minn.

Price: \$12.7 million

Buyer: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, CEO); also owns 10 AMs and 24 FMs

Seller: WJON Broadcasting Co., St. Cloud (Andy Hilger, owner/CEO); owns KKJM(FM) St. Cloud

Facilities: WJON: 1240 khz, 1 kw; WWJO: 98.1 mhz, 97 kw, ant. 1,000 ft.; KMXK: 94.9 mhz, 50 kw, ant. 492 ft.

Formats: WJON: news/talk; WWJO: country; KMXK: oldies

Broker: Media Venture Partners

KCTY(AM) KRAY(FM) and KLXM(FM) Salinas, Calif.

Price: \$4.5 million

Buyer: Z-Spanish Radio Network Inc., Sacramento, Calif. (Amador Bustos, CEO); also owns/is buying 13 AMs and 18 FMs

Seller: Radio Suprema, Salinas (Bob Williams, chairman); no other broadcast interests

Facilities: KCTY: 980 khz, 10 kw; KRAY: 103.5 mhz, 2.5 kw, ant. 512 ft.; KLXM: 97.9 mhz, 2.9 kw, ant. 479 ft.

Formats: KCTY and KLXM: Spanish; KRAY: La Buena

Broker: Media Venture Partners

KAGO-AM-FM Klamath Falls, Ore.

Price: \$1.6 million

Buyer: New Northwest Broadcasters, Seattle (Michael O'Shea, CEO); also owns/is buying three AMs and six FMs

Seller: Garrard Inc., Klamath Falls (William Garrard, CEO); no other broadcast interests

Facilities: AM: 1150 khz, 5 kw day, 1 kw night; FM: 99.5 mhz, 60 kw, ant. 360 ft.

Formats: AM: news/talk; FM: classic rock

WPNH-AM-FM Plymouth, N.H.

Price: \$575,000

Buyer: Permigewasset Broadcasters Inc., Marlborough, N.H. (Elmer Close, president); no other broadcast interests

Seller: Northeast Communications Corp., Franklin, N.H. (Jeffrey Fisher, president); owns one AM and two FMs

Facilities: AM: 1300 khz, 5 kw day; FM: 100.1 mhz, 2.35 kw, ant. 364 ft.

Formats: Both quality rock

FMS

KCHZ(FM) Ottawa, Kan.

Price: \$10.75 million

Buyer: Syncom Radio Corp., Silver Spring, Md. (Herbert P. Wilkens, principal); also owns KNRX(FM) Kansas City, Kan.

Seller: Radio 2000 KS Inc., Kansas City, Kan. (Frank Copsidas, principal); Copsidas owns two FMs

Facilities: 95.7 mhz, 100 kw, ant. 987 ft.

Format: Modern CHR

Broker: Bergner & Co. Media Brokerage

KRRB(FM) Dickinson, N.D.

Price: \$665,000

Buyer: Roberts Radio LLC, Pleasantville, N.Y. (Robert W. Pittman, chairman); also owns six AMs and 18 FMs

Seller: Roughrider Broadcasting Co., Dickinson (Ray David, CEO); no other broadcast interests

Facilities: 92.1 mhz, 630 w, ant. 572 ft.

Format: AC

KIDA-FM Ida Grove, Iowa

Price: \$150,000

Buyer: Eisert Enterprises Inc., Emmetsburg, Iowa (John Eisert, president); also owns KEMB(FM) Emmetsburg

Seller: Maple River Broadcasting, Ida Grove (Kevin Lein, president); no other broadcast interests

Facilities: 92.9 mhz, 16 kw, ant. 295 ft.

Format: Country

50% of construction permit for KBHX(FM) Shingletown, Calif.

Price: \$125,000

Buyer: Phoenix Broadcasting Inc., Chico, Calif. (Gary Katz, president); also owns seven FMs

Seller: Brian Edward Power, Chico; no other broadcast interests

Facilities: 96.1 mhz, .60 kw, ant. 567 ft.

KOXZ(FM) Comanche, Tex.

Price: \$25,000

Buyer: 377 Broadcasting Inc., Stephenville, Tex. (Robert Elliot Jr., president); no other broadcast interests

Seller: Charles H. Strickland, Granbury, Tex.; owns KSTV(AM) Stephenville and KSTV-FM Dublin, Texas

Facilities: 94.3 mhz, 32 kw, ant. 567 ft.

Format: Dark

KYRK(FM) Eunice, N.M.

Price: \$20,000

Buyer: FiveStar Enterprises LC, Omaha, Neb. (Diane N. Landen, William Nolan III, Tracey Fort, Jeffrey Nolan and Edwin Alderson, all managing members); Nolan also owns three AMs and seven FMs

Seller: Mark C. Nolte, Eunice; no other broadcast interests

Facilities: 100.9 mhz, 3 kw, ant. 295 ft.

Format: Dark

AMS

WREN(AM) Kansas City, Kan.

Price: \$2.75 million

Buyer: Entercom Communications Corp., Bala Cynwyd, Pa. (Joseph Field, president); also owns nine AMs and 18 FMs

Seller: Mortenson Broadcasting, Lexington, Ky. (Jack Mortenson, principal); owns 14 AMs and three FMs

Facilities: 1250 khz, 5 kw

Format: Dark

Broker: Force Communications & Consultants

WKBL(AM) Covington, Tenn.

Price: \$600,000

Buyer: Covington Broadcasting Inc., Covington (S. Keith Phelps, president); no other broadcast interests

Seller: WKBL Radio, Covington (Royce Wilson, principal); no other broadcast interests

Facilities: 1250 khz, 800 w day, 106 w night

Format: Gospel

Broker: Force Communications & Consultants

WVHI(AM) Evansville, Ind.

Price: \$440,000

Buyer: Word Broadcasting, Louisville, Ky. (Bob Rodgers, president); also owns WBNA(TV) Louisville, Ky.

Seller: Geyer Broadcasting Inc., Evansville (Wayne Geyer, president); no other broadcast interests

Facilities: 1330 khz, 5 kw day, 1 kw night

Format: Religion

Broker: Force Communications & Consultants

KLEB(AM) Golden Meadow, La.

Price: \$250,000

Buyer: Coastal Broadcasting of Larose Inc., Larose, La. (Jerry Gisclair, president); also owns KLRZ(FM) Larose

Seller: Callais Cablevision Inc., Golden Meadow, La. (Corey Callais, principal); no other broadcast interests

Facilities: 1600 khz, 5 kw day, 250 w night

Format: Country

—Compiled by Alisa Holmes

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4 724
Commercial FM	5 591
Educational FM	1 961
Total Radio	12 276
VHF LPTV	559
UHF LPTV	1 515
Total LPTV	2,074
FM translators & boosters	2,928
VHF translators	2,248
UHF translators	2,752
Total Translators	7,928
Commercial VHF TV	558
Commercial UHF TV	651
Educational VHF TV	125
Educational UHF TV	242
Total TV	1,576

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

*Based on TV household universe of 98 million
Sources: FCC, Nielsen, Paul Kagan Associates
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DATEBOOK

MAJOR MEETINGS

Jan. 25-28—35th annual *National Association of Television Programming Executives* conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440

April 19-20—*Television Bureau of Advertising* annual marketing conference. Las Vegas Hilton Hotel, Las Vegas. Contact: (212) 486-1111

April 19-22—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300

May 17-20—39th annual *Broadcast Cable Financial Management*

Association conference. MGM Grand Hotel, Las Vegas. Contact: Mary Teister (847) 296-0200

June 10-15—*21st Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238

June 13-16—Cable '99, 48th annual *National Cable Television Association* convention and exhibition. McCormick Place, Chicago. Contact: Bobbie Boyd (202) 775-3669

THIS WEEK

Jan. 20-22—"Leadership Conference," *Women in Cable & Telecommunications* Don Cesar Beach Resort & Spa, St. Pete Beach, Fla. Contact: Sarah Bilissis, (312) 634-2337.

Jan. 21-23—*Cabletelevision Advertising Bureau* cable sales management school. Mission Inn, Orlando, Fla. Contact: Nancy Lagos, (212) 508-1229.

Jan. 23-28—12th annual *International Teleproduction Society* presidents retreat and management conference. Hilton Jalousies Resort and Spa, St. Lucia, W.I. Contact: (703) 319-0800.

JANUARY

Jan. 25—*Nebraska Broadcasters Association* annual legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist (402) 778-5178.

Jan. 25-26—*West Virginia Broadcasters Association* winter meeting and legislative reception. Charleston Marriott Town Center, Charleston, W.Va. Contact: (304) 744-2143.

Jan. 25-28—35th annual *National Association of Television Programming Executives* program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

Jan. 30-Feb. 2—56th annual *National Religious Broadcasters* convention and exposition. Opryland Hotel Convention Center, Nashville. Contact: (703) 330-7000.

FEBRUARY

Feb. 2-3—*Arizona Cable Telecommunications Association* annual meeting. Phoenix Hilton Hotel, Phoenix. Contact: (602) 955-4122.

Feb. 4-6—*Eckstein, Summers & Co.* annual conference on new business development for the television industry. Don Cesar Beach Resort, St. Pete Beach, Fla. Contact: Roland Eckstein, (732) 530-1996.

Feb. 4-7—RAB '99, 19th annual *Radio Advertising Bureau* international conference. Hyatt Regency Hotel, Atlanta. Contact: Wayne Cornils, (800) 722-7355.

Feb. 8-10—16th annual *CTAM* Research Conference. Hilton San Diego Resort, San Diego. Contact: (703) 549-4200.

Feb. 9-12—*Milia*, the international content market for interactive media. Palais de Festivals, Cannes, France. Contact: Patrick Lynch, (212) 689-4220.

Feb. 10—"The Cable Presidents," *Hollywood Radio and Television Society* newsmaker luncheon. Beverly Hilton Hotel, Los Angeles. Contact: (818) 789-1182.

Feb. 16-17—"DBS: The Five Burning Questions," presented by *The Carmel Group*. Sheraton Gateway Hotel, Los Angeles. Contact: (831) 643-2222.

Feb. 21-24—21st *Monte Carlo TV Market* conference and exposition. Loews Hotel, Monte Carlo, Monaco. Contact: (201) 869-4022.

Feb. 22-24—*North American National Broadcasters Association* annual general meeting. The Freedom Forum, Washington. Contact: Paul Ferreira, (416) 598-9877.

Feb. 23-24—Great Lakes Broadcasting Conference and Expo, presented by the *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: (800) 968-7622.

Feb. 24-26—Texas Show '99, cable convention and exhibition presented by the *Texas Cable & Telecommunications Association*. San Antonio Convention Center, San Antonio, Texas. Contact: (512) 474-2082.

MARCH

March 3-5—*CTAM* digital and pay-per-view conference. New Orleans Marriott Hotel, New Orleans. Contact: (703) 549-4200.

March 4—*Cabletelevision Advertising Bureau* 17th annual Cable Advertising Conference. New York Marriott Marquis, New York City. Contact: (212) 508-1214.

March 10-13—30th annual Country Radio Seminar, presented by *Country Radio Broadcasters Inc.* Nashville Convention Center, Nashville. Contact: (615) 327-4487.

March 11—9th annual banquet and celebration of the First Amendment *Radio and Television News Directors Foundation*. Mayflower Hotel, Washington. Contact: Colony Brown (202) 467-5217.

March 15-17—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency Hotel, Minneapolis. Contact: Karen Stamos, (651) 641-0268.

March 18—15th annual *National Association of Black Owned Broadcasters* Communications Awards Dinner. Marriott Wardman Park Hotel, Washington. Contact: (202) 463-8970.

March 22-25—*SPORTELamerica* TVMarket conference and exposition. Miami Beach, Fla. Contact: (201) 869-4022.

March 23-24—10th annual *Consumer Electronics Manufacturers Association/IEEE Consumer Electronics Society* Digital Engineering Conference. Crown Plaza Hotel, Hasbrouck Heights, N.J. Contact: (703) 907-7660.

March 24-26—"Making News: An Executive Seminar on Broadcast Journalism," presented by the *NAB Education Foundation*. Swissotel, Atlanta. Contact: John Porter, (202) 775-2559.

APRIL

April 2-3—21st annual *Black College Radio* convention. Renaissance Hotel, Atlanta. Contact: (404) 523-6136.

April 6—SkyFORUM XI, direct-to-home satellite TV business symposium presented by the *Satellite Broadcasting and Communications Association*. Marriott Marquis Hotel, New York City. Contact: Carrie Cole, (703) 549-6990.

April 6—T. Howard Foundation fund-raising dinner, presented by the *Satellite Broadcasting and Communications Association*. Tavern on the Green, New York City. Contact: Carrie Cole, (703) 549-6990.

April 12—Gracie Allen Awards *American Women in Radio and Television*. The Hudson Theatre on Broadway, New York City. Contact: Laura Scot, (703) 506-3290.

April 16-19—44th annual *Broadcast Education Association* convention and exhibition. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

April 17—*Broadcasters Foundation* Charity Golf Tournament. Las Vegas National Golf Course, Las Vegas. Contact: Gordon Hastings, (203) 862-8577.

April 19-20—*Television Bureau of Advertising* annual marketing conference. McGraw-Hill Conference Center, Las Vegas Convention Center Las Vegas. Contact: (212) 486-1111.

April 19-22—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

April 21—*Broadcasters Foundation* American Broadcast Pioneers Breakfast. Las Vegas Convention Center, Las Vegas. Contact: Gordon Hastings, (203) 862-8577.

April 21—*Broadcasters Foundation* Golden Mike Award. The Plaza Hotel, New York City. Contact: Gordon Hastings, (203) 862-8577.

April 25-27—First annual ENTERTECH Conference, presented by *IDG Conference Management Company*. La Costa Resort & Spa, Carlsbad, Calif. Contact: (877) 223-9753.

April 27-28—"Executive Development Seminar Mastery Course," *Women in Cable and Telecommunications*. Sylvan Dale Ranch, Loveland, Colo. Contact: Laurie Empen (312) 634-2353.

MAY

May 2-4—*Pennsylvania Association of Broadcasters* annual convention. Adam's Mark Hotel, Philadelphia. Contact: (717) 534-2504.

May 11-12—*Kentucky Cable Telecommunications Association* annual convention. Radisson Plaza Hotel, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

May 17-20—59th annual *Peabody Awards* luncheon. Waldorf-Astoria Hotel, New York. Contact: Dr. Barry Sherman (706) 542-3787.

May 17-19—"Advancing the Science and Art of Marketing," eighth annual *Claritas* Precision Marketing Conference. Fairmont Hotel, Chicago. Contact: (800) 678-8110.

May 17-19—"Cable & Satellite Mediacast: Delivering the Digital Future," forum for the digital broadcast, IT and telecommunications industries, presented by *Reed Exhibition Companies*. Earls Court 2, London. Contact: +44 (0)181 910 7962.

May 17-20—39th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. MGM Grand Hotel, Las Vegas. Contact: Mary Teister, (847) 296-0200.

May 22-27—22nd annual *National Association of Black Owned Broadcasters* spring broadcast management conference. Renaissance Beach Resort Hotel, St. Thomas, U.S. Virgin Islands. Contact: (202) 463-8970.

JUNE

June 5-7—*Cabletelevision Advertising Bureau* local cable sales management conference. Hyatt Regency, Chicago. Contact: Nancy Lagos, (212) 508-1229.

June 7-8—53rd annual *New Jersey Broadcasters Association* convention and Mid-Atlantic States Expo. Trump's World's Fair Resort and Casino at Trump Plaza, Atlantic City. Contact: Phil Roberts, (888) 652-2366.

June 10-15—21st *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

June 11—Fourth Annual Broadcaster's Cup Golf Tournament, hosted by the *Nevada Broadcasters Association*. Desert Inn, Las Vegas. Contact: Ryan Sterling, (702) 794-4994.

June 11-13—"Civic Journalism: On the Air in '99," workshop sponsored by *Radio and Television News Directors Foundation and the Pew Center for Civic Journalism*. Denver Convention Center, Denver. Contact: Avni Patel, (202) 467-5215.

—Compiled by Nolan Marchand
(nmarchand@cahners.com)

FATES & FORTUNES

BROADCAST TV



Clements-Hill

Appointments, Belo Corp., Dallas: **Kathy Clements-Hill**, VP/general manager, WFAA-TV Dallas, named president/general manager; **Peter Diaz**, VP/general manager, KHOU-TV Houston, named

president/general manager; **Allan Cohen**, VP/general manager, KMOV-TV St. Louis, named president/general manager; **Janice Bryant**, controller, named VP/controller.

Jim McKairnes, director, program planning and scheduling, CBS Entertainment, Los Angeles, named VP.

Sandra Yost, VP/station manager, WTKR-TV Norfolk, Va., named president/general manager.

Manuel Abud, chief financial officer, Grupo Medecom, Mexico City, joins CBS Telenoticias, Miami, as president.

Chris Ackerley, VP, marketing and development, The Ackerley Group, Seattle, named executive VP, operations and development.

Larry Strumwasser, VP/general sales manager, TeleRep, New York, joins WPXN(TV) there as general manager.

Deborah Kerr, local account executive, KSTP-TV Minneapolis/St. Paul, named national sales manager.

John Shine, VP/general manager, KIMT-TV Mason, Iowa, joins KTVO-TV Ottumwa, Iowa/Kirksville, Mo., in same capacity.



Blitzer

Gary Blitzer, national sales manager, WTTV(TV) Indianapolis named local sales manager.

Katie Berry, senior account manager, Money, New York, joins KTRV(TV) Boise, Idaho, as national sales manager.



Fortenberry

Ted Fortenberry, local sales manager, CableRep, New Orleans, joins WHNS(TV) Asheville, N.C., in same capacity.

Dennis Riley, assistant chief engineer, WEEK(TV) Peoria-Bloomington, Ill., named chief engineer.

Appointments, WLFI-TV Lafayette, Ind.: **Mike Piggott**, news director/station manager, named VP/general manager; **Mary Mysliwiec**, executive producer, named news director; **Chris Morisse**, senior reporter, named assistant news director; **Tina Parker**, operations manager, named station manager.

Raymond Tucker, general sales manager, KNVN-TV Chico-Redding, Calif., joins KHSL-TV there in same capacity.

Bambi Ruby, national and regional sales assistant, KMVT-TV Twin Falls, Idaho, named regional sales coordinator.

PROGRAMMING

Peter Schneider, president, Walt Disney feature animation and theatrical productions, The Walt Disney Co., Burbank, Calif., named president, Disney Studios.

Appointments, Columbia TriStar Television, Culver City, Calif.: **Bob Hunka**, VP, television music, named senior VP; **Michael Helfand**, head, legal and business affairs, DIC Entertainment, Los Angeles, joins as VP, business affairs, children's programming.



Rhodes

Appointments, Paramount Television Group, Hollywood, Calif.: **Laurie Rhodes**, executive director, programming and production, named VP, programming, Paramount Domestic Television; **David**

Lawenda, senior VP, sales, Paramount Advertising Services, named sales manager, new media; **Laura Molen**, VP, Eastern sales manager, Paramount Advertising Services, named VP, strategic planning and sales.



Komesar

Appointments, Buena Vista Television, Burbank, Calif.: **Lloyd Komesar**, VP, Eastern region manager, named senior VP, strategic research; **Lori Bernstein**, director, business affairs; named

VP; **Chris Carter**, development associate producer, named manager, development.



Bierer

Casey Bierer, head, literary department, Stone Manners Agency, Los Angeles, named president, entertainment production company Radio...With Pictures, Hollywood, Calif.

Terry Hanson, president, Hanson Enterprises, Charlotte, N.C., joins World Sports Enterprises, Harrisburg, N.C., as executive in charge of business development.

JOURNALISM

Mark Hoffman, executive producer, post-market hours and director, talent development, CNBC, Fort Lee, N.J., named managing editor, CNBC Business News.

John Meehan, senior editor, CNBC, Fort Lee, N.J., joins Bloomberg, New York, as managing editor, television and radio.

Appointments, ABC News, New York: **Jim Sciutto**, Midwest correspondent, NewsOne and ABC Radio News, Chicago, named Washington correspondent, NewsOne, the news service of ABC affiliates, Washington. He will be succeeded by **Lizabeth Cho**, correspondent, WPLG-TV Miami.

Trina Lee, news producer, WTTG-TV Washington, joins WTVR-TV Richmond, Va., as assistant news director.

Tom Lowell, executive producer, WFSB-TV Hartford, Conn., joins WCVB-TV Boston as executive producer, *NewsCenter 5 Tonight at 11*.

Henry Chu, assistant news director, WDAF(TV) Kansas City, Mo., joins KOKH(TV) Oklahoma City as news director.

Jeneane Beck, reporter, WHO(AM) Des Moines, Iowa, joins KUNI(FM) there as bureau chief.

Doug Lessells, sports anchor, WCMH-TV Columbus Ohio, joins Ohio News Network there in same capacity.

RADIO

Appointments, Chancellor Media Corp., Dallas: **Thomas McMillin**, senior VP, named chief financial officer;

Deborah Jacobson, VP, corporate development, LIN Television Corp., Providence, R.I., joins as senior VP, investor relations there; **Scott Elberg**, general sales manager, WKTU(FM) New York, named VP/general manager. He will be succeeded by **Christopher Donohue**, general sales manager, WCBS(AM) New York; **Brian Bell**, director, sports sales and marketing, Mercury Communications, Buffalo, N.Y., joins Cincinnati bureau in same capacity.

John Gallagher, general sales manager, WJR(AM) and WPLT(FM) Detroit, named director of sales.

James Thompson, account executive, WABC(AM) New York, named national sales manager.

Robert Taylor, director, operations, WTBQ(FM) Middletown, New York, joins NBG Radio Network, Portland, Ore., in same capacity.

Frank Raphael, VP, programming, ABC Radio, New York, joins WCBS there as director, news and programming.

Appointments, WTLC(AM AND FM) Indianapolis: **Maria Tolber**, account executive, WCKX(FM), WXMG(FM) and WCZZ(FM) Columbus, Ohio, joins in same capacity; **Michelle Mercer**, program director, KPWR(FM) Los Angeles, joins as account executive.

Brian Whittemore, VP/general manager, KDKA(AM) Pittsburgh, joins WCCO(AM) Minneapolis in same capacity.

CABLE

Thomas F. Olson, CEO/managing director, NCC Partnership, Katz Media Group, New York, joins National Cable Communications there as chief executive officer.

John Barbera, president, J.B. Communications, Stamford, Conn., joins the Odyssey Channel, New York, as executive VP, advertising sales.

Mindy Hahn, research director, FX Networks, Los Angeles, named VP, strategic planning and research.

Howard Polskin, VP, public relations, CNN, New York, named VP, program development, CNN Financial News.

Elizabeth Bloom, senior group research manager, Fox Television Sales, Petry Media Corp., New York, joins Viewer's Choice there as associate director, affiliate and marketing research.

Adam Stotsky, management supervisor, Fallon McElligot, Minneapolis and New York, joins the Travel Channel, Bethesda, Md., as VP, advertising and promotion.



Stotsky



Wedding

Appointments, Turner Broadcasting System, Atlanta: **Pam Wedding**, director, operations, Turner production/effects, named VP, public affairs, Turner Entertainment Group; **Patricia Nimelman**, controller, Turner Broadcasting Sales, named VP, finance and administration.

Matthew Marcus, manager, media relations, USA Networks, Los Angeles, named director, media relations, West Coast.

Dan Novak, station manager, Channel 4, San Diego, named director, programming and communications, for parent company Cox Communications there.

Appointments, Showtime Networks, New York: **Annette Orenstein**, president, Vanguard Communications, Chappaqua, N.Y., joins as VP, marketing, direct-to-home; **Pearlena Igbokwe**, director, original programming, named VP. She is based in Los Angeles.

Eden Collinworth, president/CEO, Buzz Inc., Los Angeles, joins Hearst Corp., New York, as director, cross media business development.

Brett McKee, VP/general manager, Insight Communications Company, Lafayette, Ind., joins Cablevision, Yonkers, N.Y., as general manager, Westchester.

Thomas Stewart, VP, business and community affairs, WBNS-TV Columbus, joins Ohio News Network there as VP, sales.

ADVERTISING/MARKETING PUBLIC RELATIONS



Pollock

Simon Pollock, VP, sales, Columbia TriStar International Television, London, joins Pittard Sullivan, Culver City, Calif., as executive VP, Europe. He'll be based in the company's new London office.

Todd Grayson, project manager, media relations, Medialink, New York, joins the Lippin Group there as senior account executive.

Susan Schoultz, assistant account executive, Bader Rutter & Associates, Milwaukee, named account executive.

Rahul Sabnis, art director, NCI Masterson, New York, joins Moody Communications there in same capacity.

Felicia Marquez, media planner, entertainment division, DDB Needham, Los Angeles, named senior media planner.

For Scripps, a cultivator of content

In the 1960s, Frank Gardner was a young reporter covering the civil rights movement in the South. "I loved being a storyteller," Gardner says. "And to this day," says Gardner, who, as senior vice president of E.W. Scripps Co., now oversees several broadcast news departments, Home & Garden Television and the Food Network, "I admire great storytellers."

Gardner's own story has elements of drama. Like so many careers in television, his has not been without a few plot twists: steady rises occasionally interrupted. He started working full time in broadcasting in high school, and since then he has moved from reporting to producing to directing a news staff to managing a station, and finally to managing a station group and the cable networks.

"I've got one foot in the station business and one foot in the cable programming business, and I like it that way. You can see both sides of the spectrum. I think this is the toughest, but most exciting, time to be in the broadcasting business," Gardner says.

"Frank is legendary at Scripps," says Scripps (cable) Networks President Ken Lowe, who has known Gardner for about 15 years. "Back in the 1980s, he was known as one of the best journalists and also as someone who was on his way up."

For decades, stations wore

"one of three faces," or were affiliated with one of the Big Three networks, Gardner says. "Now we're a face in the crowd. The problem is there's just not enough difference between stations today. Local TV has to break out and experiment and explore more ways of delivering unique concepts. It has to be more local and it has to be more uniquely local."

Gardner's experience as a local journalist lends strength to his point. "When he was at WCPO-TV Cincinnati, he did a remarkable job producing local programming," Lowe recalls. "I still remember a show he did on the [reunion of the 1970s' Cincinnati Reds baseball team, dubbed the] Big Red Machine. He was pushing the station to do more local programming; always high-quality; always well-received."

"I'm very sympathetic to our network partners," Gardner adds. "The networks are in a real dilemma. They aren't making any money and when you're profoundly tied to them and so identified with them as we are, we can't stick our heads in the sand and pine for the good old days." Six of Scripps' nine network affiliates are signed on with ABC; the three others are with NBC.

It's difficult for the networks and their local affiliates to be broad in a world that's becoming narrow and targeted, he



"I admire great storytellers."

Frank Gardner

Senior vice president, television, E.W. Scripps Co., Cincinnati; b. Oct. 23, 1942, McKenzie, Tenn.; BS, journalism, Memphis State University, Tenn., 1967; reporter, WMPS(AM)-WREG-TV Memphis, 1963-67; reporter/anchor/producer, WAGA-TV Atlanta, 1967-72; reporter, WCBS-TV New York, 1972-75; executive producer, WQED-TV Pittsburgh, 1975-76; news director, WWC-TV Memphis, 1976-81; news director, WBBM-TV Chicago, 1981-84; news director, WCBS-TV New York, 1984-85; general manager, KCBS-TV Los Angeles, 1986-87; general manager, KBAK-TV Bakersfield, Calif., 1987-89; general manager, WCPO-TV Cincinnati, 1989-93; current position since 1993; m. Pamela White, May 1977; children Leigh, 16; Jack, 10.

says. The transition, he suggests, might be similar to that of radio's transition from networks. "Old-time network radio devolved into mostly local most of the time and a lot of narrower, formatted content." Despite consolidation, radio's local connections are stronger today than they were decades ago, he says.

The real challenge today, Gardner says, "is for our product not to become just another commodity. I think we need to put a lot more emphasis on the harried, distracted nature of our viewers. I call it 'time-poverty.' They're only going to use what discretionary time they do have [by] consuming media that really delivers something they're passionate about. A lot of other stuff is going to fall by the wayside."

Ultimately, stations will be looking to the networks to supply fewer dayparts, he says. "Television stations can and will be producing more and more content aimed at specific viewers who are being sought by specific advertisers. And I think we will be able to charge those advertisers more on cost-per-cash-register-ring than cost per point. That's a major paradigm shift. I think it will be about moving goods, moving things off of shelves. A direct, hard-line level of accountability."

Scripps executives swear by this "category television" approach to cable, as illustrated

by the company's successful Home & Garden Television. After four years, HGTV reaches 48 million homes and analysts say the network may be worth \$500 million.

The approach also was used in 1997, when Scripps swapped KENS-TV San Antonio, Texas, and a companion AM radio station, to A.H. Belo Corp. in exchange for \$75 million and a controlling interest in the Food Network. Food complements HGTV and will help Scripps dominate cable's domestic programming category, Gardner says.

Meanwhile, "I see no financial gains from this conversion to digital," Gardner says. "At the end of the day, digital is the cost of staying in business and remaining competitive. The problem with multicasting is [determining] what can you produce on that much smaller scale that still has a decent [return on investment]. The technology is out ahead of the business side."

"What Scripps is doing is trying to sow enough of the right new seeds to help us evolve, through an orderly transition, to the new digital reality. That's how Scripps Networks came to be. It all began when Ken Lowe walked in and proposed HGTV to me. We're not a technology company; we're not a distribution company. We have to survive on content." —Dan Trigoboff

Appointments, ZDTV, San Francisco: **Margaret Buckley**, director, operations, named director, new business development; **Jeff Harvey**, West Coast sales manager, AMC, Los Angeles, named affiliate sales manager, Western region.

TECHNOLOGY



Andoos

Alison Andoos, Henry Effects artist, Moving Images Post Production, New York, joins design, direction, and visual effects company Cyclotron there as digital composite editor.

Craig Soderquist, president, Utah Scientific, Salt Lake City, joins digital transmission technology manufacturer Synctrix, Glendale, Calif., in same capacity.

INTERNET

Appointments, Buena Vista Internet Group: **Scott Schiller**, VP, advertising and sponsorship sales, named senior VP, advertising sales; **Larry Shapiro**, VP/counsel, legal department, Walt Disney Co., Burbank, Calif., named senior VP, business and legal affairs, Buena Vista Internet Group, Disney's online division.

John Nicol, director, technology, MSNBC, New York, named general

manager, MSNBC on the Internet.

Greg Regis, account executive ESPN Inc., New York, named VP, advertising sales, ESPN Internet Ventures.

Deborah Newman, director, marketing, advertising and sales, Music Boulevard Networks, New York, joins Deja News, Austin, Texas, as VP, marketing.

ASSOCIATIONS

Harvey Ganot, president, worldwide advertising sales, MTV Networks, New York, elected chairman, Multi-channel Advertising Bureau International Board of Directors, New York.

Tom Star, VP, Talk America Radio Networks, Canton, Mass., elected to the board of directors, National Association of Radio Talk Show Hosts in Canton.

Suzanne Stokes, director, public policy, Business and Professional Women/USA, Washington, joins the Association of America's Public Television Stations there as grassroots field coordinator.

Pandit Wright, senior VP, human resources and administration, Discovery Communications, Bethesda, Md., named president, Cable and Telecommunications Human Resources Association, La Palma, Calif.

ALLIED FIELDS

David Powell, chief operating officer,

Coherent Communications, Ashburn, Va., joins Tellabs, Lisle, Ill., as VP/general manager, Network Enhancing Technologies Solutions (N.E.T.S.) division.

Brian Steel, executive VP, On Command Corp., San Jose, Calif., named president/chief operating officer.

Susan Collins, VP, consumer marketing, DirecTV, El Segundo, Calif., named senior VP, marketing.

Dieter Horn, national sales manager, data media products, Sony Germany, Siegburg and Koln, Germany, joins Quantegy, Nijmegen, The Netherlands, as director, regional sales, Germany and Austria, Offenbach, Germany.

Donna Whitt, VP, administration and finance, Electronic Industries Alliance, Arlington, Va., named senior VP/CFO, operations.

Anita Larsen, director, communications services, Texaco, White Plains, N.Y., joins Joseph Seagram & Sons, a U.S. subsidiary of The Seagram Co., New York, as director, external communications.

DEATHS

Bob Bruner, 81, former television broadcaster, died Jan. 6. Bruner, who started in radio in 1940, helped usher in color television during a 1967 newscast at WMT-TV Cedar Rapids, Iowa. He also anchored the station's first midday

newscast. He retired from WMT-TV in 1982. He is survived by a son, a grandchild and two great-grandchildren.

William Warren, 87, broadcast pioneer, died Jan. 9 from heart surgery complications. From 1976 to 1980, Warren served as chairman and chief executive officer of Fisher Broadcasting Inc., which owns and operates KOMO(AM) Seattle. KOMO-TV Seattle and KATU(TV) Portland, Ore. Warren started at KOMO in 1933 as research director; six months later, at the age of 22, he became program manager. He headed the television development operations of KOMO-TV in 1953 and KATU in 1962, respectively. Although Warren retired from daily operations in 1987, he continued on as director of Fisher Broadcasting. Warren also served as chairman of the ABC Television Affiliates Board of Governors, and president and chairman of the Board of Washington State Association of Broadcasters. He leaves his wife, Elizabeth, and three children.

Correction: In the Jan. 4 issue of *B&C*, the photo in the Jeff Gaspin entry was mislabeled. The photo was of Cris Chavarria, director, on-air promotion, The WeB, Burbank, Calif.

—Compiled by Mara Reinstein
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Sinclair

Continued from page 3

the nation's 99.4 million TV homes. The 17 markets in which it operates a second station include Pittsburgh (market 19); Baltimore (24); Raleigh-Durham, N.C. (29); Nashville, Tenn. (30), and Milwaukee (31).

FCC officials last week were telling irate syndicators to contact the Justice Department with any monopoly claims, but they also said they are looking into whether to prohibit local marketing agreements that allow some broadcasters to circumvent the ban against owning two stations in a market.

Bill Carroll, vice president and director of programming at TV rep firm Katz, says the Sinclair move could set a precedent. "If this were to become the norm for weekend programming, it would certainly seem that the logical next step would be to look at Monday through Friday programming, but I don't know that either side wants to take it in that direction," he says.

"This certainly isn't intended to be a slap in the face; it's intended to give their [syndicators'] shows the respect and attention they deserve," Sinclair's Butler says. "When you give a specific time period on a specific station in a specific market and you pretty much promise the show isn't going to be pre-empted and can't be messed with, that is a pretty good opportunity in today's environment."

Many stations in New York and Los Angeles have been getting paid for years and Sinclair has asked for "comp" in certain situations before. Butler also says Sinclair executives are only attempting to maximize the value of the station group's available weekend time in a market where there are more shows than "decent" time periods. The company is receiving calls on a daily basis for new action hours and off-network series, he says. The letter is pure economics, supply and demand, he says.

"We have been wrestling with a way to add more structure to the way we handle this," Butler says. "Every year we have a number of shows that offer compensation for big clearances and we wanted to add more structure to that. We wanted to treat everybody equal and not play favorites. We figured the best way to do that was to make sure people got specific times and specific stations so they could predict their value."

The Sinclair letter offers three lists of markets, all containing 34 of Sinclair's stations with weekend time periods. Packages A and B are deemed to have better time periods and are available to stations at a minimum bid of \$993,820. Package C starts at a minimum asking price of \$967,088. The clearances, Butler says, collectively represent more than 21% of U.S. TV homes and that the asking prices are based on a "valuation of the displaced barter." All interested syndicators were instructed to contact Butler by noon last Friday, Jan. 15. Sinclair's intentions were to conclude a

deal by the end of next week's NATPE convention in New Orleans.

The letter also came with 10 specific guidelines, many of them irking syndication executives. "In Sinclair's sole discretion, if the quality of the actual production is significantly less than Sinclair's expectation of the pro-

duction, Sinclair will be entitled to adjust the time periods at the conclusion of the May 2000 ratings period," guideline No. 9 states.

As for the threats from the Hollywood studios, Butler said Sinclair executives are not worried. "I am disappointed that individuals are taking

this as anything more than the straightforward facts that we have laid out," he says. "These are specific time periods with specific stations. This is business and it's handled with respect."

Not all syndicators were upset. Studios USA Domestic Television President Steve Rosenberg, whose *Her-*



Package A

Suggested minimum bid: \$993,820

DMA	STATION	TIME PERIOD
14	Tampa	WTTA Sat. 5 p.m.
15	Minneapolis	KLCT Sat. 10 p.m.
19	Pittsburgh	WCWB Sat. 11 p.m.
24	Baltimore	WNUV Sat. 10 p.m.
25	Indianapolis	WTTV Sat. 5 p.m.
29	Raleigh-Durham	WLFL Sat. 4 p.m.
30	Nashville	WUXP Sat. 4 p.m.
31	Milwaukee	WCGV Sat. 4 p.m.
32	Cincinnati	WSTR Sat. 8 p.m.
33	Kansas City	KSMO Sat. 5 p.m.
34	Columbus	WTTE Sat. 4 p.m.
35	Greenville/ Spartanburg/Asheville	WFBC Sun., 9 p.m.
37	San Antonio	KABB Sat. 4 p.m.
39	Birmingham	WTTO Sat. 9 p.m.
40	Norfolk	WTVZ Sat. 11 p.m.
42	Buffalo	WUTV Sat. 6 p.m.
44	Oklahoma City	KOKH Sat. 6 p.m.
47	Greensboro/ Winston-Salem	WUFN Sat. 6 p.m.
54	Dayton	WRGT Sat. 6 p.m.
56	Las Vegas	KVWB Sun. 8 p.m.
58	Charleston	WVAH Sat. 5 p.m.
61	Richmond	WRLH Sat. 6 p.m.
62	Mobile/Pensacola	WEAR Sun. 11:30 p.m.
64	Flint/Saginaw/ Bay City	WSMH Sat. 4 p.m.
67	Lexington	WDXY Sat. 7 p.m.
70	Des Moines	KDSM Sun. 10 p.m.
74	Syracuse	WSYT Sun. 11 p.m.
76	Paducah	KBSI Sat. 5 p.m.
80	Portland, Me.	WGME Sat. 11:30 p.m.
84	Madison	WMSN Sat. 6 p.m.
92	Tri Cities, TN-VA	WEMT Sat. 10 p.m.
110	Peoria	WYZZ Sun. 10 p.m.
114	Tallahassee	WTWC Sat. 1 a.m.
320	Charleston, S.C.	WMMP Sun. 6 p.m.

Excerpts from Sinclair letter

■ Sinclair Communications, Inc. invites you to evaluate three lists of markets and stations with specific time periods, for weekly hour programs for the Fall 1999 season. You are also invited to submit a firm offer for the purchase of one or more of these clearance lists.

■ Attached are three lists of markets, stations and time periods. The lists are designated as "A" Time Period, "B" Time Period and "C" Time Period and offer the times and stations indicated. Time Periods "A" and "B" are for thirty-four (34) markets. Time Period "C" is for thirty-two (32) markets. These clearances are for weekly hour programs, with a barter split of seven (7) minutes (national)/seven (7) minutes (local), but no more than eight (8) minutes (national)/six (6) minutes (local).

■ The invitation is being sent to other qualified parties. If your company is interested in participating in a negotiation for any or all of these three market lists, please contact me by Noon (ET) on Friday, January 15, 1999, to begin negotiation. It is our intention to conclude negotiations the following week or by the conclusion of NATPE, 1999. Your offer should conform to the following stipulations, procedures and guidelines:

■ The minimum bid price for Time Periods "A" and "B" is \$993,820 per list. The minimum bid price for Time Period "C" is \$967,088.

■ Only offers that are specific as to the amount of consideration will be considered. The compensation is for the clearance, and is non-commissionable, net dollars.

■ In markets where Sinclair owns, manages or programs two stations, a second weekly broadcast will be scheduled Monday-Sunday, 9:00 a.m.-6:00 a.m. In single Sinclair station markets, the second run shall be optional, at the station's sole discretion.

■ Once an agreement has been executed, the agreement is non-cancelable and the contracting party shall be fully liable to Sinclair for the full amount of the agreed upon compensation. For example, if a planned program is never produced for the Fall 1999 season, or is cancelled mid-season, the contracting party shall be fully liable for the total amount of the agreed upon compensation.

■ At Sinclair's sole discretion and as part of the firm offer process, Sinclair, in its sole discretion, may require payment, guarantees in the form of escrow payments, third party guarantees acceptable to Sinclair, in its sole discretion, or such other payment arrangements, which Sinclair deems desirable.

■ In Sinclair's sole discretion, if the quality of the actual production is significantly less than Sinclair's expectation of the production, Sinclair will be entitled to adjust the time periods at the conclusions of the May 2000 ratings period.

cules and *Xena* air on a majority of the Sinclair-owned stations, says he won't be paying for airtime anytime soon on the stations, but understands the group's intentions.

"I would much rather get a letter from [Sinclair] saying we demand to pay you \$20 million for the right to clear your action hour—that would be a great letter," says Rosenberg. "But I'm not expecting it. In terms of this announcement, however, I'm not outraged as it is not necessarily a surprise. And in some strange way, I almost admire it."

And another top syndication executive said if it were not for the sheer "stupidity" of the letter itself, someone probably would be willing to pay the million-dollar minimum asking price.

"If they would have done it without

the letter, I'm sure someone would have paid for it, but with the letter we are all going to laugh about it," the syndicator says. "Whoever makes a deal now with Sinclair, we will all laugh at them and know they got suckered into this deal. I can promise you there is not a 1% chance that I will make this deal. I would rather not launch a show than pay this kind of ransom."

As for Butler, he's going to sift through any offers he receives and hopefully conclude a deal by the end of the month. "I think it's funny that the New York crowd [stations] has done this forever," Butler says with a laugh. "Sinclair didn't invent this. If you put out a letter for 34 markets, it's much more complicated than just saying one time period on one particular New York City station." ■

McCain

Continued from page 3

1996 Telecommunications Act as Congress intended.

The draft bill would allow satellite broadcasters to import distant network signals to households unable to receive over-the-air TV until Jan. 1, 2002, when the bill would require satellite TV companies to carry all broadcasters' local signals. But the satellite industry balks at the suggestion that the distant network signal business should be phased out.

"We think the broadcasters want to eliminate the distant network signal business and that's totally unfair to consumers," said Andy Paul, senior vice president, Satellite Broadcasting & Communications Association.

"We object to proposals that would end distant network signals in totality by Jan. 1, 2002," said Bob Marsocci, spokesman for DBS provider DirecTV.

The issue is tricky because both broadcasters and satellite TV companies think their businesses are threatened if the other side gets its way.

Satellite TV companies are nervous about giving up the distant-signal segment of their business because many of their customers are households in rural areas and are "unserved" by over-the-air

TV or cable. DBS companies who do not plan to offer local TV signals via satellite still want to provide imported network signals to unserved customers.

Local broadcasters are concerned that allowing satellite TV companies to carry their signal will diminish their market share. They want Congress to ensure that DBS providers will carry all their signals as soon as they are technically able to. Local broadcasters also would benefit if satellite TV carriers could not sell distant signals to unserved subscribers and instead brought those households local signals.

A Miami federal district judge last year ruled that satellite TV providers must cut off by April 30 the imported signals of all subscribers who live within the broadcast signal and can clearly receive local TV over the air. The draft bill would push back that date to Aug. 1, 1999, to give the FCC and Congress more time to decide the issue.

Last year, broadcasters agreed to put off the Miami court's first cutoff date for five months—to Feb. 28 from Oct. 10—because lawmakers were worried about ending network TV service to one million satellite TV subscribers three weeks before last year's mid-term elections. But with no impending elections, broadcasters have no political motivation to push back the cutoffs any longer. ■

NBC takes Shales out of content

Not even one of Tom Shales' hands was clapping for NBC's new *Providence*. The *Washington Post* TV critic called the show "Must-flee TV" and even panned the "obnoxious promos." But the promos struck back, as a Shales jibe was turned into a compliment last week.

In a reference to what he called the "dreary and dismal" *Trinity* (an earlier NBC drama), Shales noted that "NBC has done it again." The network used the tag line in its *Providence* promos over the weekend, crediting the critic, but hardly conveying Shales' true feelings. The particular line used, in fact, was near the bottom of the piece, and by the time a reader reached it, he or she, presumably, would have gone through Shales' jibes at the show's plot, dialog and characters—although the critic did compliment the lead character's hair. The network said it pulled the spots quickly and chalked it up to "overzealousness." But Shales believes it was taken out of context in retaliation for a column in which he said that if he had to choose only one network to watch, it would be ABC. ABC has used the line in its own promos. "They're [NBC] particularly ticked off about that," Shales said. Shales said that although *Washington Post* editors "don't find it funny," legal action was apparently preempted by the network's quick withdrawal of the spots. "We can seek a cease-and-desist order," Shales said, "but they've already ceased and desisted."
—Dan Trigoboff

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

NEW ORLEANS

Bourbon Street bongo

Watch for Stuttering John in two weeks on the NATPE conference floor. CBS executives say the entire Howard Stern radio show crew will be down in New Orleans for the annual convention and they will be taping interviews for Stern's radio and TV programs. Stern, who has been talking about NATPE on and off for the past month on his syndicated radio show, will be addressing the conference's General Session on Wednesday, Jan. 27. Eye-mark Entertainment executives announced earlier this month that Stern's new syndicated weekend show is coming back for a second season.

DENVER

Dropping Denver from 'A' list

With the Denver City Council vote on Internet unbundling looming, AT&T officials want city officials to know what's at stake: Getting dropped from the "A" list. Denver officials, who have yet to approve transfer of TCI's 112,000-subscriber cable franchise to AT&T, are debating whether to require TCI-AT&T to open their cable modem network to competitors. If that condition passes, AT&T says it will drop Denver from a list of 10 cities tapped for early market trials of voice, video and high-speed data services. Tom Peltó, AT&T vice president of law and government affairs for the western region, acknowledges some might see that as a threat, but he says it's not. "It is simply a statement of fact," he says. "This deal is a business decision. The decision to upgrade the network in any franchise is likewise a business decision." Peltó notes that US West, which has been the most vocal pro-unbundling voice in Denver, has been the most resistant of all Baby Bells to opening its own network. "[Unbundling] is really a solution in search of a problem," says Peltó. "US West knows that the solution it is pushing doesn't work."

WASHINGTON

Let us in

The communications bar wants to make it easier to visit the FCC's new headquarters. Though commissioners have been in their digs at the Portals building just a week, lobbyists, reporters, and other frequent FCC visitors are griping about security procedures. The new rules prevent them from dropping in unannounced on the commissioners' staffers bureaus—standard practice at the old M St. headquarters. Portals visitors must

be escorted to their appointments and will be barred from roaming to additional offices. "This is Reed Hundt madness," complained one lobbyist, referring to the former agency chairman's effort to insulate the agency's new home from what he apparently viewed as influence peddlers and other unsavory types. The Federal Communications Bar Association is pushing the agency to issue permanent passes that will grant frequent visitors access to most parts of the facility. "This is partly for our own self-interest, but it's also in the public interest," said attorney Howard Weiss, part of the FCBA's Portals committee. "It should be easier for knowledgeable parties to provide information that will help FCC staffers make decisions." FCBA officials have discussed the matter with Kathryn Brown, chief of staff for FCC Chairman William Kennard, and with various bureau chiefs. Agency officials appear amenable to loosening the rules, Weiss said, but no changes have been agreed to.

Save that date, whatever it is

Chairman William Kennard still intends to hold a hearing on proposed changes to broadcast ownership rules, but the date keeps slipping. He originally hoped to meet Jan. 15. Then Jan. 22 was suggested, but schedule conflicts among other commissioners and delays in signing up witnesses prevented him from setting a final time. The most likely target now, sources say, is the first week in February.

BEAVERTON, ORE.

Coming soon from Tek

Next week, Tektronix is due to announce several new products in its Profile video server line, including a high-definition model and a low-cost unit. The Beaverton, Ore.-based company will demonstrate both at NAB '99 in Las Vegas. The high-definition model will offer "cost-effective storage for program material or spots," according to Tek's Ray Boldock. Although product specifications and pricing for the unit have not been released, the server is expected to have around 10 hours of high-definition storage.

Tektronix is seeking to capture the low-end of the server market with its new "Pro Series" line of Profiles. It will be less capable, but also less expensive than the PDR 400 series. Tektronix is branding its joint newsroom venture with Avid as AvStar, a limited liability company that will be run by former NewStar and Avid executive Matt Danilowicz.

FYI

When comments come due next month, the NAB is planning to tell the FCC that its members are willing to keep the commission apprised of broadcasters' ongoing efforts to recruit minorities. It will mean some more of that ever-popular paperwork (or perhaps e-mail work), but broadcasters are willing to put forth the effort. Some may not go along with the NAB proposal, but we expect most will.

Although the commission's EEO rules were held unconstitutional last year, NAB has said it remains committed to the goals of increasing participation of minorities and women in the communications industry. What the industry clearly does not want is a return to commission-dictated EEO policies tied to license renewals. That scenario would simply be a return to the unconstitutional regulations that the court threw out. The NAB proposal that its stations *voluntarily* send reports detailing their efforts is a reasonable response to the FCC's concerns (the commission began a proceeding on new rules after the old ones were thrown out). It's also a responsible approach to a worthwhile goal. By contrast, new EEO dictates from the commission with station licenses held hostage to compliance would be a recipe for another constitutional fight and one the commission would probably lose.

P.S. One thing we can already apprise the FCC of is that broadcasters, including LIN TV, Tribune and the NAB, contributed \$1.5 million to the association's education fund last year, with part of that money going toward "increasing diversity in broadcasting."

Here's to the second, and the First

The advent of *60 Minutes II* was inevitable, given the success of *Date-line* and *20/20* expansions. What wasn't inevitable was that it would be as good as the original. Whatever or whoever is the edge that distinguishes *60 Minutes* from the other news magazines seems to have carried over to the successor.

The question, of course, is how much luster will have been taken off the original, which for millions of viewers had become the way to start their TV week. Don Hewitt, the brilliant creator of the original, had reason for being reluctant to expand the franchise. He at one point characterized the prime-time magazines as the new soap operas of television, wringing out one person's dirty linen or another's agony until hell wouldn't have it. Now that he's joined the expansionist crowd, the first *60 Minutes* may not seem so special.

The argument at one point was over having enough stories to tell. It turns out that there may be an infinite supply of stories, if of ever-lessening rank. The question is: Is there an infinite supply of viewers and listeners?

The swing in the prime-time pendulum from entertainment to news began when network managements, beset by production costs on the order of \$1.2 million per hour, reasoned that reality was cheaper by half, and they began to emulate the news journals that had sprung up in syndication. The emphasis wasn't the big story but the little story—the slice of life, the off-the-beaten path, the man bites dog. To the surprise of many, the new news genre took off with the audience, if not winning its time period, then often placing second.

With the advent last week of *60 Minutes II* and the new ABC News Thursday, the news divisions now account for almost half of the prime-time schedules. That's a sea change for those who remember that the government had to pass a law before CBS would put the original *60 Minutes* in prime time.

Understandably, the creative community—which has seen its network potential cut in half—is appalled by this turn of events. But it still has an edge. As a general rule, the really first-rate drama or sitcom will win over news every time. The problem is, at what cost? If Hollywood is to recapture this ground, it will have to take it a program at a time, while proving that its costs per rating point aren't out of line.

There is in all this a seeming triumph for TV news. Having knocked in vain on the prime-time door for fruitless decades, it now finds itself in danger of being dragged inside whenever it passes by—or whenever a weakness shows up somewhere in the schedule. TV news organizations would do well to take in the new abundance with a grain of salt, save their money and keep their eye on the real ratings chart: excellence in journalism.

There were years when this page inveighed again and again against FCC or congressional initiatives to regulate news, including requiring more of it. For the most part, those forays have been contained. The irony is that virtually unbridled competition in the world of television has brought the nation's news organizations to full cry—if not full flower—in a way that regulation could never have done. The First Amendment would be pleased.

How long?

The FCC released its minority advertising study last week. It showed that minority-owned and minority-targeted stations are getting less buck for their bang on the rate card because of advertising perceptions about the buying power of their audiences. The study cited a pair of stations that, although among the top-rated in their markets, earned less per listener than some of their lower-rated competitors. We're not familiar enough with the methodology of the study or who conducted it to comment on its broad conclusions, but there is clearly something wrong with that picture. American Advertising President Wally Snyder pointed out last week that minorities are an increasingly powerful consumer market and said advertisers are hurting themselves by undervaluing minorities, a situation minorities are all too familiar with. "We urge advertisers and agencies to make decisions based on facts and not fiction," Snyder said. So do we.

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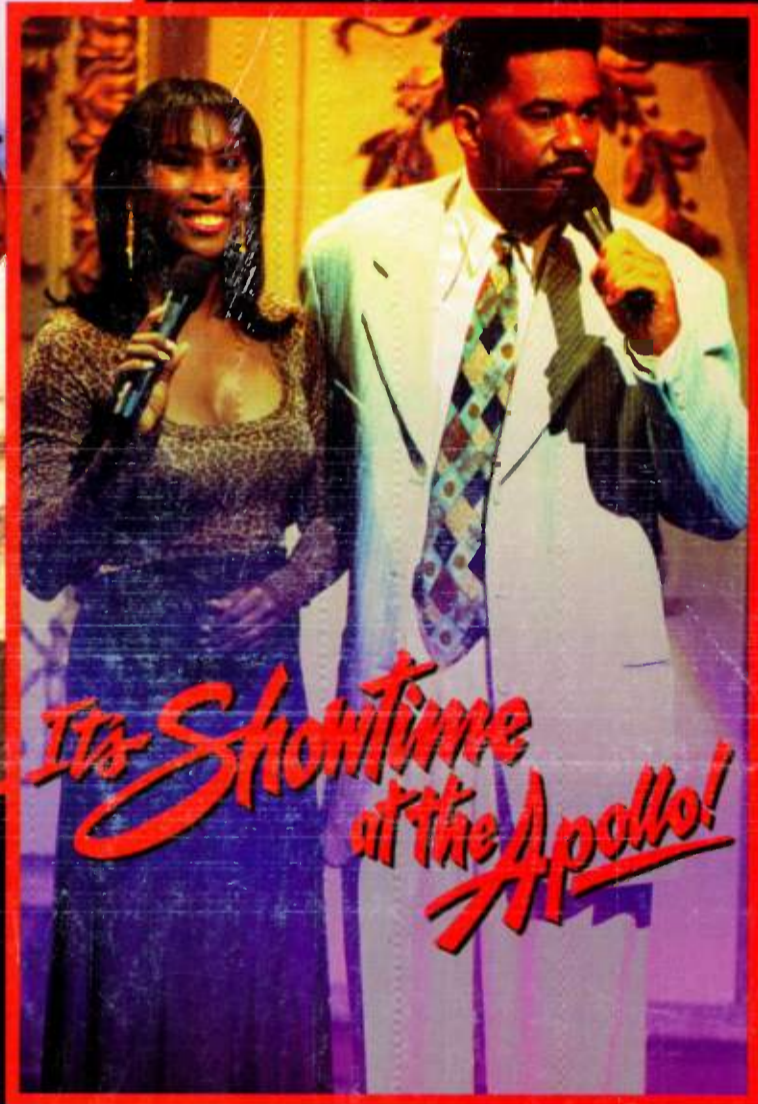
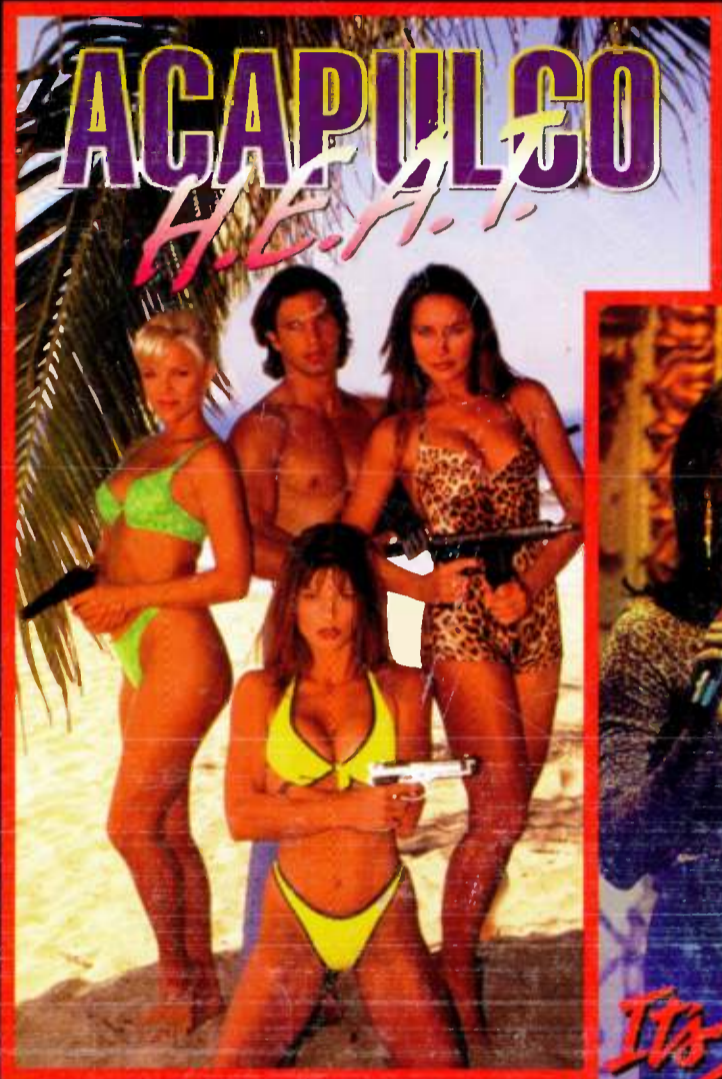
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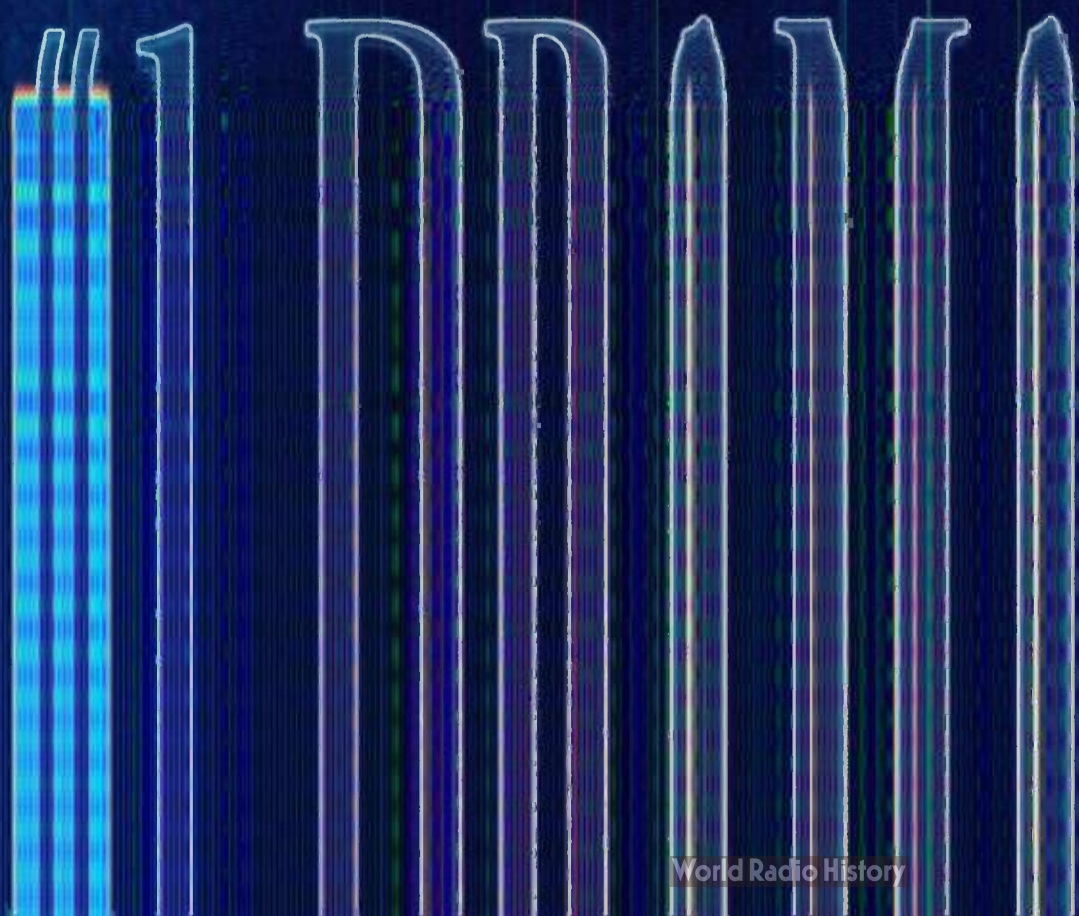
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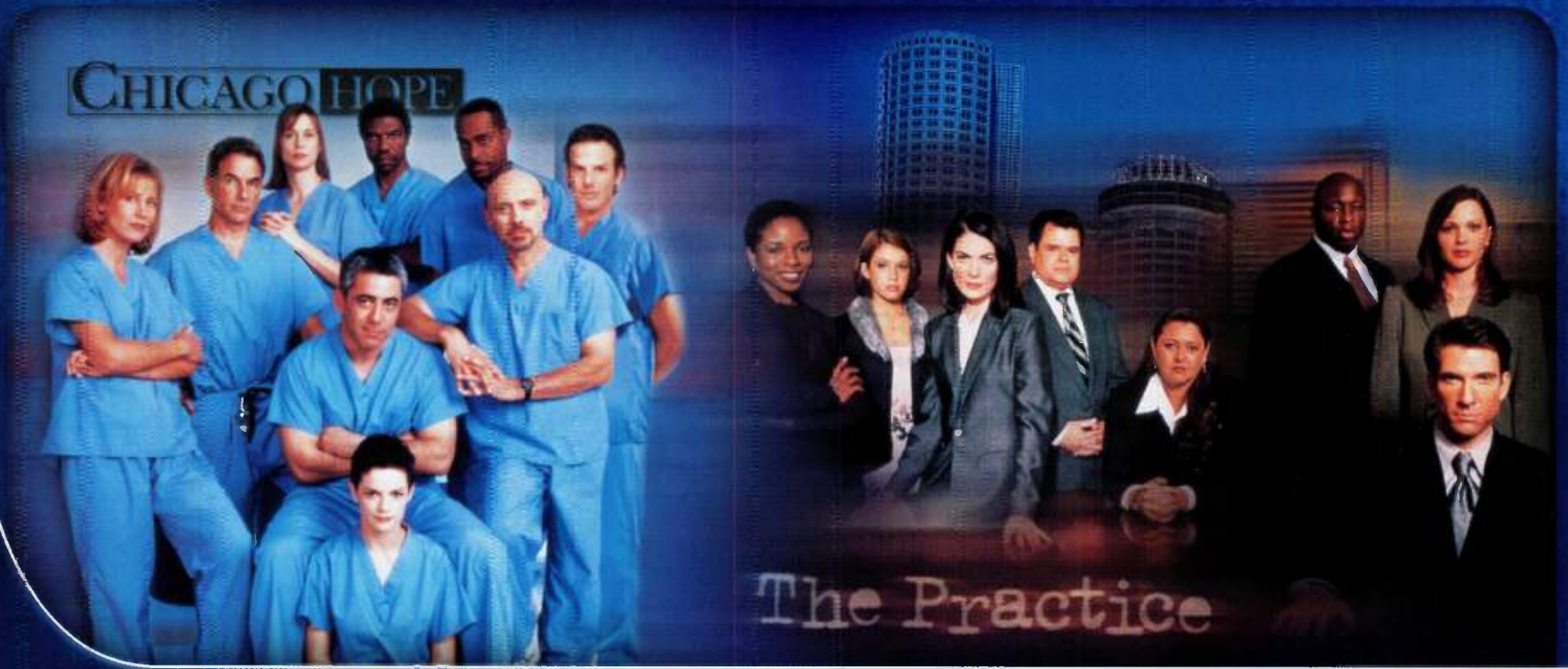
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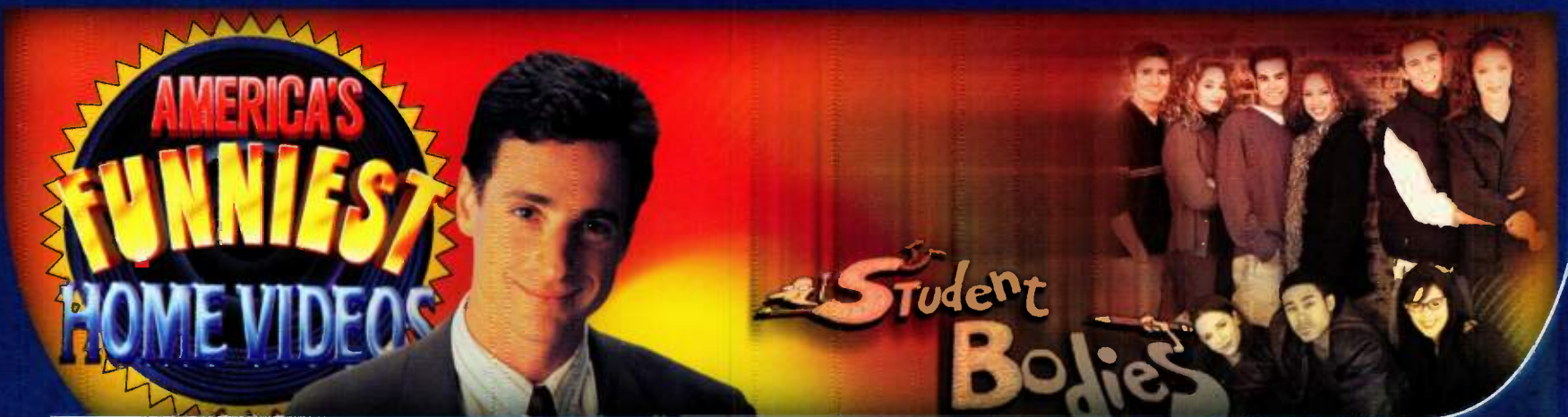
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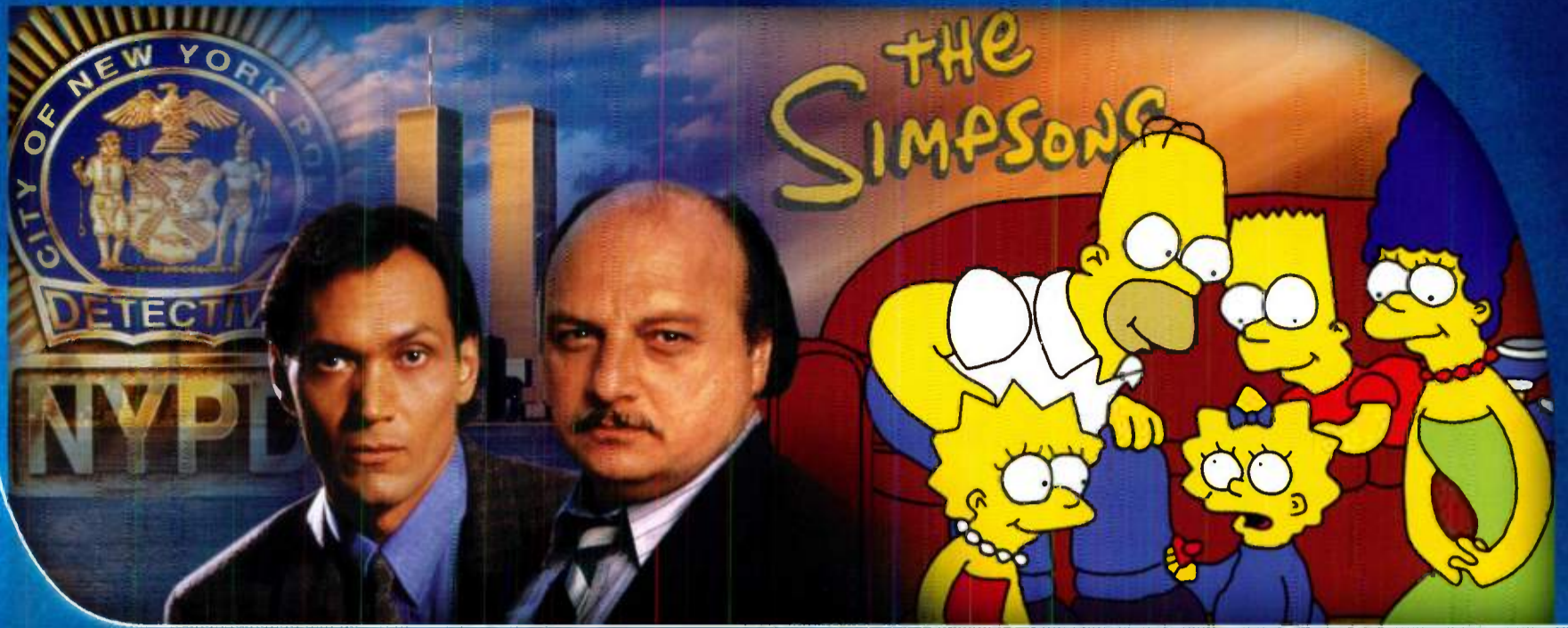
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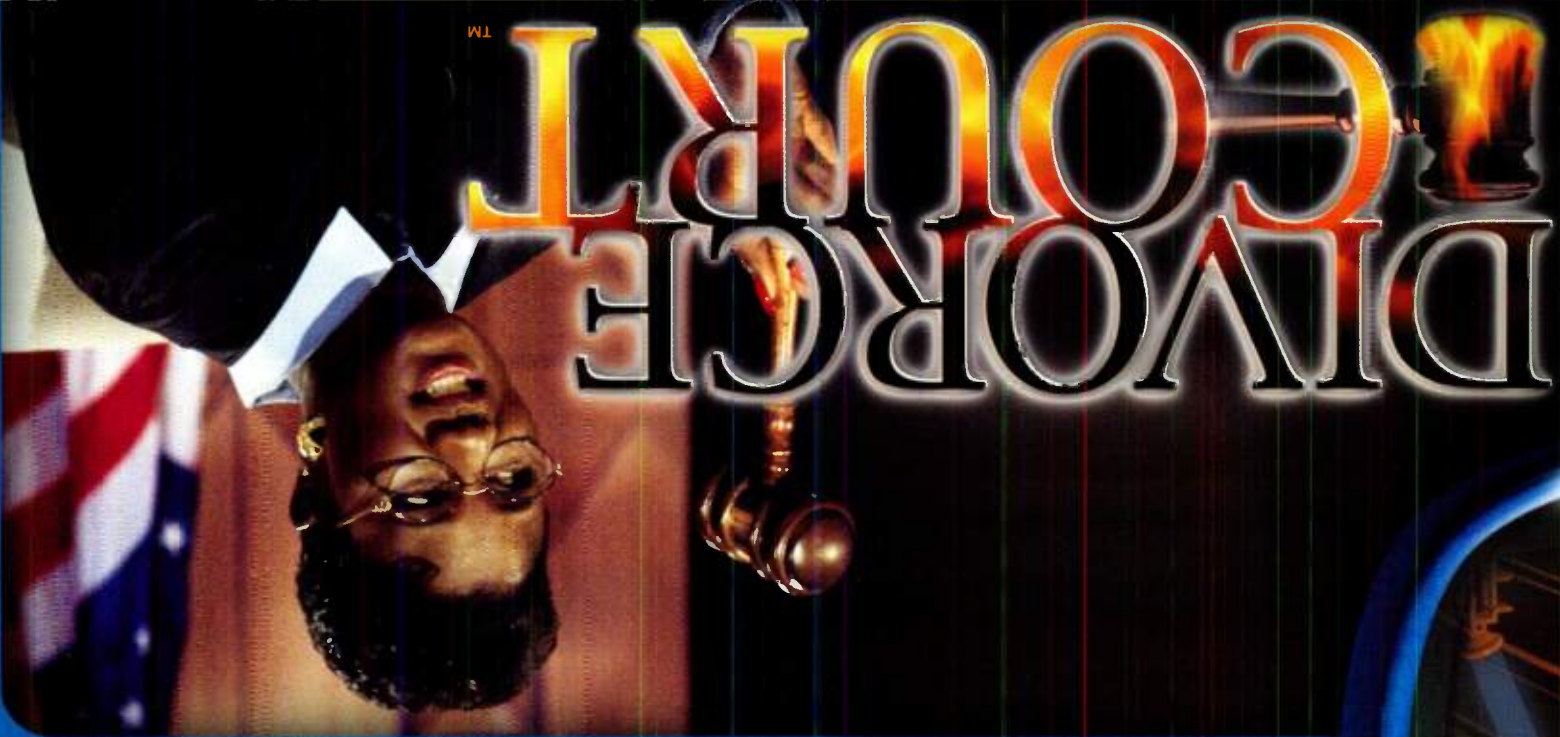
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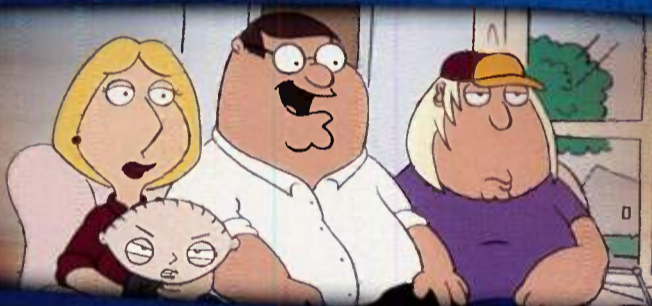
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| 3 - M*A*S*H | 7 - The Simpsons |
| 4 - Forgive or Forget | 8 - Divorce Court |
| | 9 - The Practice |
| | 10 - Chicago Hope |

Sources: 1) The X-Files (FOX), NTL S-T-D thru 12/20/98, Shr; NYPD Blue (ABC) NTL S-T-D thru 12/20/98, Shr; Buffy, The Vampire Slayer (WB) NTL S-T-D thru 12/20/98, Shr
2) The X-Files, NTL S-T-D thru 12/20/98, III & A18-09 Rig Shr; Ally McBeal, NTL S-T-D thru 12/20/98, III & A18-09 Rig Shr; The Simpsons, NTL S-T-D thru 12/20/98, III & A18-09 Rig Shr
3) M*A*S*H - The Final Episode, NTL Top Network TV's ranked by III Rig 1-61-present; 4) Forgive or Forget, NSS AA GAA III Rig (w/012-14/98 vs. series premiere w/08/98, Roseanne-9/14/98, Howie Mandel-6/22/98, Donny & Marie-9/21/98) 5) The Practice, NTL S-T-D 9/21-12/20/98 vs. 9/22-12/22/97 III Rig
6) The X-Files, NSS P-T-D thru 12/20/98, AA GAA III Rig

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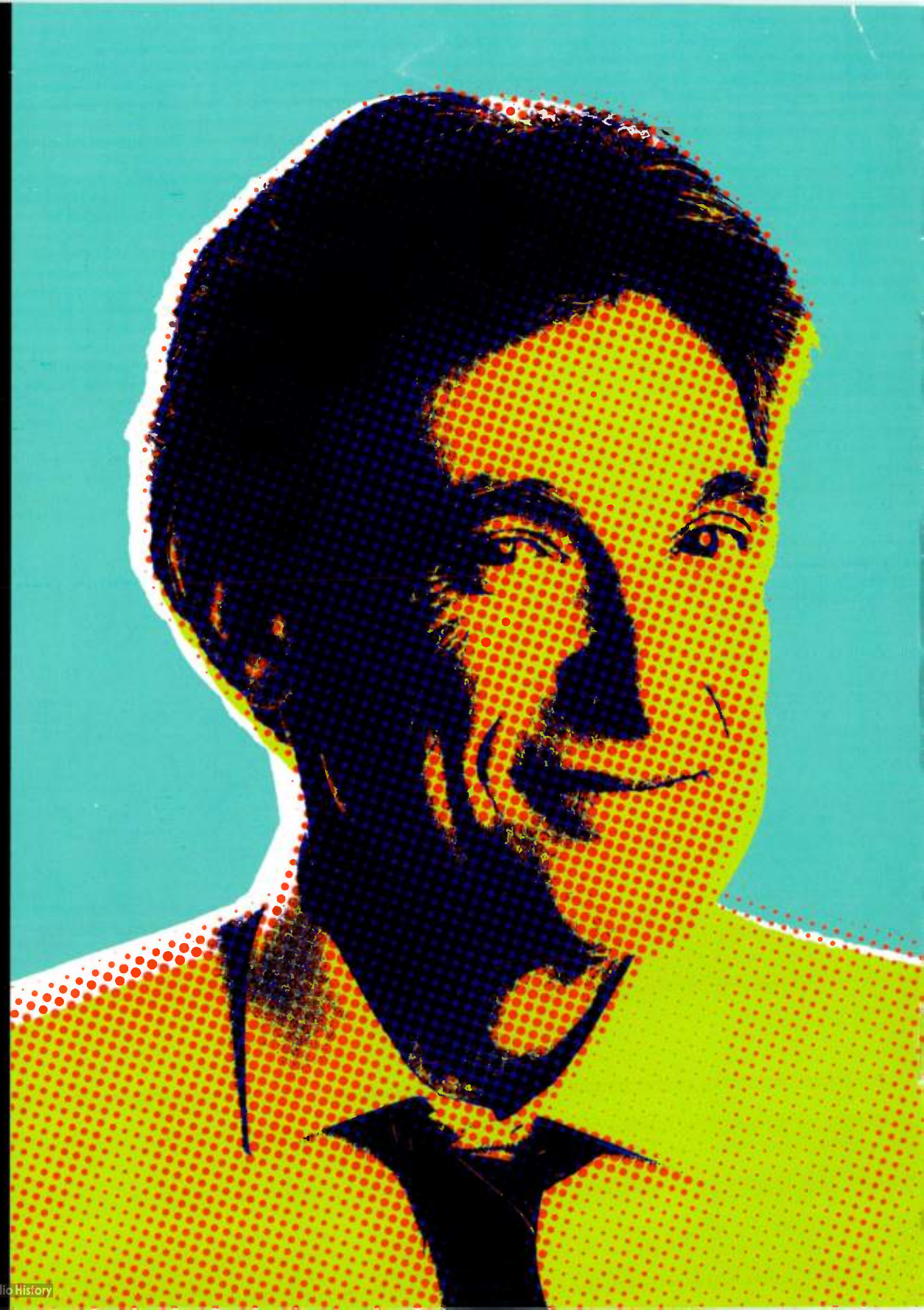
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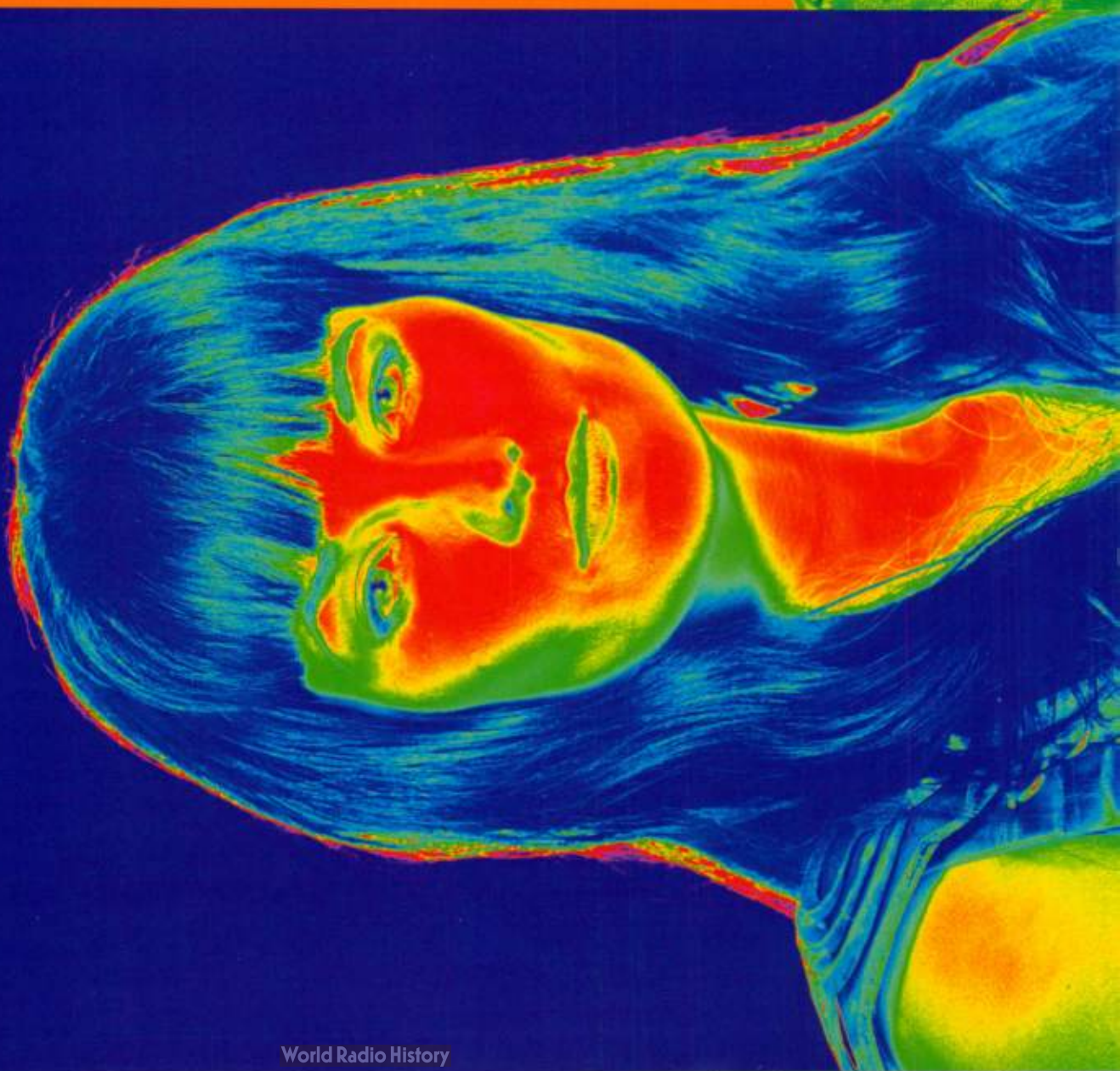
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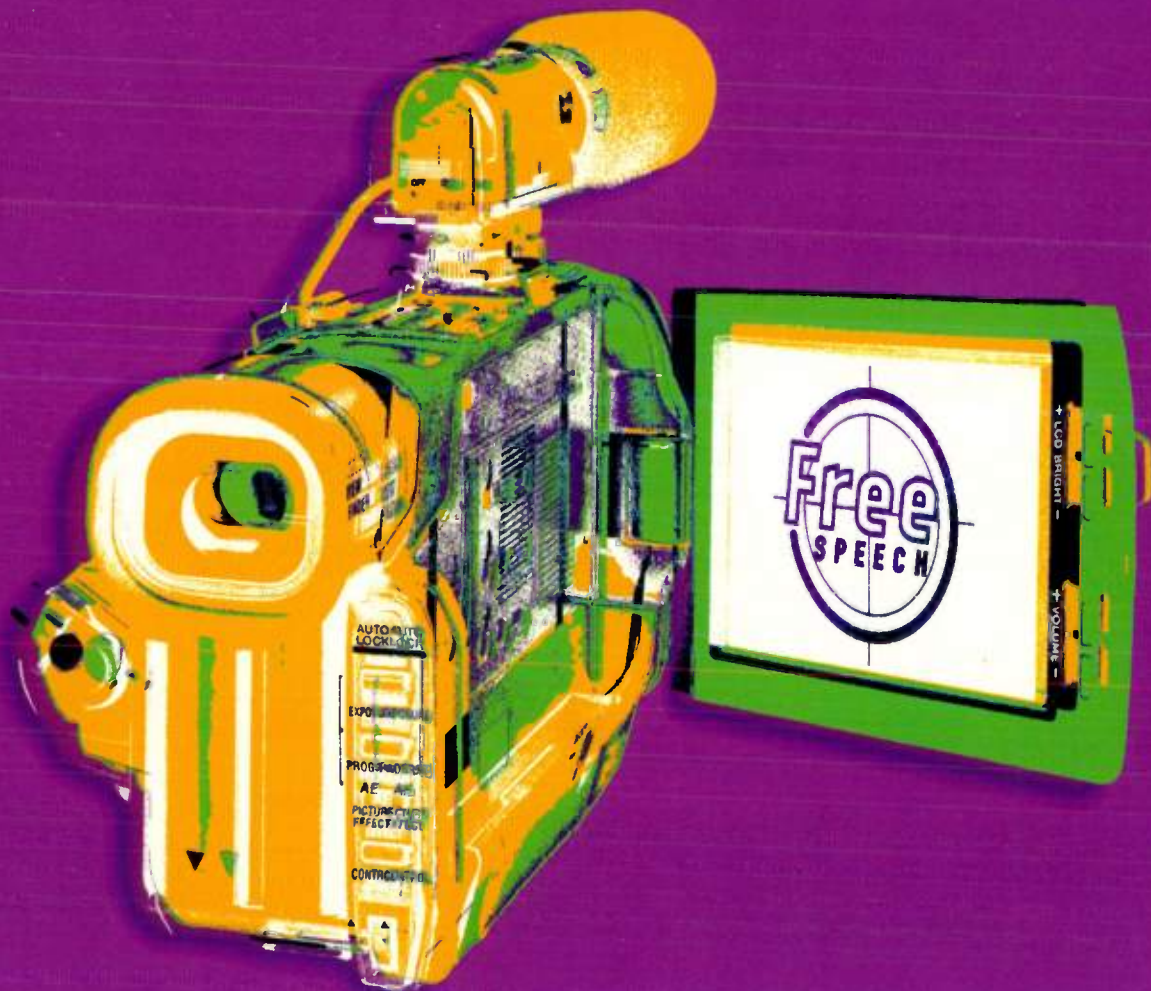
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